

CLEARWATER DOWNTOWN DEVELOPMENT BOARD
May 5, 2010 – 5:30 PM - City Hall – City Council Chambers

Members Present:	David Allbritton	Chairman
	Bob Fernandez	Vice-Chairman
	Dennis Bosi	Treasurer
	Charles Lykes	Member
	Paris Morfopoulos	Member
	Jay Polglaze	Member
	Thomas Wright	Member
Also Present:	John Doran	Ex-Officio/Councilmember
	Paul Gibson	Ex-Officio/Councilmember
	Geri Campos Lopez	Director of Economic Development and Housing
	Courtney Orr	Downtown Manager
	Anne Fogarty France	Board Administrator

The Chairman called the meeting to order at 5:30 p.m. at City Hall

1. Citizen Comments – Items Not on the Agenda

Ms. Jenny Esno thanked the DDB for their support and extended an invitation to the board to attend the Relay of Life event which will be held on May 7 - 8, 2010 at Coachman Park. The event begins at 6:00 p.m. on May 7 & ends at 12:00 p.m. on May 8, 2010. Ms. Esno asked Chairman Allbritton to take part in the opening ceremonies at 6:00 p.m. She also stated that Ms. Fogarty France, Ms. Orr and Member Polglaze will be participating in this event.

Chairman Allbritton stated that he will be there and that it will be a great event. He also stated that he is very proud of what's being done to improve Clearwater.

2. Approve the Minutes from the April 7, 2010 Regular Monthly Meeting

Vice-Chairman Fernandez moved to approve the minutes of the April 7, 2010 meeting as submitted in written summation to each board member. The motion was duly seconded and carried unanimously.

3. Adopt March 2010 Financial Statement for Filing

Member Bosi moved to adopt the March 2010 Financial Statement for filing. The motion was duly seconded and carried unanimously.

4. Boat Slip Status – Rod Irwin, CRA Executive Director; Margie Simmons, Finance Department Director

Mr. Rod Irwin stated that he normally has the Harbor Master come in to present the report on the status of the boat slip construction to the DDB but since he is recovering from surgery, Mr. Irwin

would update the DDB on the project & how it relates to the board's mission.

Mr. Irwin stated that they started the process in 2005 and didn't realize how complicated it was to get a marina permitted in Florida or in any other place in the country. They have been dealing mostly with state and federal agencies and were lucky enough to receive a \$1 million state grant, one of five awarded in the country.

Mr. Irwin stated that in the next two weeks the south basin of the boat slips will undergo a soft opening and boaters leasing spaces will be allowed in. The northern part of the marina was scheduled to open late last year but this was delayed because of permits needed from the Florida Department of Environmental Protection (FDEP) as well as having to work with the US Corp of Engineers to get approval to realign for operational purposes. The bigger part of the delay came when they were drilling and discovered that there was hard limestone so they couldn't drive the piles in but had to drill and bore into the limestone base instead. The final item that caused the delay in opening the Northern part of the marina was that they are still dealing with the utility issue. They decided it was prudent that they knew all the utility locations in the harbor so that they don't encounter an issue like what transpired in Dunedin.

Mr. Irwin stated that the northern part of the marina will be completed in the next several months. Once the marina is fully completed they will have an opening ceremony in which the board members will be invited to participate in as one of their funding partners.

Mr. Irwin stated that back in 2004 when the council looked at this project and tried to identify the importance of it to the City of Clearwater and its residents, they discovered that there were four key factors. The first factor was boater access which is currently an issue, and will continue to be an issue in Pinellas County. Boating permits went up to 10,000 between 1996 and 2005 and at the same time the number of wet or dry slips for public use went down. Mr. Irwin stated that this trend is expected to continue in the future so there is a need to add municipal spaces. With Coachman Park being under public ownership, they had a unique opportunity and a significant initiative that a lot of places don't have. This allowed them to move forward with the boat slip project.

Mr. Irwin stated that the second factor is that they wanted to provide greater access to the general public. They have incorporated a promenade into the design to allow for a public viewing area. The walkway along Clearwater Bay has been improved by new sidewalks as well as better lighting and benches. They hope that events will be hosted along the bayfront. Also, the public fishing pier at the end of the park will be doubled in size and more facilities added. In addition, there will be 700 feet of free community tie up space in the marina that residents can access this transient boat space.

