

CLEARWATER DOWNTOWN DEVELOPMENT BOARD

August 1, 2012 – 5:30 PM – City Hall – 3rd Floor Council Chambers

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

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

1. Citizen Comments

Socrates Charos, 627 Cleveland Street, advised the board that he will be opening a dance studio on September 1, 2012. He noted that he had wanted to know about grants for the district and spoke to Anne Fogarty Franc. Ms. Fogarty France provided him with information about grants.

2. Sculpture360 Sponsorship Presentation

Christopher Hubbard, Cultural Affairs Specialist, talked about the history of the rotating sculpture exhibition, now in its fifth year. Three sculptures are displayed each year and the project also included a Florida representative during three of the four years. The program was recognized by the Public Art Review and the Tampa Bay Regional Planning Council with the Future of the Region award. He advised that they would appreciate any sponsorship that the DDB can offer and understood that the budget was tighter this year.

3. Star Spectacular Sponsorship Presentation

Chairman Allbritton stated that the Spring Star Spectacular event was put on last April during the Fun 'n Sun Festival. The event was held on the 500 and 600 blocks of Cleveland Street and the street was closed to traffic. Bands played in Station Square Park and a classic car club brought in 60 classic cars. Vendors were placed on the street. The prime reason to do this was to bring people down to show off Cleveland Street and what the city has done. It was a free event that brought 700 – 750 people to Cleveland Street during the day. Chairman Allbritton advised that it was a success and that he had announced information about the downtown merchants during music breaks. He noted that he has been asked by the Bright House and Parks & Recreation to hold the

event again and added that he would like to do this during the Fun n' Sun Festival. This sponsorship request is for the Star Spectacular and Classic Car Show event in Spring 2013. He advised that he raises funds through the selling of sponsorships. He is asking \$2,500 in sponsorship this year from the board for an event that costs \$17,000. The DDB was nice enough to sponsor this event last year and noted that he does not receive any funds from the event. He felt that with all the events that we have, this event results in a lot of exposure for the merchants. He is aware that the budget shortfall and would appreciate any funding that the board would approve.

4. Approve Minutes from the July 11, 2012 Regular Monthly Meeting

Member Bosi moved to approve the minutes from the July 11, 2012 meeting. The motion was duly seconded and carried unanimously.

5. Adopt June 2012 Financial Statement for Filing

Member Morfopoulos moved to adopt the June 2012 Financial Statement for filing. The motion was duly seconded and carried unanimously.

6. Star Spectacular Sponsorship Request for Use of FY 2011-12 Funds

Chairman Allbritton advised that last year was the first time he coordinated the Star Spectacular event. It was modeled after a monthly event that the City of Clearwater coordinated it from 1961 to 1971. The event was held in various venues such as the auditorium that was removed from the bluff and Jack Russell Stadium where the Rolling Stones played. It was an opportunity to hear national acts and local bands that opened for the national acts.

Chairman Allbritton stated that last year he was thinking of a way to do a fundraiser by putting on an event. The event was tied into the Super Boat Races and included 32 of the original Star Spectacular artists. They brought in Bertie Higgins, who came in from California to play. The event was both a success and a learning experience.

This year it will again be part of the Super Boat Races weekend and will be held on Saturday night for the racing teams. The headlining band is Boulder County Conspiracy that includes some of the original Star Spectacular artists such as Dave Muse and Rick Roberts of the original Firefall and Joe Lala from Crosby, Stills, Nash and Young. Opening acts include the Sal Belloise Brothers band and songwriter/singer Michael Dan Emick of Clearwater, who has written songs for Meatloaf, Joe Cocker and Leta Ford. He approached the CMA about making this a fundraiser to benefit them. They will have a pre-event fundraiser for CMA that will be held on the Saturday night preceding the event at the Harborview Center and catered by local restaurants. They will be selling tickets for this September 22, 2012 event that will tie it into the one year anniversary of the Dolphin Tale movie. They are going to be giving out DVDs of the movie and he is throwing in VIP tickets to his event to those who attend. He thinks they can make a lot of money. He is asking for a donation from the Clearwater DDB in the amount of \$2,500 to help fund this event and noted that the event would bet \$17,000 out of pocket costs.

