

CLEARWATER DOWNTOWN DEVELOPMENT BOARD
March 2, 2011 – 5:30 PM - City Hall – 3rd Floor Council Chambers

Members Present:	David Allbritton	Chairman
	Dennis Bosi	Vice-Chairman
	Thomas Wright	Treasurer
	Paris Morfopoulos	Member
	Tony Starova	Member
	Sean Belanger	Member
Absent:	Andrew Winkler	Member
Also Present:	John Doran	Ex-Officio/Councilmember
	(Until 6:45 p.m.)	
	Paul Gibson	Ex-Officio/Councilmember
	Geri Campos Lopez	Director of Economic
		Development and Housing
	Courtney Orr	Downtown Manager
	Anne Fogarty France	Board Administrator

The Chairman called the meeting to order at 5:30 p.m. at City Hall.

Ex-Officio/Councilmember Gibson announced that he had to leave at 7:15 due to a prior engagement.

1. Citizen Comments – Items Not on the Agenda

There were no citizens' comments.

2. Approve the Minutes from the February 2, 2011 Regular Monthly Meeting

Member Morfopoulos moved to approve the minutes from the February 2, 2011 meeting. The motion was duly seconded and carried unanimously.

3. Adopt January 2011 Financial Statement for Filing

Member Belanger moved to adopt the January 2011 financial statement for filing. The motion was duly seconded and carried unanimously.

**4. Report from DDB Auditor – Laura K. Brock & Laura Tatem, CBIZ
Kirkland, Russ, Murphy & Tapp**

Ms. Laura Brock, provided a presentation of the 2010 audit of the DDB's financial statement. The firm is required to have audit communications with the board if there were any changes and there were none. There were no difficulties with the audit and no disagreements with management. There were no findings and recommendations to pass on to the board. They received a written letter from the Chairman stating that all the information required for the audit was provided to them.

Ms. Brock briefly discussed the handout that was given to the board members.

Vice-Chairman Bosi asked if that was the total budget to which Ms. Brock responded that the total budget was \$520,000.

Ms. Brock stated that they \$584,000 was estimated for expenses but the board only incurred \$510,000 in expenses.

Ex-Officio Doran stated that they used the reserves to balance the budget.

Member Wright asked what the pool cash rate of return was to which Ms. Brock responded two to three percent. Member Wright stated that it seems to have fluctuated a lot in the past three years and asked if they are taking a risk by doing that. Ms. Brock stated that she did not see any compliance issues.

Member Wright asked what the pooled cash consisted of. Mr. Jay Ravins stated that the pooled cash is comingled with city cash and consists of income invested in securities and therefore very liquid.

Mr. Ravins stated that based on the market interest rates in September they either show a paper gain or a paper loss each year. The portfolio usually runs in the range of two and a half to three percent.

Ms. Brock thanked the staff for all their help and Ms. Fogarty-France thanked the auditors for their work as well as Kimberly Dupont in the Economic Development offices.

Member Wright asked if there were any changes in service since the firm was sold. Ms. Brock stated that there were no changes in the services and that it was a smooth transition. There is no change in the billing rates either.

Member Wright moved to approve the 2010 audit report. The motion was duly seconded and carried unanimously.

5. Homeless & Safe Harbor Discussion – Clearwater Police Chief Tony Holloway

Chief Tony Holloway stated that a program was started in December 2010 called Park, Walk and Talk where officers stop and get out of their vehicles and talk to homeless, and business owners, to find out what the issues are and how to help the homeless people get off the streets. This month case workers will start interviewing people in the downtown Clearwater area.

Member Belanger asked why this initiative was effective from December instead of January. Mr. Holloway stated that they have been doing this since December because they wanted to make people aware of the program. The case worker advises the officers where to take the homeless person to get them help based on their needs. The focus is to make contact with the homeless people everyday so that they can find out how to help them.

