

**CLEARWATER DOWNTOWN DEVELOPMENT BOARD (DDB)**  
**April 7, 2010 – 5:30 PM - City Hall – 2nd Floor Conference Room**

Members Present:	David Allbritton	Chairman
	Bob Fernandez	Vice-Chairman
	Dennis Bosi	Treasurer
	Jay Polglaze	Member
	Paris Morfopoulos	Member
	Thomas Wright	Member
Absent:	Charles Lykes	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
	Jay Ravins	Assistant Director of Finance

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, 4<sup>th</sup> Friday representative** stated that the IZOD/Indy event was held on March 26<sup>th</sup> during 4<sup>th</sup> Friday and the total cost for this event was \$6,856 and a typical budget for 4<sup>th</sup> Friday is \$3,400. A half page ad was placed in St. Pete Times and the event was featured on the Fox 13 morning show and an article in the newspaper on March 27, 2010. The IZOD/Indy representatives for the event stated that they were very impressed with Clearwater and loved the hospitality. Clearwater was one of nine cities in the country chosen to host this event. The pictures shot at this event will be the footprints for events in all cities.

Ms. Esno stated that the cost of printing 100 glossy posters to promote this event was \$225. Promotions and advertisements for this event were a big expense. Ms. Esno thanked Ms. Fogarty France her help.

Ms. Esno stated that all 280 bleacher seats were filled completely. IZOD originally wanted to hold the event in Ybor City but a new downtown called System Productions really pushed hard to help bring the IZOD/Indy event to Clearwater since IZOD has been a client of theirs for 15 years.

Ms. Esno stated that hosting the IZOD/Indy event in Clearwater really helped in promoting the city. She said that it was amazing how many people worked in the city and didn't even know that there is a 4<sup>th</sup> Friday event held every month in Clearwater.

Member Bosi asked if Ms. Esno had a list of businesses where they put the posters in because he didn't see any of the posters displayed. Ms. Esno informed him that every other store downtown had posters displayed. They also distributed some posters in Dunedin.

Member Morfopoulos stated that all the volunteers should be commended for their hard work because they did a great job. Ms. Esno agreed and stated that Clearwater got great press and St. Petersburg wasn't so happy about it.

## **2. Approve the Minutes from the March 3, 2010 Regular Monthly Meeting**

**Member Morfopoulos moved to approve the minutes of the March 3, 2010 meeting as submitted in written summation to each board member. The motion was duly seconded and carried unanimously.**

## **3. Adopt February 2010 Financial Statement for Filing**

Chairman Albritton asked if any of the board members had any questions regarding the February 2010 financial statement.

Member Morfopoulos asked if the board was running below budget or if people hadn't paid their property taxes yet. Ms. Fogarty France stated that they were not running below budget.

Member Morfopoulos asked about the timing of the CRA tax funds. Ms. Fogarty France stated that it was part of the budget amendment that was to be discussed during an agenda item later in the meeting. Ms. Fogarty France also stated that they will see the transfer of money back from CRA in the March budget. The Downtown Development Board paid \$201, 835 to CRA but the actual tax amount was \$196,789.27.

**Vice-Chairman Fernandez moved to adopt the February 2010 Financial Statement for filing. The motion was duly seconded and carried unanimously.**

## **4. Mid-Year Budget Amendment – Anne Fogarty France**

Ms. Fogarty France referred to the memo sent in the agenda packet and stated that the CRA sent a letter to the DDB advising them that their tax payment was overpaid and the CRA will refund \$5,046 to the DDB.

Ms. Fogarty France requested that the sponsorship funds received for the fall lunchtime series be moved from the sponsorship code to the Downtown Marketing Implementation line item. She stated that they had six great sponsors for the fall lunchtime series with the top sponsor being Achieva Credit Union.

Member Bosi asked if the budget was \$3,000 for the Fall and Spring. Ms. Fogarty France stated yes and that sponsorship funds should be added to that amount.

**Member Morfopoulos moved to approve the line item change moving the sponsorship funds received for the Fall Lunchtime Concert Series from the sponsorship code to the Downtown Marketing Implementation Plan. The motion was duly seconded and carried unanimously.**

**5. Adopt Annual Financial Report Year Ended 9/30/09 – Chip Jones, Kirkland, Russ, Murphy & Tapp**

**Mr. Chip Jones of Kirkland, Russ, Murphy & Tapp** stated that this was his first year working with the Downtown Development Board and he really enjoyed working with Ms. Fogarty France & Jay Ravins, Assistant Director of Finance. He stated that Ms. Fogarty France was very enthusiastic and Mr. Ravins always responded to his calls within five minutes.