Mr. Irwin stated that the third factor is environmental sensitivity. They have gone through extensive reviews with FDEP in regard to sea grass, manatee and wildlife protection, and water quality and they have passed all of these reviews. FDEP commented that there has been improvement in the protection around the sea grass because it is going to be sheltered behind the docks. Funds have been taken from the sea wall fund to completely restore the sea wall from Pierce 100 to the end of the harbor.

Mr. Irwin stated that the fourth issue that the Council identified will add another layer to help restore Downtown. They looked at the number of transient boaters that come down the Intracoastal Waterway and have decided to allot the outside of the docks for transient rentals because statistics prove that these people have a high level of disposable income and they come and stay in the marina for 3 to 4 days at a time. They usually get off their boats and attend events as well as dine around the marina area so they spend money in the community.

Mr. Irwin stated that the improvements done within the city is a layering process and that no one thing provides revitalization. There are many factors that contribute to the improvement of a place as can be seen in other cities. The Community Docking part is another effort to improve Downtown because people living in the city want to attend events and this will give them easy access to Downtown. A facility will be placed in the area for excursions which will help bring groups of people to the downtown. This will also invite more people Downtown to stay and attend events after their excursions. Special rates and packages will be given to people who are coming to events Downtown.

Mr. Irwin stated that Ms. Simmons provided funding information with the snapshot on the first year of the Proforma. They started out with a bonding effort on the project but the economy was bad so the Council discarded the idea and looked for ways to be more efficient. They were able to downsize some funds but still keep the same basic structure for the project. This allowed them to reduce rental rates for the boat slips. The budget will be tight over the first few years so the DDB's contribution is very important to this project. Mr. Irwin stated that they really appreciate what the DDB has done to help move the project along.

Vice-Chairman Fernandez asked how many spaces are currently leased out. Mr. Irwin replied that there are 126 spaces plus external rentals available and 40 spaces have already been leased out.

Mr. Irwin stated that companies involved in downtown condominium projects have requested to reserve spaces at the boat slips to sell to potential residents. They feel that having the ability to offer boat slips on the water will help market the properties. This in turn will increase the downtown population and benefit retailers in and around the Downtown area.

Member Morfopoulos asked about the unexpected \$1 million that was received from government agency. Mr. Irwin stated that the \$1 million was not unexpected but was budgeted in and that they had to compete for the grant awarded by the state.

Member Morfopoulos asked if the \$1 million was reflected in the special development fund. Ms. Simmons stated that the amount was reflected in the construction funding sources.

Member Wright asked how many employees are going to be hired. Ms. Simmons replied 5 or 6 employees will be hired and noted they have to have someone on duty at all times for security purposes.

Member Wright asked if they would be city employees to which Ms. Simmons answered yes.

Member Wright asked if they have given any thoughts of contracting a marina operator. Ms. Simmons stated that they haven't considered that option at this time.

Member Wright stated that 46% of the expenditures are listed as other operating costs and wanted to know what those other costs covered. Ms. Simmons stated that a good percentage of the other operating costs were for utilities. The biggest cost is \$75,000 for electricity and \$75,000 for gas, water and utilities. Some of this money is collected back from those who lease permanent slips because they pay a portion of their own utilities.

Member Wright asked what the internal service expenses are for. Ms. Simmons stated that internal service expenses are information technology costs, telephone maintenance, and administrative fees.

Ms. Simmons stated that the \$100,000 construction budget reflects two years of the DDB's ten year commitment of \$50,000 per year. The \$50,000 per year contribution for years three to eight will be reflected in the operational budget.

Member Wright asked what the average per foot rental for these spaces is. Ms. Simmons stated that the cost of rental for Clearwater residents is \$9 per foot and the cost of rental for non-Clearwater residents is \$10.50 per foot.

Member Morfopoulos asked if the DDB was the only source of funds for operating costs. Ms. Simmons stated that was and if additional funding is needed it will have to come from the city.

Mr. Irwin stated that they have a minimum amount of staffing at the marina with the Harbor Master's office being at the far end which is required for checking-in and includes laundry, showers and bathrooms. A marina worker will be on duty at this location at all times. They will also have a police aide working because of the need to have 24 hour security. These will be the only two employee positions that will be directly involved with the marina. Security cameras will be installed so that people renting these slips can feel safe.

Member Morfopoulos asked if the laundry facility also included public restrooms to which Mr. Irwin replied yes.

