

**CLEARWATER DOWNTOWN DEVELOPMENT BOARD**  
**February 3, 2010 – 5:30 PM - City Hall – 2<sup>nd</sup> Floor Conference Room**

Members Present:	David Allbritton	Chairman
	Bob Fernandez	Vice-Chairman
	Dennis Bosi	Treasurer
	Jay Polglaze	Member
	Thomas Wright	Member
Absent:	Charles Lykes	Member
	Paris Morfopoulos	Member
Also Present:	Carlen Petersen	Ex-Officio/Councilmember
	John Doran	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

**1. Citizen Comments – Items Not on the Agenda**

**Joanie Sigal**, Chairman of the Jazz and Art Walk, presented a framed poster for the Jazz Holiday to the DDB members. She said she wasn't there to request funding but she wanted to give some information on the upcoming art show this year. They surveyed people from last year's art show to see if they were in the area for the art show alone or if they had come for some other reason. A third of the people said that they came specifically to attend the art show. They plan on making the art show better than last year and more successful. They are working with the Dunedin Fine Arts Center to promote the artists this year and they will also keep promoting to get more artists. No artists have signed up for this event as of yet but the deadline for entry is July 31, 2010 with room for up to fifty artists. Last year thirty-five artists signed up for this event.

Northwestern Mutual is sponsoring the Battle of the Bands. The initial contest will be held online and four to six winners will be chosen to perform at the art show. The winner of the contest will perform the opening act on Sunday at the Jazz Festival. The biggest complaint from vendors at the art show is that it is not part of the Jazz Festival in Coachman Park. But they don't want to move the art festival to a different block for safety reasons. She also feels if more merchants would be open during this event it will increase the number of people attending.

**Bill Sturtevant and Jenny Esno** from the Clearwater Downtown Partnership discussed the 4<sup>th</sup> Friday Party on the Street which is to be held on February 26, 2010 from 5:30 p.m. to 10 p.m. Ms. Esno stated that they have a strong deal with media sponsorship. The battle for media sponsorship was between Verizon and Bright House Networks but ultimately they partnered with Bright House Networks and are going to receive \$50,000 per month in TV advertisement.

Ms. Esno stated that they have also acquired sponsorship from Tampa Bay Lightning and Nature's Food Patch. Nature's Food Patch will provide a \$2,500 sponsorship. Tampa Bay Lightning representatives will be attending the 4<sup>th</sup> Friday event and will be auctioning off four family packs of Lightning tickets and signed autographed merchandise.

Young female local singing sensation Suite Caroline will be the main act at this event. A mobile marketing unit will be set up for kids to enjoy. Ms. Esno stated that the only issue they're concerned about is the weather since this event is taking place outdoors on Cleveland Street.

Vice-Chairman Fernandez asked if they have ever critiqued their own events to find out what they can do better. Ms. Esno responded that done this and noted that professionals volunteered their time and are amazed at how much Ms. Esno's team has accomplished for free.

Vice-Chairman Fernandez stated that he knows someone who is interested in helping out with this event and will contact Ms. Esno with the information.

## **2. Approve the Minutes from the January 6, 2010 Regular Monthly Meeting**

**Member Wright moved to approve the minutes of the January 6, 2010 meeting as submitted in written summation to each board member. The motion was duly seconded and carried unanimously.**

## **3. Adopt December 2009 Financial Statement for Filing – Dennis Bosi**

**Vice-Chairman Fernandez moved to adopt the December 2009 Financial Statement for filing. The motion was duly seconded and carried unanimously.**

### **a. Line Item for Non-Budgeted Events**

Member Bosi suggested adding an additional line item for Non-budgeted Events and designating \$10,000 to this line item by reducing the Retail and Restaurant Recruitment Grant program line item to \$90,000.

**Member Bosi moved to approve adding an additional line for non-budgeted promotional items for 2009-2010 in the amount of \$10,000 to be moved from the Retail and Restaurant Recruitment Grant program line item. The motion was duly seconded and carried unanimously.**

### **b. Line Item for Welcome Gifts for New Businesses**

Member Bosi suggested adding a line item for Welcome Gifts for New Businesses in 2009-2010 in the amount of \$500 and reducing the Retail and Restaurant Recruitment Grant program line item to \$89,500 so that the DDB will welcome new businesses.

