

# City of Clearwater

*Main Library - Council Chambers  
100 N. Osceola Avenue  
Clearwater, FL 33755*



## Meeting Minutes

**Monday, July 7, 2025**

**1:00 PM**

**Main Library - Council Chambers**

**Downtown Development Board**

**Roll Call**

**Present** 7 - Chair Bruce Rector, Board Member Lina Teixeira, Board Member David Allbritton, Board Member Ryan Cotton, Board Member Michael Mannino, Board Member Jennifer Frazier, and Board Member Mikhail Khodortsov

**Also Present:** Jennifer Poirrier – City Manager, David Margolis – City Attorney, Rosemarie Call – City Clerk, and Jesus Niño – CRA Executive Director

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

**Unapproved****1. Call to Order – Chair Rector**

*The meeting was called to order at 1:00 p.m.*

**2. Approval of Minutes**

2.1 Approve the minutes of the June 2, 2025, Downtown Development Board meeting.

**Board Member Teixeira moved to approve the minutes of the June 2, 2025, Downtown Development Board meeting. The motion was duly seconded and carried unanimously.**

**3. New Business Items**

3.1 Adopt the Aggregate Millage rate of 0.9700 for the 2025-2026 fiscal year and set Public Hearing Dates for the Proposed Millage and Budget on September 3, 2025, at 5:15 p.m. and September 17, 2025, at 5:15 p.m.

The statewide Truth In Millage (TRIM) schedule for 2025 states, “within 65 days of certification of value, the taxing authority must hold a public hearing on the proposed millage rate and tentative budget. These meetings must be held between September 3, 2025, and September 18, 2025, to meet the Florida Department of Revenue TRIM requirements.

**Board Member Allbritton moved to adopt the Aggregate Millage rate of 0.9700 for the 2025-2026 fiscal year and set Public Hearing Dates for the Proposed Millage and Budget on September 3, 2025, at 5:15 p.m. and September 17, 2025, at 5:15 p.m. The motion was duly**

**seconded and carried unanimously.**

- 3.2** Approve a High Impact Grant funding request from Judge's Car and Truck Shows to produce *Wheels on the Water*, a one-day car, truck, and jeep show in Downtown Clearwater on, in an amount not to exceed \$22,200, and authorize the appropriate officials to execute same.

As described on the organization's website, Judge's Car & Truck Shows is a team of auto enthusiasts with a passion for putting on events that showcase a wide range of vehicles from vintage classics to modern marvels. The team has been working on car shows in Florida and around the Southeast for collectively over 30 years. Judge's Car & Truck Shows proposes *Wheels on the Water*, a vibrant, one-day car, truck, and jeep show intended to draw car enthusiasts, families, and community members to Downtown Clearwater. The event is projected to attract between 2,000 and 3,000 attendees throughout the day and is designed to activate downtown public spaces, boost foot traffic, and stimulate economic activity for nearby businesses.

**Date/Time:**

Saturday, September 20, 2025 from 11am-5pm

**Location:**

400 Block of Cleveland Street and Coachman Park

**Planned programming includes:**

- Judged car, truck, and jeep competition
- Vendor booths featuring automotive and lifestyle goods
- Live music performances and DJ entertainment
- Family-friendly games and interactive activities

**FUNDING REQUEST:**

- Total Event Budget: \$29,820
- Applicant Contribution: \$7,620
- Third-Party Contributions: \$6,000
- DDB Funding Requested: \$22,200
- Estimated City Fees: \$4,750 (per Parks & Recreation estimate)

**EVENT PRODUCTION EXPERIENCE:**

The applicant has more than 15 years of experience organizing successful car shows throughout Florida and Georgia. Their team is well-regarded for hosting family-friendly, community-based events and has consistently partnered with nonprofits and local businesses to raise awareness and drive engagement. In

the past year alone, they raised over \$45,000 for nonprofit organizations and collected substantial in-kind donations such as food, toys, and emergency supplies. Additionally, team members have supported and helped manage regional events such as *Dunedin Wines the Blues* and *Dunedin Mardi Gras*, and have served as judges for the Antique Automobile Club of America (AACA). Their Hearts for Homes for Veterans Car Show recently registered over 300 vehicles.

