

CLEARWATER DOWNTOWN DEVELOPMENT BOARD
October 3, 2012 – 5:30 PM – City Hall – 3rd Floor Council Chambers

Members Present:	David Allbritton	Chairman
	Dennis Bosi	Vice-Chairman
	Thomas Wright	Treasurer
	Tony Starova	Member
	John Herndon	Member
Absent:	Sean Belanger	Member
	Paris Morfopoulos	Member
Also Present:	Paul Gibson	Ex-Officio/Councilmember
	Jay Polglaze	Ex-Officio/Councilmember
	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

There were no citizen comments.

2. Approve the Minutes from the September 5, 2012 Meeting

Member Wright moved to approve the minutes from the September 5, 2012 meeting. The motion was duly seconded and carried unanimously.

3. Adopt August 2012 Financial Statement for Filing

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

4. DDB Dolphin Project - Anne Fogarty France/Chris Hubbard

Ms. Fogarty France stated that the board voted to purchase six dolphins at the September 5th meeting. The idea was to highlight Cleveland Street District and attract people to downtown Clearwater. She met with Christopher Hubbard of Cultural Affairs, who had worked on the original dolphins project, to discuss potential locations for the dolphins.

Ms. Fogarty France stated that Cultural Affairs recommended this to be a six month project if placed outside on Cleveland Street. The project was addressed with senior management and they are concerned about safety because the dolphins are top heavy. When the sculptures are mounted on a concrete base there is potential for them to tip over. In order to prevent this, they would have to really be weighted or anchored in the ground. In addition, they advised that the board will have to have liability insurance if the dolphins are placed on the sidewalks. If the sculptures are vandalized, the board will be responsible for cleaning them. Finally, the board will also be responsible for the cost of installing the dolphins.

Ms. Fogarty France stated that the artist's honorarium is proposed at five hundred dollars per dolphin and this covers the pickup and delivery of the dolphins and the cost of materials as well. If the dolphins are placed outside it is recommended to apply a clear coat on them to preserve them from the elements. The memo provided to the board included the budget.

Ms. Fogarty France stated that due to the safety issues it was recommended the dolphins be placed at various merchant locations and another idea was to have merchants sponsor them. An auction could be held for the dolphins to recoup the cost was suggested as well. She noted that Vice-Chairman Bosi recommended that one dolphin be decorated by visitors of Winter's Dolphin Tale Adventure.

She asked Mr. Hubbard provide additional insight and he stated that the merchants could have the dolphins just inside the store. That way it will be visible from the street and protected from the elements. It will also help keep the cost down because they will not need to drill into the pavers. He recommends keeping the five hundred dollar honorarium for the artists and stated that sometimes it costs more than that and artists end up taking a loss.

Members advised that the idea was to have the dolphins on Cleveland Street to attract people to the area. They noted that they wanted them to be mobile so they can be placed at the different events and felt that businesses could take care of the dolphins. If they have wheels installed on them, they can be taken out during the day and rolled back into the store at night.

The board asked staff to research installation methods and bring this subject back for discussion.

Board members asked when the dolphins would be delivered and were advised that Friday, October 5, 2012 was the delivery date.

5. Chairman's Report - Chairman David Allbritton

Chairman Allbritton stated that they had a very successful Blast Friday weekend in September. The Boat parade was held on Friday followed by Blast Friday. According to the Clearwater police, 6,300 people attended the Blast Friday event which makes it the best Blast Friday Clearwater has had. The Seafood Festival was held on Saturday during the day and the Star Spectacular was held at night. The band that came from Los Angeles played around 1:00 p.m. and then the Star Spectacular concert was held at night. Approximately three thousand people attended the concert.

Chairman Allbritton asked if anyone noticed the palm tree lighting that was put up and asked when it was completed. Ms. Fogarty France responded that the contractors finished installing the lights just before last weekend in time for the events. A few members noted that they had noticed the lights.

6. Status of Downtown Clearwater Merchants Association - Vice-Chairman Dennis Bosi

Vice-Chairman Bosi stated that unfortunately the Downtown Clearwater Merchants Association (DCMA) has been disbanded. The DCMA cancelled their contract with Creative Loafing because there was not much participation from the merchants. The final paperwork will be submitted to the state by the DCMA's attorney to make it official. He advised that downtowns in other cities have the landlords and the chambers involved as well and that was what was lacking in downtown Clearwater.

Members noted that the activities they in downtown Clearwater are great but they do not see any new tenants moving in and felt they need to find out how to get more businesses to open in the area.

Ex-Officio/Councilmember Gibson responded that they city approved the Capitol Theatre construction renovations contract last month and that it was an expensive project for the city. He also mentioned that the homeless initiatives were going well and that they are helping a lot of people. The city is moving in the right direction and he felt that in time new merchants will open shop in Cleveland Street District.

Ex-Officio/Councilmember Polglaze stated that when he served on the board there were a lot of strategies that they considered over the years on how to fill the office space. One of the strategies was to offer an incentive to businesses opening in the downtown area. The problem was that they would close after one year due to lack of business density around them. He felt that Tony's Pizzeria was the exception to the rule as their marketing ingenuity has kept them in business for many years.

Member Herndon stated that they need to talk to these owners to which Ex-Officio/Councilmember Gibson responded that it is inaccurate to say that the board has not approached these property owners in the past. It is more accurate to state that not all of them care about the success of downtown Clearwater.

