

**CLEARWATER DOWNTOWN DEVELOPMENT BOARD**  
**November 4, 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 (late)
Also Present:	John Doran	Ex-Officio/Councilmember
	Geri Campos Lopez	Director of Economic Development & Housing
	Courtney Orr	Downtown Manager
	Anne Fogarty France	Board Administrator
Absent:	Carlen Petersen	Ex-Officio/Councilmember

The Chairman called the meeting to order at 5:30 p.m. at City Hall.

2 – Citizen Comments – There were no citizen comments.

3 – Recognition for Angie’s Restaurant

The Board recognized Angie Chaconas for her commitment and investment in Downtown Clearwater. Mrs. Chaconas was presented with a plaque and was congratulated by each member of the board.

4 – Recognition for Terry Schmidt

Terry Schmidt could not attend the meeting due to a scheduling conflict and this item will be rescheduled for the January meeting.

5 – Approve the Minutes of the October 7, 2009 Regular Meeting.

**Vice Chairman Fernandez moved to approve the Minutes of the October 7, 2009 meeting as submitted in written summation to each board member. The motion was duly seconded and carried unanimously.**

6 – Adopt September 2009 Financial Statement for Filing

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

## 7 – Approve Revised DDB Sponsorship Request Form – Chairman Allbritton

Vice Chairman Fernandez stated that he would like to have more time to review the form and moved that it be discussed in next month's meeting.

Member Lykes felt the form was a good idea and wanted to know if the "annual submission" will be once a year.

Chairman Allbritton agreed that it should be once a year as he felt it would be easier for the board because the budget is being done at this same time.

Members wanted to see bigger events and re-occurring events coming to Clearwater using the annual submission with smaller events being considered at the discretion of the Board.

Member Bosi questioned why there was a submission date if applicants could come in anytime and request sponsorship. He said he was not too clear on this point. He also asked if there was a letter going out to the major event coordinators making them aware of the submission date and he was advised that there would be a letter.

**Vice Chairman Fernandez moved to table the Revised DDB Sponsorship Request Form item until next month. The motion was duly seconded and carried unanimously.**

## 8- October 13, 2009 Election Results

Chairman Allbritton stated 3 openings for the board were filled by 10 candidates and one write in candidate won a seat. The Winners were: Charles Lykes who won another 3-year seat, Thomas Wright won a 3-year seat and Jay Polglaze, the write-in candidate, who won a one-year seat

Member Lykes thanked everyone for the privilege to stay on the Board.

## 9 – Appointment of DDB Member to Fill Empty Seat & Oath of Office\*

**Member Lykes moved to appoint Jay Polglaze to the fill the empty DDB seat. The motion was duly seconded and carried unanimously.**

Anne Fogarty France gave Jay Polglaze his Oath of Office. He joined the board at the dais. Member Polglaze also thanked everyone for his appointment.

## 10 – Chairman Report

Chairman Allbritton advised the board that a planning session would take place at the December meeting. The location has not yet been established.

## 11 – DDB Business Visitation Committee Report

Member Aranja advised the board that the committee has met on October 26, 2009 at Panjea Café and the discussion covered the following:

Merchants were not fully aware of the events taking place on Cleveland Street and block captains were asked to remind them of the events. They were not familiar with the hours the events ran and the block captains were advised that the street needed to be closed early to prepare the vendor.

She stated that staff was working on meeting with the merchants to get them more involved. The businesses need help with ways to make the best of these events such as 4<sup>th</sup> Fridays.

Providing the merchants with a rack card for upcoming events was another popular idea.

Member Aranja felt that the new Cleveland Street maps will help everyone work together.

Vice Chairman Fernandez asked if there had been any discussion about requesting that businesses work together. The merchants are starting to see the activity and want help getting involved.

## 12 – DDB Promotion Committee Report

Member Bosi stated the Committee would like to get the merchants more involved. Upcoming events include the Annual Wreath Decoration Contest that Courtney Orr will tell us about shortly, Ironman Race, Christmas Under the Oaks, and 4<sup>th</sup> Fridays. The committee was working on getting the merchants and their employees to come to meetings.

Geri Campos Lopez advised the board that she had met with the Regional Chamber of Commerce President and their Marketing/PR consultant earlier that day. She displayed a copy of the ad from a national Jazz magazine and another ad featuring the Clearwater Jazz Festival and noted what good publicity this was for the District.

Vice Chairman Fernandez stated he was approached by a Jazz Holiday Festival representative who wanted to sell memorabilia from past festivals at the Farmers Market.

Member Polglaze stated the events are doing well and he is happy with the attendance and support of the community.

Ex-Officio/Council Member Doran asked about radio promotion spots. He stated he has heard citizens saying they do not go downtown because there is nothing to do. He felt

radio broadcasting will reach a broader audience. He noted he is very impressed with 4<sup>th</sup> Fridays and mentioned that every event starts out small and grows. Some nights are going to be good and some not so good, but the word must get out.

He stated that the DDB should use money collected from the property owners to promote Cleveland Street with an ongoing approach to advertise Cleveland Street District as well as each event. There has been an offer to do a monthly radio show.

Chairman Allbritton agrees that there should be more promotion for downtown.

Ex-officio Councilmember Doran reiterated the fact that if we did the radio spot, we are committed to fill an hour of radio time per month. He stated he would volunteer to do the spot.

Vice Chairman Fernandez feels we should get involved with radio.

Chairman Allbritton asked for this to be looked into to determine the possibilities.

### 13- Clearwater Downtown Partnership (CDP) Update

Bill Sturtevant, CDP Chairman, stated that last month's 4<sup>th</sup> Friday event had a light turnout. They were expecting around 2,000 people, but only 800 – 1,000 attended. There was great music, and four vendors did not show due to confusion since there was five Fridays in October.