Chief Holloway showed a map and noted that the red dots on the map indicate suspicious activity. They have received three hundred nineteen reports of suspicious activity. The light blue triangles represent six reported burglaries and the dark blue triangles represent seven

vehicle burglaries. None of the people that were arrested were homeless.

Member Morfopoulos asked who the people are that are committing the crimes if they were not homeless people. Chief Holloway stated that they were just normal people who took advantage of cars being unlocked.

Chief Holloway stated that twenty to twenty-five homeless people are taken to the Safe Harbor facility every day.

Vice-Chairman Bosi asked what Safe Harbor's main function was. Chief Holloway stated that Safe Harbor gives homeless people a place to stay and provides them with three meals a day. They even offer classes and help them find jobs.

Chief Holloway stated that they have identified five groups that are still feeding the homeless and they are going to talk to them next week to see if they can move their operations to Safe Harbor.

Member Morfopoulos asked if Chief Holloway can provide an estimate of how many homeless people are in the downtown Clearwater area. Chief Holloway stated that they are trying to determine the number of homeless people that are in downtown but it is hard to provide an estimate. The homeless move locations so the number varies but they might see twenty to twenty-five homeless people in the area

Member Morfopoulos asked if the homeless people have occupied Coachman Park for a number of years, do they get the rights to it to which Chief Holloway responded no.

Member Morfopoulos stated that he knows a number of homeless people by name because they have been there for years and they are harmless. But he has noticed that there has been an increase in the number of homeless people in the area since the feedings have started. Chief Holloway stated that there has not been an increase in homeless people but it is probably the same group of people that are coming regularly. If they are fed or given money they will keep coming back.

Member Wright stated that if ninety Park, Walk and Talks have been done over the last three months that equates to one Park Walk and Talk per day and asked if that is enough. Chief Holloway stated that the officers have other tasks as well so they make sure that they do at least one Walk and Talk per week and he does this as well.

Member Starova stated that Station Square Park is a concern because there are a lot of homeless people around that area, especially at night. He asked if there can be a more open Walk and Talk in that area. Chief Holloway stated that Station Square Park is a park and has to be monitored like a park. If a homeless person is just sitting there and not breaking any laws there is nothing they can do about it. That is why they are trying to make contact with these people to find out about their needs and help them out.

Member Starova stated that there is a case where the same store has been broken into multiple times. They suspect that it is a homeless person because all they took were cigarettes. Chief Holloway stated that usually when they do something like that they do not go very far so the officers are able to make arrests pretty quick.

Vice-Chairman Bosi asked how long it will take this effort to make an impact. Chief Holloway stated that they will see what happens in the next sixty days and will come back with a report to see what other measures need to be taken to solve this issue.

Member Morfopoulos asked if the case workers are police officers. Chief Holloway responded that they were social workers.

Member Morfopoulos stated that this is a great idea but there might have more of an impact if they ask people who feed the homeless to do it at Safe Harbor. He also stated that he wishes Chief Holloway luck in this new venture.

Member Morfopoulos stated that he hopes they have success with Park, Walk and Talk. He also stated that he has been in business for twenty two years in downtown Clearwater and crime is a tiny fraction of what it used to be and he thanked Chief Holloway for this.

Member Belanger asked if there was any increase or decrease in the number of homeless people in downtown Clearwater to which Chief Holloway responded no.

Ex-Officio/Councilmember Gibson asked what the capacity of Safe Harbor was. Chief Holloway responded that Safe Harbor can hold around two hundred thirty seven people.

Ex-Officio/Councilmember Doran asked if the homeless people had the option to do community service if they got arrested. Chief Holloway stated that they are working with the public defender to allow them to do trash pickup, shopping cart pick up and other tasks within the downtown area.

Ms. Lopez stated that at one time the feeding area was only allowed at the lot across from the Municipal Services Building but now there seems to be other places as well. Chief Holloway stated that they are trying to get them to do the feeding at Safe Harbor but sometimes they still do it in other places.