7. Election Canvassing Committee Meeting

Chairman Allbritton stated that the Canvassing Committee will be meeting on October 9, 2012 at 3:00 p.m. in the Supervisor of Elections Office on the first floor.

Ms. Fogarty France stated that volunteers to help count the ballots were needed. Vice-Chairman Bosi and Chairman Allbritton agreed to assist. A short meeting will be held the same day at 5:30 p.m. in the second floor meeting room at City Hall to announce the results.

8. Final Comments

Member Wright stated that Star Spectacular event noted the Cleveland Street District in their advertisements in the Clearwater North Pinellas Times and provided a copy for the record.

Member Starova stated that last weekend was his busiest weekend in the last seven years. His business sponsored Zip Express, the same race team they sponsored last year, and the team won first prize this year. Star Spectacular was a much better event this year than last year and he hoped they will eventually be able to host the World Championship Races in Clearwater. He talked to the boaters and they told him that they like Clearwater better because it is much nicer and safer than the Keys. Member Starova felt that they have to discuss ideas on how to help the businesses in downtown Clearwater and thought the board should schedule a separate meeting to discuss this subject. He noted the possibility of offering an incentive where they will pay the merchant's rent for six months after they have been in business for one year. He feels they should also promote music on the streets. The board should be creative in putting their money to work and getting new businesses to open and stay in Cleveland Street District.

Vice-Chairman Bosi stated that they hired a consultant many years ago and he told them that they need to focus on one block at a time. This strategy has worked in a lot of small towns but unfortunately it has taken the city six years to get one block done. Hopefully once the 400 block has been filled the board can focus on the next block. He stated that the DDB's goal is to promote Cleveland Street District and they need to come up with a strategy to do that. More people will visit the area when see all the things that are

happening in downtown Clearwater. He suggested creating a thirty second TV advertisement to promote the district. Currently, events are being promoted individually and not as a whole so people are only aware of that one event. They need to put a condition in the funding request form stating that all Cleveland Street District events happening around the same time should be mentioned in their advertising so that people are aware of everything going on in downtown Clearwater. Vice-Chairman Bosi stated that he sponsored the Star Spectacular event and customers informed him that they saw his logo on the displays.

Chairman Allbritton stated that they have talked about getting the Chamber involved a little more. This weekend he saw the Beach Chamber embracing downtown Clearwater. He also thanked the Clearwater Marine Aquarium for the Dolphin Tale event and stated that a lot of people visited the aquarium last weekend as well. Chairman Allbritton stated that the Achieva event is taking place this weekend and he has volunteered for the dunk tank.

Member Herndon stated that Blast Friday was so spectacular and that he had a problem going one block from his building to Tony's Pizzeria and the restaurant was packed. He does not know if this is normal for an event but if it is then they have a crowd problem and they need to do something about it.

Ex-Officio/Councilmember Polglaze congratulated the board on educating Ruth Eckerd Hall on what they wanted contained in the Blast Friday logo. He does not think they realized that Blast Friday is an important economic development tool. He also stated that Ruth Eckerd Hall renewed their contract with the radio station and they talked about Blast Friday but never mentioned the Super Boat Races. He feels that they would have had an even greater turnout if they had marketed the races as well. He agreed with Vice-Chairman Bosi in that the board needs to put conditions on events stating that they need to cross market every event that is happening around the same time as that event. Ex-Officio/Councilmember Polglaze stated that there is a new business owner present that might be opening in the Cleveland Street District and invited Kevin Collins to speak to the board.

Mr. Collins stated that he was the president of Audio, Automation & Theater and is in the process of negotiating a lease. He noted that he agreed with Vice-Chairman Bosi that they need to concentrate on filling one block at a time. He also stated that he works very hard like Member Starova and that failure is not an option.

Ex-Officio/Councilmember Polglaze stated that one of the strategies in place is that they have a huge IT component in the district. This is a market that has been missed. Blast Friday and Capitol Theatre are very good in engaging people between the ages of thirty-five to sixty-five but they miss the people who work in this area.

Mr. Collins stated that the area appeals to him because he sees the eventual growth of the city. Clearwater was on his list of three potential areas. He settled on Clearwater because it has beautiful retail space, there is wealth all around, and it is centrally located. He needs to have a beautiful showroom to show people.

Chairman Allbritton stated that it was really interesting having him talk to the board and informed him that they would like to invite him back.

Mr. Collins thanked the board for their time and stated that at first he was nervous because he did not know what to expect. He thought he would be talking to people who did not know much about business but Member Starova having a pizzeria in the district was encouraging.

Member Wright asked him if he was aware of the Restaurant and Recruitment Grant opportunity to which Mr. Collins responded that the landlord told him about it and he briefly talked to Ms. Fogarty France about it as well but he wants to take things one at a time.

Ex-Officio/Councilmember Gibson informed him that he and Ex-Officio/Councilmember Polglaze are also members of the City Council.

9. Adjournment

Chairman Allbritton adjourned the October 3, 2012 regular meeting of the Clearwater Downtown Development Board at 7:24 p.m.

CLEARWATER DOWNTOWN DEVELOPMENT BOARD MEETING ACTION AGENDA

Wednesday, October 3, 2012 - 5:30 pm

10.03.12.01

Member Wright moved to approve the minutes from the September 5, 2012 meeting. The motion was duly seconded and carried unanimously.

10.03.12.02

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