

CLEARWATER DOWNTOWN DEVELOPMENT BOARD
March 7, 2007 – 5:30 p.m.
City hall – Third Floor – Council Chamber
112 South Osceola Avenue, Clearwater, Florida
Regular Monthly Meeting

Members Present:	David Allbritton	Chairman
	Bob Fernandez	Vice-Chairman
	Dennis Bosi	Treasurer
	Geri Aranjó	Member
	Josee Goudreault	Member
	Dean Nichols	Member

Absent:	Beth Coleman	Member
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Also Present:	John Doran	Ex-officio Councilmember
	Carlen Petersen	Ex-officio Councilmember
	Geraldine Campos	Director, ED & Housing
	Anne Fogarty	Main Street Coordinator
	Linda Byars	Board Administrator

The Chair called the meeting to order at 5:30 PM at City Hall.

To provide continuity for research, items are in agenda order although not necessarily discussed in that order.

ITEM #2 – Citizen Comments – Items Not on the Agenda

No comments brought forward.

ITEM #3 – Approve Minutes from the February 7, 2007 Regular Monthly Meeting

Vice Chairman Fernandez moved to approve the minutes from the February 7, 2007 regular monthly meeting; member Aranjó seconded and the motion carried unanimously.

ITEM # 4 – Adopt the January 2007 Financial Statement

Member Goudreault moved to adopt the January 2007 financial statement; Treasurer Bosi seconded and the motion carried unanimously.

ITEM # 5 – Adopt the February 2007 Financial Statement

Member Nichols moved to adopt the February 2007 financial statement; Member Goudreault seconded and the motion carried unanimously.

ITEM # 6 – Milestone Award Selection

Chairman Allbritton explained that the Milestone Award Program has been in place to recognize area businesses that have been contributing to the downtown economy for 50 years or more. At the February regular meeting the board selected Clearwater Printing as a Milestone Award recipient. Unfortunately, Mr. Bob Clark, owner and operator of Clearwater Printing, was unable to attend the meeting because he was entertaining out of town guests. However, Mr. Clark will be available to accept the award at the next televised meeting in May.

Chairman Allbritton added that Clearwater Printing, interestingly enough, has operated in the downtown area since the mid 1800's, when the company served the community as a newspaper and a printing company. In 1948 the newspaper was abandoned, but continued as a printing company until present day. The company has operated under the leadership of only five different owners since its inception. The Board will be pleased to acknowledge Clearwater Printing for their commitment and investment in Clearwater over the years.

ITEM #7 – Clearwater Jazz Holiday Request for Funding – Joanie Sigal

Joanie Sigal expressed appreciation to the board for allowing her the opportunity to talk to them about the Clearwater Jazz Holiday. As a former member of the board she understands and respects what the DDB does and how much they have contributed to the downtown over the years. As when she served on the board, she still maintains a passion for downtown and in serving the Clearwater Jazz Holiday Foundation over the past six years. She reminded the members that she had originally approached the board last year requesting that the DDB's contribution to Jazz be increased from \$7,500 to \$10,000, which the board was kind enough to approve. She came before the board this evening to request an increased contribution to \$12,500. Because downtown Clearwater is poised on the brink of great things, sponsoring the Saturday night fireworks display may be an opportunity for the board to celebrate the Cleveland Streetscape, which should be completed by Jazz Holiday weekend this year. Hopefully, we will also have the boat slips to celebrate as well. Downtown is becoming more and more revitalized. Sponsorship of the Jazz Holiday fireworks on Saturday night is a promotional event advertised in all ad publications. The St. Petersburg Times ad is an eight page ad used to promote downtown and a great opportunity for the DDB to make a statement about all that is happening. The \$25,000 fireworks sponsorship will offer a great amount of exposure and help bring people from Coachman Park to Cleveland Street, especially with the completion of the streetscape.

Member Goudreault would like to see a stage on Cleveland Street.

Vice Chairman Fernandez stated that an increase from \$7,500 to \$25,000 is a "big boost". He explained that he wasn't against spending money but it must be done prudently. "That kind of money can buy a lot of media", he said.

Ms. Sigal explained that Jazz Holiday is advertised all over the country. The fireworks display is not just a sponsorship level. It says, the "fireworks are sponsored by the Downtown Development Board", your board's opportunity to say, "This part of Clearwater Jazz is brought to you by..."