6. Chairman's Report – Chairman David Allbritton

Chairman Allbritton stated that the weather was beautiful for Blast Friday and it seemed as if they had a great turnout. All the seats were full in front of the stage and everyone had a good time. There was a live band playing at Member Starova's Pizzeria and the place was packed.

Chairman Allbritton stated that he helped out with the Palm Harbor Blues festival and at least three thousand people were in attendance. He would like to see this happen on Cleveland Street on a regular basis.

Chairman Allbritton complimented Member Morfopoulos on the wonderful job he did co-hosting the WTAN radio show. He even talked a little about his store. Chairman Allbritton requested the rest of the board members to take a look at the schedule list and sign up for their own show.

Chairman Allbritton stated that they need volunteer judges for the Pet Festival which will be held on March 26th, 2011. This is a great event and very successful. Unfortunately he will not

be able to attend and asked if Ex-Officio/Councilmember Doran will be able to attend that day. Ex-Officio/Councilmember Doran stated that he has a prior engagement that day so he will not be able to attend the event. Members were asked to contact Anne Fogarty France.

7. DDB Promotion & Business Visitation Committee Report – Vice Chairman Dennis Bosi

Vice-Chairman Bosi stated that he does not have a report because he was not able to attend the last meeting. He requested that another board member take over that roll of co-chairman of this committee if possible since he has been very busy with other commitments.

Chairman Allbritton asked when the meetings were held to which Ms. Fogarty France responded that the meetings were held on Mondays.

Member Belanger asked if the meetings were held on Mondays once a month to which Ms. Fogarty France responded yes.

Member Belanger stated that he can attend the meetings and do the committee reports.

Vice-Chairman Bosi moved to appoint Member Belanger as co-chairman of the DDB Promotion & Visitation Committee. The motion was duly seconded and carried unanimously.

8. Cleveland Street District Website Status – Courtney Orr

Ms. Orr stated that the Community Redevelopment Agency (CRA) entered into a contract with Blenderbox of New York to design their website. The site is almost complete and should launch at the end of this month or possibly in the beginning of April.

Member Belanger asked what the URL is to which Ms. Orr responded that the URL is www.clevelandstreetdistrict.com.

Member Belanger asked how they plan on promoting the website. Ms. Orr stated that they are working on coming up with a good promotion plan. They are putting a two page spread in the city magazine about the website. They are also doing a press release as well as connecting to tourist websites. Other promotional ideas have not been finalized yet.

Chairman Allbritton stated that when they fund events maybe they can put the website address on the banner so that people will see the name and get used to it and crosslink to other websites.

Member Wright asked what the goal was for number of visitors to the website. Ms. Orr stated that she has to ask their vendor how to market in an effective way and what their target audience should be.

Vice-Chairman Bosi stated that he would like to think that the events they fund should promote their website as well as Cleveland Street District and that both components work together.

Member Belanger stated that he knows the board is focused on the Cleveland Street District

name but he thinks that when someone does a search online they will be looking for downtown Clearwater. Ms. Orr stated that they will be using Meta tags to direct people to the website.

Member Morfopoulos asked how much it cost to develop the website. Ms. Orr stated that the cost to develop the website was \$75,000 and the license agreement is \$5,000. Once the website is complete, Blenderbox will hand over the reins to the DDB staff to do the updates.

Member Morfopoulos asked if they have a capable staff to do the updates. Ms. Orr stated that she & Ms. Fogarty France are very capable of doing the updates and that Blenderbox will train them before turning control over to them.

Member Belanger stated that the website sounds very exciting. Ms. Orr responded that they are very pleased with it.

Member Starova asked if there was anything being done to promote Cleveland Street District besides the website. Ms. Orr stated that their main focus has been the website.

Chairman Allbritton stated that they are looking forward to seeing it.

