



# CLEARWATER DOWNTOWN DEVELOPMENT BOARD

February 4, 2009 – 5:30 p.m.

Members Present:	David Allbritton	Chairman
	Bob Fernandez	Vice-Chairman
	Geri Aranjó	Treasurer
	Josee Goudreault	Member
	Doug Linder	Member
	Charles Lykes	Member
Absent:	Dennis Bosi	Member
Also Present:	John Doran	Ex-Officio/Councilmember
	Carlen Petersen	Ex-Officio/Councilmember
	Geri Campos Lopez	Director of Economic Development & Housing
	Courtney Orr	Downtown Manager
	Anne Fogarty France	DDB Administrator

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 citizen comments.

3 – Approve the Minutes from the January 7, 2009 Regular Monthly Meeting.

**Member Lykes moved to approve the minutes of the January 7, 2009, meeting as submitted in written summation to each board member. The motion was duly seconded and carried unanimously.**

4 - Adopt the December 2008 Financial Statement for Filing.

**Vice Chairman Fernandez moved to adopt the December 2008 Financial Statement for Filing. The motion was duly seconded and carried unanimously.**

## **5 - Clearwater Downtown Partnership Update – Bill Sturtevant, Chairman**

Mr. Sturtevant thanked the board for inviting him and advised that a committee was put together for the Fourth Friday event. They have decided to post pone the February Fourth Friday event because they want the first Fourth Friday event to be special. They are planning the first Fourth Friday for March 27<sup>th</sup> with good entertainment and they are working with Q-105 to promote. They are hoping to attract 2,000-2,500 people.

Mr. Sturtevant noted that Station Square Park has a capacity of 500 people and they are looking into the possibility of putting together an event to show classic movies.

The Partnership is looking for a director to run the event and volunteers to assist at the event.

Member Lykes stated that there are a lot of areas in downtown still struggling and if we bring in 2,000 people it would help support new restaurants and retailers.

#### 6 - Chairman's Report – David Allbritton, Chairman

Chairman Allbritton advised the board that Deolinda's Tailoring at 514 Park Street will be celebrating their 25<sup>th</sup> year downtown and suggested this business be recognized with a milestone award. The timeframe would be in March to coincide with a celebration that Deolinda's is planning.

**Vice Chair Fernandez made a motion to present a milestone award to Deolinda's Tailoring at the March meeting. The motion was duly seconded and carried unanimously.**

#### 7 - Downtown Coordination Committee and Restructuring of Main Street – Geri Campos Lopez

Chairman Allbritton introduced Geri Campos Lopez and stated that the purpose of putting a committee together was to be in sync now that the downtown is evolving. The Clearwater Downtown Partnership, CRA, and the DDB need a more formal way of communicating with each other and to discuss some of the strategies.

Geri Campos Lopez, Economic Development and Housing Director stated the memo distributed electronically to all members outlines the proposed Downtown Coordination Committee. The committee would be comprised of Rod Irwin, Executive Director of the CRA; Dave Allbritton, Chairman of the DDB and Bill Sturtevant, Chairman of the Clearwater Downtown Partnership and Doug Linder, CEO of the Clearwater Regional Chamber of Commerce. The group would come together for the purpose of bettering downtown and then each member would report back to their groups.

The Main Street program was put on hold, except for the Promotion Committee, since the inception of the streetscape project due to budgetary conditions. Ms. Lopez spoke of the need to re-evaluate and restructure the program. The city manager asked everyone to look at the budget to see what we could do to be more efficient and cost effective.

Ms. Lopez recommended having a Promotions Committee within the DDB, as it would be a way for the DDB to get more involved. It was also recommended that one of the board members be a co-chair for the committee. It would not impact the budget for either the CRA or the DDB. The CRA and the DDB will however need to revise their Interlocal Agreement to reflect the changes.

Vice Chairman Fernandez advised that he was a big Main Street advocate and there were a lot of things that were accomplished during the last ten years by Main Street. He noted that he understood the budget crunch and felt that Main Street had their hands tied but that he would support this plan. He inquired about if there would be a reduction in funding.

Ms. Lopez noted that no reduction was anticipated and that it would be structured through the DDB.

Ms. Lopez stated one of the main ideas about Main Street was that it was a grass roots community project and she was involved in one that worked well in Massachusetts.

Anne Fogarty France noted that the merchants need to be involved and although they were involved here at first it was very hard to get them involved in the downtown in recent years. She stated that the list of items that Clearwater Main Street had accomplished was lengthy. Ms. Fogarty France noted that the same business the DDB is going to give a 25-year milestone award to is one that our Vice-Chair Bob Fernandez worked with on an expansion grant to assist them in expanding their business and they are still successful in downtown now.

Member Goudreault stated that we are doing things that have more action, things were not happening as fast as they are now. It was more discussion than product.

Vice-Chairman Fernandez asked if Ms. Lopez was suggesting that we go on hiatus and maybe we would be reapply in the future?