Chairman Allbritton asked if the marina will be open 24 hours a day, seven days a week. Mr. Irwin responded that public access to the marina will be closed at 9:00 p.m. but keys will be given to those who lease.

Member Wright asked if the boundaries of the Downtown district extended into the water. Mr. Irwin replied that he didn't know the answer to that question.

Member Lykes asked if there will be a kiosk in the marina to advertise the different city businesses. Mr. Irwin stated that he doesn't know what the advertising plan is going to be but they are currently working on different promotional ideas for the Downtown district.

Member Morfopoulos stated that maybe the homeless can make use of these restrooms instead of using downtown business' restrooms. Ms. Simmons stated that this was outside her area of expertise.

Chairman Allbritton opened the floor to Public Comments.

Mr. Mike Rembis, Clearwater Film Festival, stated that the public restroom facility at Coachman Park should be opened 24 hours a day, seven days a week and security be put there so that access can be given to the homeless. He advised that it was against the law to deny use of a public restroom to someone regardless of whether it is in a restaurant or not.

Ex-Officio/Councilmember Doran stated that as long as they have funding for the daytime activities in the Clearwater Homeless Intervention Program (CHIP), there are showers and other facilities there as well as social services for people who might need assistance. Restaurant owners can direct the homeless to this center to use the restroom facilities or for any help they might need from Social Services.

Member Morfopoulos asked what the distance was from the boat slips to the CHIP Center. Ex-Officio Councilmember Doran answered that the CHIP Center is approximately a mile.

5. Sponsorship Request – Clearwater Film Festival, Mike Rembis

Mr. Mike Rembis stated that he started the Clearwater Film Festival was not only to create a job for himself but to create business for the city of Clearwater. His goal is to show approximately 100 films between the Capitol Theatre, St. Petersburg Junior College Drew Street Auditorium, Clearwater Cinema Café, and Largo Cultural Center over a period of 5 days. This festival will be held from September 29 to October 3, 2010. He has received approximately 103 film submissions so far and anticipates having more submissions before the event date. People will come from all over the world to watch their own films as well as other film entries. He stated that he received two more film submissions today from Barcelona, Spain.

Vice-Chairman Fernandez asked if Mr. Rembis approached the DDB with his Film Festival proposal last year. Mr. Rembis stated that he did not approach the DDB for this event but at the suggestion of one of his advisory board members, he put in a request for financial assistance to rent the Capitol Theatre.

Mr. Rembis stated that he has a good advisory board which consists of Courtney Orr, Brenda Nieborsky, Peter D'Alessio, Radames Pera and Jeffrey Lynn Ward. Ms. Nieborsky is the Director of Film Festival Services for Openfilm.com, a website primarily for film makers. Openfilm.com has given the Clearwater Film Festival a place to hold an online contest so that film makers can produce a 30 second small video and post them to the website. Since this contest just started, there are no entries yet but it will be another way to advertise Clearwater.

Mr. Rembis stated that he already has a lot of sponsorships from local businesses. System Productions has agreed to help show some of the submissions that have made it into the film festival. These films will be shown during a party at the 4th Friday events and will be called Sneak Previews.

Mr. Rembis stated that Productionhub.com has 55,000 members worldwide and has agreed to sponsor the Clearwater Film Festival by providing advertising to the filmmaking community. They have also received \$15,000 in sponsorship from Stella Artois, the beer by Anheuser Busch. They will be providing all the beer that is needed for the film festival.

Mr. Rembis stated that Tampa Bay Magazine is another sponsor who will be providing advertising from now until the festival. Sheraton Sand Key, Holiday Inn and Suites on Clearwater Beach and the Chart House which is associated with Holiday Inn are also sponsoring the film festival by providing room rentals as long as the food is purchased from them for some of the parties.

Mr. Rembis stated that the festival will consist of an opening night at Capitol Theatre which will seat 425 people. There will be an opening night party for VIPs and people who have Producer's passes. The next three days they will show films and hold film panels. Film professionals will be scheduled to speak at this event and will talk about their jobs, what they do and how they do it. Mr. Rembis stated that he has a list of professionals who have expressed their interest in coming to Clearwater to attend the festival so he's trying to raise funds to fly them out here. He also stated that he has attended many film festivals, has seen how things have been done and he knows how he can make his event better than all the others.

