

CLEARWATER DOWNTOWN DEVELOPMENT BOARD

September 9, 2009 – 5:30 p.m.

Members Present:	David Allbritton	Chairman
	Bob Fernandez	Vice-Chairman
	Geri Aranjó	Treasurer
	Dennis Bosi	Member
	Charles Lykes	Member
	Mike Riordon	Member
Also Present:	Carlen Petersen	Ex-Officio/Councilmember
	John Doran	Ex-Officio/Councilmember
	Geri Campos Lopez	Director of Economic Development & 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.

2 – Citizen Comments – Items Not on the Agenda

Craig Taylor advised the board that the Clearwater Fashion Week was a great first event. Well over a thousand people came through during the six days. He added that the event received a lot of great media coverage and listed where the advertisements took place. It was a true high fashion show that looked like you were in New York at a runway show with beautiful clothes and beautiful models on stage. They are regrouping to see if they can have this twice a year. It was nice to have people come from Orlando and Sarasota to see top designer fashion. Mr. Taylor felt that Clearwater was already known for tourism and beaches and now it is known for fashion. He thanked the board for their generous support and advised that the DDB and the CRA were mentioned every chance available. He stated that it was a number one priority to make sure the Cleveland Street District and the rest of downtown a vibrant destination for shopping.

3 – Approve the Minutes of the July 29, 2009 Regular Meeting.

Member Lykes moved to approve the minutes of the July 29, 2009, meeting as submitted in written summation to each board member. The motion was duly seconded and carried unanimously.

4 - Adopt the July 2009 Financial Statement for Filing.

Member Aranjó moved to adopt the July 2009 Financial Statement for Filing. The motion was duly seconded and carried unanimously.

5 – Approve 4th Quarter Budget Amendments for FY 2008/09.

Treasurer Geri Aranjó advised board members to look over the July 2009 Financial Statement to reflect the adjustment to the budget amendments. She suggested that

overages could be taken from the Retail and Restaurant Recruitment Grant line to cover the overage of one thousand six hundred and forty dollars.

Member Aranja advised the board that funds were recently moved from this line item to another and the current budget shows that there is eighty five thousand dollars in this line item right now. She also advised that there are still enough funds if an application for a retail or restaurant recruitment grant was received and added that additional funds could be added as well.

Member Bosi questioned what the status of this line item was for next year's budget.

Member Aranja advised that it would be funded at \$100,000 for next fiscal year.

Member Lykes made a motion to approve the 4th Quarter Budget Amendments for FY 2008/09. The motion was duly seconded and carried unanimously

6 – First Public Millage Hearing – Resolution 01-09 – Treasurer Geri Aranja

Member Aranja read the Millage Resolution 01-09 to the board.

Member Bosi moved to accept the Millage Resolution 01-09. The motion was duly seconded and carried unanimously.

7 – First Public Budget Hearing – Resolution 02-09 – Treasurer Geri Aranja

Member Aranja read the Budget Resolution No. 02-09 to the board.

Member Fernandez moved to accept the Budget Resolution 02-09. The motion was duly seconded and carried unanimously.

8 – Set Second Public Hearing

Member Lykes moved to set the Second Public Hearing to September 14, 2009, 5:30 p.m. at City Hall Economic Development & Housing Department Conference Room. The motion was duly seconded and carried unanimously.

9 – Conference Center Feasibility Study

Rob Hun den president of Hun den Partners made a presentation to the board advising that the Phase One study has been completed. They have spent time with the study committee having in-depth discussion on the Phase One analysis.

Questions came up regarding if there should be a new convention center in downtown Clearwater and what would the hotel needs be associated with that center. They asked what the optimal solution would be with the assumption that the Harborview Center would be going away at some point in the near future.

They looked at supply and demand. There is a lot of unaccounted demand, but not a lot of function space around here. A new convention center would make sense and be positive for the community and would require a hotel package. Right now Clearwater is a very seasonal place and a tourist market. They recommended two hundred forty thousand square feet of convention space.

Member Bosi asked how much land area would be needed for a convention center.