Ms. Lopez stated if we don't follow the Florida Main Street approach as the program is written that we are not an official Main Street affiliate. She felt that we would be more effective working through the four organizations.

Chairman Allbritton gave a recap of what the CRA is asking the DDB to approve, which was to take on more responsibility with a DDB member co-chairing the Promotions Committee and a DDB member co-chairing a Business Visitation Committee.

Chairman Allbritton asked if motion was needed.

Geri Campos Lopez stated only if the DDB was going to create a committee with in the DDB.

**Member Linder made the motion for the DDB to be the umbrella organization that would oversee business visitation and downtown promotions functions and that the DDB create two committees DDB Promotion Committee and the DDB Business Visitation Committee. The motion was duly seconded and carried unanimously.**

Member Aranjó agreed to co-chair the Business Visitation Committee.

**Member Lykes moved to form a Business Visitation Committee for the purpose of outreach to new businesses and existing businesses. The motion was duly seconded and carried unanimously.**

Member Goudreault agreed to co-chair the Promotions Committee.

**Member Goudreault moved to form a Promotions Committee to support downtown events that bring people downtown. The motion was duly seconded and carried unanimously.**

## 8 Sunday Ciclovía Update – Courtney Orr

Ms. Orr showed the board a copy of a postcard that was 100% donated by PostcardMania that listed all the sponsors. She noted that more sponsors are being recruited.

The web page on myclearwater.com includes all the information about the event including a 30 second video. A translation will also be available in Spanish. Event organizers are asking all businesses on the route to stay open on Sunday. The event will have bike valets, aerobics and Tai Chi presentations, Hula-hoop instruction and many other activities.

Vice Chairman Fernandez questioned who the primary sponsor was and staff advised that the CRA donated \$5,000 toward the event.

Ms. Lopez stated that the event is part of the East Gateway Task Force 5-year plan and is a multi-cultural event that has been extended into the downtown.

Vice-Chair Fernandez stated cleaning up the gateway is beneficial and a great way to get people downtown.

Chairman Allbritton wanted to know when the post cards would become available,

Ms. Orr said the postcards would be available on Friday and we would hand deliver only and promote door to door.

## 9 Station Square Park Construction Update and Ribbon Cutting – Anne Fogarty France

Ms. Fogarty France provided an update and noted that the project was due to be completed the week of February 16, 2009. The Official Gate Opening will be held on Thursday, February 26, 2009 at 10:00 a.m. and that as long as the board approved she would use some funds from the Downtown Meeting Support line item to sponsor donuts and coffee for the people of the office buildings.

Ms. Orr noted she is researching Wi-Fi for the park with Bright House Networks to hopefully to set it up for free to those who use the park.

## 10 - Final Comments:

**Member Aranjo** noted that she was very excited about Ciclovía and its focus on health related activities. She is looking forward to getting more active with the businesses.

**Member Goudreault** felt that Ciclovía was a cool event and enjoyed watching the videos on the website.

**Member Lykes** noted that the board changed an association that served the city well for some time and he looks forward to the future with the new committees.

**Member Linder** noted the need for government to become smarter and more efficient.

**Vice Chairman Fernandez** had no further comments.

**Ex-officio Councilmember John Doran** advised the board that the Café Supreme Grand Opening was coming up on Tuesday, February 10, 2009 at 4:30 p.m. with the official ribbon cutting taking place at 5:00 p.m.

**Ex-officio Councilmember Carlen Petersen** had no further comments.

**Chairman Allbritton** had no further comments.

#### **11 - Adjournment**

**Vice Chairman Fernandez** moved to adjourn the February 4, 2009 Regular Meeting of the Clearwater Downtown Development Board at 6:38 p.m.

The motion was duly seconded and carried unanimously.

CLEARWATER DOWNTOWN DEVELOPMENT BOARD MEETING ACTION AGENDA  
Wednesday, February 4, 2009 – 5:30 p.m.

02.04.09.01

**Member Lykes moved to approve the minutes of the January 7, 2009, meeting as submitted in written summation to each board member. The motion was duly seconded and carried unanimously.**

02.04.09.02

**Vice Chairman Fernandez moved to adopt the December 2008 Financial Statement for Filing. The motion was duly seconded and carried unanimously.**

02.04.09.03

**Vice Chairman Fernandez made a motion to present a milestone award to Deolinda's Tailoring at the March meeting. The motion was duly seconded and carried unanimously.**

02.04.09.04

**Member Linder made the motion for the DDB to be the umbrella organization that would oversee business visitation and downtown promotions functions and that the DDB create two committees DDB Promotion Committee and the DDB Business Visitation Committee. The motion was duly seconded and carried unanimously.**

02.04.09.05

**Member Lykes moved to form a Business Visitation Committee for the purpose of outreach to new businesses and existing businesses. The motion was duly seconded and carried unanimously.**

02.04.09.06

**Member Goudreault moved to form a Promotions Committee to support downtown events that bring people downtown. The motion was duly seconded and carried unanimously.**