

October 8, 2009

East Gateway Stakeholder Advisory Group

October 8, 2009, 6:00 p.m. to 7:00 p.m.
City Hall, 2nd Floor Conference Room
112 S. Osceola Ave, Clearwater

UPCOMING MEETINGS & EVENTS

Stakeholder Advisory Group:

- DEC 10, 2009, 6:00p
- FEB 11, 2009, 6:00p

Business & Neighbors Association:

- OCT 13, 2009, 6:30p
- NOV 10, 2009, 6:30p

Landlord/Tenant Rights Seminar (in Spanish):

- OCT 27, 2009, 6:30p

“Take Back the Streets” Neighborhood Walk:

- OCT 29, 2009, 7:30p

For meeting & event information, visit:
www.myclearwater.com/eastgateway

Agenda

1. SAG Meeting Summary—August 11, 2009
2. Tracking Report: East Gateway Action Program
3. Updates:
 - a. Façade Improvement Program Projects
 - b. Sidewalk Projects
 - c. Hispanic Community Outreach
 - Ice Cream Social Outreach Event (9/27/09)
 - Hispanic Business Council Event (9/29/09)
 - d. Business & Neighbors Association
4. Election of SAG Officers
5. Other Business

Adjourn



ITS BEEN ONE YEAR!

...since the establishment of the East Gateway Stakeholder Advisory Group. Thank you for the important work you do and your service to the Clearwater community!

~ MEETING SUMMARY ~
EAST GATEWAY STAKEHOLDER ADVISORY GROUP
August 13, 2009, 6:00 p.m.

Location: 2nd Floor Conference Room, Clearwater City Hall, 112 S. Osceola Avenue

Attendance:

<i>SAG Members:</i>	Rich Levy, Vice Chair	Donna Maxa
	Dr. Paul Guidi	Joanna Siskin
	Elvira Morgan	R. Smokey Townson
<i>Others:</i>	Andrea Guidi (Business)	Doreen Levy (Business)
<i>City Staff:</i>	Tammy Vrana (Eco Dev & Housing)	

1. Meeting Summary

The June 11, 2008, SAG meeting summary was accepted without changes.

2. New Stakeholder Advisory Group Members

New SAG members Elvira Morgan and Maryce Garber were welcomed and asked to say a few things about their views on the East Gateway District.

Elvira Morgan said that she is originally from Cuba but has been in the Tampa Bay area since 1984. She relocated to East Gateway in 1991 and opened a business (Master Learning Center). Until recently, she was relatively unaware of neighborhood dynamics although she had encounters with street people over the years. She is very interested in neighborhood beautification and helping to inform Hispanic residents and businesses about the neighborhood revitalization effort. She has noticed that the local Hispanic community in Clearwater does not express themselves culturally (e.g., through music, dance, etc.) as much as in their homelands or other adopted communities. She would like to see this change because it is a rich culture that could become a neighborhood asset.

Maryce Garber said that she is a long-time East Gateway resident and is concerned with the way the neighborhood has changed over the years, especially its appearance. However, she is encouraged by the accomplishments of the Downtown Bike Team and the Business & Neighborhood Association and has noticed slight changes for the better. She is working on establishing a mural arts district with other BNA subcommittee members.

3. Hispanic Community Engagement

T. Vrana introduced the agenda topic, stating that the views and opinions of East Gateway's Hispanic community are vital to the neighborhood revitalization process. She asked the SAG to suggest ways of increasing participation by this large population group. Everyone agreed that Hispanic community leaders, such as business owners, Mexican Council of Tampa Bay members and Hispanic Outreach Center Hispanic Leadership Council members, would be good sources of information about needs and preferences of the local Hispanic community.

Elvira Morgan, who has canvassed parts of the neighborhood to speak with Hispanic residents, said that very few have internet access and many use Metro PCS for their cell phone service. The group discussed the ability to use cell phone text messaging to access the East Gateway Spanish language Twitter site (www.twitter.com/MiVecindario) but concluded that an email address would be necessary to get text messages from Twitter. The group felt that traditional formats such as flyers, newspaper articles and other printed materials were good alternatives to electronic formats. A. Vendetti from the Hispanic Outreach Center said that broadcast media, especially radio, worked well, but that it was important that the topic of discussion be of concern to the Hispanic community (e.g., bus transport to school and work, muggings).

4. Business Community Engagement

The group was informed about ways that the East Gateway revitalization effort would benefit from business community involvement and was asked to provide input on engaging this sector of the neighborhood. Business & Neighbors Association members talked about possibly dividing their association so that business owners would have their own East Gateway forum and could devote their time to the issues that matter most to businesses. A breakfast meeting time was suggested. Also a business survey was suggested as a targeted way to build meeting agendas.

5. Project & Program Updates:

T. Vrana provide brief reports on current city projects and programs including six sidewalk construction projects; in-house design of the Gateway Feature at the Five-Points intersection; and four applications for the Façade Improvement Program.

J. Siskin reported on the new crime walk organizations fostered by the Business & Neighbors Association. She also invited SAG members to take part in the neighborhood crime walk scheduled on Thursday, August 20th at 6:45 pm at Goodyear Tire Center on Cleveland Street.

6. Other Discussion

None.

Next SAG Meeting: October 8, 2009, 6:00 pm at City Hall (2nd Floor Conference Room).

The meeting was adjourned at approximately 7:00 p.m.

