

CLEARWATER DOWNTOWN DEVELOPMENT BOARD
October 3, 2007 – 5:30 p.m.

Members Present:	David Allbritton	Chairman
	Dennis Bosi	Treasurer
	Josee Goudreault	Member
	Geri Aranjo	Member
	Dean Nichols	Member
Absent:	Bob Fernandez	Vice-Chairman
	Beth Coleman	Member
	Carlen Petersen	Ex-Officio/Councilmember
Also Present:	John Doran	Ex-Officio/Councilmember
	Geri Campos Lopez	Economic Development & Housing Director
	Anne Fogarty	Board Administrator/Main Street Coordinator

The Chair called the meeting to order at 5:32 p.m. at City Hall.

2 – Citizen Comments – Items Not on the Agenda

3 – Approve Minutes from the September 5, 2007 Regular Monthly Meeting

Member Goudreault moved to approve the minutes of the September 5, 2007, meeting as submitted in written summation to each board member. The motion was duly seconded and carried unanimously.

4 – Approve Minutes from the September 19, 2007 Second Public Millage & Budget Hearing

Member Aranjo moved to approve the minutes of the September 19, 2007, Second Public Millage & Budget Hearing as submitted in written summation to each board member. The motion was duly seconded and carried unanimously.

5 - Adopt Budget Amendments

Member Bosi moved to adopt the budget amendment moving \$5,420 from Streetscape Median Art to Streetscape Directory Signs and Member Bosi moved to move \$800 from Office Expenditures to Notice of Meetings. The motion was duly seconded and carried unanimously.

6 – Adopt the August 2007 Financial Statement for Filing.

Member Nichols moved to adopt the August 2007 Financial Statement for Filing. The motion was duly seconded and carried unanimously.

7 – Chairman's Report.

Chairman Allbritton commented that he had met with Guy Bonneville, developer of the Clearwater Centre project, formerly the 1100 building, and although they were unhappy they were not selected to develop the Prospect Lake site, they are moving forward with their current project.

Questions were raised about Phase II of the streetscape project and staff advised the board that they were working on the concept. Construction could start at the end of 2008 if the City Council approves the project.

8 – Public Art Discussion – Margo Walbolt and Christopher Hubbard

Margo Walbolt, Cultural Affairs Manager, began the presentation on Public Art in the Downtown. She spoke of the passing of the public art ordinance and its requirements for new capital improvement projects and private projects. The photos shown from other cities demonstrated the statistics and benefits of public art and the effect on regenerating development and cultural tourism were discussed.

The Cleveland Street Streetscape and the bayfront park were brought up. Public artwork is desired for the three median areas. Possible actions include funding from private sources, using the public art discretionary fund and the alternative solution of having rotating exhibits in the medians.

Chris Hubbard, Public Arts Specialist, discussed the Seasons of Sculpture rotating exhibit in Sarasota, Florida. At one time Clearwater was approached about having a satellite exhibition and staff is trying to redevelop that interest.

The Bayfront Promenade was then discussed. There is \$110,000 in dedicated funding and they are looking at nautical or environmental art, kinetic artwork, shade structures and benches.

The Cultural Arts Division is planning a charrette style meeting that was part of the "Imagine Art Here!" portion of the Master Plan. The public meeting will be held in the near future to gain stakeholder and public input.

The rotating sculpture exhibition has been well received by public art and design board. They felt it was a great way to get folks on board with public art. The public may be more receptive when they realize that it is not permanent and when it is changed out people come back to see what is there.

Members agreed that the public might appreciate the roving exhibits since art is not always well received because it is so subjective. They further commented that public art in other cities that they visited encouraged visitors to go from piece to piece.

Ms. Lopez advised that the CRA wanted Cultural Arts to come in to discuss the thoughts of the Public Art Program with the DDB in regard to the streetscape medians. The streetscape will be complete soon and there are many questions being asked about what goes in the medians. Discussions regarding how the board wants to spend the \$14,000 that is currently in the 2007/2008 budget for Streetscape Median Art. Holiday lighting will be put in the

medians for the December celebration and then when public art such as the roving exhibit is installed another party could be scheduled to roll out the artwork.

The Cultural Arts Division agreed to contact the Sarasota Seasons of Sculpture program to determine if they still were interested in a satellite program. This will be a good interim measure until funds for permanent public art can be raised. It is envisioned that the Clearwater Arts Foundation will assist in looking for corporate partners. The corporate partners could possibly be recognized with plaques on the artwork or its base. Cultural Arts will report the results of their efforts to the DDB so that funding from their budget could be finalized.

Member Bosi moved to have Cultural Arts look into the satellite sculpture program and bring back a budget to the DDB, the motion was duly seconded and carried unanimously.

9 – Clearwater Downtown Partnership Promotional Postcard Request – Dwight Matheny

Dwight Matheny, Chairman of the Clearwater Downtown Partnership again approached the board about the postcard mailer that the Partnership brought to the board a couple of months ago. He discussed the process, cost, design and the fact that 17 merchants were interested in being a part of this mailer. This project was being done at cost. He asked the board to fund the \$15,500 cost for two mailers.

