

CLEARWATER DOWNTOWN DEVELOPMENT BOARD  
November 28, 2007 – 5:30 p.m.

Members Present:	David Allbritton	Chairman
	Dennis Bosi	Treasurer
	Josee Goudreault	Member
	Geri Aranjó	Member
	Bob Fernandez	Vice-Chairman
	Beth Coleman	Member
Absent:	Dean Nichols	Member
	Carlen Petersen	Ex-Officio/Councilmember
Also Present:	John Doran	Ex-Officio/Councilmember
	Rod Irwin	CRA Executive Director
	Geri Campos Lopez	Economic Development & Housing Director
	Doug Matthews	Public Communications 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.

There were no comments made by citizens in attendance.

3 – Cleveland Street District Logo Presentation – Geri Campos Lopez & Doug Matthews.

Geri Campos Lopez provided the history behind the Cleveland Street District logo that was initiated by the DDB prior to streetscape construction. She introduced Doug Matthews, Director of Public Communications who would be doing the presentation and noted that the intent was to present to CRA in December and roll-out at December 14<sup>th</sup> Streetscape completion celebration.

Doug Matthews addressed the board and noted that one of the findings was both branding the destination and branding the entire downtown. There were traditional vs. historic approaches and that when dealing with creative issues, 100% of the people are not going to like the design. He commented that the CRA requested diversification and testing of various images, as we needed to know what the public liked. He felt that the report had meaningful feedback. There were two focus groups segmented with people that liked to go out and shop and eat.

During the presentation he noted that he had used the style in different applications such as business cards, letterhead, banners and commented that logo could be customized with icons to note shopping, dining, and culture.

The presentation included the strategy, usage, and the dual-track campaigns for retail/business recruitment & resident/ visitor.

Some board members initially were not happy with the logo and felt that it did not represent Florida or Clearwater.

Mr. Matthews advised that the response from focus groups when asked if this is the place they would want to go their initial reactions were neutral or negative. That was before they saw the images of the café society that we want to create downtown. After the images were shown they voice approval and felt that the historic looking logo images were stodgy and old and not good for hip new place.

Ms. Lopez added that the flowers on the logo reminded focus group participants of palm trees and the circles reminded them of sunsets but noted that this is not the beach and that a lengthy discussion followed on how the logos made them feel.

Board members commented that imprint seemed blurry and the smaller letters could not be seen and if this image was the logo or the brand?

Mr. Matthews commented that the typeface could be made bolder and that this image is the logo.

Board members asked about the demographics of the focus group and the process of selection.

Ms. Lopez advised the board of the process and demographics.

A Board member commented that their initial reaction was that it was organic looking but dynamic like Miami Beach and felt that those that are more cultured and from the group that we want to come here.

Board members questioned if the City wanted to control the logo and how does the Clearwater Downtown Partnership (CDP) and the Clearwater Regional Chamber of Commerce get to use the logo.

Mr. Matthews advised that due to the timeline and rolling out of the logo for the December 14<sup>th</sup> event, the guidelines for use would come at a later date.

Members felt that the comments from the report about the DDB's chosen logo noted the perception was that there was no Spanish flair in Clearwater and they felt there is Mediterranean flavor in Clearwater. They were also concerned that the light pole with the banner doesn't look like the light pole that we have and this could have swayed people's thoughts.

Mr. Matthews stated that the goal was to get people into Downtown Clearwater. The success will be in the marketing that we do to get people to come downtown.

Ms. Lopez noted that she watched the focus groups behind a glass and the feedback was interesting to hear - some loved the image and some hated it but most wanted to go to a downtown like the image they were shown.

Rod Irwin, CRA Executive Director commented on one point he wanted to bring back that occurred during the streetscape process when the concept of the café society was developed. Attendees all wanted to see people on the street taking part in entertainment/dining activities. When we set up the focus group and they were shown the façade image that we were trying to create, the keywords “exciting” and “vibrant” were a couple of the messages this logo brought forth. Mr. Irwin that that the logo may not represent what everyone thinks of as Cleveland Street but it is what we want for the future.

Members agreed that reality was that the current construction projects such OPUS, Station Square, the 1100 building, the Miles Development project by Prospect Lake will all change Cleveland Street.

Ms. Lopez advised that the logo was sent out to Main Street chairpersons and that comments received from Ric Ortega and Lisa Mansell were incorporated.

Board members requested that the CDP provide their thoughts regarding the logo.

Dwight Matheny, CDP Chairperson advised that the report looked as though the integrity of the process was compromised with light poles as people respond to every piece of the process and the responses could be skewed. He felt that with those members that had seen the logo there was a mixed reaction. Mr. Matheny understands what Mr. Matthews means about wanting people to come here but was unsure that it is the best logo. He feels that something is needed and that whatever is adopted will be around for 20-30 years. He commented that it does not look like downtown Clearwater and thought that the lower portion of the design looks like graphic letterhead or a corporate logo, not specific for Clearwater. Mr. Matheny ended by stated that the CDP would work with whatever is chosen.

Mike Sanders, Design Committee co-chairperson and Clearwater Historical Society representative thought it looked “big cityish” like a fine wine logo. He thought that it did not allow for historic facades or blend in with wayfinding. He thought it might work and that we needed something now. Mr. Sanders reminded everyone that there was a Mediterranean flair to our downtown.

Mr. Matthews commented that he had been with the City for five years and has done municipal marketing for 15 years. He stated that we may feel that we are marketing the area as does other coastal communities but there are only so many sunsets and palm tree combinations that can be used. Mr. Matthews noted that he appreciated the comments by Mike.

Chairman Allbritton asked what the next step would be?

Mr. Matthews advised that the logo presentation would go to the CRA on Monday and then we would unveil it on the 14<sup>th</sup> during the streetscape completion celebration. The policy usage would be brought forward in January for guidelines on using logo. Banners would be targeted early next year and the other piece of the puzzle is the public art that Margo Walbolt is coordinating. He reminded the board that the Sea Blues Festival would be coming up and other banners may be suggested for these festivals.

Members asked if we were going to have different banners for events, holidays or alternate banners one on top of the other. Also noted was that banner companies usually have a representative at Main Street conferences.

Mr. Matthews advised that banner changes were something that some cities did and request for event banners could come thru as did the one for Super Bowl in the past.

#### 4 – Final Comments

Geri Arango noted that she favored black fabric versus shiny vinyl.

Josee Goudreault commented that the design was growing on her. She advised the board that property owner John Freebery was in the audience and that he was having issues with awnings for Jamba Juice and asked what can be done.

Ms. Lopez commented that there were downtown design guidelines that are considered for improvements on all downtown properties that the Planning Department is responsible for administering. She added that other cities such as DeLand have strict guidelines and noted that a Checkers restaurant complied to locate there. Ms. Lopez stated that she would look into it, as we want Jamba Juice to open downtown.

Bob Fernandez asked about the status of the Downtown Manager.

Mr. Irwin stated that we have someone identified and hoped to release that information on December 14<sup>th</sup>.

Dennis Bosi stated that he likes the logo and thinks it will work downtown and thought it was a job well done.

Mr. Irwin advised that the logo would be included on the web page to sell downtown that would get folks to come down the first time. He added that he was very encouraged and four property owners are in the first steps of doing improvements to their properties downtown. Mr. Irwin noted that a retail recruitment RFP was being drafted and that he hoped to tie it in with those retail recruitment efforts being done by OPUS and Amon.

#### 5 – Adjourn

Vice-chairman Fernandez moved to adjourn the meeting at 6:42 p.m. The motion was duly seconded and carried unanimously.