

## **CLEARWATER DOWNTOWN DEVELOPMENT BOARD**

September 7, 2011 – 5:30 PM - City Hall – 3<sup>rd</sup> Floor Council Chambers

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

- 1. The Chairman called the meeting to order at 5:30 p.m. at City Hall.**
- 2. Citizen Comments – Items Not on the Agenda. No citizen's comments.**
- 3. Approve Minutes from the August 3, 2011 Regular Monthly Meeting**

**Member Bosi moved to approve the minutes from the August 3, 2011 meeting. The motion was duly seconded and carried unanimously.**

- 4. Adopt July 2011 Financial Statement for Filing**

**Member Morfopoulos moved to adopt the July 2011 Financial Statement for filing. The motion was duly seconded and carried unanimously.**

- 5. First Public Millage Hearing – Resolution 01-11 – Treasurer Thomas Wright**

Member Wright read Resolution 01-11 for the first public millage hearing.

**Member Morfopoulos moved to approve Resolution 01-11. The motion was duly seconded and carried unanimously.**

- 6. First Public Budget Hearing – Resolution 02-11 – Treasurer Thomas Wright**

Member Wright read Resolution 02-11 for the first public budget hearing.

**Member Bosi moved to approve Resolution 02-11, the motion was duly seconded and carried unanimously.**

## **7. Set Second Public Hearing – September 12, 2011**

Chairman Allbritton advised the board that the second public hearing for Millage and Budget is being scheduled for September 12, 2011 at 5:30 p.m. in the second floor meeting room.

## **8. Nominating Committee Report**

Chairman Allbritton advised the board that there were three seats up for election and the election candidates are: current Chairman David Allbritton, (Downtown Property Owner), current Vice-Chairman Dennis Bosi (Bob Lee's Automotive Repair), John Herndon (Downtown Property Owner and Resident) and current Member Andrew Winkler (Merrill Lynch). The DDB election will take place on Tuesday, October 11, 2011.

**Member Wright moved to approve the nomination slate for the upcoming election. The motion was duly seconded and carried unanimously.**

## **9. Chairman's Report**

Request to Support Star Spectacular - Chairman Allbritton shared his idea that resulted from the last budget meeting as a way to raise money for events. His idea was to replicate Star Spectacular, an event that took place on the bayfront almost 50 years ago that brought in national and local bands. He created a Facebook page and after only three weeks in existence, there are over 300 members. Chairman Allbritton noted that he has help from Jay Polglaze and Jenny Esno of the Clearwater Downtown Partnership (CDP) and Terry Schmidt, former city Special Events manager. They have secured Bertie Higgins and his Band of Pirates, The Tempests, David Muse and the Clearwater Star Spectacular All Star Band as the entertainment. He stated that the event will be billed as the Return of the Star Spectacular. He asked members to review the new budget placed at seats on the dais. Chairman Allbritton felt that they could make money selling the VIP tickets. He compared it to the Jazz Festival where VIP lanyards could be purchased that would allow for have stage-side seating at a low price of \$25.00. This event is wrapped up in the weekend of the Super Boat Championship races. He met with Frank Chivas and Brian Aungst and they are putting their VIPs into the park. He felt that board has a chance to raise \$20,000. He said the flip side is that there are risks, it could rain and there are expenses to underwrite for a total of \$8,005.00. He felt that this could be the possibility of first of many and these events could also be held in Station Square Park.

Member Belanger commended the Chairman for showing the initiative and felt that it was one of the most exciting things that had come before the board and felt it would be a success.

Member Morfopoulos asked how the sales will be done.

Chairman Allbritton stated that he had secured the website Star Spectacular.com and was looking to have a downtown partner host the site. He said that PayPal would accept funds and that there would be a Will-Call table and he also planned to sell t-shirts. He also noted that he planned to invite the organizer of the original event up on stage and give him a plaque and a t-shirt that had Mr. Star Spectacular printed on it.

Member Starova asked if a newspaper promotion could be added.

Chairman Allbritton advised members to look for a television promotion on Bright House Networks along with the Super Boat Championship event and Blast Friday would be sharing space for Star Spectacular. Mr. Chivas was nice enough to allow the board to sell Power Boat VIP tickets and the board would receive \$50.00 of the cost per ticket. He noted that the Power Boat VIP tickets included attendance at Star Spectacular. He added that he hoped the board could be volunteers to assist in staffing the Will-Call booth and put forth efforts in selling sponsorships.

