

CLEARWATER BEACH ASSOCIATION

BOARD MEETING MINUTES

TUESDAY, APRIL 7, 2009

Board Members Present: Jay Keyes, Kim Porte, David Ramos, Mara Basic, Pat Power, Patrick Gallagher, Lisa Cowley, Allan Avery, Ross Concklin, Sue Johnson, Ray Massieu, (Ron Delp late arrival)

Board Members Absent: Rosemarie Swisshelm Bonnington, Ann Marie Krzesinski

Guests: Robert Longenecker (Jolly Trolley and Island Estates HOA), Bobby Rowe (CBA member and Jolly Trolley), Rich Gonzales (Tampa Bay Harvest), Bill Kirbas (CBA member and Jolly Trolley), Jerry Murphy, Councilman John Doran, Anne Garris, Wayne Mislser all CBA members

Quorum was determined and the meeting was called to order at 6:00 p.m. No Police Department representative was present so the business meeting began.

March Minutes were sent by email to board members and accepted as sent.

Guest Presentation - Jay introduced the new President of the Jolly Trolley Board, Robert Longenecker. He made a presentation, bringing us up to date on the situation with the Jolly Trolley. The City has had to cut support for the Trolley sending it into a downward spiral. PSTA is presently a competitor but could become a partner. He did a 7 hour ride over the weekend with 6 different drivers and interviewed approximately 75 passengers. The Jolly Trolley board wants to be in front of the City Council and City Manager by the June meeting with a plan and a request to extend funding to keep things going until the Trolley can be united with the PSTA.

He pointed out that we; as residents are helped by the relief in the number of cars on the roads and bridges. He wanted us to note that the PSTA currently offers weekly and monthly passes; this could be introduced to the trolley as well. He stated that the Trolley is a Not for Profit organization. He stated that advertizing and charters also help with expenses.

CBA asked, what can we do to support the Trolley? He would like us to spread the word in the community that the Trolley needs to be saved. Jay Keyes entertained a motion to support the Jolly Trolley. Kim Porte seconded that motion and a unanimous vote of support followed.

The Treasurer's Report was presented by David Ramos; there were no questions or comments. Jay Keyes made a motion to accept the report and Ray Massieu seconded the motion. All approved.

COMMITTEE REPORTS

Tour of Homes – Pat Powers states that her committee continues to work, visiting other tours and consulting with the organizers of the Gulfport Tour of Homes. Pat states that she wants the Trolley to be involved in this endeavor in February of 2010.

Beach Festival – Jay Keyes stated that he wrote a letter and met with City Manager, Bill Horne to discuss our ideas for a Festival which would be a joint venture between CBA and Tampa Bay Harvest. September 2009 is the proposed date; profits will be split 50/50 between the two organizations. It would be run similarly to “Beachfests” of previous years. Mr. Horne contacted Council Members and he is enthusiastic about our ideas, but the City is not able to assist us financially. Mr. Rich Gonzales of Tampa Bay Harvest (present at tonight’s meeting) also accompanied Jay to visit Parks and Recreation officials to review logistics. We will not be allowed to use Pier 60 or that parking lot as the City needs the revenue that is generated there. Budweiser will be invited to supply the beer trucks and other Corporate Sponsors will be approached to cover our expenses. They suggest that the Trolley could run a shuttle for us from Sand Key Park parking to the Fest, if we can obtain permission to park there. The City Special Events Committee will be involved in obtaining this approval from the City.

Jay spoke of Rich Gonzales’ impressive resume in fundraising from the 1970’s to today before turning the floor over to him. Rich then shared his ideas with us on promotions and vender space sales. He stated that the logistical aspects, such as parking/barricades /Police support /Fire Department support are all being worked on. He said marketing will be aggressive.

Jay then stated that Tampa Bay Harvest is 100% behind this idea and he hopes CBA will be too. Jay then told us about his own impressive work experience and talents that he will be putting to use for this event. He stated that they (Jay Keyes and Rich Gonzales) have the experience that we need to organize this Beach Festival!

Ray Massieu made a motion to proceed with plans for this fundraising event and Sue Johnson seconded the motion. It passed with all approving.

STR – Short Term Rentals – Ray Massieu said that he is watching 825 Bruce Avenue and was asked by the homeowner why he was photographing this property. He thinks we should keep an eye on this property. Ross Concklin stated that 822 Eldorado had recently paid a \$500 fine. Ross also stated that he had met the new Code Enforcement officer, Peggy Franco and feels that she is working hard and will be supportive of our efforts. Ray repeated that he would like the City to send a letter to new homeowners

reminding them that they are not allowed to rent on a short term basis of less than 30 days.

