

## CLEARWATER DOWNTOWN DEVELOPMENT BOARD

July 16, 2008 - 5:30 p.m.

Members Present:	David Allbritton	Chairman
	Josee Goudreault	Member
	Geri Aranjo	Member
	Dennis Bosi	Member
	Dean Nichols	Member
	Charles Lykes	Member
Absent:	Bob Fernandez	Vice-Chairman
Also Present:	John Doran	Ex-Officio/Councilmember
	Carlen Petersen	Ex-Officio/Councilmember
	Geri Campos Lopez	Director of Economic Development & Housing
	Jim Donnelly	Assistant Director of Economic Development & Housing
	Courtney Orr	Downtown Manager
	Anne Fogarty France	Board Administrator/Downtown Programs Coordinator

The Chair called the meeting to order at 5:35 p.m. at City Hall.

2 – Citizen Comments - Items Not on the Agenda – No comments were received.

3 – Approve the Minutes of the June 4, 2008 Regular Meeting.

**Member Goudreault moved to approve the minutes of the June 4, 2008 meeting as submitted in written summation to each board member. The motion was duly seconded and discussion ensued. Chairman Allbritton requested that the minutes correctly reflect that Charles Lykes was present at the meeting. Member Goudreault moved to approve the minutes as amended, the motion was duly seconded and carried unanimously.**

4 – Adopt the May 2008 Financial Statement for Filing.

**Member Aranjo moved to adopt the May 2008 Financial Statement for Filing. The motion was duly seconded and carried unanimously.**

5 – Adopt Aggregate Millage Rate for Fiscal Year 2008/2009

Geri Campos Lopez advised that staff recommended keeping the millage at .9651 as the board had done last year. She noted that the board could go up to 1 mill and still be in line. The Board agreed to keep Millage at .9651.

**Member Bosi moved to adopt an aggregate Millage rate of .9651 for Fiscal Year 2008/2009. The Motion was duly seconded and carried unanimously.**

6 – Set First Public Budget Hearing Date for September 3, 2008

**Member Goudreault moved to set the first public budget hearing for September 3, 2008 at 5:30 p.m. at City Hall. The motion was duly seconded and carried unanimously.**

7 – FY 2008-2009 Preliminary Budget Discussion

Discussion Items:

a. Taxable Value from Property Appraiser

Ms. Lopez discussed the taxable value from the appraiser's office, the preliminary budget noted \$334,340.00 of retained earnings. She stated that anything added to the budget could come out of the retained earnings.

b. Budget Requests

1) Margo Walbolt – Public Art. Ms. Walbolt discussed the public art in the downtown and noted the upcoming Sculpture360 celebration. She commented on the new project for this fiscal year is the banner program utilizing 30 of the 57 poles for an arts competition that is slated for later this year. Cultural Affairs is suggesting creating this vibrant look with an outdoor gallery in the Cleveland Street District.

Chairman Allbritton stated Public Art was off to a good start and noted the controversy that one of the sculpture's name was causing.

Ex-officio Councilmember Petersen advised the need to stay the course and felt the controversy would be short lived.

Member Bosi asked what was the actual cost for the Sculpture360 program and what can the board expect next yr to spend?

Ms. Walbolt advised that she had come in under budget from what she had predicted last year. The pedestals only cost \$2,500.00 for the three pedestals. The honorarium for the artist was \$4000.00 to have their art displayed. She noted that she is requesting \$10,000 for this fiscal year for public art projects such as the banners. The budget is based on 33 designs.

Member Bosi asked the size of the banners? Ms. Walbolt stated that they are 18" x 36" and that October would feature a Jazz theme in partnership with Jazz Holiday foundation. The holiday decorations will be next and a baseball theme would be the in the spring.

Chairman Allbritton thanked Ms. Walbolt and praised the Art downtown.

2) Terry Schmidt – City Co-Sponsored Events. Mr. Schmidt advised the board that he has been displaying the DDB logo at all events at Coachman and in the downtown. He also stated he is looking for other sponsors to pay for events and that DDB logo would be displayed even if not a sponsor. Mr. Schmidt gave an over view of events, which included

Q105's 35<sup>th</sup> anniversary in the Tampa bay area. They are having a classic rock/oldies show that would be free to the public. The concert is scheduled for October 11 and La Nueva is scheduled for October 12, making it easy to shift over to the Jazz Festival the following week.