9. Cleveland Street Banner Discussion – Anne Fogarty France

Ms. Fogarty France stated that last month she was asked to research the costs of having street side and sidewalk side banners put up. They have two options for promoting the Blast Friday event. The first option is to put banners on all fifty-six light poles which will cost approximately \$8,000.42. This includes one hundred twenty six brackets, two hundred twenty four screw gear bands and labor costs. The cost could increase if they want to make the banners with the Cleveland Street District logo the same size as the Blast Friday banners. Currently the size of the Cleveland Street District logo banners is 18" x 36". The size of the Blast Friday banners will be 18" x 48".

Ms. Fogarty France stated that the second option is to put thirty seven banners on Cleveland Street which will cost \$5,046.35. This includes seventy-four brackets, one hundred forty eight screw gear bands and labor costs.

Chairman Allbritton asked if they need to make the Cleveland Street District logo banner bigger. Ms. Fogarty France responded that if they decide to go with option one they will need to make the logo banner bigger so that all the banners are uniform in size.

Member Starova asked if the banners will be visible on both sides of the pole. Ms. Fogarty France stated that the banner is double sided and will have the same picture on both sides.

Mr. Starova asked if any text can be put on the banners besides the Blast Friday information. Ms. Fogarty France stated the board can put anything they want on the banners.

Mr. Starova stated that they need to put something else on the banners besides the Blast Friday information to bring more people to downtown Clearwater. Ms. Fogarty France stated that the quote she got was for thirty seven banners with the same image on them. If the board wants to have multiple banners made with different information on them she would need to get a new quote.

Member Belanger asked if the banners are going to be placed on Cleveland Street to which Ms. Fogarty France responded yes.

Member Belanger stated that he thinks it will be better to put the banners on Fort Harrison Avenue instead to get more publicity. The people who visit Cleveland Street already know about Blast Friday and there is not much traffic that passes through there. However, thousands of cars travel daily on Fort Harrison Avenue so the Cleveland Street District will get more exposure if the banners are placed there instead. If that is not possible then maybe they can place some advertisements on Fort Harrison Avenue instead.

Vice-Chairman Bosi stated that he had a meeting with city staff and he requested they work on trying to get the wayfinding signs changed to reflect current logo. Currently the signs north and south of Fort Harrison Avenue only have an arrow pointing the way to Cleveland Street but there is no sign that says 'Welcome to Cleveland Street District'. There is no sign defining Cleveland Street District so they have come up with a proposal to have directional signs saying Cleveland Street District as well as boat slips.

Chairman Allbritton stated that Cleveland Street District encompasses more than just Cleveland Street.

Vice-Chairman Bosi stated that they have two big pillars on the street but there is no banner saying welcome. He agrees with Member Belanger that spending the money to put banners on Cleveland Street is not going to bring more people to that area for Blast Friday.

Vice-Chairman Bosi stated that it would be beneficial to have signs saying Cleveland Street District instead of just saying Blast Friday. That way when people come for Blast Friday they will know that they are in the Cleveland Street District.

Member Starova stated that even business owners do not say they are located in Cleveland Street District. Instead they say they are located in downtown Clearwater.

Member Belanger stated that the flags on Cleveland Street look good but in terms of promoting Cleveland Street District it would be better to do that on Fort Harrison Avenue.

Chairman Allbritton stated that they could maybe even advertise on Myrtle Avenue.

Vice-Chairman Bosi stated that it would be a shame not to take advantage of the car count going down Fort Harrison Avenue.

Member Wright stated that maybe they could have someone stand on Fort Harrison Avenue in a bear suit and hold a sign to advertise Cleveland Street District. Vice-Chairman Bosi asked if the city would allow that to which Ms. Lopez responded no.

Member Belanger stated that maybe they can put a sign at an angle on the light pole at the north east corner of Cleveland Street and Fort Harrison Avenue instead of hanging it between light poles. Ms. Lopez stated that the banners have to be for a public purpose and that they cannot advertise for their own benefit. They can probably put Cleveland Street District on the banners but they cannot put business names. Maybe they can put a long banner on one pole on

Fort Harrison Avenue where people will have a good view of it. In order for them to put a banner across the street the poles have to be designed for wind load and that gets very complicated.