Mr. Sturtevant would like to see more promoting of 4<sup>th</sup> Friday of Cleveland Street itself. The Partnership usually distributes 6,000 of the 4<sup>th</sup> Friday post cards. He felt that they didn't get to as many recipients as he would have liked to this month.

He mentioned an agreement with Ruth Eckerd Hall and CBS Radio for 50 radio spots lasting 30 seconds each.

He felt there was also good media coverage with the neighborhood newspapers and noted that he would like to get an ad in the St. Petersburg Times.

Mr. Sturtevant felt that there was good email distribution with over 3,000 e-mail addresses being reached and noted they were adding as many as 200 – 300 more every month. He mentioned that attendees can register to receive e-mails at 4<sup>th</sup> Fridays events.

Mr. Sturtevant feels that the 4<sup>th</sup> Friday event this month will be outstanding due to the Blues Brothers Tribute Band that is scheduled to perform.

He stated that the Miracle on Cleveland Street post cards were designed this week, They were thinking about adding the schools to the e-mail list to get the children interested in coming so the parents will bring them.

Vice Chairman Fernandez asked how the post cards were distributed. He was advised that they are taken door to door. He also asked what locations were included and was told they cover the Cleveland Street District and around the city as far as they can get. Volunteers distributed the cards to Largo and Dunedin if there was time.

Mr. Sturtevant advised that the post cards are printed for free, they had to wait until they were ready for pick up and that this determines how much time they have to distribute.

Vice Chairman Fernandez then mentioned using the visitor centers at beaches and Highway 60 to distribute cards to.

Chairman Allbritton asked what the advertising budget was.

Mr. Sturtevant noted that there was none, but stated that if there was to be money allocated for advertising it should go towards putting an ad in the St Petersburg Times.

Chairman Allbritton felt that maybe there should be an advertising budget.

Member Bosi would like to see an effort to make the Cleveland Street District a destination by having a bigger operating budget and get ads on TV to give this a real “shot in the arm” for a better product. He noted that TV is bigger and reaches a broader audience than the St Petersburg Times. He felt Channel 13 could do a good job. The goal is to reach the whole Tampa Bay Area.

#### 14 – 2<sup>nd</sup> Annual DDB Wreath Decorating Contest

Courtney Orr advised the board about the contest noting that last year there was a decent turnout, but that we would like to see more contestants this year. She noted that mailings have been sent to the neighborhood groups, the district update has included information and information was also available on the website. The wreaths will be on display on the Station Square Park fence. There are 4 cash prizes awarded: \$100 for 1<sup>st</sup> place, \$50 for 2<sup>nd</sup>, \$25 for 3<sup>rd</sup> and \$25 for the People’s Choice award.

#### 15 – Final Comments

**Member Lykes** thanked everyone for being able to serve on the board for another term.

**Treasurer Aranjo** urged the board to go out and look at the newest sculpture. She stated that she is excited about the upcoming events on Cleveland Street and would like to see the merchants get more involved.

**Member Polglaze** is excited to serve on the board. He stated he is proud and appreciative of previous efforts of the DDB and is looking forward to working towards the goals of the board.

**Member Riordon** apologized for being late. He stated that the East Avenue improvements to the Pinellas Trail have started and there is a lot of work that goes into a project like this. He advised that all work is on schedule.

**Member Bosi** questioned if the city could put a shield up on the fence at Station Square Park to keep the wind down in the park. He welcomed the Jay Polglaze to the board.

**Vice Chairman Fernandez** is looking forward to a busy holiday season, with more programs and bigger, better events. He noted that the attendance at the Farmer's Market is changing for the better and the market has expanded into Station Square Park this season. It took them 15 years but we finally arrived.

**Ex-Officio/Council Member Doran** welcomed the new member, then stated that we are all moving forward making the Cleveland Street District a success. Last month he was not in attendance because he was in Nagano, Japan visiting Clearwater's sister city. They were there for the 50<sup>th</sup> anniversary of the Sister City relationship and the student exchange program. There have been 700 Japanese students that have come here to Clearwater and 400 from here that have visited Japan. Regarding getting the word out about the city, he has been spreading the word about downtown in the neighborhoods because you can't force them to come here. The boat slips are under construction. The Council worked hard to keep the project in the budget during budget hardships. The project will improve the community and this is a waterfront community, a beautiful one and adding boats increases its beauty. He noted that he was looking forward to the holiday season. Restaurants such as La Cachette will be opening soon, Casanova is coming, and Divino has opened. The new restaurants are first per the experts and retail will follow. He sees a bright future for Clearwater.

**Chairman Allbritton** congratulated those who won seats in the election and noted that he was looking forward to a great holiday season with a lot going on.

16 – Adjournment

**Vice Chairman Fernandez moved to adjourn the November 4, 2009 Regular Meeting of the Clearwater Downtown Development Board at 6:30 p.m. The motion was duly seconded and carried unanimously.**

CLEARWATER DOWNTOWN DEVELOPMENT BOARD MEETING ACTION AGENDA  
Wednesday, November 4, 2009 – 5:30 p.m.

11.04.09.01

**Vice Chairman Fernandez moved to approve the minutes of the October 7, 2009 meeting as submitted in written summation to each board member. The motion was duly seconded and carried unanimously.**

11.04.09.02

**Member Arango moved to adopt the 2009 Financial Filing. The motion was duly seconded and carried unanimously.**

11.04.09.03

**Vice Chairman Fernandez moved to table the Revised DDB Sponsorship Request Form item until next month. The motion was duly seconded and carried unanimously.**

11.04.09.04

**Member Lykes moved to appoint Jay Polglaze to the fill the empty DDB seat. The motion was duly seconded and carried unanimously.**