Last year this event fell on the first day of the fiscal year and the board took it on as a fundraiser and although they didn't make money they didn't lose a lot of money. This year because of the timing of the event it would be in this year's budget if approved by the board.

Member Belanger moved to fund the Star Spectacular event in the amount of \$2,500 from the Retail & Restaurant Recruitment line item. The motion was duly seconded and discussion ensued. Chairman Allbritton recused himself from the vote.

Upon roll call, the vote was:

"Ayes": Vice-Chairman Dennis Bosi, Member Sean Belanger, and Member Tony Starova

"Nays": Member Morfopoulos

Motion failed.

7. CRA/DDB FY 2012-2013 Interlocal Agreement

Ms. Lopez stated that was time for the yearly renewal of the DDB/CRA agreement and would be brought to the CRA at their next meeting. There were a couple of changes to subparagraphs l. & m. in that the board is not funding the Retail and Restaurant Recruitment Grant this coming year. The agreement now states that we will qualify potential recruitment candidates for consideration by the DDB for the grant and we will assist in looking into other incentives. We also updated the revenue numbers and the CRA portion to be returned to the DDB. For the public purposes it also outlines the DDB contribution of \$50,000 for the boat slips.

Vice Chairman Bosi wanted to go on record to state that he had suggested a way to help with some of the funding. His suggest was to defer \$25,000 of the boat slip funding with that \$25,000 being added on to the end of the agreement. He added that the request was denied by the CRA.

Vice Chairman Bosi moved to approve the FY 2012-2013 CRA/DDB Interlocal Agreement. The motion was duly seconded and discussion ensued.

Ms. Lopez stated that the request was made to City management, not the CRA. Management felt that the DDB made a commitment and should follow through with the commitment.

Upon roll call, the motion was unanimously approved.

8. Adopt Aggregate Millage Rate of 0.9651 mil for FY 2012-2013

Member Morfopoulos moved to adopt the millage rate of .9651 for fiscal year 2012-2013. The motion was duly seconded and carried unanimously.

9. Set First Public Budget & Millage Hearing Date for September 5, 2012

Ms. Fogarty France advised the board that the First Public Budget and Millage Hearing date was set for September 5, 2012 at the beginning of the regular monthly meeting.

10. FY 2012-2013 DDB Budget Line Item Review and Adoption

David Allbritton advised the board that they would be reviewing the budget line items and would need to adopt the budget at this meeting. He read into the record a statement that Treasurer Thomas Wright requested Ms. Fogarty France provide to the board as he was unable to be at the meeting.

“Gentlemen: Tonight, we have the opportunity to continue "breathing life" into the Cleveland Street District or we can slow the momentum by saving the "retained earnings" for that proverbial rainy day. Let me put this in perspective; in 2003, I moved the UBS Financial Services office from the Bank of America building at the corner of Cleveland and Garden to a location on US 19 and Bellaire Road, now known as the "Your Name Here" Building. Just over 4 years ago, I returned to downtown, now branded "The Cleveland Street District" to run the Merrill Lynch office at the corner of Cleveland and Garden. The transformation over the time I was away was astounding! The Streetscape with Public Art accents is world class and provides a backbone for a District that continues to come to life more vibrantly each month with the events largely sponsored by this Board. Much credit must also be give to our city fathers who generously supported this growth and revitalization effort. The Cleveland Street District has survived one of the worst recessions this country has ever know; just imagine how we will do in more prosperous times. Water's Edge and Station Square brought upscale condo living to an area that had no rent paying tenants 5 years ago. This Board has made great capital investments in the District with the Boat slips at Clearwater Harbor Marina, Clearwater Marine Aquarium Winter's Dolphin Tale Adventure at the Harborview Center and the informational message boards. Now is not the time to hold back on event sponsorship. We often say, "If this is my business, would I write the check for this event"? The answer today should be a very loud YES! Over the last three years we have invested a great sum to drive the revitalization of the Cleveland Street District now is not the time to give up on that investment. Better times are ahead for the District, Clearwater and this country. The events in the District are a major contributing factor for the growth in the District and will continue to show case what we have to offer. The "rainy day" is here; a fat bank account with taxpayer's dollars does not put "feet on the Street". I strongly encourage this Board to view each request in the most positive light and fund to appropriate levels while holding minimum funds in reserve. Respectfully submitted, Thomas J. Wright, Treasurer, Downtown Development Board”

Board Discussion ensued on this statement with differing ideas on how to best use the boards funds.