Agenda Item 2: Tracking Report: East Gateway District Five-Year Action Program

Presenter: Tammy Vrana, City of Clearwater Economic Development & Housing Dept.

Background:

The intent of the East Gateway District Five-Year Action Program is to set the stage for an East Gateway District renaissance. Based on input from residents, business owners and community organizations, the following goals were established for the Action Program:

- Goal 1: Engage the neighborhood's diverse population groups in the creation and implementation of the Action Program;
- Goal 2: Achieve neighborhood stability by addressing the social, economic and physical issues that affect neighborhood sustainability and quality of life;
- Goal 3: Establish a unique and positive East Gateway identity; and
- Goal 4: Attract new investment and reinvestment in both residential and business sectors.

The steps being taken to achieve these goals are a series of community-endorsed of "Action Items" in the Action Program. The Action Items address the neighborhood's challenges from several, often overlapping angles and are organized under five categories:

- Safety & Security
- Business Environment
- Neighborhood Appearance
- Economic Growth & Housing
- Hispanic Community

Requested SAG Action:

October marks the beginning of the Action Program's third fiscal year (FY09/10). At this time, the SAG is asked to review the Action Items listed in the attached Tracking Report and provide input on their continued relevance, implementation timeframe, implementation approach, etc.

Attachments:

- Tracking Report: East Gateway District Five-Year Action Program.
- Schedule of Capital & Operational Costs (FY 07/08 - FY 11/12), East Gateway District Five-Year Action Program

TRACKING REPORT: EAST GATEWAY DISTRICT FIVE-YEAR ACTION PROGRAM

Action Items: SAFETY & SECURITY									
#	ACTION ITEM	COORDINATOR	PARTICIPATING DEPARTMENTS	WORK PLAN PREPARED?	DELIVERABLE	PROJECTED COMPLETION	FISCAL IMPACT	FUNDING SOURCE	STATUS
S.1	To increase police presence, explore the feasibility of additional police patrols in East Gateway.	Lt. Sudler (PD)	PD	YES	Two additional officers assigned to the CPR West Team.	COMPLETED	Two Officers FY08/09: \$127,444 Subsequent Years: \$128,777 \$133,284 \$137,949	CRA	On Jan 1, 2009, two additional officers were assigned to the Downtown Bike Team, working generally the 3 am - 11 am shift. Sgt. Falcone leads the team. E Gateway "Prostitution Map Area" was implemented. Quarterly performance reports are prepared. Sgt. Falcone regularly attends montly BNA meetings to report Police activity in the neighborhood.
S.2	Add a Spanish response option to the Police Department's automated non-emergency phone line to increase Spanish-speaking resident accessibility to information and services.	Betsy Clement (PC)	PC PD	YES	Spanish language phone number for non-emergency calls.	COMPLETED	Existing Operational Resources	N/A	The PD has a Spanish language non-emergency phone number (727-562-4252) that is publicized quarterly in the city's Spanish language publication "Guia de Diversiones."
S.3	Identify ways to resolve security and traffic concerns voiced by Park Street residents.	Paul Bertels (ENG)	ENG PD	NO	Memorandum reporting findings, recommendations, fiscal impact and funding source, as applicable.	AS NEEDED	Existing Operational Resources	Department Budget	Speed humps were installed in Fall 2008. Buffering may be needed (perhaps temporary) to discourage drivers involved in illicit activies from entering Park St from Gulf to Bay. No issues have been reported by Park St residents in the past year.
S.4	Install street lighting at locations where a need for lighing has been identified.	Paul Bertels (ENG)	ENG	YES	Lighting inventory, cost estimate and installation	AS NEEDED	Equipment/Installation: \$25,623 Monthly Rental: \$520 Bury Aerial Wires: \$37,000	CDBG + Streetlight Fund	Lighting installed on west side of 100 block Missouri Ave. A PD CPTED lighting analysis completed in July 2008 has recommendations for deterring "crimes of the shadows." Complaint by Gulf to Bay business that streetlighting is too dim. Evaluation indicates lighting standards are met. Contrast of highly illuminated Gulf to Bay segment (east of Highland) may cause of this perception.
S.5	Explore interest in a business crime watch organization in East Gateway.	Sgt. Stewart (PD)	PD EDH	YES	Staff assitance to business crime watch organization(s)	4th QTR 2009	Existing Operational Resources	Department Budget	To date, the business community has not expressed interest in creating a business crime watch organization to the PD. Members of the BNA and EDH staff are coordinating to perform outreach to businesses on this and other E Gateway-related topics.