Mr. Hunden advised that six to eight acres is recommended just for the building, along with room for parking expansion, eight hundred parking spaces and surface lots around the facility. It is not a small land. The facility would need to be close to as many amenities as possible and develop downtown as a central business district and give Clearwater more of an identity than Clearwater Beach. They felt that this was part of an opportunity to recreate who you are downtown.

Member Bosi asked if he was stating that there was enough room at the Harborview Center site.

Mr. Hunden said he didn't say that.

Member Bosi asked if they had found an area.

Mr. Hunden stated that there were a lot of strengths in this area, it's attractive and has a well known beach with a good reputation and there were very few weaknesses. He added that downtown needs a little more content. There is a strong religious market to be tapped with opportunities to get the overflow from Tampa and Orlando.

Member Lykes inquired if the report was published for review by board members.

Mr. Hunden advised that it is drafted but they were advised that the draft can be released.

Chairman Allbritton asked Ms. Fogarty France to get a copy and get it distributed. A copy of the presentation will be e-mailed to the board.

Ex-officio Councilmember Petersen stated that she was not an expert on convention centers but someone advised her that if you put a convention center downtown it will not succeed because people do not want travel time between the beach and hotels.

Mr. Hunden advised that attendees want to be close to the beach and want to have that opportunity, that fact that it is so close in proximity is a good thing not a material negative.

Ex-Officio Councilmember Petersen stated that transportation to and from the beaches would need to be provided.

Barry Strafacci, Globe Spectrum Services stated that Chicago was the largest convention city and the beach properties in Miami have to stop selling conferences at convention centers three to four months out of the year due to hotels not having enough rooms.

Religious groups look for good rates and they want to come to Florida during the summer due to lower rates. During the season there are no rooms on the beach at a group rate.

Ex-Officio Councilmember Petersen inquired about a decrease in convention travel. And although convention travel has been stabilizing, is it the time to be doing this?

Mr. Hunden stated the answer is yes and no as it is industry specific. Overall it is down due to the economy; for instance the real estate shows are way down.

Member Riordon stated that he is not at all in favor of convention centers on the beach due to hurricanes because for six months out of the year the saturation can kill conventions.

Member Riordon also questioned if there was ever a situation when a private developer owns and operates the convention center

Mr. Hunden stated that he could agree with that and he has seen it in New Orleans but it is not very feasible due to it being the public dollars being used.

Member Bosi inquired about Phase Two and if it comes into being where the community can support it did we have the property to put it on?

Mr. Hunden stated that we do have the property.

Bob Clifford, Clearwater Regional Chamber of Commerce advised the board that the study cost thirty seven thousand dollars and they were pretty sure what Hunden Partners was going to come back with. He stated that a convention center fits extremely well. There are properties with seventeen to eighteen acres of land, some owned by private individuals and some owned by the city. The land mass is available and there may be other spots. If we start in five years, we will be far behind. The Chamber is prepared to do the fundraising to cover the cost for the second phase;

Member Riordon asked what we can do to continue to support this or will the Chamber come back with that answer.

Mr. Clifford stated that they need to have a good game plan before we move forward. They need to build consensus as it is a very complicated process and very time consuming. But he did feel that to not to start this process now would be a failure on the Chamber's part in developing downtown Clearwater.

Vice Chairman Fernandez asked if the Chamber forgot to mention that the DDB helped to fund this study.

Mr. Clifford advised he did not.

10 – Audit Report – Jeanine Bittinger, Davidson, Jamieson & Cristini, P.L.

Ms Bittinger gave an overview of the report issued to the board July 6, 2009 for the fiscal year ended September 30, 2008.

Vice Chairman Fernandez inquired if the note on page six referenced that the board was still paying on the parking garage.

Ms. Bittinger advised Vice Chairman Fernandez that the board was still paying on the parking garage.

Ex-Officio Councilmember John Doran inquired about the multi-year commitment for fifty thousand dollars a year for the boat slips. He noted that he could identify a credit but cannot see a debit for the boat slips in the audit report. It was not disclosed.

Ms. Bittinger advised that it is included in the Interlocal agreement the DDB approves every year as expenditure.

Member Riordon moved to accept the auditor's report. The motion was duly seconded and carried unanimously.