Sand Key Associations Meeting – Anne Garris updated us, as Ann Marie Krzesinski was absent this evening. Anne said that she had attended the meeting and they were glad to announce that the Bellaire Bridge would be open in May 2009, several months ahead of schedule. She said they also discussed the Jolly Trolley and seemed to be supportive.

Island Estates Meeting – Allan Avery updated us on their recent meeting. He said that they had held a waterline cleanup with refreshment following at Tommy Duffs. He obtained a copy of their newsletter and spoke with Vivian Smith who handles that for them. He said we might possibly use it as a model for our newsletter.

Newsletter - Jay Keys stated that he has been holding off publishing the 1st Edition of our Newsletter until he has the details of our Beachfest.

Membership – Jerry Murphy stated that we currently have 65 members enrolled and approximately another 65 old members who have not yet rejoined. His recent email went out hitting all addresses that he had. He is shooting for a 15-20% increase over last year's membership. He will be distributing notices to a few board members to carry to neighbors.

Government – John Doran updated us on City Government. He said the talk is Budget, Budget, Budget. Various plans for public parking are still being discussed. He is becoming impatient and wants to push for a high rise parking on the site of the current Marina/Post Office site. He received little/no support from CBA on this subject. He stated that budget cuts are causing job/departments to be consolidated. As an example he said that Construction and Engineering Departments will be joining forces and working as one unit. Permits will not be coming as quickly and services will be cut with these budget constraints. He said a hiring freeze is in effect for the City. The City is also giving incentives for early retirement. He said the City Manager may propose an increase in the mileage rate to compensate for the funds lost due to decreasing property values. He stated that costs of insurance, energy and fuel are up and that some wage increases are automatic and set by contracts, and are therefore unavoidable. He stated that there is also a decrease in the Pension Plan value so money will have to be put into this to compensate for losses on Wall Street.

Events – Lisa Cowley and Sue Johnson – The Neighborhood Picnic was a huge success and we ran out of food! They are looking into a beach cleanup day. Clint from Island Dog Outfitters has offered his truck and services if we would like to do this.

Code Enforcement Team – Jerry Murphy reports that the Green Book is very close to being republished and should go to press in approximately two weeks.

Neighborhood Coalition Meeting – John Doran updated us on this in Ron Delp’s absence. He stated that the Green Code Book was the major part of the evening’s discussion. He said the energy of the Coalition continues to be directed by the East Gateway District. They would like to rehab a house on a certain block. They would like the City to put sidewalks in a particular block also.

Library/Rec Center – Pat Power said that they are discussing ways to better use the staff that is currently there. It was suggested that a smart card could be used to enter and utilize the facility instead of using an employee to collect fees. Also there is the possibility that a beach resident may donate a security system to the exercise center so that staff would not be as burdened. She would also like to offer an evening Wii event, but needs volunteers to run it. Saturday is not available for the kids to have a Wii event because the room must be held for wedding rentals.

Nominations – With Candy Zimmerman’s resignation the Board is without a VP and is in need of an additional director. Ron Delp nominated and Ray Massie seconded the nomination of Sue Johnson for VP. Bobby Rowe was nominated as a director. The Board approved both nominations.

CAN AWARDS – Ron Delp reported that the CAN project is in desperate need of volunteers. The deadline for submission is 3 ½ months away. Ron needs 3 or 4 people to help compile and complete the project. Anne volunteered to help. Ron needs 2 or 3 more volunteers in the next 7 days or we will not participate this year.

CBA Website – Jerry Murphy asks that the board review the CBA website and suggest comments and/or corrections. Jerry, along with an as yet unnamed person will oversee the updating of the website.

Bylaws – Jerry mentioned that any changes to the bylaws have to be approved at the annual meeting in December.

Open Discussion

Anne Garris brought up the fact that at the last Tampa Bay Harvest meeting, Jay Keyes was presented with a letter and plaque honoring him for his service of over 500 hours of community service.

Ray Massieu discussed the increase of parked cars throughout our neighborhood, specifically at Astor, Bay Esplanade, Acacia and Eldorado. Property owners can address this parking problem by requesting “NO PARKING” signs. The requests must be made by letter to the City. Ross mentioned a parking incident that happened the previous weekend, resulting in the police ticketing three cars. Much discussion ensued.

John Doran updated the meeting with current news:

- Aqualea project is on track to open December 2009, includes 400 parking spaces
- The City is leasing the empty lots on the beach for parking
- This week 100 parking spaces opened at Station Square
- Last Saturday night was the re-opening of the Capital Theatre with people enjoying themselves along Cleveland Street until 9:30 p.m.

Ross Concklin made a motion to adjourn. Pat seconded the motion.

Submitted by Kim Porte with assistance from Lisa Cowley