

CLEARWATER DOWNTOWN DEVELOPMENT BOARD

August 5, 2009 – 5:30 p.m.

Members Present:	David Allbritton	Chairman
	Dennis Bosi	Member
	Charles Lykes	Member
	Mike Riordon	Member
Absent:	Bob Fernandez	Vice-Chairman
	Geri Aranjó	Treasurer
	Josee Goudreault	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

3 – Adopt the June 2009 Financial Statement for Filing.

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

Chairman Allbritton advised that he wanted a new item to be added to the meeting to discuss the Grants Funding Given at the July 29, 2009 meeting.

Member Bosi moved to add the Grants Funding item to the meeting agenda, the motion was duly seconded and carried unanimously.

Member Bosi felt that last month Miles for Hope asked for funds and the DDB gave them \$500.00 and then Relay for Life requested funds and the DDB gave them \$3,500. He thought that while both of these events are for great causes, both of these events do not have a lot to do with downtown as they are held in Coachman Park. He added that 4th Friday events put people on the street. He felt the board was not there only to support organizations but to promote Cleveland Street. The DDB did not ask what these groups were using the funds for and he felt there was nothing wrong with asking those who have events at Coachman Park to have an event on Cleveland Street.

Ms. Fogarty France suggested the board hear the request one month and vote on funding it the following month.

Ms. Campos Lopez thought an application would be better as it would include information and then could be evaluated.

Ex-officio Councilmember Carlen Petersen suggested the board have a deadline for submission as the board could get hounded by funding requests.

Member Riordon stated that he likes to look at data and that the DDB does not know if the attendees will come on Cleveland Street.

Member Bosi brought up the Jazz Holiday Festival and that people attend the concerts and they leave.

Chairman Allbritton suggested a committee could be formed with a timetable.

Ms. Lopez advised the board that staff will come up with an application and bring it back to a future meeting.

Member Lykes thought it was a good idea to have the questions put before those requesting funds on an application and get them to come up with something to get people on Cleveland Street.

4 – FY 2008-2009 Budget Request, Clearwater Fashion Week. Craig Taylor, a fashion designer whose items are sold in Saks, Neiman Marcus, Nordstrom's and many upscale stores, advised the board that he now lives at Water's Edge. He has lived in New York City, Miami, Paris and Los Angeles, has been involved in downtown revitalization and wants Clearwater to be upscale and a place where people want to come.

Mr. Taylor noted that he has contacted 20 of his designer friends to be a part of Clearwater Fashion Week. He and his team have secured the use of the retail space at Station Square Park. This will not be an easy space as it's a new space without air conditioning and power.

Mr. Taylor showed a presentation to the board and asked the board to sponsor this event in an amount of \$5,000. They would provide areas for tables for downtown businesses. The main goal was to bring people into the downtown.

Member Bosi questioned if there would only be designer clothes for sale.

Mr. Taylor advised that there would be purses, jewelry, men's clothing and some gift items.

Member Riordon stated that he liked how Mr. Taylor told the board how it would benefit Cleveland Street and how they would attract people to the downtown.

Chairman Allbritton stated that this event was the kind that the board liked to see here.

Ex-Officio Councilmember Carlen Petersen suggested that Mr. Taylor talk to the Convention and Visitors Bureau as they are funded to bring people into this area from all over the country.

Mr. Taylor stated that they wanted people to come here and want to come back again.

Member Riordon moved to participate in the Clearwater Fashion Show event at the \$5,000 level. The motion was duly seconded and discussion ensued.

Courtney Orr, Downtown Manager, noted that this event would help with recruitment efforts.

Member Bosi questioned if designers could be placed in vacant stores?

Geri Campos Lopez, Director of Economic Development & Housing, advised that this could be a possibility in the future but not at this time.

Member Lykes questioned if Mr. Taylor knew if they can do this event with the current budget?

Mr. Taylor stated that they had a lot of volunteers who really want to do this event. It will be a great event and the goal is to make it happen with designers and models there.

Chairman Allbritton asked if there were any citizen's comments about this item.

Howard Warshauer, 808 Allen Drive, stated that the DDB is turning into an organization that funds events that other people will produce. This event could be the type that will target the people that the board wants to be here.

Ex-officio Councilmember Petersen agreed that this was a unique opportunity.

Chairman Allbritton called for the vote. The vote was unanimous, motion carried.

5 – Retail & Restaurant Recruitment Grant Program Discussion. Ex-officio Councilmember John Doran asked to take this item out of order as he needed to attend another meeting. He reminded the board that the DDB was an independent board, they were elected and they had the authority to make decisions. In regard to the Retail and Restaurant Recruitment Grant Program, he encouraged the board to change the program if it was not the way they felt it should be. The program is written in such a way that there are requirements and it is hard to have staff manage it if the board wants to show favoritism on a case-by-case basis. Right now it's tied to Cleveland Street and Divino was not on Cleveland Street. They were also trying to get the grant on a retroactive basis which is not how the grant is written.