Mr. Jones stated that there were no changes in accounting policies this year and no management letter comments.

Mr. Jones stated that both the 2008 and 2009 income statements and balance sheets look similar with the exceptions noted in the Financial Statement. The Downtown Development Board is operating in compliance with government laws and regulations.

Member Wright was surprised at the good relative investment performance, and questioned how we could have had such good investment performance relative to the investment markets. Mr. Ravins explained that the investment gain included the unrealized gain due to requirement to “mark to market” requirement for investments per governmental accounting. He further advised that this unrealized gain was a temporary “paper gain” at year-end that goes away since we hold our investments to maturity.

Member Wright asked whether the DDB monies were invested in equities in order to earn such a good return, thereby being more at risk. Mr. Ravins responded that the monies were invested in fixed income investments only, primarily treasuries and U.S. agency securities with less risk than equities.

Member Morfopoulos had questions regarding the funds used for the boat slips.

Miss Lopez stated that the financial commitment from the DDB was for \$500,000, with \$50,000 being paid annually for ten years. Initial funds would be used for construction and then additional funds would be used for operating costs. She added that the Design Build firm is a little behind schedule on completion of the boat slips.

**Member Wright moved to adopt the Annual Financial Report for Year Ending September 30, 2009. The motion was duly seconded and carried unanimously.**

## **6. Cleveland Street Streetscape Phase II & Gulf-to-Bay Boulevard and Highland Avenue Intersection Improvements – Geri Campos Lopez**

**Ms. Geri Lopez** stated that a portion of the Streetscape Phase II improvements aren't within the Downtown Development Board's boundaries but she wanted to report on it. She displayed a conceptual image of the improvements that will be done in the Gulf to Bay, Highland Avenue and Court Street area.

This project was started years ago with the Phase I improvements taking place from Myrtle Avenue to Osceola Avenue and were completed in December 2007.

The intersection improvements are going to improve the entrance to the East Gateway neighborhood. The intersection around that area is very dangerous so improvements will be done to make it safe for vehicles, as well as pedestrians. The project design has been completed and submitted to the neighborhood. There will be two islands on either side of the entrance and a median with an obelisk in the center of it.

Member Bosi asked if the two lanes that are currently there will be reduced to one lane and if a traffic count was done. Ms. Lopez stated that the two lanes will be down to one lane to accommodate the turning lanes and that they have done a traffic count.

Member Bosi stated that he drives through that area often and traffic is bad with two lanes. He feels it's a bad idea to bring the road down to one lane because traffic is going to be tight. Ms. Lopez said they will check the traffic count again to make sure that it's ok to reduce the road to one lane.

Member Polglaze stated that by changing the road to one lane, they will be forcing people to go straight. Ms. Lopez stated that the improvement will reduce the road to one lane.

Ex-Officio/Councilmember Doran asked how involved the Florida Department of Transportation (DOT) and the Traffic Engineering Department in this project are. Ms. Lopez stated that the FDOT and the Traffic Engineering Department are constantly communicating with each other.

Member Bosi stated that the traffic in that area is going to be really backed up. Ms. Lopez stated that 3,000 to 4,000 vehicles pass through that area in one day and that is why the proposal was made to reduce the road to one lane.

Member Polglaze voiced his concerns about the improvement reducing access to the downtown area. He stated that by reducing the road to one lane, it might discourage people from visiting downtown due to traffic congestion.

Chairman Albritton stated that if people are in a hurry to get downtown there are other ways to do so.

Member Bosi asked if the businesses in that area felt that reducing the road to one lane would help them. Ms. Lopez stated that they presented the design to the Business Association and the feedback was positive, they liked the landscaping and are looking forward to the end result.

Ms. Lopez stated that right now there is enough access capacity to reduce the road to one lane. It may feel like there will be congestion but the studies conducted show that there will be enough access on the road.

Member Bosi felt that by reducing the road to one lane, it will cause a funnel effect. It would be better to put an entrance to the turn lane instead of a blockage.

Chairman Allbritton stated that when traffic was diverted from State Road 60 to Court Street, it was a good move. He advised the board to look at this project as doing something special with the gateway to downtown.

Member Bosi stated that traffic on Chestnut Street at 4:30 p.m. any day is very congested. Ms. Lopez informed the board that the Engineering Department stated that there is enough capacity to reduce the road to one lane.

