

CLEARWATER DOWNTOWN DEVELOPMENT BOARD
November 8, 2006 – 5:30 PM
City hall – Council Chamber – Third Floor
112 South Osceola Avenue, Clearwater, Florida
Regular Monthly Meeting

Members Present:	David Allbritton	Chairman
	Bob Fernandez	Vice-Chairman
	Dennis Bosi	Treasurer
	Geri Aranjó	Member
	Dean Nichols	Member

Also Present:	Geraldine Campos	Director, ED & Housing
	Anne Fogarty	Main Street Coordinator
	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

Pat Fernandez, Chair of the Downtown Clearwater Farmer's Market, came forward to announce the opening of the 2006/07 Farmers' Market in front of City Hall on Wednesday, October 15, 2006 at 8:00 am and continuing through April 2007.

ITEM #3 – Adopt the September Financial Statement for Filing

Vice Chairman Fernandez moved to adopt the September 2006 Financial Statement for filing; Member Aranjó seconded and the motion carried unanimously

ITEM # 4 – F/Y 2006/07 Budget Amendment

a. Boat Slip Support

Treasurer Bosi moved to amend the fiscal year 2006/07 budget to include \$50,000 in support of construction and maintenance of the boat slips, docks, boardwalk, promenade and related facilities proposed to be constructed in the Downtown Waterfront as set forth in the 2006/07 Interlocal Agreement between the Community Redevelopment Agency (CRA) of the City of Clearwater, Florida and the Downtown Development board (DDB) ; Member Aranjó seconded ant the motion carried unanimously.

ITEM # 5 – Approve the Minutes from the September 25, 2006 Final Budget and Millage Hearing

Treasurer Bose moved to approve the minutes from the September

25, 2006 Final Budget and Millage Hearing; Vice Chairman Fernandez seconded and the motion carried unanimously.

ITEM # 6– Approve the Minutes from the October 11, 2006 Regular Monthly Meeting

Member Aranja moved to approve the minutes from the October 11, 2006 Regular Monthly Meeting; Member Nichols seconded and the motion carried unanimously.

ITEM #7 – Downtown Marketing and Implementation Plan – Next Steps – Chairman Allbritton

Chairman Allbritton, anticipating a Scope of Work from Vaughn Wedeen Creative, Inc. for direction and design in developing a creative brand identity for Cleveland Street for which \$20,000 has been allocated and approved at the October 26, 2006 meeting, called a special meeting for November 30, 2006 to discuss the next steps.

ITEM # 8 – Cleveland Streetscape Construction Project Update – Geraldine Campos

Ms. Campos reported that Gibbs and Register, the Cleveland Streetscape contractors, would begin the block-by-block streamlined construction process first on the north then on the south sides of Cleveland Street. Each section will take approximately three (3) months to complete all the work including the hardscape and parallel parking west to east beginning at Osceola Avenue. The goal is to complete the entire project by the fall of 2007. Each block will be substantially completed in twelve (12) weeks with each intersection closed for a three (3) week period. The new MOT will allow for less conflict and no north/south connection issues. The advantage to the merchants is that they will have to deal with only three (3) months of construction at the front door and on street would be available. Those on Cleveland Street have been contacted with the new plan. Everyone has agreed and is in favor of the change. City management has made the decision. Gibbs and Register have revised the plans and are already underway. Activity is currently underway at Osceola Avenue. Pedestrian access will be maintained as much as possible. The city is continuing to move forward with the “Under Construction Open 4 business” banners across Cleveland Street, which would list the names of each businesses.

Hard Hat meetings are continuing on a monthly basis. November 20, 2006 is the next scheduled meeting date at Jack’s Deli, 33 north Garden Avenue. Please come and share your concerns. For further information please call 562-4044.

Vice Chairman Fernandez asked when the business identification signs would be ready.

Ms. Campos answered that the agreement between the board and the merchants is with legal council. Once the document has been signed as to legal form and sufficiency we can move forward.

ITEM # 9 – Main Street Annual Report – Anne Fogarty

Ms. Fogarty thanked the Downtown Development Board (DDB) board and Community Redevelopment Agency (CRA) for being extremely supportive of the Main Street program

over the years. Tonight she would like to talk about what the Main Street program has done over the past year and its accomplishments beginning with the **Cleveland Streetscape** project, which started June 12, 2006 and is currently 15% of completion. The project will be completed in the fall of 2007 with a new mode-of-transportation (MOT).

The DDB was instrumental in funding the **Downtown Market Study**, that has recommended a focus of resources on the Cleveland Street corridor; marketing downtown to residents within a fifteen (15) minute drive time and a recruitment of regional restaurants and retail businesses to downtown.