Mr. Rembis stated that he has a list of approximately 20 people who are cinematographers, composers, literary agents, producers, directors, writers, screenwriters, editors, and lesser known actors. He also has a documentary that was filmed on a space shuttle and one of the astronauts who is in this documentary is interested in attending the Clearwater event if Mr. Rembis can pay him a fee of \$5,000.

Mr. Rembis stated that he is doing everything he can to bring people to Clearwater and to help generate revenue for the city. The Greek Town Grille has offered the use of their space to Mr. Rembis so that he can occasionally host a party there to show films. This will provide extra advertising for the film festival and increase awareness about the event.

Mr. Rembis stated that the Clearwater Regional Chamber of Commerce is another sponsor and will be providing advertising for the festival while Edible Arrangements and Café Milano are sponsors who will be providing food for the parties held at System Productions on the same nights as the 4th Friday events.

Mr. Rembis stated that their website is really detailed. He also stated that he is working with local hotels such as Hampton Inn, Holiday Inn, La Quinta, and Sheraton Sand Key to create a direct link from the film festival's website to the hotels websites to make it more convenient for people to make reservations for their stay in Clearwater. Special room rates will be given to people attending the film festival. Mr. Rembis stated that he is also trying to get in touch with several airlines to see if he can get them to participate in this event by providing special deals or some form of sponsorship.

Mr. Rembis stated that when the website was created in mid December 2009, they were getting an average of ten hits per day and now they're getting an average of 30 to 40 hits per day. One

day recently they received 100 hits on their website. Mr. Rembis provided a list of top 100 cities where most of the hits are coming from and Clearwater was number one on the list with the most hits. Some other places with the most hits on their website were Austin, Dunedin, Philadelphia, and New York. The other day they received 40 hits from Philadelphia alone and they are getting hits from other countries as well.

Chairman Allbritton asked how many film showings will be there at Capitol Theatre. Mr. Rembis stated that there will be one show on September 29, six shows on September 30 from 11:00 a.m. to 11:00 p.m., and six shows on October 2 from 11:00 a.m. to 11:00 p.m. The Capitol Theatre is occupied on October 1, 2010 so they won't be able to have any shows there that day.

Chairman Allbritton asked if Mr. Rembis is anticipating a full house every day and Mr. Rembis responded that he was. There are a total of 5,500 seats available in all locations and his goal is to fill at least 5,425 seats with 2,000 seats being available for the lowest pass level, 1,500 seats being available for the next two pass levels and 425 seats being available for the elite and sponsor pass level. A producer's pass is needed for opening night and he will only make 425 of them available. Half of those passes will be reserved for film makers, some passes will be reserved for the sponsors, and 200 passes will be sold to cover a lot of the expenses incurred.

Chairman Allbritton asked if people come to these festivals with the hope of getting their films bought. Mr. Rembis stated that the people do hope to get their films bought and his long term plan is to have some distributors attend the festival to get exposure for the film makers. If he can't get any distributors to attend the festival this year, he plans on having them attend by next year.

Vice-Chairman Fernandez asked what background Mr. Rembis has in putting on an event like this. Mr. Rembis stated that he is an actor, a writer, a director, and now an entrepreneur. He has been in sales his whole life. He has been writing films for about seven years and won an award two years ago for the 24 hour film challenge at the Cannes Film Festival. He knows a lot of people in this business and has a lot of connections.

Vice-Chairman Fernandez asked if this was Mr. Rembis' first venture to which he responded yes.

Member Bosi asked how many people have responded to attend this event out of the 100 submissions Mr. Rembis has gotten. Mr. Rembis stated that they have selected 11 so far but the people are allowed to submit their films until August. Even though he has 100 submissions, he needs a lot more to choose from since not all the films are good. To select the good films, he has 5 people screen them and rate them. The highest scored films are reviewed again.

Member Morfopoulos stated that the concept of putting on a film festival in Clearwater is exciting but he wanted to know how profitable the event will be. Mr. Rembis stated that he can fund the event by himself but he is hoping to get some financial sponsorship and in return these sponsors will get some advertising from it.

Member Wright asked if Mr. Rembis has done any studies to find out what the economic impact might be if he hits his goal. Mr. Rembis responded that he doesn't have any information on what

the economic impact will be. However he did research on who attended film festivals and found that the results were slightly skewed towards women. By statistically comparing data from past film festivals he found out that from an economical stand point 1/3 of people who attend film festivals are making \$25,000, 1/3 of people are making between \$25,000 and \$75,000, and 1/3 of the people who are making over \$75,000.