**Member Bosi moved to approve adding an additional line item for Welcome Gifts for New Businesses in the amount of \$500 to be moved from the Retail and Restaurant**

**Recruitment Grant program line item. The motion was duly seconded and carried unanimously.**

**4. Sponsorship Request – Clearwater Deaf and Hard of Hearing Day - Jenny Esno, Chris Wagner**

Jenny Esno and Chris Wagner requested \$1,800 in funding to support the Deaf and Hard of Hearing Day in Clearwater which would be held on February 20, 2010 in Station Square Park.

Chris Wagner is the Vice President of Marketing at CSDVRS, a not for profit organization that provides video technology enabling deaf and hard of hearing people to communicate efficiently with hearing individuals and vice versa. The company was established in 1995 and expanded nationwide in 2000. They are the largest deaf and hard of hearing employer in Florida with 200 employees working nationwide, 90 of which are based at their headquarters on Cleveland Street in Clearwater and occupies two floors in the Bank of America building. With Florida being the home to 3 million deaf and hard of hearing people, CSDVRS is constantly looking for ways to bring new employment opportunities to their company.

Chris Wagner stated that Deaf Nation, a convention which was held in Orlando in 2009, will be held at the Tampa Convention Center this year from 5 p.m. to 11 p.m. with 4,000 people expected to attend. The plan was to originally host the event at Station Square Park and employ city services but they weren't able to get permission to close off two city blocks to traffic so they had to scale down the event.

Representatives from the National Association of the Deaf and Hard of Hearing will be attending this event and Radio Disney will also be there to promote the deaf and hard of hearing community as well as the city of Clearwater. Entertainment for deaf and hard of hearing individuals, i.e. visual music without sound, has been scheduled for this event. Mr. Wagner stated that their goal is to make the Deaf and Hard of Hearing Day an annual event in Clearwater.

Ex-Officio Councilmember Peterson expressed how nice it would be to make this a big annual event to bring people to Clearwater.

Ms. Esno stated that they have already received national sponsorship from channels 8, 9 and 13 for this event.

Vice-Chairman Fernandez moved to sponsor the event in the amount of \$1,800. The motion was duly seconded and opened for discussion.

Member Wright suggested that the board increase the funding to \$2,500 for this event since it is a good cause but the remaining board members did not voice their agreement with this amount.

**Vice-Chairman Fernandez moved to sponsor the Deaf and Hard of Hearing Day in Clearwater in the amount of \$1,800. The motion was duly seconded. Members Bosi, Polglaze, Fernandez and Chairman Allbritton voted "Aye"; Member Wright voted "Nay." Motion carried.**

Ms. Esno made a request for a board member to welcome attendees at the Deaf and Hard of Hearing Day event and Chairman Allbritton volunteered to do so.

Ms. Campos Lopez stated that she would look into getting permission to close the street off and thanked them for coming.

## **5. Chairman's Report – David Allbritton**

- a. Chairman Allbritton stated that he will have lunch with Terry Schmidt and present him with the achievement plaque from the DDB.
- b. Chairman Allbritton discussed the construction progress of the boat slips. Construction has started on the main deck and there are already two cranes in place. Thirty slips have already been paid for. Construction is estimated to be completed and boat slips to be opened to the public in April 2010.

## **6. DDB Promotion and Business Visitation Committee Report – Dennis Bosi**

- a. **January 25 Meeting Report.** Member Bosi discussed the idea of welcoming new merchants to the downtown area with gift baskets. Volunteers will ask existing merchants to provide something from their business, such as a welcome card or a discount coupon, to be included in a Cleveland Street District bag.

Member Bosi also reminded everyone that the Pet Festival is coming up on March 27, 2010.

- b. **Merchant Feedback from Informal Meeting.** Member Bosi stated that he attended an informal business association meeting along with the block captains. The DDB Promotion and Business Visitation Committee members had five days to go out and talk to people who might be interested in being involved and he was impressed that ten businesses were represented. The meeting lasted one hour with seventeen people in attendance. They discussed what each organization was doing to promote the Cleveland Street District. All attendees were allowed to give input on issues and promotion ideas with the outcome being all positive. At the end of the meeting, he asked for volunteers who might be interested in being on the board and four people volunteered.