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S.6	Develop a strategy to address the incompatibility of the soup kitchen with residential and business uses in East Gateway (e.g., potential relocation).	Tammy Vrana (EDH)	EDH	NO	Develop partnerships for strategy development and implementation.	CONTINUE EFFORT UNTIL RESOLVED	Existing Operational Resources	Department Budget	Strategies have been and continue to be investigated by City Council & City Administration. The Soup Kitchen is a private operation that lawfully exists in its E Gateway location. The BNA have established a "Soup Kitchen" subcommittee to identify strategies. The SAG suggested exploration of rules administered at St. Petersburg's St. Vincent de Paul Soup Kitchen.
S.7	Review new development and public infrastructure projects in East Gateway using Crime Prevention through Environmental Design (CPTED) guidelines to promote safe places that discourage criminal activity.	Gina Clayton Mike Quillen Sgt. Stewart	PLD ENG PD	YES	Procedure to ensure private and public projects are reviewed by CPTED trained City staff.	PARTIALLY COMPLETED (PLD & PD)	Existing Operational Resources	Department Budget	PLN & PD developed a CPTED review process for all of Downtown area and have suggested the creation of a model CPTED site design. ENG process for review of public infrastructure projects in East Gateway still needed.
S.8	Identify best practices for a Hispanic crime watch organizations and identify community interest in implementing one in East Gateway.	Tammy Vrana (EDH)	EDH	NO		1ST QTR 2010	Existing Operational Resources	Department Budget	In creating new crime watch organizations, the BNA solicits participation by every residence in section of the neighborhood canvassed, regardless of race or ethnicity. EDH staff is developing a network of Hispanic community leaders through business visits and involvement in Chamber's Hispanic Business Council. Topic of crime watch organizations to be suggested for future business seminars.
S.9	Identify streets in East Gateway with poor pedestrian levels of service and implement projects, such as sidewalk, crosswalk or traffic calming projects, to resolve issues affecting level of service.	Tammy Vrana (EDH)	EDH PR ENG	YES	Level of service/needs analysis, public outreach (petition), project development and construction.	SIDEWALKS: 4th QTR 2009	Existing Operational Resources Construction: \$146,395	Sidewalk Program Budget CDBG +	Sidewalk projects in process to date: Missouri Ave (Cleveland to Drew); Pierce St (San Remo to Highland); Jefferson Ave (Cleveland to Drew); Deleon St (Hillcrest to Gulf to Bay); Franklin St (Bridge to Gulf to Bay); and Laura St (Highland to Hillcrest)

TRACKING REPORT: EAST GATEWAY DISTRICT FIVE-YEAR ACTION PROGRAM

Action Items: BUSINESS ENVIRONMENT									
#	ACTION ITEM	COORDINATOR	PARTICIPATING DEPARTMENTS	WORK PLAN PREPARED?	DELIVERABLE	PROJECTED COMPLETION	FISCAL IMPACT	FUNDING SOURCE	STATUS
B.1 (a)	Research the feasibility of assigning a resource person in the Building Division to assist applicants with projects in East Gateway through the permitting process.	James Wagner (PLD)	PLD	YES	Dedicated building division staff that will help potential East Gateway applicants in navigating the permitting process.	COMPLETED	Existing Operational Resources	Department Budget	There is a need for higher level of service due to propensity of nonconforming properties in East Gateway and relative inexperience of East Gateway applicants in the development review process.
B.1 (b)	Provide quarterly briefings to "front line" staff of the Planning Department and Building Division and members of the Building Plans Review Committee (BPRC) to increase awareness of the East Gateway vision and forge effective partnerships in the revitalization effort.	Tammy Vrana (EDH)	EDH	YES	Quarterly briefings at staff and BPRC meetings	QUARTERLY	Existing Operational Resources	Department Budget	Quarterly briefings are being held with PLD and Building Plans Review Committee (BPRC).
B.2	Create and distribute an informational guide to navigating the City's sign regulations.	Gina Clayton (PLD)	PLD PC	YES	Brochure distributed at the Planning counter, BPRC meetings, with Business License applications and during business visits for the façade program.	PENDING CODE REVISIONS	Existing Operational Resources Production: \$500	Department Budget + CRA	Brochure production deferred due to impending code recommendations from Chamber. Brochure to be developed in English and Spanish.
B.3	Identify Code-related impediments to redevelopment activity in East Gateway (e.g., "25 percent rule," change of use regulations, permitting process) and remedies for eliminating impediments.	Gina Clayton (PLD)	PLD EDH	YES	Memorandum reporting policy implications, recommendations, fiscal impact and funding source, as applicable.	1ST QTR 2010	Existing Operational Resources	Department Budget	A community visioning process to determine consensus for the desired physical form and community character in East Gateway is being discussed by PLD and EDH. The vision could indicate need for code amendments that would resolve current impediments to redevelopment.
B.4	Conduct regular business visits to maintain a pulse on the East Gateway business environment, and to offer timely advocacy and other assistance for business expansions and improvements.	Tammy Vrana (EDH)	EDH	YES	Four business visits per month	ONGOING	Existing Operational Resources	Department Budget	Visits are conducted monthly.
B.5	Partner with the Clearwater Bar Association and other non-profit legal organizations to hold educational seminars on landlords/tenant rights, tenant screening, rental contracts and other related-topics of interest.	Tammy Vrana (EDH)	EDH PC	YES	Conduct two seminars per year as a "stand alone" or in conjunction with regular community meetings.	BI-ANNUALLY	Existing Operational Resources Production: \$1,000	Department Budget	Landlord/tenant mini-seminar held during Celebrate Clearwater Neighborhoods Week (March 2009). Landlord/tenant rights seminar in Spanish is scheduled on October 27, 2009 (in partnership with the HOC and the Pinellas County Clerk of the Courts Office).