11 – Jolly Trolley/Downtown Special Events Connection – Bob Longenecker Executive Director of Jolly Trolley

Bob Longenecker, Jolly Trolley Executive Director addressed the board and provided a handout. They were improving connectivity overall and service frequencies had increased. He advised that they would have a more accurate website by mid-October.

Member Riordon questioned the subsidies received from the city and PSTA.

Mr. Longenecker stated that you have to believe in the businesses that it supports. The City Council has asked him to go back to the business community to get help to support the Jolly Trolley and most of the businesses have stepped up to the plate.

Ms. Lopez advised the board that Mr. Longenecker was invited to the meeting to show the board a proposal.

The proposal was to have the Jolly Trolley bring people from the beach over to the lunch time concerts on Thursdays. The Jolly Trolley would have designated pick up points to help populate those events and this would also help support the Jolly Trolley.

Member Bosi asked how we will let the people know that this service is available

Ms. Orr stated that they would be running ads in the St. Petersburg Times.

Ms. Lopez added that that we would announce in flyers to the beach hotels.

Member Aranja stated that this was another way we help get it started. If we bring people for the events and get people used to it they will come downtown. She suggested they have a rack to display the events in Downtown Clearwater on the Jolly Trolley. She agreed with asking the hotel concierges to promote it

Vice Chairman Fernandez told the board that many years ago when the Jolly Trolley did come downtown they used to get a lot of people at the Farmer's Market.

Chairman Allbritton said that he would like to support the Jolly Trolley and called for a motion.

Member Riordon moved to fund the Jolly Trolley for total of twelve hundred dollars for a three hour per day for each of the eight week lunch time concerts and that the funds be taken from the Retail and Restaurant Recruitment line item. Vice Chairman Fernandez recused himself from the vote because he is on the board of the Jolly Trolley. The motion was duly seconded and carried unanimously.

Member Bosi made three suggestions: have a three day pass for people who only come for the weekend; have a kiosk with upcoming events; to have a special name for transportation to the events to associate what the Jolly Trolley is doing for the events that day or weekend.

Mr. Longenecker stated that he could not get the PSTA to agree with the short term pass. Promotion is going to do a map that people will want to keep to promote stops and events.

12 – Approve DDB/CRA Interlocal Agreement FY 2009-10

Ms. Campos Lopez briefed the board that the interlocal agreement only had minor changes to it to include a four percent increase in administrative fee, reorganizing of the responsibilities in the agreement and rewording the boat slip language.

Ms. Fogarty France stated that a correction to the date the payment for the boat slips was changed to August 2009 in Section 6 of the Interlocal Agreement.

Member Aranjo moved to approve the DDB/CRA Interlocal Agreement FY 2009-10 as amended. The motion was duly seconded and carried unanimously

Member Lykes wondered if the fifty thousand was not in the audit due to it being in the Interlocal Agreement.

Ex-Officio Councilmember Doran felt it is being treated as though you can change your mind every year.

Ms. Lopez advised that it is actually a budget line item in the budget.

13 – Nominating Committee Report – David Allbritton

Chairman Allbritton noted that current Member Charles Lykes and Michael Riordon are running for re-election. He read the list of candidates proposed by the nominating committee, Ricky Allison, Anytime Fitness, Shelley Jaffe, Peter Gillham's Vitamin Center David Kerr, High Point Realty, Alexandra Leousis, Café' Supreme, Paris Morfopoulos, One Stoppe Shoppe, Dawn Shannon, Intuition Salon & Spa, Bledar (Tony) Starova, Tony's Pizzeria & Ristorante and Thomas Wright, Merrill Lynch.

Three seats are up for an election. Two three year seats; and one one-year seat. As of today we are closing the slate.

Member Lykes moved to accept the slate of proposed by the nominating committee. The motion was duly seconded and carried unanimously

14 – Discussion on Appointment of DDB Member to fill Member Goudreault seat

Chairman Allbritton announced that Josee Goudreault had resigned from the board and moved out of state.

Vice Chairman Fernandez recommended appointing someone until the end of the year to fill the seat vacated by Member Goudreault.

Member Arango nominated Shelly Jaffe of Peter Gillham's Vitamin Center to fill the vacated seat.