Mr. Schmidt discussed a new event with Bright House Networks and MTV, scheduled for Coachman Park. The event combines multi-cultural international music, MTV DJ's from NY and digital art. Professors from University of South Florida, University of Tampa, and Ringling Museum of Art would be doing art seminars early in day. There will be diversity of foods and beers. MTV and Bright House will be covering all the costs. Bright House would like to make this an annual event. They are kicking it off here at Coachman Park on November 1, 2008. The demographics are ages 16-30.

Mr. Schmidt discussed the Sea Blues Festival. He is suggesting blues lunch concerts at Station Square Park and a free downtown festival during the week. The event will be Friday, Saturday and Sunday. This also kicks off the week for the Phillies Spring Training. Mr. Schmidt is requesting an additional \$2,500.00 for the Sea Blues Festival for this expansion that will create downtown activities. He discussed a CVB grant received for advertising funds to be spent outside the Tampa bay area.

Mr. Schmidt suggests that expanding existing events and kicking them off downtown as a way to be an effective use of marketing and advertising funds.

Discussion ensued about once a month downtown events needing road closure on Friday nights. The policy and procedures are being worked on now regarding how and when to close roads.

Mr. Schmidt discussed closure of streets for once a month Friday night concerts and stated that occasional street closure was needed. Streets are now closed for all day Saturday events and the city was going to ensure that guidelines were in force that streets are closed for the right reason.

Mr. Schmidt discussed considering the combination of the Holiday Festival with the tree lighting.

**Member Goudreault moved to approve the increase of \$2,500.00 for downtown events. The motion was duly seconded and opened for discussion.**

Member Bosi stated that basically the DDB is supporting events at Coachman Park and now we are to move some events and activities onto the street.

Mr. Schmidt stated that any events at Coachman Park would like to be able to kick off the night before and take advantage of the savings of advertising and marketing these events at the same time.

Chairman Allbritton stated that the suggestion of tying in the downtown with Coachman Park is a great idea will pull everybody into the downtown.

Mr. Schmidt stated that his commitment use DDB logo as one of the sponsors whether it was funded or not. It's all about working together, if he's not doing official city events downtown, He will still be helping to do downtown events.

Member Bosi asked what the \$5000.00 increase in the downtown events line item was for.

Ms. Lopez stated for additional events expansion.

Anne Fogarty France asked that the motion reflect where the additional funds would come from.

Chairman Allbritton stated that the money will have to come out of retained earnings and called for the vote.

**Member Goudreault amended her motion and moved to approve the increase of \$2,500 for the Sea Blues Festival with funds coming from retained earnings. The motion was duly seconded and carried unanimously.**

3) Farmer's Market Request – Ms. Fogarty France stated that the request for funds by the Farmer's Market was approved previously by the board.

4) Joanie Sigal – Jazz Holiday Foundation. Ms. Sigal Introduced Gary Hallas, consultant of the Jazz Holiday Foundation. The Jazz Holiday Foundation is requesting an increase of DDB sponsorship to \$20,000 this year. They are asking to increase the Jazz Holiday sponsorship to \$15,000 and \$5,000 for the Jazz 'N Art Walk.

Mr. Hallas advised that this year they would be having an outdoor Art show on Cleveland Street on the block between Osceola and Fort Harrison. There is space for 25 artists and they have half of the artists secured. The whole purpose is to bring people to downtown. This is the 29<sup>th</sup> yr of the Jazz Holiday Festival. He noted that they were hoping to capture the people who park and walk to Coachman Park. Mr. Hallas stated that they have the CDB grant and the whole purpose of that is to advertise outside the Tampa bay area.

Member Arango stated she thinks doing something on the street is really what we all wanted to do.

**Member Goudreault moved to approve the increase of sponsorship by \$2,500.00 for Jazz Holiday and \$5,000.00 for Jazz 'N Art Walk. The motion was duly seconded and opened for discussion.**

Member Bosi questioned what the \$5,000 was going to be used on only one block for the Art Walk.

Mr. Hallas advised that bringing Jazz Holiday and the Jazz 'N Art Walk together was another way to bring more people to the event. The people don't have to go to the Jazz Holiday, they could just come to the Art Walk. It runs from 10am to 5pm on Saturday and Sunday. The Jazz Holiday Foundation is funding this event this year. It's another component of the event for the 30<sup>th</sup> anniversary next year. Mr. Hallas stated that next year they may be taking up more blocks on Cleveland Street for the Jazz 'N Art Walk. He felt that it could be an event that could grow and it is going to cost more than \$5,000.00.