The **Cleveland Street Façade Design Analysis** is another DDB funded report, which recommended a sidewalk café district approach; revisions to the **Façade Improvement Program** and **Sidewalk Café Ordinance changes**.

The **Alternative Entrance Improvement Grant Program**, approved by the board, is underway with three (3) approved applicants and one (1) pending. To improve the rear entrances the city has resurfaced the alleyways and the DDB is funding **business identification signs** for the merchants.

The board selected **Vaughn Wedeen Creative, Inc.**, a public relations and marketing firm located in Albuquerque, New Mexico and funded the **Downtown Marketing and Implementation Plan**. The DDB has moved forward with creating a brand identity for Cleveland Street.

The downtown area has attracted a strong residential base. Currently 1,322 new residential units have been approved and 589 additional units are pending.

The city relocated **Clearwater Automotive** and demolished the junkyard buildings located at that location. The concrete slabs are to be removed and assessment is planned to determine if more remediation is necessary. The **Brownfield's Revolving Loan Fund** was utilized in cleaning the once contaminated industrial site.

The **Myrtle Avenue Reconstruction** project has been completed at a cost of \$15.8M of city funds and the **Alternate US 19/Ft. Harrison Avenue Resurfacing** project was completed by Pinellas County.

The **Downtown Communications Plan** has been initiated with a new logo, website, newsletter, e-mail distribution list, postcards, hard-hat meetings and poster boards.

The Main Street program held the **Fourth Annual Art Stroll** and the fifth is planned for November 18, 2006. The **Holiday Tree Lighting** was held with **Children's Choirs** and **Classic Movies**. The volunteers assisted at the **Farmer's Market** events and the **Shopping and Dining Guide** was updated.

Monthly merchants events included:

- A New Year, A New You
- Valentine's Day Warm Up
- Luck of the Irish Sales Event

- Fun 'n Sun Festival Art Show
- Matinees at the Main
- Downtown Employee Appreciation
- Cleveland Street Streetscape Construction Toolkit.

The Main Street program provided for information tables at the **Jazz Holiday Festival**, **Professional Association of Visual Artists (PAVA)** and the **Streetscape Stakeholder's Meeting**; coordinated maintenance at the **Cleveland Street Gaslight Alley Park**; assisted with business grand openings and coordinated the semi-annual clean-ups. The first **Spring Pet Fair** was held at City Hall, as was the **Downtown Holiday Tree Lighting** ceremony. The fourth annual **Cleveland Street Art Stroll** was held in November 2005. To assist businesses through the streetscape construction project the Main Street volunteers completed and distributed the **Construction Tool Kit**.

The Clearwater Main Street program was recognized and received four awards for excellence from the State of Florida.

The current focus of the program is the Cleveland Street streetscape construction project including the implementation of the streetscape communications plan with a monthly newsletter, hard hat meetings, updated website with e-mail distribution and implementation of the DDB approved Vaughn Wedeen Downtown Marketing Plan.

Once the streetscape is completed the Main Street program will assist in planning a groundbreaking event and future signature events; sidewalk maintenance agreements with the merchants and a banner program.

In 2005, the **Façade Design Analysis** recommendations included revisions to the sidewalk café ordinance and will be wrapped into the existing program, which will "roll-out" in mid 2007. The **Business Enhancement and Awareness Team (BEAT)** visits will continue to report business needs and suggestions and provide assistance when needed. The **Volunteer Reception** was held August 29, 2006 to thank the BEAT volunteers and others active in the Main Street program.

The DDB has budgeted \$50,000 for restaurant recruitment and \$50,000 for **business relocation and expansion** and will assist with the construction and maintenance of the proposed **boat slips** as well as the educational campaign.

The idea is to stay positive, remember the past, support the present and look to the future of downtown Clearwater.

Chairman Allbritton thanked everyone involved, the Downtown Partnership, the DDB and the Main Street program and others involved in building a downtown that is going to be fertile for business and for everyone to enjoy. Keep in mind the very nice day, next fall, when everything is done and we can enjoy the fruits of our labor.

ITEM #10 – Main Street Report – Anne Fogarty

Ms. Fogarty thanked the Community Volunteers for participating in the October 21st annual cleanup; 91 people showed up and collected 5.71 lbs of trash.

The fifth annual Art Stroll will take place on Saturday, November 18, 2006 between 11:00 a.m. and 4:00 p.m. Friday, December 1, 2006, at City Hall, is the date for the Holiday Tree Lighting.

ITEM #11 – Final Comments

Member Aranja stated that she has spoken to the merchants on Cleveland Street and they are excited and think it's a great idea to change the mode of construction to block-to-block.

Member Nichols is happy to see momentum moving forward to fall of 2007.