TRACKING REPORT: EAST GATEWAY DISTRICT FIVE-YEAR ACTION PROGRAM

B.6	Hold educational seminars on Code standards and regulations and programs oriented to the business community.	Kevin Garriott	PLD EDH	NO	Conduct two seminars per year in conjunction with regular community meetings.	ONGOING	Existing Operational Resources	Department Budget	In lieu of stand-alone seminar which are difficult to draw an audience, an alternative strategy was developed to inform the target audience of Code requirements. The City's Building Plans Review Committee (BPRC) meets each Wed at 9:30 am to meet with potential development applicants to discuss their proposals in terms of Code requirements. BPRC is comprised of City staff from multiple departments and there is no charge for the consultation.
B.7	Assist business owners in the establishment of a merchants association.	Tammy Vrana (EDH)	EDH	YES	Establishment of a merchants association.	4TH QTR 2009	Existing Operational Resources	Department Budget	The BNA is represented by businesses and residents, however, it has become evident that their issues, while similar, may have different levels of importance depending on where you sit. EDH staff and the BNA have coordinated to canvassing East Gateway businesses to invite their involvement in a business-only association. This effort could lead to the creation of a merchants association.

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Action Items: NEIGHBORHOOD APPEARANCE									
#	ACTION ITEM	COORDINATOR	PARTICIPATING DEPARTMENTS	WORK PLAN PREPARED?	DELIVERABLE	PROJECTED COMPLETION	FISCAL IMPACT	FUNDING SOURCE	STATUS
N.1	Develop an awareness campaign on the availability of black barrels and recycling bins to City solid waste customers in East Gateway.	Earl Gloster	SW PC	YES	Awareness campaign using door hangers or flyers distributed to East Gateway homes and businesses.	ONGOING	Existing Operational Resources Production: \$1,000	Department Budget	Campaigns were conducted in August 2008 and September 2009. During the campaigns, door hangers were delivered to each E Gateway residences with information on availability of barrels and bins to all city residents.
N.2	Develop and promote a façade and building lot improvement program that offers design and financial assistance to eligible commercial properties in East Gateway.	Tammy Vrana (EDH)	EDH	YES	Program Guide / Application / A/E Design Services Solicitation / Brochure / Business Visits	COMPLETED	Improvements: \$75,000 Design Svcs: \$20,000	CDBG CRA	Façade program was adopted in March 2009, and is currently being implemented. Program funding was increased with stimulus money to present budget amount of \$200,000. Four façade improvement projects are pending.
N.3	Identify policies and programs implemented in other communities that have been successful in improving aesthetic conditions in business and residential areas.	Tammy Vrana (EDH)	EDH	YES	White paper with findings, recommendations, fiscal impact and funding source, as applicable.	ONGOING	Existing Operational Resources	Department Budget	Façade program is being implemented. Five-Points gateway feature is under design. A mural arts district concept is being explored by the BNA (next meeting will be during last week of October 2009).
N.4	Enforce existing code requirements that pertain to the appearance of vacant buildings (e.g., prohibited coverings on windows).	TBD	PLD	NO	Code enforcement activities + sweep of East Gateway	ONGOING	Existing Operational Resources	Department Budget	Code enforcement is ongoing. The BNA encourages residents and businesses to report code violations. PD also reports issues to City's Community Response Team (Corey O'Neil).
N.5	Install trash receptacles in the public right-of-way in locations where littering is a recurring problem.	Earl Gloster	SW	YES	Additional trash receptacles in litter hot spots.	COMPLETED	Existing Operational Resources	PSTA & SW Dept	Trash receptacles were installed at bus stops in Spring 2008 (funding by PSTA). SW staff will continue to monitor the area.
N.6	Design and build a distinctive gateway feature at the "Five Points" intersection (Gulf-to-Bay Drive, Highland Avenue and Court Street) that celebrates the identity of the East Gateway and Cleveland Street districts of the CRA.	Tammy Vrana (EDH)	EDH ENG PR	YES	Design Plans Construction Documents Construction	2ND QTR 2010	\$1,000,000	Penny for Pinellas 2	Design concept presented to Council during one-on-one meetings, as well as to the SAG and BNA. The public's recommendations for design changes were forwarded to ENG. Survey work has been completed and project is currently in design (in-house). A public art component will be required, for which public input will be solicited.
N.7	Coordinate with organizations that provide services to the chronically homeless to develop strategies to reduce the significant physical impacts of this population on residential and business areas in East Gateway.	Tammy Vrana (EDH)	EDH PD	NO	Identify Pinellas organizations that address/serve the homeless in Clearwater and attend at least of one organizational meeting each quarter. Develop partnerships for strategy development and implementation.	ONGOING	Existing Operational Resources	Department Budget	While much discussed, a specific strategy has not been developed.

