

CLEARWATER DOWNTOWN DEVELOPMENT BOARD
Special Budget Worksession
August 15, 2007 – 5:30 p.m.

Members Present:	David Allbritton	Chairman
	Dennis Bosi	Treasurer
	Josee Goudreault	Member
	Geri Aranja	Member
	Bob Fernandez	Vice-Chairman
	Beth Coleman	Member
Absent:	Dean Nichols	Member
Also Present:	John Doran	Ex-Officio/Councilmember
	Carlen Petersen	Ex-Officio/Councilmember
	Geri Campos Lopez	Economic Development & Housing Director
	Anne Fogarty	Board Administrator/Main Street Coordinator

The Chair called the meeting to order at 5:32 p.m. at City Hall.

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

2 – Citizen Comments – Items Not on the Agenda

3 – Approve FY 2007-2008 CRA Interlocal Agreement.

Member Coleman moved to approve the FY 2007-2008 CRA Interlocal Agreement, the motion was duly seconded and opened for discussion.

Members questioned if this was the total commitment included in the CRA Interlocal Agreement Revenue and what were the yearly commitments. City staff provided the the answers.

The call for a vote was made and Members Allbritton, Fernandez, Goudreault, Coleman and Aranja voted “Aye”, Bosi “Nay. Motion carried.

4 – FY 2007-2008 Preliminary Budget Discussion.

a. CRA Recommendations – Members questioned the CRA items placed in the budget, if the DDB was strapping themselves, and if the amount taken out of retained earnings was too much. City staff discussed the CRA request and noted that the DDB can be much more effective and that this was the time to act. The CRA was looking at hiring a downtown manager and retail consultant to populate the vacant storefronts. At the ICSC Conference we learned that getting retailers and restaurants to come to downtown Clearwater and without the budget incentives is a hard sell. The need to get everyone on the same page with the same message needs to occur now.

Ex-officio member Petersen noted that there was a history behind the budget numbers and the CRA has been working on this a long time and it is a strong plan.

Members questions if restaurant incentives were a good thing, that they were not able to help everyone and if an Expansion Grant would help existing businesses. City staff replied that yes, the grants would help existing businesses and that we also needed new restaurants.

Member Fernandez moved to accept the CRA budget recommendations. The motion was duly seconded and carried unanimously.

b. External Requests –

Dwight Matheny, Clearwater Downtown Partnership Chairperson, addressed the board concerning his request from the August 1, 2007 Regular Meeting to distribute two mailings of 20,000 postcards. The CDP did a survey and found 17 merchants that would participate by offering discounts on the postcards and were waiting for confirmations from other merchants. He felt that this was a good time to reintroduce people to downtown.

Members questioned if this was the right time to do the postcard, they thought the postcard was a nice piece but that it should be done when the branding was in place and if the CDP was putting any funds into the postcard.

Mr. Matheny advised that the CDP was not funding the postcard.

Member Goudreault moved to approve the \$15,500 to fund the postcard. No second was heard and the motion died.

Members advised that they would approve the funds if it were moved back a couple of months. They felt that the board was in the middle of branding downtown and that additional work was needed with the consultants. They felt they could revisit this proposal with the CDP when the branding is finished. They commended Postcardmania on their excellent work.

Mr. Matheny stated that they would come back as the CDP really wants to help the downtown merchants.

Frank Cataldo, Spotlight Theater, addressed the board about his request for funding.

Members noted that the board usually provided matching grants and questioned if the theater was a 501(c)3 organization and if they had filed a 990. It was suggested that the Theater try to find some corporate sponsors and come back to the board with this information.

Member Goudreault moved to support the theater at \$30,000. No second was heard and the motion failed.

Member Goudreault moved to support the theater at \$15,000. The motion was duly seconded and opened for discussion.

Ex-officio member Doran stated that Mr. Cataldo's passion for the theater was admirable but he was asking the board to give the Theater public funds.

Ex-officio member Petersen agreed with Mr. Doran and noted that timing was everything and this was not the right time.

City staff suggested that a business plan be completed if it was not already done.

Members asked Mr. Cataldo to find corporate sponsors and come back to the board.

Festival of Trees

Member Bosi moved to keep the Festival of Trees sponsorship at \$1,000. The motion was duly seconded and carried unanimously.

Farmer's Market

Pat Fernandez, Farmer's Market President, addressed the board and advised that the market was losing its funding from the Public Communications Department and would need funding to move to the new location that they had requested on Cleveland Street.

Members questioned where they received their funding from. City staff stated that the CRA and DDB provided funding.

Geri Campos Lopez advised that she had spoken to the City Manager and Assistant City Manager for Economic Development concerning the request for a Cleveland Street location and that the new location was not going to be recommended at this time.

Member Aranja moved to increase the contribution to the Farmer's Market to \$15,000 unless additional funding was received. The motion was duly seconded and opened for discussion.

Members questioned what line item the additional \$5,000 should be moved from. It was agreed that \$1,000 should be moved from Festival of Trees as it was erroneously budgeted for \$2,000 and that \$4,000 should be taken from retained earnings.

The Chairman called for a vote and the motion carried unanimously.

5 - Final Comments - None

6 – Adjourn

Member Fernandez moved to adjourn the August 15, 2007 Special Budget Worksession of the Clearwater Downtown Development Board at 7:39 p.m. The motion was duly seconded and carried unanimously.

CLEARWATER DOWNTOWN DEVELOPMENT BOARD MEETING ACTION AGENDA
Wednesday, August 15, 2007 – 5:30 p.m.

08.15.07.01

Member Coleman moved to approve the FY 2007-2008 CRA Interlocal Agreement, the motion was duly seconded and opened for discussion.

The call for a vote was made and Members Allbritton, Fernandez, Goudreault, Coleman and Aranja voted “Aye”, Bosi “Nay. Motion carried.

08.15.07.02

Member Fernandez moved to accept the CRA budget recommendations. The motion was duly seconded and carried unanimously.

08.15.07.03

Member Bosi moved to keep the Festival of Trees sponsorship at \$1,000. The motion was duly seconded and carried unanimously.

08.01.07.04

Member Aranja moved to increase the contribution to the Farmer’s Market to \$15,000 unless additional funding was received. The motion was duly seconded and opened for discussion.

Members questioned what line item the additional \$5,000 should be moved from. It was agreed that \$1,000 should be moved from Festival of Trees as it was erroneously budgeted for \$2,000 and that \$4,000 should be taken from retained earnings.

The Chairman called for a vote and the motion carried unanimously.