Chairman Allbritton admitted that his first reaction was: “that’s an awful lot of money”. The downtown is going through a big change. The sponsorship may be a worthwhile thing to kick off the downtown and the branding. We’re talking about spending more money for branding and getting squared away. It may be a good idea to include Jazz Holiday.

Member Aranjo asked how many times would the DDB name be “put out”?

Ms. Sigal admitted she didn’t know exactly. However, more than a million dollars is spent on advertising the Jazz Holiday in different publication and places all over the country.

Member Aranjo acknowledged the exposure would be great for the area.

Member Goudreault asked where, outside of Clearwater, is the national advertisements published.

Ms. Sigal answered that much of the advertisements are published where there are other jazz festivals, especially in Detroit, and in Jazz magazines. She apologized that she did not have all the answers. Gary Hallis, who handles promotions for Jazz Holiday, could not be at the meeting this evening. He would have the answers.

Vice Chairman Fernandez was interested to know if others have been requested to participate as fireworks sponsors.

Ms. Sigal responded that there might be “a lot of others”. She was sure. She has been asked to talk only to the DDB. The sponsorship, last year, was \$25,000. She was unsure as to the cost in previous years.

Chairman Allbritton suggested that Jazz Holiday provide more information and answers to the specific questions asked tonight. The board will consider options and respond at the next regular meeting of the board.

ITEM # 8 – Approve Contract for Professional Service Between the Clearwater Downtown Development Board and Vaughn Wedeen Creative, Inc. Cleveland Street Brand Identity – Geraldine Campos

Chairman Allbritton presented the contract for professional services, stating that the DDB has been in a working relationship with Vaughn Wedeen Creative, Inc. (VWC) for the purpose of creating a brand identity for downtown Clearwater and the board. Last month, after two attempts to provide an acceptable Cleveland Street logo, VWC presented, what the board thought, was the finalized version of the logos for both Cleveland Street and the DDB. The “scope of work” provided in the contract is specific to work on the logos for Cleveland Street and the DDB at a cost as quoted. Should the Board move forward with banners, rack cards and a brochure, the contract total would be \$20,000. The approximate cost for the logo designs is between \$4,000 and \$6,500.

Member Nichols moved to approve the contract between Vaughn Wedeen Creative, Inc. (VWC) and the Downtown Development Board (DDB) the amount of \$20,000 for professional services in the design of banners, brochure and rack cards and the scope of work attached as exhibit “A” for current design services including

the Cleveland Street and DDB logos currently under consideration with an estimated cost between \$4,000 and \$6,500 payable under this contract; Treasurer Bosi seconded and the motion carried unanimously.

Vice Chairman Fernandez stated that the DDB has been waiting a long time to develop a marketing plan for downtown, which includes a brand identity for Cleveland Street. Vaughn Wedeen has provided the logo designs as requested by the board. It's difficult to determine the exact cost to bring branding to completion. The cost for current work seems reasonable and he is in favor of moving this project along.

Chairman Allbritton stated that branding downtown is a "big deal" and will last a long time. City Council and the CRA should most probably have input into the final decision, as possibly would the Downtown Partnership and others.

Ms. Campos explained that as part of her discussion with management, it has been determined that the desire, overall, was the need for more input that may present other alternatives and to determine what the next step are to be. The CRA/Council would discuss the process and other possible options with consideration given the DDB's recommendation allowing a conclusion through a concerted effort.

Treasurer Bosi asked if this information has been conveyed throughout the process.

Ms. Campos answered, yes, that they have been updated, however, not formally to the CRA or other groups and there has been no public input. This is a large step. Approval and acceptance should be sought from all groups.

Councilmember Petersen added that there should be just one logo that everyone can use and that is acceptable to all. The CRA would like to publicly discuss all options.

Treasurer Bosi asked if there was a process for planning and a timeframe. The DDB has invested a year-and-a-half in this project and we are only a year away from completing the streetscape.

Ms. Campos answered that she has been discussing the issue with the city manager to conclude what proposal and strategy can be communicated and what the right steps are in moving forward.

Chairman Allbritton indicated he would appreciate periodic updates.