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N.8	Identify the need for recreational facilities in East Gateway or ways to make playgrounds near East Gateway more accessible to users.	Felicia Leonard (PR)	PR ENG	NO	Analysis, findings and recommendations including fiscal impact and funding source, as applicable.	DEFERRED (TIMERAME UNDETERMINED)	Existing Operational Resources	Department Budget	PR prepared a parkland level of service analysis in October 2008 that indicated there are adequate resources within the East Gateway service area. The CRA may opt to achieve a higher level of service in this area by building a tot-lot as requested during the public process.
N.9	Identify opportunities and costs for creating more green space in East Gateway (e.g., street rights-of-way, community garden).	Felicia Leonard (PR)	PR ENG	NO	Analysis, findings and recommendations including fiscal impact and funding source, as applicable.	DEFERRED (TIMERAME UNDETERMINED)	Existing Operational Resources	Department Budget	No activity.
N.10	Assist residents in establishing a neighborhood association.	Eric Wilson (PC)	PD EDH	YES	Establishment of a neighborhood association.	COMPLETED	Existing Operational Resources	Department Budget	The BNA was established in September 2008.
N.11	Leverage funding to facilitate the redevelopment of underutilized, blighted or problematic properties in East Gateway to end-uses that contribute to the East Gateway vision.	Tammy Vrana (EDH)	EDH	NO	Redevelopment project(s)	2010-2012	TBD	TBD	Exploring use of limited funding (e.g., Brownfields Program and CDBG) to accomplish this action item.
N.12	Identify opportunities for use of the landscaped, triangular-shaped property bounded by Gulf to Bay Boulevard and Hillcrest Avenue.	Tammy Vrana (EDH)	EDH PR	NO	Analysis, findings and recommendations including fiscal impact and funding source, as applicable.	2012	TBD	TBD	
N.13	Design Phase 3 of the Cleveland Street Streetscape Project within East Gateway.	Tammy Vrana (EDH)	EDH ENG	NO	Streetscaping.	FY 2016/2017	\$8 Million	Penny for Pinellas 3	Project deferred to timeframe beyond the Five-Year Action due to funding constraints.
N.14	Install a bus shelter on Gulf to Bay Boulevard in East Gateway.	Tim Kurtz (ENG)	ENG	NO	Analysis, findings and recommendations including fiscal impact and funding source, as applicable.	2012	TBD	TBD	

TRACKING REPORT: EAST GATEWAY DISTRICT FIVE-YEAR ACTION PROGRAM

Action Items: ECONOMIC GROWTH & HOUSING									
#	ACTION ITEM	COORDINATOR	PARTICIPATING DEPARTMENTS	WORK PLAN PREPARED?	DELIVERABLE	PROJECTED COMPLETION	FISCAL IMPACT	FUNDING SOURCE	STATUS
E.1	Create and maintain an inventory of vacant, underutilized and for-sale properties in East Gateway for use in identifying and promoting opportunities for redevelopment (e.g., land assembly).	Tammy Vrana (EDH)	EDH	YES	List of candidate properties for acquisition / assembly / redevelopment potential	ONGOING	Existing Operational Resources	Department Budget	EDH staff regularly monitor properties.
E.2	Identify opportunities and constraints relative to redevelopment in East Gateway and develop recommendations to resolve issues and capitalize on assets.	Tammy Vrana (EDH)	EDH PLD	YES	Assessment with findings, recommendations, fiscal impact and funding source, as applicable.	1ST QTR 2010	Existing Operational Resources	Department Budget	Data and analysis completed.
E.3	Create and distribute brochure on business-related programs available to East Gateway businesses (also see H.1).	Tammy Vrana (EDH)	EDH	YES	Business programs brochure	4TH QTR 2009	Existing Operational Resources Production: \$500	CRA	Brochure has been drafted; awaiting verification of programs and lending institutions.
E.4	Develop an outreach and communications strategy to increase resident, business and organization involvement in the revitalization effort.	Tammy Vrana (EDH)	EDH PLD PC	YES	Strategy to identify community contacts, methods of outreach (e.g., newsletters) and frequency of public meetings (2 per year).	COMPLETED	Existing Operational Resources Production: \$1,000 per year	CRA	Completed 2nd Qtr 2008.
E.5	Prepare a comparative analysis of code violations from 1999 to present and identify methods to resolve issues (e.g., Abandoned/Vacant/ Foreclosure Properties Pilot Program).	Dan Bates (replacement TBD)	PLD	YES	Assessment of code violation trends and recommendations to resolve issues, including costs and funding source.	COMPLETED	Existing Operational Resources	Department Budget	Completed 2nd Qtr 2009.
E.6	Create and distribute a bilingual brochure explaining landlord/tenant laws to East Gateway residents and landlords.	Tammy Vrana (EDH)	EDH	YES	Bilingual brochure distributed at community meetings, during Community Response Team visits, at EDH office and prior to related seminars.	COMPLETED	Existing Operational Resources	Department Budget	The Hispanic Outreach Program distributes the <i>Tenant's Handbook</i> (Gulf Coast Legal Services, Inc.) to inform the community on the various nuances/obligations related to renting, evictions, etc.
E.7	Explore the feasibility of positioning East Gateway for certification under the U.S. Green Building Council LEED for Neighborhood Development program which recognizes development projects that successfully protect and enhance the overall health, natural environment and quality of life of communities.	Gina Clayton Ed Chesney Tammy Vrana	PLD ENG EDH	NO	Assessment of program requirements as related to East Gateway character and potential, including operational/hard costs and funding source, as appropriate.	TBD	Existing Operational Resources	Department Budget	Awaiting feedback on national pilot program 1st quarter 2010.
E.8	Publicize and encourage use of the City's housing assistance programs to increase the rate of homeownership in East Gateway.	Mike Holmes (EDH)	EDH	YES	Distribution of existing City housing brochure and one housing presentation per year in conjunction with regular community meetings.	ONGOING	Existing Operational Resources	Department Budget	City housing programs will be promoted at HOPE Expo, June 13, 2009 (Harborview Center).