**ALIGNMENT WITH DOWNTOWN CLEARWATER VISION:**

The applicant seeks to establish recurring car shows in Downtown Clearwater, building on this initial event. Their long-term vision is to grow *Wheels on the Water* into a multi-event series featuring unique themes and expanded partnerships with local nonprofits and businesses. This aligns with the DDB's strategic goals to foster a downtown that is dynamic, inclusive, and economically vibrant.

**DDB GRANT REQUEST POLICY COMPLIANCE:**

This proposal meets all criteria outlined in Section 3 of the DDB Grant Request Policy for High Impact Event Funding:

- **Attendance:** Projected attendance of 2,000-3,000
- **Accessibility:** Free and open to the public
- **Applicant Match:** Contribution exceeds the 20% minimum requirement
- **Supporting Materials:** Applicant has provided documentation of past events and community impact

**Staff Recommendation:**

This request aligns with the DDB's mission and the City's Strategic Plan. Staff recommends approval in an amount not to exceed \$22,200 for eligible direct costs and city fees.

**APPROPRIATION CODE AND AMOUNT:**

Funding for this grant will be allocated in FY 24/25. Special Event line of the budget - 1829411-558600

**STRATEGIC PRIORITY:**

2.3 Promote Clearwater as a premier destination for entertainment, cultural experiences, tourism, and national sporting events.

3.1 Support neighborhood identity through services and programs that empower community pride and belonging.

*In response to questions, Applicant Corey Judge said the organization procures its own event insurance as they operate over 30 different car*

*shows per year. The grant application included an estimated cost for the event insurance policy. He said he contacted Clear Sky about the event and he intends to contact other Downtown merchants to encourage their involvement during the car show. It is hoped that the Downtown merchants partner with the event and host a table in the vendor zone at no cost. The anticipated attendance is based on previous events. He said the proposed car show will also include family activities. Marketing activity includes print and social media promotions, newsletters, and car show listing websites. The estimated staff costs included hiring additional staff, which may not be needed as the event details are finalized. Mr. Judge said entertainment costs included family activities, such as face painting. The event components will be tweaked if the awarded grant funds are less than the requested amount. The vendors at the vendor zone includes car-specific vendors as well as vendors similar to those in Downtown. Mr. Judge said the vendor registration fee was kept low based on local vendor feedback and to encourage local merchants to participate in the first-time event.*

*Discussion ensued with concerns expressed with the proposed DDB sponsorship level and the use of vendors who would compete with the Downtown vendors. It was suggested that the first-time event be provided a \$15,000 sponsorship.*

**Board Member Mannino moved to approve a High Impact Grant funding request from Judge's Car and Truck Shows to produce Wheels on the Water, a one-day car, truck, and jeep show in Downtown Clearwater on, in an amount not to exceed \$15,000, and authorize the appropriate officials to execute same. The motion was duly seconded and carried unanimously.**

- 3.3** Approve a Community Grant funding request from the Tampa Bay Ukulele Society to produce a one-day Ukulele Festival in Downtown Clearwater, in an amount not to exceed \$15,000 and authorize the appropriate officials to execute same.

The Tampa Bay Ukulele Society (TBUS) will host a Ukulele Music Festival on Sunday, March 15, 2026, in Downtown Clearwater. The festival will feature live music performances on the 400 and 500 blocks of Cleveland Street from 12:00 p.m. to 4:00 p.m., followed by a concert on the Green at Coachman Park from 4:00 p.m. to 6:00 p.m.

This free, family-friendly event will include entertainment, educational activities, beginner ukulele lessons, and advanced sessions for experienced players offered throughout the day.

The 2026 Ukulele Festival is expected to attract approximately 850-1,000 attendees, with over 300 anticipated at the Coachman Park concert. Now in its fourth year, the festival supports local businesses and activates downtown spaces, aligning with the DDB's mission.

According to the applicant's event report, the 2025 festival (held on April 12) drew an estimated 2,500-3,000 attendees circulating within the two-block area of Downtown Clearwater between 11:00 a.m. and 9:00 p.m.

**Funding Request:**

- Total Project Cost: \$27,100
- Applicant Contribution: \$7,500
- Revenue-Based Income: \$4,600
- DDB Funding Requested: \$15,000

**DDB Grant Request Policy:**

Under Section 3 of the DDB Grant Request Policy for Community Event Funding, the proposal meets all criteria's.