Treasurer Bosi thanked the Main Street program and the city of Clearwater for the wonderful job they have done. He is pleased to see that the clock on the corner of Cleveland Street and Ft. Harrison has been repaired. It's a wonderful thing, catches ones eyes and adds so much to Cleveland Street. He suggested that the DDB recognize those responsible for the repairs with a design award.

Vice Chairman Fernandez reported that the Main Street Annual Conference in Ft. Pierce was "jammed full" of activities with meetings "all day long". Attending the meeting was a good opportunity to find out what other city's are doing with their Main Street programs. Since Clearwater is the first city to be funded under the federal Brownfield's Program, several smaller city's expressed an interest in Clearwater', which Anne Fogarty talked about. This was Vice Chairman Fernandez' eighth year attending the conference, which was well hosted. Ft. Pierce has been improving their downtown over the years and the downtown movie theater has just been renovated. He thanked the board for allowing him to attend the conference and giving him the opportunity to receive the awards on behalf of the City of Clearwater.

Vice Chairman Fernandez requested approval for funding an additional 300 parking tokens for parking in the Atrium garage, which would assist the merchants through the construction period. The cost for the tokens is \$225.00.

Treasurer Bosi moved to approve funding \$225.00 for purchase of 300 parking tokens to assist downtown merchants through the Cleveland Street construction; Member Nichols seconded and the motion carried unanimously.

Chairman Allbritton stated that it has been brought to his attention that the food service businesses on Cleveland Street are in need of financial support. He asked for a motion to review alternatives to how the board could help with reimbursing restaurants that may rent a food booth at events in Coachman Park and at the Harborview Center like Christmas Under the Oaks, which will begin in late November. Perhaps the board could consider reimbursement of fees. He asked that the board think about "solid ways" that the merchants could be assisted and discuss options at the next meeting.

Member Nichols agreed that the board should review the possibilities to help and discuss them at the next meeting.

Vice Chairman Fernandez thought the proposal to assist and pay for the space was a “great idea” keeping in mind that food merchants must feel the benefits. He suggested surveying the merchants to determine the need and explore other possibilities. He warned about health regulations and the requirements necessary in operating a food service facility outside the confines of the restaurant.

Chairman Allbritton stated, “it’s tough in downtown at this time. We need to think out-of- the box to enhance the businesses”. Getting their food out for more people to taste at events might help. The DDB could underwrite the cost. We should visit the businesses and gain input then talk about the alternatives.

Member Nichols agreed that the businesses should be contacted and the board should then brainstorm after visiting them.

Anne Fogarty added to her Main Street report that the program was honored at the annual Main Street conference for the “Tool Kit” and two Merit Awards for the Luck of the Irish merchant event and the Spring Pet Fair.

ITEM #12 – Adjournment

Vice Chairman Fernandez moved to adjourn the November 8, 2006 Regular Monthly Meeting at 6:23 p.m.; Treasurer Bosi seconded and the motion carried unanimously.

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	Bob Fernandez	Vice-Chairman
	Dennis Bosi	Treasurer
	Geri Aranjó	Member
	Dean Nichols	Member

Also Present:	Geraldine Campos	Director, ED & Housing
	Anne Fogarty	Main Street Coordinator
	Linda Byars	Board Administrator

11.08.06.01

Vice Chairman Fernandez moved to adopt the September 2006 Financial Statement for filing; Member Aranja seconded and the motion carried unanimously

11.08.06.02

Treasurer Bosi moved to amend the fiscal year 2006/07 budget to include \$50,000 in support of construction and maintenance of the boat slips, docks, boardwalk, promenade and related facilities proposed to be constructed in the Downtown Waterfront as set forth in the 2006/07 Interlocal Agreement between the Community Redevelopment Agency (CRA) of the City of Clearwater, Florida and the Downtown Development board (DDB ; Member Aranja seconded ant the motion carried unanimously.

11.08.06.03

Treasurer Bose moved to approve the minutes from the September 25, 2006 Final budget and Millage Hearing; Vice Chairman Fernandez seconded and the motion carried unanimously.

11.08.06.04

Member Aranja moved to approve the minutes from the October 11, 2006 Regular Monthly Meeting; Member Nichols seconded and the motion carried unanimously.

11/08/06/05

Treasurer Bosi moved to approve funding \$225.00 for purchase of 300 parking tokens to assist downtown merchants through the Cleveland Street construction; Member Nichols seconded and the motion carried unanimously.

11/08/06/06

Vice Chairman Fernandez moved to adjourn the November 8, 2006 Regual Monthly Meeting at 6:23 p.m.; Treasurer Bosi seconded and the motion carried unanimously.