TRACKING REPORT: EAST GATEWAY DISTRICT FIVE-YEAR ACTION PROGRAM

E.9	Conduct a district-wide parking study to identify existing and long-term parking needs and methods for accommodating parking demand (e.g., centralized parking and payment in lieu of program).	TBD	TBD	NO	TBD	4TH QTR 2010	TBD	CRA	
E.10	Leverage funding to acquire and rehabilitate apartment complexes in need of repair for affordable housing.	Jim Donnelly (EDH)	EDH	NO	TBD	4TH QTR 2011	TBD	CDGB	
E.11	Explore the feasibility of a CRA low-interest loan program to assist East Gateway businesses with a variety of desired activities.	Tammy Vrana (EDH)	EDH	NO	TBD	1ST QTR 2011	TBD	CRA	
E.12	Establish partnerships with local banks to facilitate conventional loans to East Gateway businesses.	Tammy Vrana (EDH)	EDH	NO	TBD	1ST QTR 2011	Existing Operational Resources	Department Budget	
E.13	Identify location(s) for catalytic, mixed-use development on Cleveland Street or Gulf to Bay Boulevard in East Gateway.	Tammy Vrana (EDH)	EDH PLD	NO	TBD	2010	Existing Operational Resources	Department Budget	
E.14	Develop a marketable image for East Gateway that conveys the neighborhood's cultural, creative and green character and interests.	Tammy Vrana (EDH)	EDH	NO	TBD	2011	TBD	CRA	
E.15	Conduct a market analysis that identifies a viable business mix to support resident and business needs in East Gateway and the overall CRA District. Develop an action and funding strategy for business recruitment.	Tammy Vrana (EDH)	EDH	NO	TBD	2011	TBD	CRA	
E.16	Identify opportunities for public/private partnerships and the leveraging of organizational funds and grants to attract arts/cultural groups to East Gateway.	Tammy Vrana (EDH)	EDH	NO	TBD	2012	TBD	TBD	

TRACKING REPORT: EAST GATEWAY DISTRICT FIVE-YEAR ACTION PROGRAM

Action Items: HISPANIC COMMUNITY									
#	ACTION ITEM	COORDINATOR	PARTICIPATING DEPARTMENTS	WORK PLAN PREPARED?	DELIVERABLE	PROJECTED COMPLETION	FISCAL IMPACT	FUNDING SOURCE	STATUS
H.1	Coordinate with local and regional Hispanic business organizations to identify partnering opportunities that serve to connect non-Hispanic businesses and consumers with the Hispanic market.	Tammy Vrana (EDH)	EDH	YES	Identify organizations attend one organizational meeting every quarter.	ONGOING	Existing Operational Resources	Department Budget	T. Vrana is a member of the Clearwater Regional Chamber's newly established Hispanic Business Council. To date, two events have been held: a business resource event in Jul 2009 and "Marketing Your Hispanic Business" in September 2009.
H.2	Translate the business programs brochure (referred to in E.3) in Spanish and distribute to Hispanic businesses.	Tammy Vrana (EDH)	EDH PC	NO	See E.3 deliverable	4th QTR 2009	Included in E.3	Department Budget	Coordinating with Clearwater Regional Chamber to develop a resource guide for Hispanic Businesses.
H.3	Include the Hispanic media (print and broadcast) as part of the public outreach and communications strategy for the neighborhood revitalization effort (also see E.4).	Betsy Clement (PC)	PC EDH	YES	See E.4 deliverable	COMPLETED	Existing Operational Resources	Department Budget	The Public Involvement & Communications Plan includes strategies for Hispanic community outreach and involvement, including Hispanic radio. Regular coordination with representatives of AM 1520 "La Perrona" and newspaper "Siete Dias" at Chamber Hispanic Business Council meetings.
H.4	Continue regular coordination with East Gateway stakeholder organizations, such as the Hispanic Outreach Center, CHIP and religious organizations, to promote broad and effective participation in the revitalization effort.	Tammy Vrana (EDH)	EDH	YES	Meet with HOC staff quarterly	QUARTERLY	Existing Operational Resources	Department Budget	Ongoing coordination with HOC. Currently partnering with HOC for Landlord/Tenant Rights seminar in Spanish.
H.5	Continue to publicize Library programs oriented to Hispanic adults, such as computer classes, home buying seminars and reading clubs, in existing City Spanish publications and on community bulletin boards.	Betsy Clement (PC)	PC	YES	Advertisement for programs in City's Hispanic newsletter <i>Guia de Diversion</i> and posted on community bulletin boards in East Gateway.	QUARTERLY	Existing Operational Resources	Department Budget	Summer edition of <i>Guia de Diversiones</i> was distributed. The Fall edition is currently being printed.
H.6	Continue to publicize the Contract Instructor Program administered by the Parks and Recreation Department in existing City Spanish publications and on community bulletin boards to expand program offerings of interest to Hispanic residents.	Betsy Clement (PC)	PR PC	YES	Advertisement of Contract Instructor Program in City's Hispanic newsletter <i>Guia de Diversion</i> and posted on community bulletin boards in East Gateway.	QUARTERLY	Existing Operational Resources	Department Budget	See status for H.5 above.
H.7	Hold multicultural celebrations and other special events that strive to include long-time East Gateway residents as well as newcomers to the neighborhood.	Tammy Vrana (EDH)	EDH PR PLD	NO	Organize and hold at least one event per year	ONGOING	\$5,000 Per Year	CRA	Sunday Ciclovía was held in April 2009. East Gateway Ice Cream Social & Hispanic Heritage Month Celebration was held in September 2009.

