

CLEARWATER BEACH ASSOCIATION
BOARD MEETING MINUTES
Tuesday, April 1, 2008

Board Members present: Jerry Murphy, Ron Delp, Kim Porte, Lisa Cowley, Anne Garris, Candy Zimmerman, Ross Concklin, Mara Basic, Rosemarie Swisshelm Bonnington, Polly Sullivan, Patrick Gallagher, and Allan Avery

Board Members absent: David Ramos, Ellie Holmes, Pat Power

Guests: Vice-Mayor John Doran, Rhonda Sanborn

John Doran addressed us first with a brief update on spring time events. He reminded us of the Iron Girl event being held on the morning of April 5. He told us that, "Fun in the Sun" would begin on April 18th, just after the official end of Spring Break. He also stated that Gulfview Blvd. will be opening south of Pier 60 in a matter of weeks.

Rhonda Sanborn of the Convention and Visitors Bureau (CVB) spoke to us on Tourism in Pinellas County. She works with the education component of the CVB. One part of her job is meeting with groups such as ours throughout the county. She did a splendid job of reminding us how important visitors are to our everyday life and all the things we so enjoy about living in our part of paradise! The CVB is funded by the 12% tourist tax and their mission is to bring overnight guests to the area. They do this in many ways. Of course our beautiful beaches are a huge draw, but the many events that take place here are also very important. The film industry, music festivals and various sporting events including the Iron Man Event in the fall and the Honda Grand Prix in the spring along with various Championship Golf Tournaments help to attract visitors to Pinellas County.

Tourism brought close to 7 billion dollars to our area last year. The domino effect of these dollars can be seen in each of our lives. These funds help support vital beach nourishment programs, fund our transportation and public safety programs and help to keep our taxes lower.

Minutes of the March meeting were accepted as read by email or on the website. The Treasurer's Report was presented by Jerry Murphy, in David's absence and accepted as well.

COMMITTEE REPORTS

Membership – Jerry reminded us that Pat had stepped down from these duties due to her commitment to guiding the Friends of the Library and Recreation Center expansion committee. Jerry and David have extensive experience with this committee and the software used for the mailing lists and plan to help keep this committee running with help from Sandy Britton when she is in town. Membership is more important than ever now

that Beach Fest and the money earned from our volunteer activities with them have come to at least a temporary end.

Coalition – Ron Delp stated that the Coalition would be meeting later in the week so at this point he had no new information for us.

Events – Lisa Crowley was happy to hear that the annual neighborhood picnic was such a success. Pat Murphy and David Ramos handled most of the details in Lisa’s absence. Ron Delp told Lisa about the military families that were invited and able to join us that day. Candy Zimmerman wrote to 4 families and we were pleased to meet Sonja Hill and her 3 children and Betsy Wood and her family. Lisa reminded the Board that they need someone to fully chair the Events Committee this year. She will be happy to help when she can but cannot be responsible for running it.

Government Affairs – In Jay’s absence, Jerry stated that we need to help Sand Key keep their shops. We have already written a letter to the City supporting the residents of Sand Key and he stated that it is important for us to show up at City Hall when they are in need of “bodies” for a visible show of support.

Beautification – Jerry stated that Pat Murphy and her crew were still enjoying “digging in the dirt!”

Director’s Choice – Future of the Clearwater Beach Post Office - A motion was made by Anne Garris to form an Ad Hoc Committee to research and take action on this subject. Allan Avery seconded the motion and a discussion followed before a vote was taken and the motion was passed. It was decided that Anne would form a committee, gather information and keep the board and the community informed. It was stated that all of the tenants at the Marina are renting on a month to month basis, including the Post Office. She will first go to the Post Master and then proceed from there. Jerry Murphy will approach the communities of Sand Key and Island Estates as well as the Chamber of commerce to see if they will join us in our efforts to keep the Post Office on the Island.

Commercial Activities – Rosemarie Bonnington stated that the Beach Chamber of Commerce was losing memberships due to store closing or cutbacks by store owners unable to pay membership dues. She felt this was not the time to expect commercial membership in CBA.

Triangle Park - Jerry passed the landscaping plans for Triangle Park around the table. The plan has been approved by the City and bids are being taken. There will be Hibiscus and Magnolia Trees, 25 Crepe Myrtles and several different types of plants. Planting and irrigation installation will begin as soon as possible. We have the funding set aside once the bids are in things should move right along.

CURRENT BUSINESS

CAN – 2008 Committee members are Candy Zimmerman, Jerry Murphy, Ray Massieu, Ron Delp and Sandy Britton. Ron stated that most of the ideas came from Candy. Ray Massieu suggested they transfer the completed project to DVD for a superior presentation. The group has set target dates for each chapter with plans to focus on military families, the elderly and youths in the community. They will also strive to show an increase in CBA membership.

STR - Committee members are Jerry Murphy, Ron Delp, Ray Massieu, Polly Sullivan, and David Ramos. The committee has decided to focus on seven properties not included in the lawsuit. They met with Dan Bate, Jeff Kronschnabl and Shelly Brown. Ron Delp asked them “What is your plan?” They did not have one. It was agreed that the group would meet again in two weeks time on April 11 to discuss their ideas.

Anne Garris suggested CBA attempt to get someone onto the City’s Code Enforcement Committee.

FUTURE BUSINESS

THE BASEBALL GAME at Brite House Field will be held on Thursday, April 24, 2008. It will be Threshers VS Sarasota at 7:00 p.m. David will be getting the tickets and others will step up to handle the sales and distribution. We have the air conditioned “End Suite”, great food, plenty of beer and soft drinks all for \$18 per person! It was also decided that we should organize another Baseball event in July 2008.

3rd ANNUAL GOLF TOURNAMENT – Jay Keyes was absent, but a discussion was held regarding the probability that a third annual event Co-Sponsored by CBA and the Sand Key Sailing Club may not happen this year. Events in Jay’s life and that of Joe Calio, the true powerhouses behind the Golf Tournaments, along with the local economy are cause to consider not holding the event at this time. It was suggested that we team with RCS – Religious Community Services this year, but that was not fully supported as Jay would still be limited in his involvement. There was no update on our refrigerated truck at this time.

STANDING COMMITTEES – Jerry stated that Membership and Events needed new chairpersons for this year. Please think of people in the community that would enjoy heading these committees. Jerry and Dave will continue to work on Membership at this time.

The meeting was adjourned at approximately 7:50 p.m.

Submitted by Kim Porte