Member Bosi stated that advertising to get more people creates more crowds. He felt it may be too crowded and uncomfortable. He questioned what the plan was to work with the crowd.

Mr. Hallas stated that they were working with the city on this.

Mr. Schmidt stated he has worked closely with the Jazz Holiday Festival. The park has exceeded capacity at times and the park had to be closed down. He stated that they have digital signs advising people that "The park may close when it reaches capacity."

Mr. Schmidt stated that when events reach capacity more often, and they turn away people who are unhappy then there is something that needs to be looked at.

Ex-officio Councilmember Petersen stated that we are happily dependent on tourism and are looking for events that will flood the county's stores and restaurants. We also want people to come and enjoy the traditions like Jazz Holiday as it is a main event that brings in people.

Mr. Schmidt stated that when any event country-wide reaches capacity, they start charging admission. If we start charging, it usually helps to reduce the overcrowding. If we have to close the park for four nights in a row, the only way to control that is to charge \$5.00 to get in. I know we want to keep it free, but the success of an event sometimes creates the need to charge in order to control the numbers.

Member Bosi asked if an impact study was done on Downtown.

Mr. Hallas advised the impact study was \$1.8 million.

Members agreed that promotion needed to be done with businesses suggesting they stay open for festivals.

Mr. Schmidt agreed and stated more should take advantage of opening up during the events. We're in a new phase of growing businesses and recruiting new businesses.

Member Bosi stated that he was also concerned about the increase in commitment of funds for the events.

Ms. Lopez stated that revenues from Station Square and Waters Edge condominiums may not change the board's revenue this year, but that it would the following year.

Chairman Allbritton stated the money is there to promote downtown and we have to use funds wisely. He commented that he had heard good ideas during this discussion.

Mr. Schmidt stated that he has signature events that he cannot cut. He advised that the community is made up of diverse people. The Hispanic event is the third largest event he produces and the fund from this event help him do other events. He felt that it was a balancing act as a lot of events help other events.

Chairman Allbritton stated that typically the board does not spend 100% of that budget and asked Ms. Fogarty France if the board has ever spent the entire budget?

Ms. Fogarty France stated that the board has never expended all budgeted funds since she has been with the board.

**Chairman Allbritton called for the vote. The motion was amended to increase the funding to the Jazz Holiday by \$7,500 from retained earnings. The motion was duly seconded and carried unanimously.**

5) Brent Troth from Festival of Trees was unable to attend due to a death in his family. Karen Crown, UPARC Foundation Executive Director, gave an overview of events for the Festival of Trees and requested an increase of \$1,500. She discussed the weeklong festivities of the event. She advised that UPARC would like to partner with Jazz Holiday Festival, or the art banner program using client's artwork. Ms. Crown wanted to utilize the partnerships that could help promote the Festival of Trees.

Members suggested a contest for merchants to decorate the light poles similar to what the town of Dunedin does.

**Member Nichols moved to increase the Festival of Trees sponsorship to \$2,500.00 and take it out of retained funds. The motion was duly seconded and carried unanimously.**

#### 8 – Courtney Orr - Downtown Marketing Plan Implementation Line Item Budget Requests

- a. As Margo noted, the Art Banners Program has been approved by the CRA. The first installment will happen in September and will correlate with the Jazz Holiday and have a jazz theme. They will be up from September thru November. The cost of printing and production of 30 banners will be \$3,500.

Members questioned the length of the banners and Ms. Orr responded they were 48" long and were \$110.00 each.

- b. Ms. Orr noted that reusable Cleveland Street District Logo Bags were brought up at a previous meeting. There was agreement with some board members to use the July 22 Sculpture Celebration as a perfect opportunity to hand out the bags. Ms. Orr moved forward and ordered the bags because of the need to meet the timeframe. She ordered 1,000 bags and the total came to \$2,322.40 at \$2.15 each.

Chairman Allbritton stated no motion was needed as these costs would come out of the Line item for Downtown Marketing Plan Implementation that was funded in the current approved budget.

Ms. Fogarty France advised the board that she hoped to work with the merchants to offer discount coupons that could be placed in the bags and distributed. She noted that recently the Main Street Promotion Committee discussed how to welcome the new residents to downtown? Ms. Fogarty France stated that committee members would be talking to the merchants about putting coupons to fill the bags to welcome new merchants and residents.

Ms. Orr advised that the bags would be distributed in the 400 block during the Sculpture360 celebration to entice people to walk to the last sculpture.

