

CLEARWATER DOWNTOWN DEVELOPMENT BOARD MEETING
July 2, 2014 – 5:30 PM – City Hall – Council Chambers

Members Present:	Paris Morfopoulos	Chairman
	Craig Rubright	Treasurer
	Dennis Bosi	Member
	John Doran	Member
	Stu Sjouwerman	Member
	Tony Starova	Member
Also Present:	Bill Jonson	Ex-Officio/Councilmember
	Jay Polglaze	Ex-Officio/Councilmember
	Anne Fogarty France	Board Administrator
	Geri Campos Lopez	Director, Economic Development & Housing Department
Absent:	Thomas Wright	Vice-Chairman

1. Chairman Morfopoulos called the Downtown Development Board (DDB) meeting to order at 5:30 p.m. and introduced members.
2. There were no citizen comments.
3. Approve the Minutes from the June 5, 2014 Meeting

Member Doran moved to approve the minutes from the June 5, 2014 meeting. The motion was duly seconded and upon roll call, the vote was:

“Ayes”: Chairman Paris Morfopoulos, Treasurer Craig Rubright, Member Bosi, Member Doran, and Member Sjouwerman. (Member Starova not present for the vote.)

“Nays”: None.

4. Adopt May 2014 Financial Statement for Filing

Treasurer Craig Rubright moved to adopt the May 2014 Financial Statement for filing. The motion was duly seconded and upon roll call, the vote was:

“Ayes”: Chairman Paris Morfopoulos, Treasurer Craig Rubright, Member Bosi, Member Doran, and Member Sjouwerman. (Member Starova not present for the vote.)

“Nays”: None.

5. Chairman Paris Morfopoulos provided a review of the DDB Policy with a Power Point presentation.

6. Budget Discussion

- a. Geri Campos Lopez presented a report on the information received from the Property Appraiser's office with the 2014 Taxable Value by Taxing Authority as of July 1, 2014.
- b. Presentations were made by representatives of the following organizations requesting funds from the DDB FY 2014-2015 Budget.

- 1) 6th Annual Achieva Credit Union Box Car Rally – Chelsey Wilson
- 2) Bright House Clearwater Super Boat National Championship Festival – Frank Chivas
- 3) Clearwater Celebrates America – Ralph Shaw
- 4) Clearwater Fun 'n Sun Celebration Festival – Kris Koch
- 5) Clearwater Sea-Blues Festival/Blues Walk – Brian Craig
- 6) Clearwater's Blast Friday – Eric Blankenship
- 7) Clearwater Jazz Holiday – Gary Hallas
- 8) Downtown Clearwater Farmers Market – Pat Fernandez
- 9) Jolley Trolley Coastal Loop – Rosemary Longenecker
- 10) Pianos on Main Street (now called Pianos in Pinellas) – Colin Bissett
- 11) Santa and Suds Race/Walk for ASL and Deaf Awareness – William Cobb's
- 12) Star Spectacular Events, 2014-2015 – Bill Sturtevant

7. Final Comments

Member Rubright stated that the presentations were a wonderful selection of worthwhile projects. The board will have to determine what they can do with the funds they have.

Member Bosi had no final comments.

Member Starova asked the ex-officio councilmembers present if an electronic message board could be put on the causeway for timely advertisement of downtown events. Councilmember Jonson said he and Councilmember Polglaze could find out and get back to the board with the answer. Member Starova noted the 16 free parking signs that can be placed for events by organizers as well as the banners that each organization would need to place on barricades for board sponsored events.

Member Sjouwerman commented that they received information from a great list of event organizers and that it was going to come down to what events will help with the return on investment.

Member Doran commented that he concurs with Member Sjouwerman. He also introduced Diane Manni as the board reporter for the DDB.

Ex-officio Councilmember Jonson advised that he spoke with the City Manager regarding parking meters being enforced until 6:00 p.m. while the parking garage is enforced until 7:00 p.m. He stated that reprogramming the gates in the garage would take place in the next few weeks but the enforcement time will be changed to be consistent with the meters. Councilmember Jonson also commented on a marketing plan for downtown from 2006 which recommended large and small events and events that would appeal to prospective downtown patrons who live in the surrounding area. Regarding the recent visit by ULI members, he noted that he was looking forward to the Project Management Implementation Plan.

Councilmember Polglaze commented on the number of events looking for sponsorship from the board. He noted that he would be speaking to the City Manager about the parking meter fee that one city sponsored group paid each year.

Chairman Morfopoulos stated that he was impressed with the event presentations and the turnout for the meeting. He added that he attended the ULI event and felt that the lighting for the bridge was something that should be followed up on. He thanked everyone for their patience through an unusually long meeting.

8. The meeting was adjourned at 8:01 p.m.