

CLEARWATER DOWNTOWN DEVELOPMENT BOARD

April 2, 2008 – 5:30 p.m.

Members Present:	David Allbritton	Chairman
	Bob Fernandez	Vice-Chairman
	Geri Aranjó	Treasurer
	Josee Goudreault	Member
	Dennis Bosi	Member
	Christina Keeling	Member
Absent:	Dean Nichols	Member
Also Present:	John Doran	Ex-Officio/Councilmember
	Carlen Petersen	Ex-Officio/Councilmember
	Geri Campos Lopez	Director of Economic Development & Housing
	Courtney Orr	Downtown Manager
	Anne Fogarty	Board Administrator/Main Street Coordinator

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

2 – Citizen Comments – Items Not on the Agenda

There were no citizen comments.

3 – Approve the Minutes of the March 5, 2008 Regular Meeting.

**Member Goudreault moved to approve the minutes of the March 5, 2008, meeting as submitted in written summation to each board member. The motion was duly seconded and carried unanimously.**

4 - Adopt the February 2008 Financial Statement for Filing.

**Vice Chairman Fernandez moved to adopt the February 2008 Financial Statement for Filing. The motion was duly seconded and carried unanimously.**

5 – Chairman’s Report – Chairman Allbritton advised that the Clearwater Downtown Partnership (CDP) provided a report to show the results of the DDB funded downtown postcard. The merchants who provided coupons on the card were surveyed and the responses were not favorable. Pickles Plus got the most returns on the coupon and Chiang Mai was happy as well. Any questions please contact Howard Warshauer of the CDP. The board was advised that City Manager Bill Horne attended a meeting of the CDP and spoke about the need for communication and coordination.

Chairman Allbritton asked the board if they would like to have refreshments before the meeting. There is a line item in the budget for this purpose. Members thought water only was appropriate for televised meetings and snacks would be good for non-televised meetings.

- a. Sculpture 360 Selection Committee Appointee – Chairman Allbritton announced that the City of Clearwater Cultural Affairs Division needed a DDB representative for the selection committee. Geri Arango offered to represent the board as DDB member on the Sculpture 360 Selection Committee.

6 – Youth Summit – Doug Matthews, Public Communications Director spoke about the April 19<sup>th</sup> summit and noted that he had worked with Ex-officio/Councilmember Carlen Petersen on this event for the past three years. The summit is one of the ways to get young people involved with the City and give them more reasons to stay here in Clearwater. This year they hoped to focus the youth summit attendees on Downtown and what they would like to see there.

Mr. Matthews advised the board that they were looking for a sponsor to fund the luncheon for summit attendees. The Sheraton Sand Key was providing breakfast and the event space free of charge. He also stated that a representative from Creative Tampa Bay group was scheduled to do a morning presentation.

Ex-officio/Councilmember Petersen stated that the summit was a unique opportunity for the city and the young people who attend. She stated that those students who attended last year were phenomenal. Ex-officio/Councilmember Petersen mentioned that the Millennium Group, the group that these students are included in, is larger than the Baby Boomers and the more that we get these young people engaged, the better off we would be in the future.

Jesse Sherman, a Youth Summit advisory committee member, stated that he hoped the board approved sponsoring of the event as it provided young people with a lot of opportunities. He considered it a partnership to make Clearwater a better place with fresh ideas and a fresh look.

Ex-officio/Councilmember Doran asked the board to do their due diligence and ask what's in it for them? He stated that he was confident that the Youth Summit attendees would be willing to provide the board with a written and verbal report.

Members stated that it was important that we use our funds for downtown and asked if the board would hear about the project afterwards?

Mr. Sherman stated that the summit would provide a time to bring an idea to action about a project for downtown.

Mr. Matthews advised that the board would receive a presentation after the summit and board members were invited attend the Saturday, April 19 summit that began at 9:00.

Members asked how students were recruited and Mr. Sherman advised that press releases were created and each of the committee members were from different high schools and are spreading the word themselves and also through school principal announcements.

**Member Goudreault moved to approve funding the Youth Summit luncheon at an amount not to exceed \$2,000 that would be taken from the Main Street Retail Promotion line item. The motion was duly seconded and passed unanimously.**

7 – Retail Recruitment RFP Status – Courtney Orr, Downtown Manager advised the board that Rod Irwin, CRA Executive Director, presented the selection committee’s findings at the March 17, 2008 CRA meeting. ERA/Downtown Works, the chosen consultant, would provide a Retail Strategy and Implementation Program. The program would include a merchandise mix plan that would serve as a guide for retail recruitment.

Ms. Orr stated that her training by the consultant would make the strategy a reality. She noted that she had already received training on the type of retailers to look for and would be out on the streets looking for retailers that meet the specific criteria.

Ms. Orr advised that she had been directed to find very unique stores and board members questioned her about her plans to visit other communities. She stated she would be going to a conference in St. Louis at the end of the month where ERA had a big success.

Members suggested visits to Winter Park, Lakeland, Mount Dora and Melbourne and asked if there were any discussions about attracting Whole Foods?

Member Goudreault advised that she had set up a meeting with representatives of this store April 16 and Geri Campos Lopez, Economic Development and Housing Director advised that she would be happy to meet with them.

Ex-officio/Councilmember Petersen requested that Member Goudreault include Ms. Orr and Ms. Lopez in her efforts to attract new businesses.

Ms. Lopez cautioned the board that the city might not have the demographics for Whole Foods & Johnny Rockets but that she would be happy to meet with anyone interested in locating here.