Member Wright asked if Mr. Rembis knows what the economic impact is for the Gasparilla film festival. Mr. Rembis stated that he knows that approximately 12,000 people attend the Gasparilla Film Festival each year and that the Sarasota Film Festival brings in approximately 20,000 to 25,000 people each year.

Member Morfopoulos asked what the overall budget is for putting on an event like this – how much is Mr. Rembis' investing and how much is he getting from sponsors. Mr. Rembis stated that based on all seats being filled the expenditure will be \$250,000 plus advertising. He also stated that he would only need \$30,000 to put the event on. As of right now Capitol Theatre will cost \$10,000, Largo Cultural Center will cost \$14,000, St. Petersburg Junior College will cost \$8,000, and the Clearwater Cinema Café will cost \$2,700.

Member Bosi asked if all the films will be playing concurrently to which Mr. Rembis responded yes and that there is no way anyone can do and see everything at a film festival. Sarasota has a theater that they use with several shows playing all at once.

Member Morfopoulos asked if it was okay for the DDB to fund or provide assistance to a for profit organization. The response was that if it is done as a sponsorship, it will be advertisement for the DDB.

Chairman Allbritton asked if Mr. Rembis was requesting \$5,000 from the DDB to which Mr. Rembis responded yes. He stated that the DDB will be bronze sponsors but if the DDB sponsors the full \$10,000 to rent the Capitol Theatre they will become silver sponsors and will get twice as many tickets for the event. He also stated that most of the attendees will be there for two reasons, to view their own movies and to hear the speeches of the guest speakers.

Chairman Allbritton asked the board what their take was on sponsoring the event.

Ms. Orr suggested that if the DDB decides to support the film festival, they should make the motion to remit the \$5,000 sponsorship directly to Ruth Eckerd Hall for the Capitol Theatre. That way if something happens and the event doesn't take place, the DDB will either get a credit from Ruth Eckerd Hall or a \$5,000 refund.

Member Bosi stated that if the event doesn't take place, Ruth Eckerd Hall will probably still want to get paid for reserving the theatre because they won't be able to schedule any performance during that time. Ms. Orr responded that Ruth Eckerd Hall doesn't usually rent their hall out and they don't schedule back to back events. Since they already have an event scheduled for October 1st, she did not feel the DDB would have problems getting a refund if necessary.

Mr. Rembis stated that Ruth Eckerd Hall requires the deposit by June 29, 2010. He has received a very generous discount for the rental space of Capitol Theatre. The rental charge is

normally \$1,000 per day but he was able to rent the space for \$250 per day with additional fees that have to be paid for stage hands, security guards, and custodians plus tax.

Member Polglaze asked what events will be taking place at Capitol Theatre. Mr. Rembis responded that the opening party will be held there on September 29 with 425 guests attending. On September 30 there will be 6 showings, each one being allotted a 2 hour time frame.

Member Wright stated that he applauds Mr. Rembis for putting this event together but he would feel more comfortable seeing what his proforma looked like in terms of the economic benefit of putting on a film festival. Mr. Rembis responded that there are no hotels in downtown Clearwater and not enough things to do so he can't offer a financial answer at this time.

Member Wright asked Mr. Rembis to give them his assurance that no film will be shown that will embarrass the DDB. Mr. Rembis responded that he won't show any films at the Capitol Theatre that might embarrass the DDB. Largo has requested that they only show family oriented films in their theater as well. St. Petersburg Junior College has not given him any guidelines as far as film contents so he can show films that might be a little off color in their auditorium. Cinema Café also has no guidelines for the types of film shown at the film festival.

Member Bosi asked if there will be events taking place on the street as well. Mr. Rembis responded no but if someone wants to build around the festival and have activities in the street he would be fine with it. He also stated that the Convention and Visitor's Bureau will assist in transporting people back and forth from their hotels if there are reservations made at three or more hotels for this event.

Member Bosi stated that it looked like DDB is the only funding source for the Clearwater Film Festival right now.

Member Polglaze asked what the total sponsorship funding for this event was.

Mr. Rembis stated that he has no other cash sponsors as of right now.

Member Bosi stated that he would like to reevaluate Mr. Rembis' proposal in 30 days when he has more information.

Member Lykes stated that this kind of event is good and if it is successful, it will bring celebrities to Clearwater.

Member Bosi stated that there is only \$6,200 left in the Non-budgeted Events line item and if they sponsor the Clearwater Film Festival that will leave only \$1,200 for the rest of the year.