Councilmember Doran stated that everyone should be comfortable with the conclusion and assured the board that the CRA would not "let it sit".

Treasurer Bosi expressed his concern that this process should have been on-going from the front-end. The DDB has spent a year on this project.

Ms. Campos apologized for any misunderstanding. Vaughn Wedeen and the city are on tack and moving forward with a solid plan and vision. The next step is specific to the board's acceptance of the logo and gaining consensus and support from all areas to move forward

and continue implementation. The logo “piece” is sensitive and some may have different ideas.

ITEM # 9 – Downtown Clearwater Boat Slips Presentation – Councilmember Doran

Councilmember Doran thanked the DDB for its support of the Boat Slips Referendum and understanding that the boat slips are about 115,000 people and providing for an active water front community.

Downtown Boat Slips Referendum

Today’s Presentation:

- What the project includes...and doesn’t
- What the project will look like
- Market overview
- Financial details
- Project benefits
- Questions and answers

The project – What it IS:

- Up to 14- slips
 - Current design is 129 slips
 - Priority given to Clearwater residents
- 1700+ feet overnight “side tie” moorings
- 800+ feet free “side-tie” for day visits and special events
- Floating concrete docks system
- Utilities at each slip
- Coordinates with pedestrian promenade
- Provides docking for upland events
- Renovations to Drew Street Pier building
 - Restrooms, showers, security office, laundry
 - Will remain in current building footprint
- Improvements/landscaping to existing surface parking
- Protection of sea grass beds
- Landing & commercial pickup and drop off
- Docks accessible to the public
- Promenade for community and public events

The project – What it IS NOT:

- No permanent commercial tenants
- No fuel service
 - This is available at the Beach Marina
- No dredging is required
- No encroachment on sea grass beds

Engineering & Design:

- What it will look like:



Market Study & Financing - Independent Market and Financial Feasibility Study

Costs and Analysis:

- Examined Florida and local markets
- Evaluated supply and demand
- Compared market rates
- Made recommendations for rates and slip mix

Market Situation:

- In last five years:
 - 15% increase in boat registrations
 - 23% decrease in available public slips

Rate Comparisons:

<u>2006 Region</u>	<u>Daily</u>	<u>Monthly</u>
Northeast	\$1.84	\$15.14
Southeast	\$2.05	\$38.23
Keys	\$2.10	\$23.75
Southwest	\$1.88	\$19.10
Northwest	\$1.60	\$18.50
Average Florida	\$1.86	\$20.84
<i>2009 Proposed Rates DT Boast Slips</i>	<i>\$2.00</i>	<i>\$15.50</i>

Construction Cost Estimates:

- Estimates from two companies
 - Bellingham & Shoremaster
- Estimates confirmed independently through Applied Technology Management
- Estimated construction cost
 - \$11 million

Project Funding:

- Costs funded through users of the facility (slip rent)
- Additional contributions
 - Downtown Development Board - \$500,000
 - Community Redevelopment Agency - \$500,000
 - Potential Federal Grant - \$1,200,000
 - Funded through taxes on boat fuel and fishing tackle
- Slip Rates (2009)
 - \$15.20 per foot per month
 - Increase rates \$.25 per year
 - \$2.00 per foot per day for transient users
 - Increase rates \$.05 per year

Funding Strategy:

- Assumptions
 - 20 year bond issue
 - Estimated based on current interest rates + 1%
 - 40 year lifespan for structure
- Facility will operate at a profit

Operating Costs & Revenues

	<u>Year 1</u>	<u>Year 10</u>	<u>Year 20</u>	<u>Year 40</u>
Revenues:				
User Fees	\$ 1,532,337	\$ 1,918,662	\$ 2,238,211	\$ 2,911,018
DDB	50,000			
	\$ 1,582,337	\$ 1,918,662	\$ 2,238,211	\$ 2,911,018
Expenses:				
Personnel	\$ 227,314	\$ 329,182	\$ 496,721	\$ 1,131,012
Operating	365,233	476,546	640,437	1,156,701
R & R	17,484	22,813	850,000	375,702
Debt Service	\$ 963,794	966,294	-	
PILOT	-	103,794	121,321	158,188
	\$ 1,573,825	\$ 1,898,629	\$ 2,108,479	\$ 2,821,603
Net Profit	\$ 8,512	\$ 20,033	\$ 129,732	\$ 89,415