Member Lykes stated that it may be a good idea to take one of the elected members to serve and suggested the board defer this appointment until next meeting.

Ms. Fogarty France advised that the board policy states we must appoint someone within sixty days.

Member Bosi agreed with what Member Lykes suggested.

Member Riordon stated that the board would be filling in for continuity purpose and they will be well into the sixty days.

Ms. France advised that if the board had a quorum at the October 13, 2009 meeting then somebody could be appointed at that meeting.

Member Riordon advised that he did not see the appointed candidates would want to serve just for November and December.

Member Lykes moved to defer the decision till the end of the election at the next meeting. The motion was duly seconded and carried unanimously

15 – Chairman's Report

Chairman Allbritton asked the board about the nominees for the Milestone Awards.

Vice Chairman Fernandez moved to recognize Angie's Restaurant for a Milestone Award for their 35 years in downtown. The motion was duly seconded and carried unanimously.

Ms. Fogarty France advised the board that there is money in the budget for both nominees if the board so desired.

Chairman Allbritton advised that the board could do this at a later date.

Chairman Allbritton stated that Terry Schmidt has been very instrumental in putting together promotions for downtown Clearwater and will retire at the end of September. He felt that the DDB should recognize him with a plaque.

Member Bosi moved that the DDB recognize Terry Schmidt with a plaque. The motion was duly seconded and carried unanimously

Ms. Fogarty France advised that the CDP will recognize Terry Schmidt at their September 4th Friday event and asked if the board would like to present the plaque at the same time

Chairman Allbritton felt that this would be a good time to do a presentation meeting.

Chairman Allbritton gave 4th Friday Update and stated that the 4th Friday events are starting up again September 25, 2009.

Member Arango advised that 4th Friday has extended their time till 10pm.

Vice Chairman Fernandez advised he thought this was very important to the vendors especially since it takes them so long to set up

Chairman Allbritton advised Jazz entertainment in September. In October the theme is Disco Fright Night and in November there would be a Blues Brothers tribute.

Additional information can be found on www.4thfridayclearwater.com

Member Lykes asked if the board would need to address next year's funds disbursement for this event.

Ms. Fogarty France advised that that this was done at July 29, 2009 meeting.

16 – Vice Chairman's Report on FFEA Conference

Vice Chairman Fernandez gave an overview of his attendance at the conference.

He noted that many area Chambers of Commerce have taken over events since layoffs.

He sat in on many good sessions. One session was a "How to recycle" session and gave ideas on what communities do at events to make it successful. One session was about advertising and suggested advertising in odd places such as porta-potties. He stated that the media is always looking for headlines and suggested event planners be pro-active and ask for options, do focus groups and surveys right after events.

17 – Appointment of DDB Promotion Committee Co-Chairperson – David Allbritton

Chairman Allbritton advised that the DDB Promotion Committee needed a co-chairperson since former member Goudreault resigned.

Member Bosi volunteered to fill the promotion committee co-chairperson position.

Member Riordon moved to approve Member Bosi as the DDB promotion committee co-chairperson. The motion was duly seconded and carried unanimously

18 – DDB Business Visitation Committee Report

Member Aranja stated that the committee met on Monday, August 24 at Pangea Café. . The committee was excited about talking to the merchants and giving the merchants a three month calendar with listings about events happening in downtown Clearwater. The merchants were happy to get something to help them plan and decide on when to stay open late. The next meeting is September 21, 2009 at 5:30 p.m. at City Hall. The committee would be stuffing the eco-friendly bags and stuffing them to distribute as promotion for the lunchtime concerts.

Member Riordon mentioned that his business is downtown but not in the Cleveland Street District and nothing is brought to him about the events.

Ms. Fogarty France advised that she had sent a listing of events via email.

Member Riordon said that everybody is within blocks of the Cleveland Street district. He felt that we should get the information to everyone because when he displays materials it gets picked up.