**Staff Recommendation:**

The request aligns with the DDB's mission and the City's Strategic Plan. Staff recommend approval in an amount not to exceed \$15,000 for eligible direct costs and city fees.

**APPROPRIATION CODE AND AMOUNT:**

Funding for this grant will be allocated in FY 25/26. Special Event line of the budget - 1829411-558600

**STRATEGIC PRIORITY:**

2.3 Promote Clearwater as a premier destination for entertainment, cultural experiences, tourism, and national sporting events.

3.1 Support neighborhood identity through services and programs that foster community pride and belonging.

*In response to questions, Applicant Robert Wilde said the estimated attendance was based on visual estimates of past events. He said the event is very focused and it is hard to get big sponsors. The ukelele companies will only trade products and bourbon companies require the product to be sold in a merchant's venue. He said if funds are not awarded at the requested level, advertising and promotion efforts will be reduced.*

*Discussion ensued with comments made that the event is dynamic and actively involves the Downtown merchants. A concern was expressed that the event, although successful, is dependent on the DDB sponsorship. It*

*was suggested the event partner with the Market Marie to increase attendance and interaction throughout the area.*

**Board Member Cotton moved to approve a Community Grant funding request from the Tampa Bay Ukulele Society to produce a one-day Ukulele Festival in Downtown Clearwater, in an amount not to exceed \$15,000 and authorize the appropriate officials to execute same. The motion was duly seconded and carried unanimously.**

#### **4. Old Business Items – None.**

#### **5. Director's Report**

##### **5.1 July Update**

**Downtown Development Board (DDB)** Updates St. Petersburg College (SPC) is partnering on this vendor market event series as part of the Cleveland Street Activation Initiative, despite its physical campus footprints being located outside of the immediate downtown core. SPC has expressed interest in expanding its community engagement presence within Downtown Clearwater to strengthen relationships with local businesses, residents, and to help their students through networking, workforce exposure, and real-world vendor or internship opportunities. This initiative is a collaborative partnership with the Downtown Development Board (DDB), which is supporting the market series to enhance economic activity, increase foot traffic, and create a more vibrant and engaging downtown environment for both existing merchants and visitors. Event Details

Dates: Fridays from July 11 to August 15, 2025

Time: 6:00 p.m. to 9:00 p.m.

Estimated Attendance: 500 per event

Vendors: 30

Location: 400 and 500 Blocks of Cleveland Street

**DDB Umbrella Reimbursement Program** Staff are finalizing the DDB Umbrella Reimbursement Program to support placemaking and improve the pedestrian experience along Cleveland Street. Input has been gathered from three merchants regarding umbrella design, size, and color. These preferences will guide the final program guidelines to ensure consistency with the DDB's goals for visual cohesion and street-level activation.

#### **Stakeholder and Event Engagement**

**Cornhole League:** St. Pete Cornhole is completing a special event

application to start a cornhole league on the 500 block of Cleveland Street and will apply for a DDB Microgrant.

Car Show: Judge's Car and Truck Show is coordinating a fall event. The special event permit process is underway, and the group is scheduled to present to the DDB in July.

Step Competition: Staff met with Adonis Taylor of Young Kings Hierarchy to explore hosting a step competition in Downtown Clearwater.

Lunchtime Market Proposal: A proposal for a recurring lunchtime market will be presented to the DDB Board in August.

**Upcoming Funding Request – August Meeting** Salsa in the District – Halloween Edition:

This item, continued from the June meeting, will return in August. The applicant is awaiting notification of a grant award from SPVC, which will determine the final event scope and participation.

*In response to questions, CRA Executive Director Jesus Niño said SPC has yet to identify the mobile vendors. CRA Division Manager Vickie Shire said staff is creating a "Call for Vendors" website to help identify local vendors interested in participating in Downtown events. Mr. Niño said staff is partnering with other departments to identify an event schedule. He said the proposed shade structures over Cleveland Street and bicycle racks were presented to the Building Plan Review Committee; staff will provide the Trustees a memorandum of the Committee's findings.*

**6. Board Members to be Heard - None.**

**7. Adjourn**

*The meeting adjourned at 1:54 p.m.*

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Chair  
Downtown Development Board

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Anne Lopez  
CRA Assistant Director