Chairman Allbritton went down each line item and discussions ensued.

The Public Art line item was reduced to \$4,000.

The Holiday Lighting line item was reduced to \$13,000.

Vice Chairman Bosi moved to support the Super Boat Races event at \$10,000. Upon no second being made, motion died.

Member Starova moved to support the Super Boat Races event at \$15,000. The motion was seconded and discussion ensued.

Upon roll call, the vote was:

“Ayes”: Chairman David Allbritton, Member Sean Belanger and Member Tony Starova.

“Nays”: Vice-Chairman Dennis Bosi and Member Paris Morfopoulos

Motion Failed.

Member Morfopoulos moved that the board support the Super Boat Races event in the amount of \$10,000. The motion was duly seconded.

Upon roll call, the vote was:

“Ayes”: Chairman David Allbritton, Member Sean Belanger, Member Paris Morfopoulos and Member Tony Starova.

“Nays”: Vice-Chairman Dennis Bosi

Motion Carried.

Member Bosi moved to support the Farmer’s Market in the amount of \$8,000. The motion was duly seconded and carried unanimously.

Vice Chairman Bosi moved to support Blast Friday at \$50,000 contingent on it being named Clearwater or Cleveland Street District Blast Friday in historic downtown Clearwater.

Upon roll call, the vote was:

“Ayes”: Chairman David Allbritton, Vice-Chairman Dennis Bosi, Member Sean Belanger, and Member Tony Starova

“Nays”: Member Morfopoulos

Motion carried.

Member Belanger moved to support the SeaBlues Festival in the amount of \$5,000. The motion was duly seconded.

Upon roll call, the vote was:

“Ayes”: Chairman David Allbritton, Vice-Chairman Dennis Bosi, Member Sean Belanger, and Member Tony Starova

“Nays”: Member Morfopoulos

Motion carried.

Member Morfopoulos moved to fund the Spring Star Spec and Classic Car Show in the amount of \$2,500. The motion was duly seconded and carried unanimously.

Vice Chairman Bosi moved to support the Z Festival in the amount of \$4,000. The motion was duly seconded and discussion ensued. Member Belanger recused himself from the vote.

Upon roll call, the vote was:

“Ayes”: Chairman David Allbritton, and Member Tony Starova

“Nays”: Vice-Chairman Dennis Bosi and Member Paris Morfopoulos

Motion failed.

Member Starova moved to support the Z Festival in the amount of \$7,000. The motion was duly seconded and discussion ensued. Member Belanger recused himself from the vote.

Upon roll call, the vote was:

“Ayes”: Chairman David Allbritton, and Member Tony Starova

“Nays”: Vice-Chairman Dennis Bosi and Member Paris Morfopoulos

Motion failed.

Member Morfopoulos moved to support the Z Festival in the amount of \$5,500. The motion was duly seconded. Member Belanger recused himself from the vote.

Upon roll call, the vote was:

“Ayes”: Chairman David Allbritton, Vice-Chairman Dennis Bosi, Member Paris Morfopoulos, and Member Tony Starova

“Nays”: None.

Motion carried.

Vice Chairman Bosi moved to accept the FY 2012-2013 DDB Budget as amended. The motion was duly seconded and carried unanimously.

11. **Appoint Nominating Committee for October 8, 2012 Election**

Chairman Allbritton stated that all members are except Members Belanger and Wright were eligible to be on the nominating committee. He noted that he looked to current members to assist in recruiting potential members to run for election and bring their names to the next meeting or let Ms. Fogarty France know if you have found a qualified candidate. In order to be eligible, a person must live, work or own property in the DDB district. Member Belanger noted that at this time he will not be running for re-election.

12. **Final Comments**

Member Starova stated that he sees the potential for downtown Clearwater and wished the board could give money to everyone that requested funds.

Member Bosi complimented Member Belanger on his vision for the informational message board signs that he passes each day. He commented on how difficult the budget process was.

Chairman Allbritton thanked the board for their input and stated that the board wants to support all events and hoped there would be more funds available in the future.