Ex-Officio Councilmember Doran stated that the DDB represents a separate taxing district and separate tax payers so they should get full credit for the sponsorship. Mr. Rembis stated that he will advertise the DDB however they wish on his website.

Chairman Allbritton stated that this event can be successful and called for a vote.

Member Morfopoulos moved to fund the Clearwater Film Festival in the amount of \$5,000 contingent on the payment going directly to Ruth Eckerd Hall and also contingent on the event taking place. The motion was duly seconded. Members Allbritton, Polglaze, Lykes, Morfopoulos and Wright voted “Aye”; Members Fernandez and Bosi voted “Nay.” Motion carried.

6. Approval to Fund Volunteer Recognition – Anne Fogarty France

Ms. Fogarty France stated that she purchased ten \$10 gift cards for a total amount of \$100 to give as gifts to volunteers and needed approval after the fact for the gift card purchases.

Member Lykes moved to approve the funding of ten \$10 gift cards purchased by Ms. Fogarty France for a total amount of \$100. The motion was duly seconded and carried unanimously.

7. Chairman’s Report – David Allbritton

a. Downtown Coordinating Committee Update

Chairman Allbritton stated that he wanted to bring the board up to date on the Downtown Coordination Committee meeting that was held on April 12, 2010. Bill Sturtevant, Bob Clifford, Rod Irwin, and Chairman Allbritton attended this meeting. Items discussed at this meeting included the Membership Drive that was held by the Merchants Association at Pickles Plus Too on April 29, 2010 and the 4th Friday IZOD/Indy Car event, which brought 2,500 people to Downtown Clearwater. Chairman Allbritton stated that Mr. Irwin brought up the Streetscape Phase II project and informed everyone that it will be presented to the council in June and bids will be out in July.

Chairman Allbritton stated that Mr. Sturtevant will contact Morton Plant to request sponsorship from them for 4th Friday so that they can be a little more involved with Downtown than they currently are.

Chairman Allbritton stated that the Harbor View Center will be auctioning office furniture and kitchen supplies on May 29, 2010.

Chairman Allbritton stated that Carlen Petersen and Jim Watrous were announced as new board members for the Partnership.

Chairman Allbritton stated that they discussed the Light Rail plan that is coming into Clearwater and how exciting it is that Clearwater is being considered as part of the downtown loop.

Chairman Allbritton stated that it might be a good idea to move the July 7, 2010 DDB meeting to July 14, 2010 instead so as not to have it during the July 4 holiday week. Ms. Fogarty France would be sending an e-mail to ask for board feedback.

8. Clearwater Downtown Partnership Update – Bill Sturtevant, Chairman

Mr. Bill Sturtevant stated that he and Ms. Jenny Esno came to discuss new funding for 4th Friday in the amount of \$17,700 for the months of May and June 2010.

Mr. Sturtevant stated that the 4th Friday events have been very successful. They started this event in December 2008 and called it the Miracle on Cleveland Street. At that time they only had 6 sponsors with 2,500 people attending the event. Since then, they have been able to really solidify the brand and by the December 2009 Miracle event they were able to acquire 23 sponsors. Attendance for the December 2009 Miracle event increased to 5,000.

Mr. Sturtevant stated that companies in the bay area are taking note of the 4th Friday event. They have acquired Bright House Networks as a sponsor which shows that the 4th Friday brand is recognized. Bright House Networks offers them \$50,000 in free advertising. This is huge for companies who are interested in getting involved and participating in the 4th Friday events. Mr. Sturtevant stated that this important sponsorship helps them look to the future and prepares them to take the 4th Friday events to a new level. Each event creates growth which has been proven over and over again.

Ms. Esno stated that their goal is to create two signature events for May and June. If they have a bigger event, they will draw a bigger crowd which will give the 4th Friday events more exposure. Ms. Esno stated that in May they plan on capitalizing on Memorial Day weekend. There are 190,000 Veterans in the Bay area which makes them the second largest group in the country. For this event they plan on having a military parade and a helicopter flying over the event with military displays. Performances for this event include Suite Caroline, a Drum Corp and a boy band. With proper advertising, they expect to have more signature events that will be equal to, if not better than the May event.

Ms. Esno stated that in June they are planning a huge blowout event before students break for summer. They are planning to have a baseball theme with a celebrity type atmosphere. Each event will help bring local families to Downtown Clearwater.