## 8 – DDB Relocation and Expansion Grant Program

Chairman Allbritton advised the board that the DDB funded Relocation and Expansion Grant Program was due to be reviewed as it had not been updated since 2006. He stated that Ms. Lopez would be highlighting discussion points of the grant that had been sent out with the agenda packet.

Ms. Lopez stated that staff had reviewed and suggested revisions and added Discussion Points that needed board members input. Comments from the board were made on grammatical revisions and clarifications. The first discussion point at the bottom of Page 1 suggested limiting the program area to the Cleveland Street District as referenced in the map at the end of the grant.

Discussion ensued about the receipt of applications, the desire to keep within the DDB district in total and questioned how the document would be revised if the board needed to amend it.

Anne Fogarty, DDB Administrator noted that two grants had been processed from the start of the program. Over the past two years she advised that she had distributed 50 applications

but most who want the grant want to use it for start up funds and do not have the three years experience required.

Ms. Lopez suggested the efforts be focused this year on the Cleveland Street District first and the board could choose to approve other grants on a case-by-case basis.

Ex-officio/Councilmember Doran reminded the board that they could vote to revise the document and the changes could be made within 30 days.

**Member Goudreault moved to limit the program to the Cleveland Street District. The motion was duly seconded and the call for the vote resulted in one nay from Member Bosi. Motion passed 5-1.**

The next point was the discussion on the owner/landlord being required to contribute a minimum of three months free rent on the bottom of Page 2. Discussion ensued and the addition of text stating “or equivalent thereof” was suggested.

**Vice-Chairman Fernandez moved to include the text “or equivalent thereof” on the bottom of Page 2 and the motion was duly seconded and carried unanimously.**

The final discussion point was a question for the board if they wanted to set up a review committee to include a DDB representative, the Downtown Manager and the Main Street Program Coordinator. Member Goudreault offered to be the DDB representative and Vice-Chairman Fernandez offered to be an alternate representative.

**Chairman Fernandez moved to approve the addition of the Review Committee that included a DDB representative, the Downtown Manager and the Main Street Program Coordinator. The motion was duly seconded and carried unanimously.**

9 – Program Updates & Main Street Report – Anne Fogarty advised the board about the following programs and Main Street items:

- a. Cleveland Street District Banners - Ms. Fogarty stated that banner brackets had been received and that banners were due to be shipped by April 12 with Parks & Beautification staff installing the banners on the decorative light poles.
- b. DDB Website – A website link was sent to members. She asked that members take a few moments and review and advise if any changes were required.
- c. Ms. Fogarty announced that the 3<sup>rd</sup> Annual Spring Pet Fair would be held on Saturday, April 12, 10 – 3.

Members felt that more events were needed on the street. And asked a question about the Farmer’s Market and if were possible to close the street?

Ms. Lopez advised that closing the street was not a bad idea, it was just hard to consider at this time after the street was just opened. This could be considered in a few years.

- d. Cleveland Street Poetry Walk – Ms. Fogarty stated that the Downtown Clearwater Poetry Walk would take place on Saturday, April 19 from 1 - 5 p.m. in celebration of National Poetry Month. Clearwater Main Street and Artists in Action International will hold a poetry walk on Cleveland Street and poets will recite their poems in businesses and on the street. The walk starts at Jamba Juice, 432 Cleveland at 1:00 p.m. with youth and teen poetry in Gaslight Alley from 10 - 12. The event continues at Pangea Café with open mic and raffle drawings.

#### 14 – Final Comments

**Geri Aranja** was excited to be more a part of the community by having a business downtown. She stated it made her realize that we're on the right path and momentum is building.

**Christina Keeling** stated that it was wonderful to have Courtney Orr provide a recap on the retail recruitment.

**David Allbritton** stated that he liked the e-mail updates.

**Ex-officio/Councilmember Petersen** advised that he loved Member Aranja's enthusiasm.

#### 15 – Adjourn

**Vice Chairman Fernandez** moved to adjourn the April 2, 2008 Regular Meeting of the Clearwater Downtown Development Board at 7:28 p.m. The motion was duly seconded and carried unanimously.

CLEARWATER DOWNTOWN DEVELOPMENT BOARD MEETING ACTION AGENDA  
Wednesday, April 2, 2008 – 5:30 p.m.

04.02.08.01

**Member Goudreault moved to approve the minutes of the March 5, 2008, meeting as submitted in written summation to each board member. The motion was duly seconded and carried unanimously.**

04.02.08.02

**Vice Chairman Fernandez moved to adopt the February 2008 Financial Statement for Filing. The motion was duly seconded and carried unanimously.**

04.02.08.03

**Member Goudreault moved to approve funding the Youth Summit luncheon at an amount not to exceed \$2,000 that would be taken from the Main Street Retail Promotion line item. The motion was duly seconded and passed unanimously.**

The following motions were made when discussing revisions to the Relocation and Expansion Grant Program:

04.02.08.04

**Member Goudreault moved to limit the program to the Cleveland Street District. The motion was duly seconded and the call for the vote resulted in one nay from Member Bosi. Motion passed 5-1.**

04.02.08.05

**Vice-Chairman Fernandez moved to include the text “or equivalent thereof” and the motion was duly seconded and carried unanimously.**

04.02.08.06

**Chairman Fernandez moved to approve the addition of the Review Committee that included a DDB representative, the Downtown Manager and the Main Street Program Coordinator. The motion was duly seconded and carried unanimously.**