Ms. Lopez stated that Phase II will include improvements from Myrtle Avenue to Missouri Avenue. They plan to continue the same look as the improvements made during Phase I. Ms. Lopez informed the board that they will also be re-doing the water lines which will be done by the Utilities Department.

Ms. Lopez stated that the original design concept for the improvements has been revised. They plan on having meetings with the property owners to see if they have concerns with the project which is currently 90% completed. They have asked Fifth Third Bank to host this meeting and waiting for approval.

Ms. Lopez stated that they will put in Medjool palm trees similar to those on Cleveland Street at the corners with other palms, oaks and crape myrtles used within the project. Pavers will be used for the crosswalks and down each side of the sidewalk. There was concern about the homeless using the benches to sleep on so they recommending putting in backless benches with an arm in the middle. Viburnum will be used as a hedge along the Mediterranean Village Condos.

Member Bosi asked if they had an option to install a gate in the wall so that the residents could walk out to Cleveland Street. Ms. Lopez answered that the wall is owned by the homeowners association and goes to the residents' backyard so they would have to get permission from the association in order to do that. She stated that there has been a lot of discussion on whether to do a mural on the wall or not. And there could be public art around the town lake.

Ms. Lopez stated that the first phase of the project will start east to west from Missouri Avenue to Martin Luther King Jr. Boulevard. The improvements will begin in

September and last for six months. The second phase of the project will cover Missouri to Myrtle avenues.

Regarding the Strand at Clearwater Centre, Ms. Lopez also stated that Mr. Guy Bonneville, Developer/Owner, is no longer working on the project. Instead, Mr. Sombrero of Espacio, a firm from Spain, has taken over management of the project.

Member Polglaze asked if there was any code prohibiting closure of a sidewalk for a long period of time. Ms. Lopez answered that since that area is a construction site, it has to be closed. They have to start construction within three months of closing the sidewalk or they will be in violation of the code.

Ms. Lopez stated that the bids for this project will be out in May. They should receive the award in July and plan to start construction in August of this year. Ms. Lopez feels that this project is really important and that getting the infrastructure ready will set the stage for redevelopment to occur. She also stated that there is a new restaurant opening at Myrtle Avenue and Cleveland Street and they are very excited about this development.

Ms. Lopez stated that the DDB will be invited to attend the meetings and it would be nice to have the support from the board members to show that this is a really important project for downtown to move forward.

Member Bosi asked when the construction on this project will start. Ms. Lopez stated that the construction will start in August.

Member Bosi asked what signs will be put at East Gateway to promote the entrance to downtown. Ms. Lopez stated that there won't be any signage. The only signage will be on the little monument signs and will say 'East Gateway'.

Vice-Chairman Fernandez stated that he lives only a block off of the East Gateway and agreed that East Gateway area needs help.

Member Morfopoulos stated that he hoped they wouldn't make the same mistake of putting fire hydrants in parking spot locations. Ms. Lopez stated that they would make sure this did not reoccur and that the city was not installing any parking meters.

Ms. Fogarty France asked if the City could request that the contractor chosen to do the work please place the fire hydrants at street level. Ms. Lopez answered yes.

Member Morfopoulos asked if there was any provision for business owners to receive shipments from vendors and where could the trucks stop to deliver the merchandise. He currently has a problem with vendors delivering to his location and receiving tickets for parking in the alley.

Ms. Lopez stated that she would look into that and that the original idea was to use the side streets to deliver merchandise.



Member Morfopoulos asked what if there is no alley for the delivery drivers to stop. He doesn't want his vendors to cut off their supply to businesses because there is no safe place to stop their vehicle. Ms. Lopez stated that she will look into this matter.

**Chairman Allbritton asked for a motion. Vice-Chairman Fernandez moved to support the CRA on the Streetscape Phase II project and the enhancement of the Gateway area. The motion was duly seconded and carried unanimously.**

## **7. Chairman's Report**

**Chairman Allbritton** gave an update on the Downtown Coordinating Committee. He stated that the second Lunchtime Entertainment Series event will be held on April 15<sup>th</sup>. During last month's event 310 chocolate éclairs were given away. Since April is soft pretzel month, pretzels will be given away. There will be strolling entertainment and music at this event as well. May is National Smile Month and smiley-face donuts and coffee from Dunkin Donuts will be given away on May 20, 2010.