Chairman Allbritton asked why there was a difference in entertainment costs between May and June. Ms. Esno stated that some of the celebrity events in May received more donations and that if they don't advertise, they don't get new sponsors.

Member Bosi asked what kind of advertising will be done to recruit new sponsors. Ms. Esno stated that they plan on advertising in the local newspaper as well as buying radio time on COX and CBS which works out better because it gives the events more exposure.

Member Wright asked if Mr. Sturtevant and Ms. Esno considered public service announcements as a form of advertising. Ms. Esno stated that they have public service announcements with Bright House Networks but since they receive the advertising from them for free, they cannot choose what stations or times they want their events advertised during. She also stated that they will be getting an audit at the end of the month to see which stations the events were advertised on by Bright House Networks.

Chairman Allbritton stated that they are asking for \$17,700 in funding for two months which are probably the prime two months in the year and that they have done an excellent job with all the other 4th Friday events so far even in spite of bad weather. He also stated that it would be great to host some awesome events before the rainy season.

Member Wright asked if \$17,700 was all new funding and was advised that it was new funding.

Member Bosi stated that they have invested \$50,000 in these events so far.

Mr. Sturtevant stated that the total amount funded by the DDB per event was \$4,100 which they had really had to stretch to pull off these events. Because of the low funding, there were two important components missing from these events, advertising and entertainment. The IZOD/Indy event and Suite Caroline brought a huge crowd of people.

Ms. Orr asked the DDB which line item they were planning on funding these events from since there was only \$1,200 left in the non-budgeted events line item. She suggested that the funds be taken from the Retail and Restaurant Recruitment Program line item.

Member Bosi stated that the DDB was over budget and asked what plans the Clearwater Downtown Partnership has for the future of 4th Friday events with this kind of money.

Member Polglaze stated that there is no argument about the role that the 4th Friday events play to revitalize downtown and that this level of sponsorship will probably only be temporary funding just until they get situated. Ms. Esno responded that they hope to be situated by September.

Member Bosi asked how much funding do they expect to require next year. Member Polglaze stated that Mr. Sturtevant will provide the DDB with a proposal next month.

Mr. Sturtevant stated that they are in discussion mode right now on what needs to be done to take 4th Friday to a whole new level. They would like to host a Jazz event in September and they don't expect to approach the DDB for September funding. Unfortunately they don't have time to go to the different businesses to market the event as should be done. In spite of that, Ms. Esno did a wonderful job organizing the events. Mr. Sturtevant also stated that they expect to fund the September event through other funding sources but will be back for regular funding from the DDB for 2011.

Member Morfopoulos stated that he has been in Clearwater for 20 years and has never seen a huge turnout at any other event like he has seen with the 4th Friday events.

Member Wright asked why they were protecting retained earnings because it was his understanding that they were to take the tax payers money and reinvest it into the community. Chairman Allbritton agreed with Member Wright and stated that this topic will be discussed at a later date.

Member Wright moved to approve \$17,700 in funding to the Clearwater Downtown Partnership for the 4th Friday events in May and June from the Retail and Restaurant Recruitment Program line item. The motion was duly seconded and carried unanimously.

9. Downtown Clearwater Merchants Association Update – Dennis Bosi

Member Bosi thanked the DDB for supporting the Merchants Association and attending the Membership Drive. He stated that 14 merchants signed up to be a part of the association that night and that there were other merchants who sent their memberships in but couldn't make it to the event. Another board meeting will be held tomorrow.

Member Morfopoulos asked where the next public meeting will be held. Member Bosi stated that they haven't picked a place for conducting the next meeting yet but the Clearwater Regional Chamber of Commerce has offered them the use of their board room.

Member Lykes asked what time tomorrow's meeting will be held. Member Bosi stated that the meeting will be held at 2:00 p.m. at Dunkin Donuts.

Ms. Fogarty France asked if they would like her to advertise the next public meeting. Chairman Allbritton responded yes.

Member Bosi thanked Pickles Plus for hosting the membership drive event.

10. DDB Promotion and Business Visitation Committee Report – Jay Polglaze

Member Polglaze stated that they had a great turnout at the meeting where they presented the \$10 Dunkin Donut gift cards in appreciation to the volunteers. They also conducted a brain storming session regarding what events drive people downtown. The response was unanimous in that events are the driving force in bringing people downtown. He stated that they came up with several event possibilities, one involving the neighborhoods and one being a multi-cultural event. Their goal is to engage not only the business community but also the citizenry. Clearwater has the infrastructure on the streets to host these events.