DDB – Downtown Development Board - \$50,000 per year for 10 years

R & R - Repairs and Replacement

PILOT – Payment in Lieu of Taxes, 5.5% of Prior Year Operating Revenues

- Positive Cash Flow
 - Positive net income
 - + \$4.8 million over 40 years
 - Payment in lieu of taxes
 - +5.5% of revenue to General Fund
 - Repair & Replacement Fund
 - +\$12.7 million over 40 years
 - Total Income of \$22.3 million over 40 years
 - Enterprise Fund – 4.8
 - General Fund (PILOT) – 4.8
 - Repair and Replacement – 12.7

Project Insurance:

- City is self-insured for first \$500,000
 - Over \$20 million in unreserved Central Insurance Fund balances to pay for such losses
- City purchases layers of insurance up to total insured value of \$400 million
- \$95,000 budgeted in first year for insurance
 - Increasing 3% annually

Financial Summary:

- Project pays for itself
 - + Net Enterprise Fund income of \$4.8 million of 40 years
 - + Project pays \$4.8 million to General Fund over 40 years
 - + Repair & replacement fund accumulates \$12.7 million over 40 years
- Rates are competitive

Project Summary:

- Benefits
 - Provide enhanced boater access to public waterways
 - Supports Downtown & Beach Redevelopment Efforts
 - Provide alternate connection to the beach
 - Enhances community access to City harbor
 - Boating & sailing events for kids & families
 - Boater access for concerts and events
 - Partner with Parks, Library and Schools for educational programs on boating an environment
 - Revenue stream to City of \$4.8 million over 40 years

Chairman Allbritton asked how the first people would be selected to lease the boat slips.

Councilmember Doran answered that the selection would be by random drawing with priority consideration given Clearwater residents. To date, no commitment has been made to anyone. If the public is in need of a slip they should sign up and enter into the lottery. First preference is to Clearwater residents who want to lease the slips. Currently approximately 177 applications have been received via the website. Twelve slips have been set-aside for transient occupancy at \$2.00 per for per day, thus the difference between the 117 rental slips and the total of 129.

Chairman Allbritton reiterated the importance of the March 13th election when the public will have the opportunity to vote on the referendum. He encouraged everyone listening to “get out and vote” for the boat slips. As a native he recalled having seen early pictures of downtown Clearwater with a marina in the harbor near Cleveland Street and Pierce 100. “It’s a natural for a city of this size to have mainland docks”, he said.

Vice Chairman Fernandez has traveled extensively throughout the state of Florida and has never seen a waterfront community without docks. Six years ago the DDB invested in a sea grass study that has set the stage for the boat slips and provided valuable information, concluding that the slips are feasible and viable. The board has been behind this very important project from the beginning. “The boat slips and other facilities will be good for the entire community”, he said.

Member Aranjo, as a volunteer at the Sea Blues Festival, spoke with many visitors who have read about the boat slips and are encouraged that the investment will only bring more and more people into the downtown during events in the park. Some said, “Imagine being able to boat-in and attend a festival, how exciting”.

Councilmember Petersen explained that currently during events in Coachman Park, boaters are mooring off the seawall and destroying the sea grass beds. With the construction of the

boat slips these beds will be protected and not destroyed. The slips actually “push boats away” from the grass.

ITEM #10 – Cleveland Street Block Party – Geraldine Campos

Ms Campos was excited to announce that the first block of the streetscape project is nearing completion and will be celebrated at a “grand opening” block-party on March 16th. “It’s been a long time coming”, she said. The party will be open to the public and starts at 11:000 a.m. Children from Peace Memorial Church will participate in a parade walk with the mayor, special treats will be provided, coffee from Starbucks and chocolate bars with restaurant coupons. She urged everyone to come for lunch in downtown and celebrate the opening of the first block of the new Cleveland Streetscape project.

Vice Chairman Fernandez asked when the block be opened to traffic.

Ms. Campos answered that currently Ft. Harrison Avenue is under construction and closed. When that intersection is opened then the first block will open to traffic.

Chairman Allbritton stated that the first block would provide a good indication as to what the street will look like when all completed.