Member Bosi noted that he was planning to attend the Downtown Dunedin Merchants Association meeting on February 10, 2010 to see how their meeting is conducted and what promotional ideas would be implemented.

Member Bosi requested to be relieved of his duties on the DDB Promotion and Business Visitation Committee so that he can concentrate his time on working with the Downtown Clearwater Merchants Association. He suggested that Member Polglaze be named as the DDB Representative to co-chair the DDB Promotion and Business Visitation Committee.

**Member Bosi moved to designate Member Polglaze as co-chairperson of the DDB Promotion & Business Visitation Committee. The motion was duly seconded and carried unanimously.**

## **7. Discussion on Downtown Show on WTAN - Charles Lykes**

Due to the absence of Member Lykes Chairman Allbritton tabled the discussion on the downtown show on WTAN to the March 3, 2010 board meeting.

## **8. New Business**

No new business was discussed.

## **9. Final Comments**

Members Wright and Bosi had no final comments.

Vice-Chairman Fernandez announced that a cake cutting ceremony would be held on Wednesday, February 10, 2010 at 10 a.m. to celebrate the 15<sup>th</sup> anniversary of the Downtown Clearwater Farmer's Market. He stated that he would like to see at least one DDB member attend this event as no one has attended in the past. He also mentioned that the streetscape was completed but felt that there was something missing and wanted to know if there's anything that can be done to make it look better. He stated that other cities have colorful banners while Clearwater has standard banners. He noted that there were four banners up for the farmer's market but feels that stock banners should be available to denote holidays. He suggested that after the spring training season, flag banners could be put up for a few months through Memorial Day.

Ms. Fogarty France advised she was going to request the board fund holiday banners that could be reused each year instead of the lighted pole decorations that are currently used.

Member Bosi suggested purchasing a kiosk to display on the Clearwater portion of the Pinellas Trail to provide information to trail users about the Cleveland Street District.

Member Polglaze mentioned that Davidoff Cigars were moving their headquarters to Pinellas Park. He would like to know more about the incentive package the city has and hopes that Clearwater will be able to recruit large companies like Davidoff in the future.

Ex-Officio Councilmember Peterson stated that the Clearwater election campaign is not an active one and that people are not getting involved as they should. She felt that people need to be educated on the candidates they're voting for and maybe by word of mouth they could be informed and encouraged to attend the campaign forums.

## **10. Adjournment**

Vice-Chairman Fernandez moved to adjourn the February 3, 2010 regular meeting of the Clearwater Downtown Development Board at 6:45 p.m. The motion was duly seconded and carried unanimously.

CLEARWATER DOWNTOWN DEVELOPMENT BOARD MEETING ACTION AGENDA

Wednesday, February 3, 2010 - 5:30 pm

02.03.10.01

**Member Wright moved to approve the minutes of the January 6, 2010 meeting as submitted in written summation to each board member. The motion was duly seconded and carried unanimously.**

02.03.10.02

**Vice-Chairman Fernandez moved to adopt the December 2009 Financial Statement for filing. The motion was duly seconded and carried unanimously.**

02.03.10.03

**Member Bosi moved to approve adding an additional line item for Non-Budgeted Events for 2009-2010 in the amount of \$10,000 to be moved from the Retail and Restaurant Recruitment Grant program line item. The motion was duly seconded and carried unanimously.**

02.03.10.04

**Member Bosi moved to approve adding an additional line item for Welcome Gifts for New Businesses in the amount of \$500 to be moved from the Retail and Restaurant Recruitment Grant program line item. The motion was duly seconded and carried unanimously.**

02.03.10.05

**Vice-Chairman Fernandez moved to sponsor the Deaf and Hard of Hearing Day in Clearwater in the amount of \$1,800. The motion was duly seconded. Members Bosi, Polglaze, Fernandez and Chairman Allbritton voted "Aye"; Member Wright voted "Nay." Motion carried.**

02.03.10.06

**Member Bosi moved to designate Member Polglaze as co-chairperson of the DDB Promotion & Business Visitation Committee. The motion was duly seconded and carried unanimously.**