

**CLEARWATER DOWNTOWN DEVELOPMENT BOARD**  
**October 5, 2005 – 5:30 PM**  
**Regular Meeting**

<b>Members Present:</b>	Bob Fernandez	Chairman
	David Allbritton	Vice Chairman
	Josee Goudreault	Treasurer
	Geri Aranja	Member
	Dennis Bosi	Member

<b>Also Present:</b>	John Doran	Councilmember
	Carlin Petersen	Councilmember
	Bill Jonson	Councilmember
	Geraldine Campos	Director, ED & Housing
	Anne Fogarty	Main Street Coordinator
	Lisa Mansell	Main Street Co-Chair
	Jenelle Scroggins	Candidate for Election
Linda Byars	Board Administrator	

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

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

**ITEM #2 – Citizen Comments – Items Not on the Agenda**

No citizen comments brought forward.

**ITEM #3 – Approve September 15, 2005 Regular Meeting Minutes**

*Vice-Chairman Allbritton moved to approve the September 15, 2005 regular meeting minutes; Member Aranja seconded and the motion carried unanimously.*

**ITEM # 4 –Accept August 2005 Financial Statements**

*Treasurer Goudreault moved to accept the August 2005 financial statement for filing; vice Chairman Allbritton seconded and the motion carried unanimously.*

**ITEM # 5 – Façade Design Analysis – Geraldine Campos**

**Ms. Campos** announced that the Downtown Market Study was pulled from the DDB agenda this evening. Not yet answered questions, raised by the CRA have caused a delay. The study will be presented to the DDB once the report has been revised to include those questions. Ms. Campos offered her e-mail and telephone number to those members who would like to call her to discuss the report.

**Ms. Campos** encouraged all members to attend the second Façade Design Analysis public workshop at the Main Library on October 12, 2005. The city and the consultants have been researching interesting concepts and programs that may provide a tool for implementing a consistent design for Cleveland Street. The consultants have created an interactive power point presentation for the workshop.

**Member Bosi** asked if the consultants have considered a play area for the kids in their design of downtown as at Countryside Mall and in other cities.

**Ms. Campos** stated that Cleveland Street will “dead end” into the park in the future. The vision for Coachman Park may include an interactive fountain and a children’s play area. However, those improvements are as long as two years away and funding is an issue.

**Member Bosi** believes the park to be a priority. “Better sooner rather than later”, he said.

**Councilmember Petersen** has heard from others the importance of Coachman Park. Of course, any improvement to the park area requires a referendum, which is a “ways off”.

**Member Bosi** responded that the park is a good draw to the downtown. People can “move up” from the park into the middle of downtown near the stores.

**Chairman Fernandez** stated that he is anticipating the Market Study and asked when it may be presented to the DDB.

**Ms. Campos** answered that after the study has been “reworked” and presented to the CRA it will come to the DDB, unfortunately not by November or December.

**Councilmember Petersen** reminded everyone that the report is still in “draft” form.

**Ms. Campos** stated that the council recommendations and input would continue through the process of evaluating the expected result of the report. The synthesis of information will provide the overall vision.

#### **ITEM # 6 – Main Street Report – Anne Fogarty**

**Ms. Fogarty** was please to announce that she has been notified that the City of Clearwater Main Street Program has won three of four awards, all of which will be presented at the conference in Naples as follows: Outstanding Image Campaign for Promotional Material for the Downtown Shopping and Dining Guide; Outstanding Sign and Display Project for the Downtown Wayfinding signage and Outstanding Private-Public Partnership with the Downtown Development Board and Main Street Joint Venture. The awards will be presented at a special dinner during the conference November 3<sup>rd</sup>.

**Ms. Fogarty** requested consideration of \$800 to send two co-chairs of the Main Street committees to the conference, which would include registration, lodging and meals.

***Treasurer Goudreault moved to approve \$800 for two Main Street co-chairs to attend the Main Street Conference in Naples, Florida the first week of November 2005; Vice Chairman Allbritton seconded and the motion carried unanimously.***

**Chairman Fernandez** encouraged members to attend the Main Street conference, especially the Awards Dinner when Clearwater will be recognized and receive the three awards. Due to a conflict with the date, the DDB regular monthly meeting will be postponed until November 9, 2005.

**Member Arango, Treasurer Goudreault, Vice-Chairman Allbritton and Chairman Fernandez** expressed an interest in attending the conference. **Ms. Fogarty** stated that she would make the travel arrangement on their behalf and would contact each member that week.

**Ms. Fogarty** announced the Holiday Tree Lighting Ceremony is scheduled for Friday, December 2, 2005. The annual Art Stroll will take place on Saturday, December 3, 2005. The **Promotion Committee** has been working diligently to provide a very unique display this year with the installation of galleries in the vacant storefronts, artist tables on the street, drummers and musicians. "Downtown is a blank canvas", she said.