Member Polglaze stated that he has been busy with the Relay for Life as well as other events so he hasn't had a chance to go with Ms. Fogarty France and welcome System Productions and Body Right Chiropractic, the new businesses that have recently opened.

Member Polglaze informed the board that the owner of System Productions was very instrumental in getting the IZOD/Indy Car Challenge into downtown Clearwater. Since this business is located north on Garden Avenue behind where they usually put the stage for the 4th Friday events, he requested that they move the stage in the opposite direction so that it faced north. That way they could open up the street and engage the business community around that area as well. Member Polglaze stated that this modification worked well. The buildings to the south are lower so the setup looks better. Member Polglaze stated that they probably will use this setup for future events.

Ms. Fogarty France informed the board that there is a new Mexican Restaurant, Tequila Blue Bar and Grill, that recently opened.

11. New Business

Member Lykes stated that he managed to talk to Lola Wagenfohr about a downtown program on WTAN radio and he will have more information to discuss with the board at the next meeting.

Ms. Fogarty France stated that Ms. Lopez had to leave but asked her to alert the board of two public meetings coming up regarding Phase II of the Cleveland Street Streetscape. The first meeting will be held on Thursday, May 13, 2010 at 7:00 p.m. at Clearwater Sail and Power Squadron located on Cleveland Street. The second meeting will be held on Friday, May 21, 2010 at 9:00 a.m. at the Clearwater Housing Authority located at 908 Cleveland Street.

Member Wright asked that Ms. Fogarty France send an e-mail with those dates and times and she agreed to do so.

12. Final Comments

Ex-Officio Councilmember Gibson stated that the Downtown Streetscaping will reduce the lanes by 50% and he didn't think he would be voting for the project when the time comes to approve it.

Member Lykes stated that he was excited about the new events for 4th Friday as well as the Clearwater Film Festival.

Member Polglaze stated that he feels that they are on the right track with what is being done to improve Clearwater because the city needs help getting through these tough economic times.

Member Morfopoulos stated that the members of the board don't always agree on everything but he has respect for everyone and is honored to be on the board.

Chairman Allbritton stated that he knows his job is to move things along during the meetings but when important issues are being addressed, he feels that it is necessary to take time and listen because our downtown deserves it.

Member Bosi stated that he is all for Downtown Clearwater and he supports the different things being done, including the events being held to improve downtown. He also stated that he enjoys working with everyone on the board.

Member Wright apologized for being tardy and is very excited about the progress being made with Downtown Clearwater. He stated that he sees how it is thriving compared to what it was like when he left 3 years ago. He also stated that he feels that conducting a financial workshop would be beneficial to everyone.

Ms. Fogarty France responded that they will be discussing the preliminary budget for next year in June's meeting. At that time they will have a financial workshop to discuss the future direction for various projects.

13. Adjournment -Chairman Allbritton adjourned the May 5th, 2010 regular meeting of the Clearwater Downtown Development Board at 7:34 p.m.

CLEARWATER DOWNTOWN DEVELOPMENT BOARD MEETING ACTION AGENDA

Wednesday, May 5, 2010 - 5:30 pm

04.04.10.01

Vice-Chairman Fernandez moved to approve the minutes of the April 7, 2010 meeting as submitted in written summation to each board member. The motion was duly seconded and carried unanimously.

04.04.10.02

Member Bosi moved to adopt the March 2010 Financial Statement for filing. The motion was duly seconded and carried unanimously.

04.04.10.03

Member Morfopoulos moved to fund the Clearwater Film Festival in the amount of \$5,000 contingent on the payment going directly to Ruth Eckerd Hall and also contingent on the event taking place. The motion was duly seconded. Members Allbritton, Polglaze, Lykes, Morfopoulos and Wright voted "Aye"; Members Fernandez and Bosi voted "Nay." Motion carried.

04.04.10.04

Member Lykes moved to approve the funding of ten \$10 gift cards purchased by Ms. Fogarty France for a total amount of \$100. The motion was duly seconded and carried unanimously.

04.04.10.05

Member Wright moved to approve \$17,700 in funding to the Clearwater Downtown Partnership for the 4th Friday events in May and June from the Retail and Restaurant Recruitment Program line item. The motion was duly seconded and carried unanimously.