Vice-Chairman Bosi stated that there is a lot of room on two way finding signs so it might be possible to put upcoming events on these signs but they would need to make it easy to change.

Ms. Lopez stated that the signs were changed not too long ago and it cost thousands of dollars so to be cost effective they do not want to change the signs again. She contacted the traffic department to see if anything can be done to compliment the signs already in place.

Member Morfopoulos asked if they can use magnetic signs to put on top of way finding signs. Ms. Orr stated that she is not sure and would have to ask the traffic department about that.

Ms. Lopez stated that since the signs were recently done and cost a lot of money they are looking at a tough budget year. The board needs to keep in mind that some of these fixes cost a lot of money and they need to use their funds to promote the Cleveland Street District. The reason for doing the streetscape is to make people feel that the place they are in is different from any of the other areas they have visited. A lot of those items do not have to be physical but they can have a different feel to it to make an impact.

Ex-Officio/Councilmember Doran stated that if they have an opportunity to drive by Skycrest they need to take a look at the signs in that area. Maybe the board can do something similar to that for Cleveland Street District. He also stated that there was a Beach Chamber meeting yesterday and they were discussing promoting downtown Clearwater on social media sites. Chairman Allbritton asked if Ex-Officio/Councilmember Doran was talking about promoting on Facebook to which Ex-Officio/Councilmember Doran responded yes.

Ex-Officio/Councilmember Doran offered to take a magnetic sign on one of the way finding signs to see if it works.

Ms. Orr stated that the new website has tweeting capability so if anyone tweets about Cleveland Street District it will pop up on their website.

Vice-Chairman Bosi asked if they can put the URL on the Blast Friday stage to which Ms. Orr responded yes.

Member Morfopoulos stated that the usage of the URL should be a stipulation for sponsorship from the DDB and should be included on the sponsorship form. He also stated that any further work from Ms. Fogarty France should be put on hold until they have a reason for her to do it.

Member Belanger stated that he liked Ex-Officio/Councilmember Doran's idea about taking a look at the Skycrest signs as well as putting a magnet on a way finding sign to see if it works.

Member Starova stated that it is obvious that they really need these signs since they are talking so much about it and that having different things on the signs will bring more people to Cleveland Street District.

Chairman Allbritton stated that they will bring this topic up at the next meeting so that they can

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discuss it further.

10. Annual Review of DDB Sponsorship Request – Anne Fogarty France

Ms. Fogarty-France stated that the sponsorship request form was created last year and that they need to send these forms out to people that might be requesting funds from the DDB this year. There have been some changes and recommendations made to improve the form. The board does not have to go through it tonight but can take a look at it at their earliest convenience and make any recommendations they might have at the next meeting.

Ms. Fogarty-France stated that the Cleveland Street District wording can now be found throughout the document. Also, on page four of the form, 'Applicant Certification' has its own paragraph and it states that 'Cleveland Street District' or 'Cleveland Street District in downtown Clearwater' has to be used in all collateral material.

Ms. Fogarty-France stated that if the board is fine with these changes they can approve the form at this meeting or they can wait until the next meeting if they would prefer to further review the form.

Member Morfopoulos stated that maybe they can ask recurring sponsorships what their turnout estimation will be for this year and what last year's actual turnout was.

Vice-Chairman Bosi stated that he was disappointed in some of the turnouts last year and that they did not get a report on attendance after the fact. The outcome was nowhere near what was anticipated. If all the information is provided up front there is a better chance that the event will be successful.

Chairman Allbritton asked if they can withhold payment unless the event is successful. He also asked if payment is given to the event committee after the event takes place. Ms. Fogarty France stated that sometimes the DDB pays for the event before it takes place.

Member Belanger asked if the DDB has a booth to which Vice-Chairman Bosi responded yes. Chairman Allbritton stated that the DDB had a booth at the Sea Blues Festival. Ms. Fogarty France stated that the DDB has had their booth at events in the past.