Chairman Allbritton stated that the Downtown Coordination Committee meeting will be held next week. They will discuss the next 4<sup>th</sup> Friday event and how it is being set up. They are planning to take 4<sup>th</sup> Friday to the next level by trying to get more big name companies to support the event. Chairman Allbritton stated that Bright House has been a really good sponsor and the Clearwater Downtown Partnership has talked to them about possibly doing a 5 year sponsorship instead of the monthly sponsorship that they are currently doing. He said he will have more details next month.

Chairman Albritton mentioned that Member Polglaze and Jenny Esno are the core people for the 4<sup>th</sup> Friday event planning and set up and that Karla Jo is no longer on the committee.

## **8. Downtown Clearwater Merchant's Association Update – Dennis Bosi**

Member Bosi stated that the Downtown Clearwater Merchant's Association is moving ahead. They talked to attorney Elise Winters about doing the filing for the association and she agreed to do it free of charge since they are a non-profit organization.

Member Bosi stated that there was an event planned for Thursday, April 29, 2010 from 5:00 to 7:00 p.m. at Pickles Plus to increase membership for the association. He requested \$500 in funding to help cover promotional banners, flyers and refreshments for the event. He stated that four board members will be visiting different businesses and inviting them to attend this event.

Member Morfopoulos asked if a breakdown of expenditures could be printed out for their records. Member Bosi said that since they don't have a bank account, he will make a print out of expenditures and forward it to Ms. Fogarty France. He also requested Ms. Fogarty France advertise the Pickles Plus event for board members to

attend. Ms. Fogarty France confirmed that she will take care of the advertising for them.

**Vice-Chairman Fernandez moved to approve funding for the Downtown Clearwater Merchants Association's membership event at an amount up to \$500 from the Downtown Meeting & Event Support line item. The motion was duly seconded and carried unanimously.**

## **9. DDB Promotion & Business Visitation Committee Report – Jay Polglaze**

Member Polglaze stated that the 4<sup>th</sup> Friday event and the Pet Festival were very successful events. There is a lot of construction going on around the area where these events were held. Construction is being done on the railroad as well as at the library. Member Polglaze feels that even though the construction didn't hurt the event, the events held in that area will be even better once the construction on the railroads is completed.

Member Polglaze stated that he continues to visit businesses and that he met the owner of Greek Town Grille, who expressed her gratitude to him for putting her in contact with Ex-Officio/Councilmember Doran. He also stated that he is working on coming up with an agenda for visiting different businesses. He is looking to seek input for different items that the Downtown Development Board will support in the future and to see if any improvements can be made.

Member Polglaze stated that he spoke with Ms. Fogarty France about sending a gift to Cigar Central since they had relocated but she informed him that they moved East of Chestnut which was out of their district so they wouldn't be able to present him with a gift.

Vice-Chairman Fernandez asked why businesses that are located out of their district can't participate in the 4<sup>th</sup> Friday events. Member Polglaze informed him that businesses out of their district can participate in 4<sup>th</sup> Friday but right now they only have two city blocks closed for this event and it's not big enough to invite businesses that are out of their district. In the future they are looking to close three to four city blocks instead of just two blocks.

Member Polglaze informed the board that the average cost for city services is between \$2,500 and \$3,000 per 4<sup>th</sup> Friday event. With sponsorship, the cost for each event is \$1,550. Police Officers that are hired for these events are paid \$58 per hour.

Chairman Albritton stated that he met and talked to the owners of Café 421 and was informed that they will be opening in six weeks.

Member Polglaze stated that there is also a Mexican restaurant that is coming to Cleveland Street.

Member Bosi asked if they owners have asked for a grant and was advised that they



had not submitted a grant application.

Ms. Orr stated that a boutique will be opening soon and will be selling flowers and apparel among other items. She also stated that the next Promotion Committee meeting will be held on April 19, 2010 at 4:00 p.m. and since that week is National Volunteers Week, they will be having a celebration for all volunteers during this meeting.

#### **10. Discussion on Downtown Show on WTAN – Charles Lykes**

Chairman Allbritton stated that the discussion on the Downtown Show on WTAN will be held during the next meeting since Member Lykes was absent.