TRACKING REPORT: EAST GATEWAY DISTRICT FIVE-YEAR ACTION PROGRAM

H.8	Assist the YWCA Hispanic Outreach Center in relocating to East Gateway to improve the accessibility of the Center to its client base.	Tammy Vrana (EDH)	EDH	NO	Regular communications w/ property owners, businesses & organizations to identify opportunities.	2009	Existing Operational Resources	Department Budget	No longer relevant. HOC is satisfied with current lease arrangement and is no longer affiliated with YWCA.
H.9	Provide information to the Hispanic business community on Code requirements.	Gina Clayton (PLD)	EDH	NO	Brochure distributed during business visits, at community meetings and in the Planning Department and Building Division.	1ST QTR 2010	Existing Operational Resources	Department Budget	Need to develop presentation and coordinate scheduling with Hispanic Outreach Center.
H.10	Install a kiosk in a location with a high level of pedestrian activity (e.g., bus stop/shelter) that provides bilingual information on current events and programs.	Tammy Vrana (EDH)	EDH	NO	TBD	2ND QTR 2012	TBD	TBD	

LIST OF ACRONYMS & ABBREVIATIONS:

- BNA** - East Gateway Business & Neighbors Association
- CRA** - Community Redevelopment Agency
- CDBG** - Community Development Block Grant
- EDH** - Economic Development & Housing Department
- ENG** - Engineering Department
- HOC** - Hispanic Outreach Center
- PD** - Police Department
- PC** - Public Communications Department
- PLD** - Planning & Development Department
- PR** - Parks & Recreation Department
- SAG** - East Gateway Stakeholder Advisory Group
- SW** - Solid Waste Department

East Gateway District Five-Year Action Program

Schedule of Capital & Operational Costs (FY 07/08 - FY 11/12)* East Gateway District Five-Year Action Program

Emphasis Area / Action Item	Short Description	Cost by Fiscal Year (Escalated by 0.05 per year)					Total	Existing or Planned Revenue Source
		FY 07/08	FY 08/09	FY 09/10	FY 10/11	FY 11/12		
S	S.1 New Officers (2)	-	\$127,444	\$128,777	\$133,284	\$137,949	\$527,454	CRA
	S.3 Park St Solutions	-	-	-	-	-	-	TBD (FY 09/10-11/12)
	S.4 Street Lights/Bury Cable	\$25,623	\$43,552	\$6,880	\$6,224	\$7,585	\$89,864	CDBG / ENG Budget
	S.9 Sidewalk Projects	-	-	\$146,395	-	-	\$146,395	CDBG-R/ENG Budget
B	B.2 Sign Regs Guide	\$500	-	-	-	-	\$500	CRA
	B.5 Seminar Flyer	-	\$1,050	-	-	-	\$1,050	EDH Budget
N	N.1 SW Awareness Flyer	\$1,000	-	-	-	-	\$1,000	SW Budget
	N.2 Façade Program	-	-	\$200,000	-	-	\$200,000	CRA / CDBG/CDBG-R
	N.5 Trash Receptacles	\$600	-	-	-	-	\$600	PSTA / SW Budget
	N.6 "Gateway" Feature	-	-	\$1,000,000	-	-	\$1,000,000	Penny "2"
	N.9 Add Green Elements	-	-	-	-	-	-	TBD (FY 09/10-11/12)
	N.11 Problematic Motels	-	-	-	-	-	-	TBD (FY 09/10-11/12)
	N.13 Cleveland Streetscape	-	-	-	-	-	-	Penny "3" (FY 16/17)
	N.14 Bus Shelter	-	-	-	-	-	-	TBD (FY 09/10-11/12)
E	E.3 Business Brochure	-	-	\$500	-	-	\$500	EDH Budget
	E.4 Outreach (Flyers)	\$1,000	\$1,050	\$1,103	\$1,158	\$1,216	\$5,527	CRA
	E.9 Parking Strategy	-	-	-	-	-	\$0	TBD (FY 09/10-11/12)
	E.10 Apartment Rehab	-	-	\$128,198	-	-	\$128,198	Pinellas Hou Trust Fund
	E.11 Low Interest Loans	-	\$704,024	-	-	-	\$704,024	CDBG
	E.14 Marketable Image	-	-	-	-	-	-	TBD (FY 09/10-11/12)
	E.15 Market Analysis	-	-	-	-	-	-	TBD (FY 09/10-11/12)
H	H.7 Community Events	\$5,000	\$5,150	\$5,305	\$5,464	\$5,628	\$26,547	CRA
	H.10 Information Kiosk	-	-	-	-	-	-	TBD (FY 09/10-11/12)
Total		\$33,723	\$882,270	\$1,617,158	\$146,130	\$152,378	\$2,831,659	

Emphasis Areas:

- S** – Safety & Security
- B** – Business Environment
- N** – Neighborhood Appearance
- E** – Economic Development & Housing
- H** – Hispanic Community Integration

Action Item Legend:

- Programmed FY 07/08-FY 08/09 action item
- FY 07/08-FY 08/09 action item not yet programmed
- FY 09/10- FY 11/12 action item to be addressed in future budget year (cost & funding source).