Member Morfopoulos noted that he wasn't looking forward to the meeting. He felt the board spent more than he had hoped for but put in some restraint on spending.

Member Belanger felt that these kinds of meetings are good and that it was good to hear what member's opinions were. He also stated that he doesn't think the board should have large retained earnings.

Ex-officio Councilmember Gibson advised that at the mayor's luncheon that he attend in the Mayor's absence, Zev Buffman from Ruth Eckerd Hall stated that he anticipates the lease will be done and anticipates the down time for the Capitol Theatre will be only four months starting October 2013. He made a comment in all the developments that happened in other cities theatres have improved the downtown. He feels this was part of the three-legged stool, along with CMA and this is what this board should be talking about. The CMA has taken more space in the Harborview Center because they're selling more promotional items.

Ex-officio Councilmember Polglaze stated that he had served on the DDB, the Clearwater Downtown Partnership, and now on the City Council. Due to having these positions and from living here for over thirty years he has learned that it can't always be the local boards that do everything. It has to be the private sector and they are now stepping up and there are benefactors out there. He stated that he appreciated the board dipping into retained earnings and wished they had dipped a little more. He stated that we will have bigger partners and have appreciated what the board had done in the past.

13. **The meeting was adjourned at 8:18 p.m.**

CLEARWATER DOWNTOWN DEVELOPMENT BOARD MEETING ACTION AGENDA

Wednesday, August 1, 2012 - 5:30 pm

08.01.12.01 – Member Bosi moved to approve the minutes from the July 11, 2012 meeting. The motion was duly seconded and carried unanimously.

08.01.12.02 – Member Morfopoulos moved to adopt the June 2012 Financial Statement for filing. The motion was duly seconded and carried unanimously.

08.01.12.03 – Member Belanger moved to fund the Star Spectacular event in the amount of \$2,500 from the Retail & Restaurant Recruitment line item. The motion was duly seconded and discussion ensued. Upon roll call, the vote was: “Ayes”: Vice-Chairman Dennis Bosi, Member Sean Belanger, and Member Tony Starova. “Nays”: Member Morfopoulos. Motion failed.

08.01.12.04 – Member Morfopoulos moved that the board support the Super Boats event in the amount of \$10,000. The motion was duly seconded. Upon roll call the vote was: “Ayes”: Chairman David Allbritton, Member Sean Belanger, Member Paris Morfopoulos and Member Tony Starova. “Nays: Vice-Chairman Dennis Bosi. Motion Carried.

08.01.12.05 – Vice Chairman Bosi moved to support Blast Friday at \$50,000 contingent on it being named Clearwater or Cleveland Street District Blast Friday in historic downtown Clearwater. Upon roll call, the vote was: “Ayes”: Chairman David Allbritton, Vice-Chairman Dennis Bosi, Member Sean Belanger, and Member Tony Starova. “Nays”: Member Morfopoulos. Motion carried.

08.01.12.06 – Member Belanger moved to support the SeaBlues Festival in the amount of \$5,000. The motion was duly seconded. Upon roll call, the vote was: “Ayes”: Chairman David Allbritton, Vice-Chairman Dennis Bosi, Member Sean Belanger, and Member Tony Starova. “Nays”: Member Morfopoulos. Motion carried.

08.01.12.07 – Member Morfopoulos moved to fund the Spring Star Spec and Classic Car Show in the amount of \$2,500. The motion was duly seconded. Chairman David Allbritton recused himself from the vote. Upon roll call, the vote was: “Ayes”: Vice-Chairman Dennis Bosi, Member Sean Belanger, Member Paris Morfopoulos and Member Tony Starova. “Nays”: None. Motion carried.

08.01.12.08 – Member Morfopoulos moved to support the Z Festival in the amount of \$5,500. The motion was duly seconded. Member Sean Belanger recused himself from the vote. Upon roll call, the vote was: “Ayes”: Chairman David Allbritton, Vice-Chairman Dennis Bosi, Member Paris Morfopoulos, and Member Tony Starova. “Nays”: None. Motion carried.

08.01.12.09 – Vice Chairman Bosi moved to accept the FY 2012-2013 DDB Budget as amended. The motion was duly seconded and carried unanimously.