Member Riordon advised the board that he had met with Jennifer Lindsay and looked at the data from the Retail Strategy and felt that the data was antiquated. He felt that we needed to try to get people to open businesses that are open at night. He noted that there was data included that stated \$12 per square foot and felt that the numbers did not add up.

Ms. Orr noted the history of the Retail and Restaurant Recruitment Grant Program. She advised that members had been provided with an e-mail from Midge McCauley of Downtown Works that the DDB should keep the grant as is and also with a memo from CRA staff. She stated that staff feels that the DDB should keep the grant as is.

Member Riordon moved to keep the Retail and Restaurant Recruitment grant as is, the motion was duly seconded and carried unanimously.

6 – Approve Audit RFP Selection Committee Recommendation.

Ms. Fogarty France advised the board that RFP/Q 20-09 for the Annual independent CPA audit for the Clearwater Downtown Development Board was released on June 3, 2009. The RFP/Q was mailed to auditing firms that have contacted the DDB and those which are believed to have the experience needed for this project. The project was advertised per City of Clearwater purchasing policies. Four proposals were received on July 9, 2009. The Selection Committee, made up of Jay Ravins, Assistant Director of the City of Clearwater Finance Department, Jim Donnelly, Assistant Director of Economic Development & Housing, Anne Fogarty France, DDB Administrator and myself, Geri Aranjó, the appointed DDB member. The Selection Committee met on July 28, 2009 and evaluated the proposals.

The firm of Kirkland, Russ, Murphy & Tapp was chosen as the best of those who submitted proposals. It was felt that Kirkland, Russ, Murphy & Tapp had the most comprehensive proposal in that their experience in working with government clients was evident, their personnel were highly trained, and the references were extremely satisfied with the work that had been done by members of the firm in the past. Although, their price of \$7,600 per year with an increase of a maximum of \$300 per year was mid-range of the four firms, this is the firm that the Selection Committee felt would be the best independent auditor for the DDB.

Ms. Fogarty France requested that the board approve the RFP Audit Selection Committee's Recommendation of Kirkland, Russ, Murphy & Tapp as Independent Auditor for the DDB and authorize staff to move forward with negotiating a contract.

Member Lykes moved to approve the Selection Committee's Recommendation of Kirkland, Russ, Murphy & Tapp as Independent Auditor for the DDB and authorize staff to move forward with negotiating a contract. The motion was duly seconded and carried unanimously.

7 – Appoint Nominating Committee for October 13 Election.

Chairman Allbritton asked the board members not running for re-election to participate on the Nominating Committee for the October election. He requested that Ms. Fogarty France e-mail other board members to ask for assistance with finding prospective board members.

Ms. Fogarty France stated she would send an e-mail to everyone and request information prior to the next meeting. She advised there was a schedule that had to be followed to mail the ballots to registered property owners.

8 – Chairman's Report

Chairman Allbritton did not have anything to report.

9 – DDB Promotion Committee Report. This item was tabled until next meeting as Member Goudreault was absent.

10 – DDB Business Visitation Committee Report. This item was tabled until next meeting as Member Aranjó was absent.

11. Final Comments

Member Bosi asked about the Convention Center Feasibility Study and was advised that this item would be brought to the DDB at their September meeting.

Chairman Allbritton asked about the Harborview Center study and was advised that the Convention Center Feasibility Study was tied to the Harborview Center would be discussed at the September meeting.

Member Riordon thought it was good to have some criteria to bring to the board for those who wanted to be funded by the board.

Member Lykes stated that in regard to grants, if the board makes a rule they have to follow it.

12. Adjournment

Member Lykes moved to adjourn the August 5, 2009 Regular Meeting of the Clearwater Downtown Development Board at 7:26 p.m. The motion was duly seconded and carried unanimously.

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

08.5.09.01

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

08.5.09.02

Member Bosi moved to add Grants Funding item to the meeting agenda, the motion was duly seconded and carried unanimously.

08.5.09.03

Member Riordon moved to participate in the Clearwater Fashion Show event at the \$5,000 level. The motion was duly seconded and discussion ensued. Chairman Allbritton called for the vote. The vote was unanimous, motion carried.

08.05.09.04

Member Riordon moved to keep the Retail and Restaurant Recruitment grant as is, the motion was duly seconded and carried unanimously.

08.05.09.05

Member Lykes moved to approve the Selection Committee's Recommendation of Kirkland, Russ, Murphy & Tapp as Independent Auditor for the DDB and authorize staff to move forward with negotiating a contract. The motion was duly seconded and carried unanimously.