9 - Chairman's Report – Chairman Allbritton noted that the board had received a request from Vice-Chairman Fernandez to Attend FFEA Conference. Vice-Chairman Fernandez requested \$695 for expenses and noted he would pay for his own transportation costs. This fee covered the registration, hotel room and meals and there is currently \$1,256.00 in the Conferences line item.

**Member Lykes moved to approve Vice-Chairman Fernandez attending the FFEA conference at a cost of \$695.00. The motion was duly seconded and carried unanimously**

Chairman Allbritton asked about the introduction letter that Member Bosi brought up at a previous meeting.

Member Bosi felt that that everybody that comes to the Cleveland Street District should receive a letter telling them who the DDB is and what they do.

Chairman Allbritton thought that the funds generated by the board should be explained as well as how we promote downtown and bring people in.

Ms. Fogarty France advised that she would work with Mr. Bosi on compiling the letter to invite people to come to our meetings and give the board ideas on what events they would like to see downtown.

10 - ERA Preliminary Strategy Findings - Midge McCauley of Downtown Works stated that incentive programs that have worked are in place in many major cities. Downtown Clearwater is partially finished but it has a long way to go to fill up the stores. She noted that she was hired to work primarily on Cleveland Street as the main retail street and would be focusing on getting retailers and restaurants in the vacant stores. The goal is to bring quality retail and restaurants here. She stated that she was working with Courtney Orr who was doing a great job.

Ms. McCauley advised that 42% of retail spaces are vacant on Cleveland Street and there are only eight stores that sell items. People are not interested in seeing something that can be found in malls or major stores. We are looking for good restaurants with sit down service and retailers with a good local and regional draw where people will drive to visit.

The city needs to incent the kind of retailers and restaurants they want and focus on the right uses. She stated that incentives are not for fast food businesses. Ms. McCauley noted the city should want to attract quality retailers that will attract quality consumers.

The primary market is within a 10-minute drive time and the secondary market is 20-minute drive time. Our small space requires apparel, boutiques and noted that yoga apparel is big right now.

Members asked do we have enough space for quality restaurants?

Ms. McCauley stated that yes most restaurants need 2,500 – 5,000 square feet to seat 125 people and that Cleveland Street has that kind of space available.

Retail on the whole is doing fairly well. Americans are vacationing in America and are not going to Europe. There is strong tourism in Clearwater and downtown living is strongly encouraged. Small bookstores, not large ones like Border's, would be good for downtown.

Ex-officio Councilmember Doran suggested Haslams Book Store in St. Petersburg. Ms. McCauley stated she would talk to them.

Members questioned if incentives were better than loans, how much would the loan be for and what the guidelines were for the loans.

Ms. McCauley advised that businesses locating here would need the money up front.

In response to comments, Ms. Lopez stated that she does not recommend forgivable loans.

Ms. McCauley warned the board to be prepared. The grants will do what we want them to do.

Members were concerned about legal issues about grants and incentives and the question of why they were doing for one business and not for another?

Ms. McCauley advised that retailers must meet the parameters the board sets up. It should be first come, first serve to people you want to come downtown.

Members asked if Ms. McCauley had a list of uses?

Ms. McCauley advised that a list of uses would be her report to the CRA.

Members asked if people will drive the distance and Ms. McCauley responded that if you cluster unique stores together then people would come.

Ms. Lopez advised that this discussion shows that we're changing the philosophy of the program. Staff will put the draft together and bring back to the DDB. She also advised that we would have a financial person on board.

Jim Donnelly, new Assistant Director for Economic Development and Housing, advised that he has extensive experience in banking and the review of financial documents. He stated that there was a formula used all over the country that is very successful. The Small Business Administration (SBA) caters their rate to the use.

Ms. Fogarty France stated that she had recently received e-mail from the State of Florida Main Street Coordinator that noted that more people were shopping in downtowns due to high gas prices. And more local businesses are seeing an upswing in people coming into their businesses. She questioned if the board recommending we change the name to Retail and Restaurant Recruitment Grant Program.

**Member Goudreault moved to change the name of the Relocation and Expansion Grant Program to Retail and Restaurant Recruitment Program. The motion was duly seconded and carried unanimously**

11 - Anne Fogarty France – Ms. Fogarty France advised the board that Ms. Lopez had an update about Station Square Park. Ms. Lopez stated that construction gave the contractor a Notice to Proceed on July 21, 2008. The park is due to be done in 6 months. The cost will be a little over \$1.2 million. She noted that everyone should start looking for activity the last week in July. Ms. Lopez advised that Ms. Fogarty France will be attending the progress meetings and providing updates.