* Notes:

- Schedule does not list action items that will be implemented using existing staff resources.
- Schedule reflects costs for FY 07/08-FY 08/09 action items and subsequent year costs identified to-date. Costs not yet identified will be vetted by the City/CRA for programming during FY 09/10-FY 11/12.

Agenda Item 3: Updates

a. Hispanic Community Outreach

- ***East Gateway Ice Cream Social & Hispanic Heritage Month Celebration (9/27/09)***

This community outreach event was held the afternoon of September 27th under a shady oak tree on the corner of Gulf to Bay Blvd and San Remo Ave. Mexican ice cream was provided by East Gateway's *La Feria del Sabor* (1436 Gulf to Bay Blvd) and a colorful piñata was provided by East Gateway's Piñatas Arcoiris (1440-B Gulf to Bay Blvd). Door hanger invitations were delivered to every East Gateway residence by Americorp volunteers. Approximately 75 people (adults and children) attended. SAG and BNA members Elvira Morgan and Joanna Siskin volunteered to help with set-up and informing guests about the East Gateway revitalization effort and need for community participation. Comment cards and contact information were collected from guests (mostly in Spanish). Elvira Morgan summarized the comments and provided the following translation:

The women who provided comments want safe and affordable child care so they can go to work. The men want more job openings. Several of those who commented said they want more tourism to bring business to the area and eliminate criminality. Everyone expressed appreciation for the City's invitation and display of concern for them. Everyone was very supportive of efforts to beautify the community.

- ***"Marketing Your Hispanic Business" Seminar (9/29/09)***

The Clearwater Regional Chamber of Commerce, the City of Clearwater, other agencies and Hispanic community leaders have partnered to create the Hispanic Business Council. The council's second event, a seminar entitled "Marketing Your Hispanic Business," was held on September 29th at Holiday Inn Express at US 19 and Gulf to Bay Blvd. The event responded to an earlier council survey which indicated that businesses wanted more information on how to increase customers. The seminar featured success stories of three local Hispanic business owners and invited participants to learn from their mistakes and successes. Approximately 50 people attended.

b. Sidewalk Projects

A sufficient number of sidewalk project petitions have been received from property owners for sections of Deleon St, Jefferson Ave and Pierce St. Petitions for Franklin St and Laura St are one or two properties short of the 51% approval threshold. Missouri Ave, between Cleveland St and Drew St, is under design. Community members have questioned the need for a petition process in a highly urban area like downtown and suggested that sidewalks be constructed to ensure safety, especially in a neighborhood where so many people walk for transportation.

c. East Gateway Visioning Process

A community visioning process to determine the preferred community character is being discussed by staffs of the city's Planning and Economic Development & Housing departments.

d. Business & Neighbors Association

Report of recent activities and initiatives by Duggan Cooley, President of the East Gateway Business & Neighbors Association.

Agenda Item 4: Election of Officers - East Gateway Stakeholder Advisory Group

Background:

The East Gateway Stakeholder Advisory Group has reached the end of its first year as steering body for the East Gateway District Five-Year Action Program. It is appropriate at this time for the SAG to nominate candidates and elect a Chair and Vice-Chair for the coming year (October 2009 to October 2010).

Dawn Dixon currently serves as SAG Chair and Rich Levy serves as SAG Vice Chair.

Note: Dawn has taken on additional responsibilities with her employer and is unable to hold office this year. However, I'm happy to report that she wants to continue her membership on the SAG.

Requested SAG Action:

Nominate candidates for positions of Chair and Vice-Chair and hold elections.

Attachment:

East Gateway Stakeholder Advisory Group Membership Roster.

SAG MEMBERSHIP ROSTER

EAST GATEWAY QUADRANT

Resident Category (1-3 members)

- | | |
|---|----|
| 1. Maryce Garber | NW |
| 2. Rich Levy** (Rich Limousine & T-Shirt Factory) | SE |
| 3. R. "Smokey" Townson | SE |

Property Owner Category (1-3 members)

- | | |
|-------------------------|----|
| 4. Dr. Paul Guidi | SE |
| 5. Dr. Gilbert Jannelli | SE |
| 6. Donna Maxa | SE |

Business Owner Category (1-2 members)

- | | |
|---|----|
| 7. Dawn Dixon* (Achieva Credit Union) | SE |
| 8. Elvira Morgan (Master Learning Center) | SE |

Institution Category (0-1 member)

None

Social Service Provider Category (0-1 member)

9. Sandra Lyth, Hispanic Outreach Center
Also see Duggan Cooley, affiliated w/ Religious Community Services

Special Interest Group Category (0-1 member)

10. Joanna Siskin, Clearwater Neighborhoods Association

Adjacent Neighborhood Category (1-2 members)

11. Duggan Cooley, resident of neighborhood to south
Also see Joanna Siskin, affiliated with Clearwater Neighborhoods Association

SAG ALTERNATES

- A. Wayne Mitchell, property owner & business owner (SE)
- B. Cole Altner, property owner (SW)
- C. Donald Garber, resident (NW)
- D. Steven Bell (New Zion Missionary Baptist Church), adjacent neighborhood (W)
- F. Julie Thompson, adjacent neighborhood (S) & Clwr Neighborhoods Assn
- G. Elaine Hartman, adjacent neighborhood (E)
- H. Elizabeth Cruickshank, adjacent neighborhood (E)
- I. Shelly Kuroghlian, President, Clwr Neighborhoods Assn

* SAG Chairperson

** SAG Vice Chair