ITEM #11 – Clearwater Sea-Blues Festival Report – Chairman Allbritton

Chairman Allbritton reported that the Sea Blues Festival was the first of many to come. He was in attendance at the event both days. It was a real success and very well attended by a lot of blues lovers. He thanked Terry Schmidt from Clearwater’s Parks and Recreation Department of all his hard work. At the gate, on Saturday, 10,600 people were counted, an excellent showing. Coachman Park is a beautiful place to have a concert. A lot of people came by the DDB booth and a lot of information was given out.

Councilmember Petersen thanked the DDB, who was the main sponsor. She found it interesting how many people were in attendance from out of town. She heard compliment after compliment from a lot of people, all wanting to come back. Some had chartered a jet form out of state just to come to this festival. This is a start of another very successful event in Coachman Park.

Chairman Allbritton stated, “It was a great event. Just imagine how it might be with the boat slips in place”.

ITEM #12 – Main Street Report – Anne Fogarty

Anne Fogarty thanked the board for sponsoring the restaurant coupon promotion. The merchants received the program warmly. She reported the results of the Buy 1 Get 1 Free offer in the C-News/St. Pete Times ad per the attached matrix.

The c-news promotion yielded 1095 coupons. Reimbursement to all was \$6,44.52 indicating the people do read the newspaper. The Sea Blues Festival yielded 190 coupons, which were handed out during the two-day event. The Phillies program includes a coupon, which expires on March 31, 2007. The results of that campaign are yet unknown. Currently the budget of

\$5,000 has been exceeded by \$1,400. With the additional coupons, Anne requested an additional \$5,000 be considered to allow for the current deficit and provide for the coupons currently in distribution.

Treasurer Bosi moved to allocate an additional \$5,000 to the “Buy-One-Get-One restaurant coupon campaign”; Member Goudreault seconded and the motion carried unanimously.

Ms. Fogarty alerted viewers of the upcoming second annual Pet Fair at City Hall in May, which was quite fun last year with the Pet Mobile, the fashion show and the puppy races. She also, announced the opening of Geoffrey’s ladies apparel shop located on the south side of Starbucks. For more information call: (727) 442-4271. The café at the library is now offering a new menu of “healthy food fare” featuring soup and salad. A new real estate firm has opened at 421 Cleveland Street. Franklin Realty can be reached at (727) 461-7028. And, the Farmer’s Market is open on Wednesday’s, 8:30 a.m. until 1:30 p.m.

Vice Chairman Fernandez will be attending the Main Street quarterly meeting in Historic Downtown Palm Harbor on May 19th and 20th. He looks forward to reporting back to the board. This quarter’s meeting will provide excellent speakers, a county commissioner and will be “jammed packed”. This meeting is the best opportunity for the members to attend.

ITEM #11 – Final Comments

Member Nichols visited the Farmer’s Market for the first time and was impressed with the fresh fruits and vegetables available there. The strawberries were very good.

Treasurer Bosi is looking forward to the grand opening of Cleveland Street and excited about the celebration. He enjoyed the Sea Blues Festival. The restaurant coupon campaign has been very successful. The DDB reimbursed the restaurants close to \$6,400 representing revenue to the restaurants in excess of \$13,000.

Vice Chairman Fernandez attended the Sea Blues Festival where people, surprisingly to him, sought out information on the boat slips. As people realized that the “Buy-One-Get-One-Free” coupons meant something free, they were well accepted. He found a lot of people came to the festival from out of town. “People do travel for events in Coachman Park. Are restaurants open in downtown? Not many on Sunday”, he said. This is an exciting time in downtown Clearwater. The Main Street program started here many years ago and we are getting close to meeting our goals. This is a very upbeat thing. We can’t end now. We must continue to promote downtown. Recently he toured Mt. Dora, a vibrant community near Leesburg, where an art show was taking place with 150 artists displaying their goods. There was also a very good Farmer’s Market. Sadly, it rain during the art show destroying a lot of the many pieces of art, overall, a very good event with lots of people. He recommended Alachua as a destination. The downtown is “out of a story book”, a smaller community, only 3 blocks long with lots of parking, limited on the streets, but the merchants are not affected by it, with a variety of businesses and restaurants. “Food is the key”, he said.