**Member Bosi moved to approve funding the Star Spectacular event with \$8,005.00 from the Retail & Restaurant Recruitment Grant line item. The motion was duly seconded and carried unanimously.**

Chairman Allbritton requested Vice-Chairman Bosi chair the meeting at this point as he had a conflict and had to excuse himself.

#### 10. **DDB Retail & Restaurant Recruitment Grant Program Discussion**

Courtney Orr, Downtown Manager, addressed the board stating that the grant was distributed last month and asked members if they agreed that the grant should remain as is.

Member Morfopoulos asked if the grant wording was changed as requested at last meeting.

Ms. Orr advised that staff had changed the wording. On further review, it was found that the bullets needed an additional change to read "Financial Review prepared in accordance with GAAP standards." She further stated that she had received 25 Retail/Restaurant inquiries in the last few months and they were mostly from start-up companies who were not eligible and could not get financing from a bank. One inquiry was for a location off Cleveland Street who had later changed their mind about opening a downtown location. Some inquiries received had advised that they could not negotiate with landlord and others had various reasons for not opening.

Member Morfopoulos asked if the Olive Tree Restaurant wanted the grant.

Ms. Orr stated that she had talked to the owners but they were not qualified because they had not been an owner of a previous restaurant but was the chef who worked in a restaurant.

Member Starova asked how many years has the grant been in existence, how many inquiries were received and how many submitted?

Ms. Orr responded that the program has been in existence for three years with over 100 inquiries being received and that one applicant, Caliyogurt, had submitted the application.

Member Morfopoulos asked if franchises were eligible.

Ms. Orr advised if they were unique and new to the area that franchises could be eligible.

Geri Campos Lopez, Director of Economic Development and Housing advised that Tony's Pizzeria and Ristorante was not eligible as he was already here. The report forwarded to you

from CRA Executive Director Rod Irwin advised about the grants and staff can talk to you about that at the next meeting. This is one of the toughest economic times. Last year the grant was revised to require that a business was in operation one year instead of two years.

Member Bosi asked if the board had an expansion grant and who took advantage of that.

Anne Fogarty France advised that two businesses, Deolinda's Tailoring and Nature's Rose Florist took advantage of the expansion grant when it was managed by the Clearwater Main Street program.

Member Starova asked if when the program was approved in 2008 if the intent was that people would take advantage of the program. He felt that if the ultimate goal was to help people and no one takes advantage of it the board should change their goals. In his opinion the board could concentrate more on bringing office tenants that would bring people to the district.

Ms. Lopez stated that she agreed with this as the Economic Development Strategic Plan that was recently done identified that bringing in office tenants was a recommendation. She added that there would be a special meeting with the City Council to get ideas and feedback from this recommendation. It is her recommendation to the board to recruit retail & restaurant as the focus of this grant.

Vice-Chairman Bosi asked for a motion.

**Member Wright made a motion to accept the Retail & Restaurant Recruitment Grant for FY 2011-12 as is with the change on pages 3 and 6 in regard to the financial review. The motion was duly seconded and discussion ensued.**

Member Morfopoulos asked if the board should identify who we will recruit.

Ex-officio Councilmember Paul Gibson stated that the downtown doesn't have the traffic that chain restaurants need, as evidenced by Outback's departure on Clearwater Beach. He suggested not having the funding in a line item but have a set aside fund.

Member Morfopoulos stated that he wasn't trying to suggest that we should get chains in here, but who should we recruit.

Ex-officio Councilmember Gibson stated that he agreed with Member Starova that we should attract businesses here that will get the people into the restaurants. He suggested that trying to bring lots of people downtown for a first or second time for events like the Super Boat races will possibly get them back here.