#### **11. New Business**

Ms. Fogarty France stated that per Vice-Chairman Fernandez's request to have colorful banners put up in the Cleveland Street District, she contacted the Cultural Affairs Division to see if they would assist the Downtown Development Board and provide public art banners for this project. Chris Hubbard from Cultural Affairs has agreed to assist in the Summer/Winter Banner Program and put together a proposal. A total of 80 banners will be made, 40 for the summer/patriotic program and 40 for the winter/holiday program, and each banner will cost \$75. There will be 10 designs for each season. The cost of the banners will be \$3,000 per season. The artists will receive a \$100 honorarium per design, which will amount to \$1,000 per season. The total cost of having the banners made for both seasons will be \$8,000. An additional \$1,200 was needed for operating costs to cover installation, materials and repair or replacement.

Ms. Fogarty France stated that it takes one person 8 hours to put up and take down the banners. She agreed with Vice-Chairman Fernandez that the banners will add color and vibrancy to the downtown area.

Member Bosi asked if the banners will be made larger than the ones that are currently displayed. Ms. Fogarty France stated that they will be 24" instead of 18".

Member Polglaze asked if there were plans to do any mural repairs this year. Ms. Fogarty France stated that there was one mural that needed to be repaired but needed more information on if repair was warranted.

Member Polglaze asked if they should take the money from the mural line item since there was one mural that needed repairing or could they designate the amount needed for repair from another line item later on. Ms. Fogarty France replied that they can take the amount from another line item later on.

Ms. Fogarty France proposed that the board fund the Summer Banner Program for 2010 in the amount of \$4,600 from the mural repair line item.

**Vice-Chairman Fernandez moved to approve funding of the Summer Banner Program in the amount of \$4,600 with funds moved from the Mural Repair line item. The motion was duly seconded and carried unanimously.**

## **12. Final Comments**

Member Bosi stated that he rode to the Pet Festival on his bicycle and was surprised to see how many vendors were there. Ms. Fogarty France informed the board that there were 45 vendors and Rescue Organizations that were involved in the Pet Festival. He also stated that the IZOD/Indy car event was great and overall it has been a great month.

Vice-Chairman Fernandez stated that the previous chairman had city workers make presentations during the televised Downtown Development Board meeting and suggested that the board start doing that again. Ms. Fogarty France stated that she will send an e-mail out to the board to find out what presentations they would like to see. Vice-Chairman Fernandez stated that he's glad to see that progress is being made with events downtown and that everyone is doing a superb job. He stated that this progress is making downtown conducive for events. Vice-Chairman Fernandez stated that there needs to be a discussion about the median grass being destroyed because even though it has not happened around the Farmer's Market it is a problem in other places.

Member Polglaze stated that there will be a parade in downtown Clearwater for the May 4<sup>th</sup> Friday event and he's expecting it to have a very good turnout. Member Polglaze stated that they were receiving comments that the Bank of America and SunTrust Bank managers felt that the 4<sup>th</sup> Friday events were affecting their business. He went and talked to the businesses about their issues and they stated that everything was ok and that they didn't have a problem with the event being hosted around their area.

Chairman Allbritton adjourned the April 4<sup>th</sup>, 2010 regular meeting of the Clearwater Downtown Development Board at 7:28 p.m.

CLEARWATER DOWNTOWN DEVELOPMENT BOARD MEETING ACTION  
AGENDA

Wednesday, April 4, 2010 - 5:30 pm

04.04.10.01

**Member Morfopoulos moved to approve the minutes of the March 3, 2010 meeting as submitted in written summation to each board member. The motion was duly seconded and carried unanimously.**

04.04.10.02

**Member Wright moved to adopt the Annual Financial Report for Year Ending September 30, 2009. The motion was duly seconded and carried unanimously.**

04.04.10.03

**Member Morfopoulos moved to approve the line item change moving the sponsorship funds received for the Fall Lunchtime Concert Series from the sponsorship code to the Downtown Marketing Implementation Plan. The motion was duly seconded and carried unanimously.**

04.04.10.04

**Member Wright moved to adopt the September 30, 2009 year end annual financial report year. The motion was duly seconded and carried unanimously.**

04.04.10.05

**Chairman Albritton moved to support the CRA in phase II and the enhancement of the Gateway area. The motion was duly seconded and carried unanimously.**

04.04.10.06

**Vice-Chairman Fernandez moved to approve funding for the Downtown Clearwater Merchants Association's membership event at an amount up to \$500 from the Downtown Meeting & Event Support line item. The motion was duly seconded and carried unanimously.**

04.04.10.07

**Vice-Chairman Fernandez moved to approve funding of the Summer Banner Program in the amount of \$4,600 with funds moved from the Mural Repair line item. The motion was duly seconded and carried unanimously.**