19 – Final Comments

Ex-Officio Councilmember: Doran stated that the comment that was made about nothing to do and no place to park struck him. They don't like to drive on Cleveland Street and he finds Cleveland Street fun to drive on especially with the sculptures out there. He stated that you can park all over the place on evenings and weekends. There are many things to do such as the lunchtime concerts, the Farmer's Market, 4th Friday's kicking off again,; Ruth Eckerd Hall productions at the Capital Theatre on a regular basis and Jazz Holiday is going to be here October 15-18. There is lots and lots to do and new businesses such as Anytime Fitness which is open 24 hours and you can go anytime. There are restaurants and lots of other businesses - there are reasons to come downtown.

Member Lykes advised he was very optimistic about what is taking place downtown. The City of Clearwater has a very good future for it. He noted that he was looking forward to seeing the convention center report.

Member Aranja thanked Craig Taylor for bringing Clearwater fashion week to downtown. He felt it was exciting to see something so big happening downtown and she could see it happening twice a year. She noted that when the designers from New York and Los Angeles saw what was going on they wanted to be a part of it, but we didn't have the room.

Member Riordon encouraged everyone who was watching the meeting to go to the myclearwater.com website and noted that there was a lot happening downtown with the Miles for Hope event and many others. He wished a Happy Birthday to his son Duncan, who will be seven.

Member Bosi wished a Happy Birthday to his daughter who will be 8 on September 11th.

Chairman Allbritton stated that the DBB was really promoting the downtown. There are a lot of businesses that are active in supporting downtown. He was just told about the First Annual Offshore Power Boat races on October 2 - 4 with an expectation of forty to fifty thousand people downtown and a 5.3 mile run right off the beaches. He ended by reminding viewers to attend 4th Friday events.

20 – Adjournment

Vice Chairman Fernandez moved to adjourn the September 9, 2009 Regular Meeting of the Clearwater Downtown Development Board at 7:34 p.m. The motion was duly seconded and carried unanimously.

CLEARWATER DOWNTOWN DEVELOPMENT BOARD MEETING ACTION AGENDA
Wednesday, September 9, 2009 – 5:30 p.m.

09.09.09.01

Member Lykes moved to approve the minutes of the July 29, 2009, meeting as submitted in written summation to each board member. The motion was duly seconded and carried unanimously.

09.09.09.02

Member Aranja moved to adopt the July 2009 Financial Statement for Filing. The motion was duly seconded and carried unanimously.

09.09.09.03

Member Lykes made a motion to approve the 4th Quarter Budget Amendments for FY 2008/09. The motion was duly seconded and carried unanimously.

09.09.09.04

Member Bosi moved to accept the Millage Resolution 01-09. The motion was duly seconded and carried unanimously.

09.09.09.05

Member Fernandez moved to accept the Budget Resolution 02-09. The motion was duly seconded and carried unanimously.

09.09.09.06

Member Lykes moved to set the Second Public Hearing to September 14, 2009, 5:30 p.m. at City Hall Economic Development & Housing Department Conference Room. The motion was duly seconded and carried unanimously.

09.09.09.07

Member Riordon moved to accept the auditor's report. The motion was duly seconded and carried unanimously.

09.09.09.08.

Member Riordon moved to fund the Jolly Trolley for total of twelve hundred dollars for three hours per day for each of the eight week lunch time concerts and that the funds be taken from the Retail and Restaurant Recruitment line item. Vice Chairman Fernandez recused himself from the vote because he is on the board of the Jolly Trolley. The motion was duly seconded and carried unanimously.

09.09.09.09

Member Arango moved to approve the DDB/CRA Interlocal Agreement FY 2009-10 as amended. The motion was duly seconded and carried unanimously

09.09.09.10

Member Lykes moved to accept the slate of proposed by the nominating committee. The motion was duly seconded and carried unanimously

09.09.09.11

Member Lykes moved to defer the decision till the end of the election at the next meeting. The motion was duly seconded and carried unanimously

09.09.09.12

Vice Chairman Fernandez moved to recognize Angie's Restaurant for a Milestone Award for their 35 years in downtown. The motion was duly seconded and carried unanimously.

09.09.09.13

Member Bosi moved that the DDB recognize Terry Schmidt with a plaque. The motion was duly seconded and carried unanimously

09.09.09.14

Member Riordon moved to approve Member Bosi as the DDB promotion committee co- chairperson. The motion was duly seconded and carried unanimously