Member Goudreault moved to approve the cost of \$15,500 to fund the mailers. The motion was duly seconded and discussion ensued regarding the timing. Members felt the card was still being done too early and before the branding campaign was finalized. A vote was called and motion failed.

Mr. Matheny advised the board that the partnership feels the street is ready for business now and it would be too late if we wait. He read a list of businesses that were interested. He asked if the board would consider funding half of the cost to do one card and then consider the second one at a later date.

Chairman Allbritton offered to work on the design with the partnership and requested corporate funding be considered as a means to help fund the second mailing.

Members discussed where funds to cover this cost should be moved from another line item and considered a couple of examples. Using retained earnings was another solution that was discussed.

Member Goudreault moved to approve the cost of \$7,750 to fund one mailer with funds coming from retained earnings. The motion was duly seconded and Members Allbritton, Aranjo, Nichols voted “Aye and Member Bosi voted “Nay”. Motion carried.

10 – Canvassing Committee Reminder – David Allbritton

Chairman Allbritton advised that the election would be held on Tuesday, October 9 and that **canvassing committee members would meet at 3:00 p.m. to count votes at Supervisor**

of Elections Office, at 13001 Starkey Road in Largo. Then, an election results meeting will be held on the same date at 5:30 p.m. at City Hall, in the Economic Development Department Conference Room, 112 S. Osceola Avenue, on the First Floor.

11 – Project Updates – Geri Campos Lopez

Ms. Campos Lopez discussed the following projects and noted that the goal was to make sure that she provided clear communications.

- a. CRA Façade Improvement Program – First Grant/Loan Approved. The CRA approved the \$10,000 grant and the loan portion will be going to the CRA for approval at the October 15 meeting. The \$31,020 zero percent interest loan is payable upon sale of the building.

Members noted that downtown property owners are talking about the program and agreed to encourage property owners to improve their buildings with this program.

- b. Cleveland Street and Prospect Lake Developer – Miles Development Partners. The CRA approved Miles Development Partners as the developer and agreed to a 90 day time period to negotiate terms for the project. At this time, the project includes 249 rental units and 16,000 sf of retail/restaurant space. Miles Development Partnership is well capitalized, experienced and has done projects in Jacksonville and St. Petersburg.
- c. Architect's Request for Information – Five proposals received and a selection committee will meet to ensure that the firms meet the qualifications and that they are familiar with the Downtown Design Guidelines. A list of architects will be generated for downtown property owners to apply to receive design services from.
- d. Cleveland Street Branding Update. Vaughn Wedeen was asked to tweak the logos and when the CRA Executive Director returns from out of town he hopes to talk about it with the downtown groups.
- e. DDB website – The website will be completed within the month.

12 – Clearwater Jazz Holiday Booth Staffing and Coupons Discussion. The board agreed to distribute 300 coupons during the four-day festival at the DDB booth. Badges with the new DDB logo will be provided to members prior to the festival and members signed up to staff the booth.

13 – Main Street Report – Anne Fogarty

Ms. Fogarty advised the board of the awards that were received in Kissimmee and thanked the board for their support. She reported on three new restaurants that were planning to open downtown: Tangerine, Harrison's & Emily's.

14 – Final Comments

Member Bosi stated that he had met Guy Bonneville of Clearwater Centre and feels that Clearwater is becoming a focal point in Pinellas County as more pieces of the puzzle were being completed. He noted that he was looking forward to the Prospect Lake site being developed.

Member Goudreault noted that she was excited about what's going on in downtown Clearwater.

Member Allbritton stated that people have been showing interest in his property and felt that more people would want to locate here as more progress is shown.

15 – Adjourn

Member Bosi moved to adjourn the October 3, 2007 Regular Meeting of the Clearwater Downtown Development Board at 7:12 p.m. The motion was duly seconded and carried unanimously.

CLEARWATER DOWNTOWN DEVELOPMENT BOARD MEETING ACTION AGENDA
Wednesday, October 3, 2007 – 5:30 p.m.

10.03.07.01

Member Goudreault moved to approve the minutes of the September 5, 2007, meeting as submitted in written summation to each board member. The motion was duly seconded and carried unanimously.

10.03.07.02

Member Arango moved to approve the minutes of the September 19, 2007, Second Public Millage & Budget Hearing as submitted in written summation to each board member. The motion was duly seconded and carried unanimously.

10.03.07.03

Member Bosi moved to adopt the budget amendment moving \$5,420 from Streetscape Median Art to Streetscape Directory Signs and Member Bosi moved to move \$800 from Office Expenditures to Notice of Meetings. The motion was duly seconded and carried unanimously.

10.03.07.04

Member Nichols moved to adopt the August 2007 Financial Statement for Filing. The motion was duly seconded and carried unanimously.

10.03.07.05

Member Bosi moved to have Cultural Arts look into the satellite sculpture program and bring back a budget to the DDB, the motion was duly seconded and carried unanimously.

10.03.07.06

Member Goudreault moved to approve the cost of \$7,750 to fund one mailer with funds coming out of retained earnings. The motion was duly seconded and Members Allbritton, Arango, Nichols voted “Aye and Member Bosi voted “Nay”. Motion carried.