Ex-officio Councilmember John Doran advised that he was in the restaurant business and had a start-up with capital of his own that he had saved and found someone to give him a loan. He noted that the Retail Recruitment strategy was available on the website and will be sent to you by a link. The consultant's recommendation was to attract destination retail shops or restaurants. The board would give funds to Trader Joe's but not Publix and if Frenchy's or a Baystar restaurant came downtown the board wouldn't say no. He further stated that Jamba Juice came downtown

but we didn't have the high volume of foot traffic it needed. And if you have been to New Orleans they have more than a few antique stores and Midge, the consultant talked about these destination type stores. With respect to the restaurant grant he felt we would really like to get someone in Water's Edge and they would really need \$50,000. He suggested leaving the line item there and using it when needed for a destination type retail or restaurant. He asked if La Cchette who is currently going through a change of ownership had applied for the grant.

Ms. Orr advised they weren't interested in the recruitment grant but had applied for a façade grant.

Member Wright asked if we had reached out to Trader Joe's.

Ms. Orr stated that someone did try to bring them here but they haven't responded.

Member Wright asked if it would help to have a recruiter.

Ms. Orr stated that she originally went out two days a week to recruit. She started with a list of zero and went up to 200 stores while driving and finding the destination establishments. She added that she had to go out and establish relationships and then was held back to one day a week and is now not doing recruitment. She was educating owners about incentives and felt the grant was valuable to have as a tool.

Member Wright questioned if the early recruitment efforts have changed, does she plan to go out to one day a week?

Ms. Orr stated that this would be a management decision.

Member Wright asked if the board should go out and hire a recruiter.

Member Belanger felt that the current program was not working and the board should be open to changing it. He added that other members alluded that we should open up the grant to office tenants. He stated that his company loves being downtown and no one recruited us. He felt it was good that the council will be discussing incentives. He thought the board would want to make sure the restaurants that are here are successful.

Member Starova stated that he looked at DT Dunedin to open a second location and spoke to owner of the Living Room restaurant and BBQ restaurant. He further stated that he spends a lot of time on Cleveland Street and spoke to quite a few of the people looking to come downtown and none of them knew about the program. He felt that the most important thing was to attract people, people from offices and the neighborhoods.

Vice-Chairman Bosi stated that he had visited Tarpon Springs, Dunedin, and Palm Harbor over the weekend and it seems that every one of these towns are having issues in fact, at Tarpon Springs the town was closed up by 9 p.m. on a Saturday night. In regard to ex-officio councilmember CM Gibson's comment he felt the board could bring people here for events but we need to keep them coming back. He asked all board members think of new ideas to help them with advertising and encouraged members to come up with ideas to substitute for this grant.

**Upon no further discussion, the Vice-Chairman called for a vote and the motion carried unanimously.**

**11. Clearwater Downtown Partnership (CDP) Request for an Advance and Update.**

Bill Sturtevant, CDP Chairman stated that Clearwater Downtown Events (CDE) was created as a non-profit to be the event organizer for Blast Friday. The transition to of the running of Blast Friday by Ruth Eckerd Hall through Jay Polglaze and Jenny Esno is currently taking place. Ruth Eckerd Hall is scheduling a year's worth of entertainment. The band Orleans will be there in September and other groups scheduled include Rare Earth, Rick Derringer, the Edgar Winter Band, and Firefall. Everything is coming into place and the small details are being worked with James Raulerson, Capitol Theatre manager. They have identified December 2 as the date for Miracle on Cleveland Street and reserved two slides with Gainesville Ice.

On August 29, 2011 the CRA approved sponsorship of Blast Friday in the amount of \$75,000. The DDB approved \$50,000 in sponsorship funds. Because the September event takes place at end of fiscal year, we are asking for an advance of \$20,000 which would be credited to the \$50,000.

Member Bosi asked why they were bringing back entertainment that were already here?

Mr. Sturtevant stated that he was not sure why,

Member Belanger asked what the band cost?

Mr. Sturtevant stated that Orleans cost \$7,500 to perform.

Member Wright asked if a \$7,500 fee why they were asking for \$20,000.

Mr. Sturtevant stated it was because it's what was done last year.

Member Starova asked which footprint they would be using, the 400 or 500 block and was told the 400 block for this event.

Ms. Fogarty France noted that the board has an agreement with CDE and the board's attorney Elise Winters looks at the agreement first.