Ms. Fogarty France addressed the board about murals. The DDB is contractually obligated to keep the murals in good repair. The DDB has agreements with property owners of the murals at Garden Avenue and Cleveland Street as well as in Gas Light Alley Park. She stated that she has estimates for the work from one artist in the amount of \$4,000 and was waiting for another estimate.

She suggested that the Downtown Streetscape Maintenance line item be reduced by \$4,000 and that a line item be created for Mural Repair.

Ms. Fogarty France stated that she was working with property and business owners so that they are responsible for cleaning up trash in front of their buildings.

Members questioned why a new line item was needed for this?

In response to this question, she responded that it was to track expenditures and it was not a recurring item but for it's for this years budget only.

**Member Nichols moved to move \$4,000 from the Downtown Streetscape Maintenance line item and create a new line item for Mural Repairs. The motion was duly seconded and carried unanimously.**

Ms. Fogarty France advised that the Sumertime Marketplace was scheduled for Wednesday, July 30 in front of City Hall from 9:00 to 1:30 p.m.

## 12 – Final Comments

Member Aranjo welcomed the new merchants to downtown. She praised Caliyogurt and the people it has attracted and noted an article in Creative Loafing before they opened downtown. She thanked staff for the new Cleveland Street District Bag.

Member Bosi apologized for extending the meeting.

## 13 – Adjournment

**Member Bosi moved to adjourn the July 16, 2008 Regular Meeting of the Clearwater Downtown Development Board at 8:30 p.m. The motion was duly seconded and carried unanimously.**

CLEARWATER DOWNTOWN DEVELOPMENT BOARD MEETING ACTION AGENDA  
Wednesday, July 16, 2008 – 5:30 p.m.

07.16.08.01

**Member Goudreault moved to approve the minutes of the June 4, 2008 meeting as submitted in written summation to each board member. The motion was duly seconded and discussion ensued. Chairman Allbritton requested that the minutes correctly reflect that Charles Lykes was present at the meeting. Member Goudreault moved to approved the minutes as amended, the motion was duly seconded and carried unanimously.**

07.16.08.02

**Member Aranja moved to adopt the May 2008 Financial Statement for Filing. The motion was duly seconded and carried unanimously.**

07.16.08.03

**Member Bosi moved to adopt an aggregate Millage rate of .9651 for Fiscal Year 2008/2009. The Motion was duly seconded and carried unanimously.**

07.16.08.04

**Member Goudreault moved to set the first public budget hearing for September 3, 2008 at 5:30 p.m. at City Hall. The motion was duly seconded and carried unanimously.**

07.16.08.05 (Preliminary Budget Discussion)

**Member Goudreault moved to approve the increase of \$2,500.00 for the Sea Blues Festival. The motion was duly seconded and opened for discussion. Member Goudreault amended her motion and moved to approve the increase of \$2,500 for the Sea Blues Festival with the funds coming from retained earnings. The motion was duly seconded and carried unanimously.**

07.16.08.06 (Preliminary Budget Discussion)

**Member Goudreault moved to approve the increase of sponsorship by \$2,500.00 for Jazz Holiday and \$5,000.00 for Jazz 'N Art Walk. The motion was duly seconded and opened for discussion.**

07.16.08.07 (Preliminary Budget Discussion)

**Member Goudreault moved to approve the increase of sponsorship by \$2,500.00 for Jazz Holiday and \$5,000.00 for Jazz 'N Art Walk. The motion was duly seconded and opened for discussion. Chairman Allbritton called for the vote. The motion was amended to increase the funding to the Jazz Holiday by \$7,500 from retained earnings. The motion was duly seconded and carried unanimously.**

07.16.08.08 (Preliminary Budget Discussion)

**Member Nichols moved to increase the Festival of Trees to \$2,500.00 and take it out of retained funds. The motion was duly seconded and carried unanimously.**

07.16.08.09

**Member Lykes moved to approve Vice-Chairman Fernandez attending the FFEA conference at a cost of \$695.00. The motion was duly seconded and carried unanimously**

07.16.08.10

**Member Goudreault moved to change the name of the Relocation and Expansion Grant Program to Retail and Restaurant Recruitment Program. The motion was duly seconded and carried unanimously**

07.16.08.11

**Member Nichols moved to move \$4,000 from the Downtown Streetscape Maintenance line item and create a new line item for Mural Repairs. The motion was duly seconded and carried unanimously.**