Member Belanger stated that he has a really good cameraman who can do some filming and help promote Cleveland Street District. If the board is interested in this and would like to see some of his work they can visit www.zvrs.com for more information.

Ms. Lopez stated that they are looking to have a YouTube channel to help increase tourism.

Member Belanger stated that he can have someone come and talk to the board about social media.

Ms. Fogarty France asked if she should add everyone's comments and resubmit the form before the next meeting to which Chairman Allbritton responded yes.

11. Final Comments

Member Wright had no further comments.

Vice-Chairman Bosi thanked the board for leaving the lights on the palm trees on Cleveland Street.

Member Starova stated that Capitol Theatre will be celebrating its ninetieth birthday on March 21 and he feels that the DDB, the Clearwater Downtown Partnership, the CRA and the merchants around Cleveland Street should help celebrate. He suggested a block party be organized and with the pet festival the following Saturday, the block party will help get the momentum going. Member Starova stated that maybe they can put signs up saying free parking. This way people will know that free parking is available and they do not have to pay for it. It might help bring more people to downtown Clearwater. During the Jazz festival all the free parking areas were half vacant. Chairman Allbritton requested Ms. Lopez make a note of that and bring the information to the board at the next meeting. Member Belanger stated that it is a great idea to guide people to free parking. Chairman Allbritton stated that he gets asked about parking all the time. Member Starova stated that it will be a permanent sign that can be used at every event.

Member Morfopoulos stated that usually when the meetings end he always gets good ideas but he cannot discuss them with anyone after the meeting. He feels that they all get caught up with details and maybe in the future they can set aside some time to discuss how to generate development. They are spending a lot of money to promote Cleveland Street District but they need to see if they are really getting a higher return for their investment. He would like to have more discussions like that in the future.

Member Belanger stated that he is excited about the lights on the palms on Cleveland Street and agrees with Member Morfopoulos that it will be nice to set aside some time to discuss other matters like how to generate development.

Ex-Officio/Councilmember Gibson had no comment.

Ms. Lopez stated that she would like to address Member Morfopoulos' comments. She informed the board that if they have something that they would like to talk about, they should inform either her or Ms. Fogarty France and they can include it in the agenda for the next meeting. The development discussion is actually done by the CRA and the DDB has taken on the promotion discussions. This way work is not duplicated and improvements can be made more efficiently and in a timely manner. If they would like updates on the projects and discussions of the CRA she will be happy to provide the board with that information.

Member Morfopoulos stated that he would like the board to come up with concrete steps to develop a more successful downtown. Member Morfopoulos clarified he was not criticizing anything that has been done in the past.

Chairman Allbritton stated that they spend a lot of time talking about promotions and events but maybe they can spend some time talking about other things as well.

Vice-Chairman Bosi stated that there was a time where there were not many people asking for funding of any kind so they were accepting whatever they could get. Now with there being plenty of people requesting funding the board should probably start evaluating which events

will give them more return for their money.

12. Adjournment

Chairman Allbritton adjourned the March 2, 2011 regular meeting of the Clearwater Downtown Development Board at 7:12 p.m.

CLEARWATER DOWNTOWN DEVELOPMENT BOARD MEETING ACTION AGENDA
Wednesday, March 2, 2011 - 5:30 pm

03.02.11.01

Member Morfopoulos moved to approve the minutes from the February 2, 2011 meeting. The motion was duly seconded and carried unanimously.

03.02.11.02

Member Belanger moved to adopt the January 2011 financial statement for filing. The motion was duly seconded and carried unanimously.

03.02.11.03

Member Wright moved to approve the 2010 audit report. The motion was duly seconded and carried unanimously.

03.02.11.04

Vice-Chairman Bosi moved to appoint Member Belanger as co-chairman of the DDB Promotion & Visitation Committee. The motion was duly seconded and carried unanimously.