Councilmember Doran thanked the DDB for their work at the festival and the continued work the board does month in and month out.

Councilmember Petersen reminded everyone to vote on March 13th. Four issues will be on the ballot, all equally important to Clearwater: Pennies for Pinellas, the boat slips, pension and candidates for council. She encouraged voters to research the issues and vote.

Member Aranjo volunteered at the Sea Blues Festival and found people, especially those from out of town, to be excited about the proposed boat slips but can not vote on the issues. She encouraged those who are registered to vote in Clearwater to vote favorably for the boat slips and other issues that directly affect their residency. Even people who cannot vote will benefit from the boat slips when they are in the area.

Member Goudreault also enjoyed the Sea Blues Festival where she too talked to a lot of people about the boat slips, many of which came to Clearwater specifically for the concert, some from as far away as New Jersey. She was surprised to see as many as 60% of the audience were not from Clearwater. Events in Coachman Park are very important to the downtown economy and bring thousands of people to the area and should continue.

Chairman Allbritton asked the viewing public to “look out” for the restaurant coupons. There are a lot of great restaurants in the downtown area. “Look for the coupons”, he said. “You won’t be disappointed”. He asked Ms. Campos to report on the status of the “Prospect Lake Project” a/k/a Mediterranean Village.

Ms. Campos explained that the CRA now owns the property on Cleveland Street and Prospect Avenue near Prospect Lake Park as a development site for a mixed-use project that conforms to the Downtown Redevelopment Plan. The property has gone through environmental cleanup and was approved by the state of Florida in September. The CRA moved forward with an extension with the developer in December 2006. However, Balk did not perform and became in default of the development agreement. Negotiations to assign the project to another developer could not be met and the project was officially terminated on February 26, 2007. At present, the project is not moving forward. The CRA has given staff direction to open the process for another to possibly come in and to determine what should happen next. The CRA will discuss the issue in April 2007. The project encompasses a great development property adjacent to the park. We are moving forward to determine the details.

ITEM #12 – Adjournment

Vice Chairman Fernandez moved to adjourn the March 7, 2007 regular monthly meeting at 6:46 p.m.; Member Goudreault seconded and the motion carried unanimously.

**CLEARWATER DOWNTOWN DEVELOPMENT BOARD
March 7, 2007 – 5:30 p.m.
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112 South Osceola Avenue, Clearwater, Florida
Regular Monthly Meeting**

Members Present: David Allbritton Chairman
Bob Fernandez Vice-Chairman
Dennis Bosi Treasurer
Geri Aranja Member
Josee Goudreault Member
Dean Nichols Member

Absent: Beth Coleman Member

Also Present: John Doran Ex-officio Councilmember
Carlen Petersen Ex-officio Councilmember
Geraldine Campos Director, ED & Housing
Anne Fogarty Main Street Coordinator
Linda Byars Board Administrator

SUMMARY OF MOTIONS:

03.07.07.01

Vice Chairman Fernandez moved to approve the minutes from the February 7, 2007 regular monthly meeting; member Aranja seconded and the motion carried unanimously.

03.07.07.02

Member Goudreault moved to adopt the January 2007 financial statement; Treasurer Bosi seconded and the motion carried unanimously.

03.07.07.04

Member Nichols moved to adopt the February 2007 financial statement; Member Goudreault seconded and the motion carried unanimously.

03.07.07.05

Member Nichols moved to approve the contract between Vaughn Wedeen Creative, Inc. (VWC) and the Downtown Development Board (DDB) the amount of \$20,000 for professional services in the design of banners, brochure and rack cards and the scope of work attached as exhibit "A" for current design services including the Cleveland Street and DDB logos currently under consideration with an estimated cost between \$4,000 and \$6,500 payable under this contract; Treasurer Bosi seconded and the motion carried unanimously.

03.07.07.06

Treasurer Bosi moved to allocate an additional \$5,000 to the “Buy-One-Get-One restaurant coupon campaign”; Member Goudreault seconded and the motion carried unanimously.

03.07.07.07

Vice Chairman Fernandez moved to adjourn the March 7, 2007 regular monthly meeting at 6:46 p.m.; Member Goudreault seconded and the motion carried unanimously.