Ex-officio Councilmember Doran stated that he was somewhat disappointed as Member Bosi was. He noted that when he met with CDE representatives, he advised them that he would like to have something other than country music because although he likes country, he would like other bands. As for the footprint, the 400 block has tenants and the 500 block does not. The Council and the CRA has agreed to fund it for a year but he was not sure that they know the goal.

Member Belanger added that he liked the 400 block better for the event and that was because of the restaurants and the fact that the event will look more successful.

**Member Wright moved to grant the request to advance \$20,000 of the funds with the balance of \$30,000 being funded from FY 2011-2012 funds. The motion was duly seconded and passed unanimously.**

## **12. DDB Promotion and Business Visitation Committee Report.**

Member Belanger noted that the committee was small and needed more volunteers. Upcoming events included a continuing art show in the gallery of the Blue Dahlia Marketplace, the Achieva Box Car Rally was taking place on September 17, the 9<sup>th</sup> Annual Fashions with a Flair Fashion Show is scheduled for September 17, the Moving Towards a Cure Miles For Hope event is taking place on September 24, Blast Friday with the band Orleans is scheduled for September 30 and on October 28, the Fabulous Thunderbirds will play.

He stated that they had started a discussion for planning a car rally with American Graffiti playing in the Capitol Theatre since the Jaws 25<sup>th</sup> anniversary even was so successful.

Member Starova thought we should have all these events on posters and in newspapers,

Member Bosi asked if the Jolley Trolley agreed to promote our events if we funded them.

Ms. Fogarty France noted that signature events will be listed in our new brochure.

Ex-officio councilmember Doran noted that the St. Petersburg Times, who owns TB Newspapers was always looking for news and added that if we printed flyers we could do 10,000 inserts for \$400.00.

Staff was asked to research this and Member Bosi asked who can we have do a comprehensive plan to promote the district so we can promote the businesses that are here.

Ms. Lopez advised that she agreed with the board about this and stated that staff was talking internally about the 5 year plan that we were current at the end of. There is a need to look at it and she would be talking with Rod about what to do now for a marketing strategy. She felt that we should start talking about what to comprehensively and not do it piece meal.

Ms. Orr noted that she had talked to a company from Ybor City about coming up with three 30-second concepts and added that there was the development and creation of the commercial.

Staff agreed to get the information and bring it back to the board.

## **13. Final Comments**

Ex-officio Councilmember Doran wished everyone a good night.

Ex-officio Councilmember Gibson stated that everything that needed to be stated was said.

Member Belanger thanked Mr. Sturtevant and noted he was excited about the events coming up.

Member Wright asked if a quorum for the September meeting and was advised that it was.

#### **14. Adjournment**

Vice-Chairman Bosi adjourned the September 7, 2011 regular meeting of the Clearwater Downtown Development Board at 7:15 p.m.



CLEARWATER DOWNTOWN DEVELOPMENT BOARD MEETING ACTION AGENDA  
Wednesday, September 7, 2011 - 5:30 pm

**09.07.11.01**

Member Bosi moved to approve the minutes from the August 3, 2011 meeting. The motion was duly seconded and carried unanimously.

**09.07.11.02**

Member Morfopoulos moved to adopt the July 2011 Financial Statement for filing. The motion was duly seconded and carried unanimously.

**09.07.11.03**

Member Morfopoulos moved to approve Resolution 01-11. The motion was duly seconded and carried unanimously.

**09.07.11.04**

Member Bosi moved to approve Resolution 02-11, the motion was duly seconded and carried unanimously.

**09.07.11.05**

Member Wright moved to approve the nomination slate for the upcoming election. The motion was duly seconded and carried unanimously.

**09.07.11.06**

Member Bosi moved to approve funding the Star Spectacular event with \$8,005.00 from the Retail & Restaurant Recruitment Grant line item. The motion was duly seconded and carried unanimously.

**09.07.11.07**

Member Wright made a motion to accept the Retail & Restaurant Recruitment Grant for FY 2011-12 as is with the change on pages 3 and 6 in regard to the financial review. The motion was duly seconded and discussion ensued. Upon no further discussion the Vice-Chairman call for vote and the motion carried unanimously.

**09.07.11.08**

**Member Wright moved to grant the request to advance \$20,000 of the funds with the balance of \$30,000 being funded from FY 2011-2012 funds. The motion was duly seconded and passed unanimously.**