The **Design Committee** has been conducting a downtown parking lot survey, opportunities for rear entrance improvements during the Streetscape Construction, a Revised Shopping and Dining Guide and design awards.

**Ms. Fogarty** announced the opening of a good authentic Mediterranean restaurant at 45 N. Ft. Harrison Avenue. World renowned artist Jim Warren has opened a gallery at 631 Cleveland Street and Gotza Chiropractic is celebrating their grand opening on November 19<sup>th</sup> at the corner of Garden Avenue and Drew Street. A new deli is underway at 647 Cleveland Street next to Bravo Salon and should open soon. American Security is preparing for opening where Park Jewelers was once located.

**Chairman Fernandez** congratulated Ms. Fogarty for the awards and thanked her for all her work. He called for a motion to approve the attendance of those members who wish to attend the Main Street Conference in Naples.

***Treasurer Goudreault moved to fund the attendance of those DDB members who may wish to attend the Main Street Conference in Naples the week of November 1<sup>st</sup>; Member Bosi seconded and the motion carried unanimously.***

#### **ITEM #5 – Adjournment**

**Treasurer Goudreault** stated that she was pleased with the results of the elections and is looking forward to a great new year for the Downtown Development Board.

**Vice Chairman Allbritton** thanked Anne Fogarty for the Main Street awards. A lot of things are lined-up in downtown and more to come.

**Member Bosi** was in Philadelphia recently where the Phillies play major league baseball. When asking the locals if they knew that Clearwater is their spring training center, he was

surprised that they not only knew, but also had visited here. He continued with his concern that the traffic sign on Gulf-to-Bay is inconspicuous and difficult to see. He asked if the sign was temporary.

**Ms. Campos** answered that the sign was not a Department of Transportation sign. It was built and installed by the city's traffic division. However, rights-of-way specifications are regulated by DOT including signage. At this time we are trying to determine how to address the issue. Things may change depending on the time frame and cost.

**Chairman Fernandez** was approached by the Tribune asking how businesses have been affected by the change in traffic pattern because of the bridge opening. Some are experiencing a slow down others not as much. The Newstand is reporting a 10% decrease in business.

**Member Arango** would like to see art galleries promoted in the downtown. She thinks it is fabulous and exciting that Jim Warren has opened his gallery on Cleveland Street. She encouraged everyone to frequent those businesses that are here.

**Councilmember Petersen** advised that the next Visioning Session will be at the Long Center, Tuesday the 19<sup>th</sup> and encouraged everyone to attend.

**Councilmember Doran** congratulated the DDB, Main Street and Anne Fogarty. He stated that he was more than pleased with the slate of candidates, a good sign for what the future holds for downtown. He warned that newspapers are after a story and have the propensity to drift to the negative side of an issue.

**Councilmember Jonson** thanked the DDB for their support of the Main Street Program that has great potential and has been working in many cities. "Our downtown will get there", he said.

**Chairman Fernandez** shares Councilmember Jonson's views. Many Main Street cities provide their own studies and have good programs. He encouraged everyone to get involved as a volunteer.

He added that he enjoyed the Florida Orchestra in Coachman Park. Even though the night was rainy, attendance was at an all time high. Folks from Countryside, Top of the World and throughout the city came to the park for the concert.

With not further comment or discussion, Chairman Fernandez called for a motion to adjourn the meeting at 6:30 PM

***Member Bosi moved to adjourn the October 5, 2005 regular monthly meeting at 60 PM; Treasurer Goudreault seconded and the motion carried unanimously.***

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Geri Aranja Member  
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**Also Present:** John Doran Councilmember  
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Bill Jonson Councilmember  
Geraldine Campos Director, ED & Housing  
Anne Fogarty Main Street Coordinator  
Lisa Mansell Main Street Co-Chair  
Jenelle Scroggins Candidate for Election  
Linda Byars Board Administrator

**SUMMARY OF MOTIONS:**

**10.05.05.01**

***Vice-Chairman Allbritton moved to approve the September 15, 2005 regular meeting minutes; Member Aranja seconded and the motion carried unanimously.***

**10.05.05.02**

***Treasurer Goudreault moved to accept for filing August 2005 financial statement for filing; Vice Chairman Allbritton seconded and the motion carried unanimously.***

**10.05.05.03**

***Treasurer Goudreault moved to approve \$800 for two Main Street co-chairs to attend the Main Street Conference in Naples, Florida the first week of November 2005; Vice Chairman Allbritton seconded and the motion carried unanimously.***

**10.05.05.04**

***Treasurer Goudreault moved to fund the attendance of those DDB members who may wish to attend the Main Street Conference in Naples the week of November 1<sup>st</sup>; Member Bosi seconded and the motion carried unanimously.***

**10.05.05.05**

***Member Bosi moved to adjourn the October 5, 2005 regular monthly meeting; Treasurer Goudreault seconded and the motion carried unanimously.***