

CLEARWATER DOWNTOWN DEVELOPMENT BOARD
May 7, 2008 – 5:30 p.m.

Members Present:	David Allbritton	Chairman
	Bob Fernandez	Vice-Chairman
	Josee Goudreault	Member
	Geri Aranja	Member
	Dennis Bosi	Member
	Dean Nichols	Member

Also Present:	John Doran	Ex-Officio/Councilmember
	Carlen Petersen	Ex-Officio/Councilmember
	Geri Campos Lopez	Director of Economic Development & Housing
	Anne Fogarty	Board Administrator/Main Street Coordinator

The Chair called the meeting to order at 5:31 p.m. at City Hall.

2 – Citizen Comments – Items Not on the Agenda

None.

3 – Approve the Minutes of the April 2, 2008 Regular Meeting.

Member Goudreault moved to approve the minutes of the April 2, 2008, meeting as submitted in written summation to each board member. The motion was duly seconded and carried unanimously.

4 - Adopt the March 2008 Financial Statement for Filing.

Member Aranja/Bosi moved to adopt the March 2008 Financial Statement for Filing. The motion was duly seconded and carried unanimously.

5 - Adopt FY 2007/2008 Budget Amendment

Member Goudreault moved to amend FY 2007/2008 Budget to increase the retained earnings by \$49,400, and add a line item for Directory signs in the amount of \$49,400 to match the expenditure. The motion was duly seconded and carried unanimously.

6 - Milestone Award – Price Cabinets

Steve Price, Price Cabinets thanked the board for their recognition. He spoke about starting his business in 1978 and moving to his current downtown location in 1980. Mr. Price discussed his thoughts about downtown and how he was glad to be a part of downtown Clearwater.

7 - Youth Summit Presentation – Youth Summit Participants

Betsy Clement, coordinator for GotGov! advised that she was standing in for Jesse Sherman, Youth Summit Chairman, who was accepting a scholarship award and could not be present at the meeting.

Ms. Clement provided viewers with a presentation that reviewed the goals, plan of action, sponsors, results and lessons learned. She introduced youth summit members, David Livingstone and Tessa Thompson, who were present for the presentation and discussed the handouts provided to board members.

Members asked the age group of the attendees and learned that the youth were 13 – 18 years old.

Ex-officio Councilmember thanked both Betsy Clement for her efforts and the youth that attended. She stated that she liked giving the youth the opportunity to interact with government leaders who really want to hear from them and be engaged by them.

Members were impressed with the report and thanked those in attendance for their efforts.

8 - Chairman's Report – David Allbritton

- a. Cleveland Street District Banners – Chairman Allbritton commented on the banners installed on Cleveland Street and an image was shown of the banner on the decorative Progress Energy light poles.
- b. Members asked if banners were being considered for other events and were advised that banners for Jazz Holiday Festival and seasonal events were being looked at.
- c. Directory Board – Chairman Allbritton advised members that two directory kiosks, funded by the DDB, were installed on Cleveland Street. Members asked what will be included in the cases and were advised that a directory map and information about downtown would be placed in the display cases.
- d. Notification of Preliminary Budget Proposals and Future Special Meeting – Chairman Allbritton stated that the DDB's by-laws call for a preliminary budget be presented at the June meeting. He asked anyone to provide suggested line items to Anne Fogarty, for inclusion in the budget. A special meeting will be called to further discuss the budget. Members asked that a preliminary budget for FY 2007-08 be provided to them.

9 - Appointment of DDB Member

Chairman Allbritton asked Ms. Fogarty if Charles Lykes, the attorney who was the third runner up for votes at the 2007-2008 election, was interested in being appointed. Ms. Fogarty advised the board that she had contacted Mr. Lykes and confirmed that he was interested in being appointed to the board.

Member Goudreault advised that she had three candidates to be considered, Joyce White who works for High Point Realty; David Kerr, owner of High Point Realty and Robin Hodd, the manager of the Pangea Café.

Member Bosi moved to appoint Charles Lykes to the board. There was a second and the Chairman called for discussion. Member Nichols questioned if the board should consider someone else who is interested. Discussion ensued on the need to fill the position and that anyone appointed would need to run for re-election in October. The call for a vote resulted in one Nay by Bob Fernandez, motion passed 5:1.

10 - Sculpture 360 Selection Committee Report – Geri Aranjo

Member Aranjo advised the board that she was honored to be a part of the selection process and that it was tough to make a decision. Around 30 submittals were received and the committee reviewed all submittals from the National Call to Artists.

Members were shown images of the three sculptures that were selected. Member Aranjo advised that the selection process really involved the community and noted the economic impacts. The artists are being notified and agreements would be executed. The next meeting was a walk-through of the downtown to decide where each one is placed. The installations will be for one year and will be promoted in many ways.

Members questioned size and were advised that each of the three sculptures would fit in the median sites and the largest was approximately 14' in height.

11 - Program Updates & Main Street Report – Anne Fogarty

- a. **Revised DDB Relocation and Expansion Grant Program** – Ms. Fogarty advised members that the program documents are on the CRA, DDB and Downtown web pages.

Ms. Lopez advised the board that an application for this grant was submitted and was being evaluated by staff. Currently the application does not meet all of the requirements. Once all information has been received, a meeting of the Review Committee would be held. If at that time it is deemed to be a complete application to bring before the board for approval we may contact the board to hold a special meeting. She asked that board members be flexible with a meeting date to review at a special meeting.

Members agreed that there was a need to be flexible to bring in new businesses to the downtown.

- b. **Question Regarding DDB Role Welcoming New Businesses** – Ms. Fogarty advised that she currently assists businesses with their grand opening festivities and board members typically receive an e-mail message asking that they join in the event with the City Councilmembers. As more businesses move into the downtown we wondered if the board would you like to do more to welcome businesses and perhaps have a rotating schedule to visit new businesses one-on-one?

Members suggested 2 members attend. Ms. Fogarty stated that the meeting would have to be noticed due to Sunshine Laws. Ex-officio member Petersen suggested that Elise Winters, the board attorney be contacted to confirm this. Members asked Ms. Fogarty to put items together that could be brought to a new business owner.

Ms. Fogarty advised that the CRA sent out postcards to alert folks about the new Cleveland Street District and all that is going on. The postcards ask readers to sign up for the e-newsletter and we have received favorable feedback. She asked members to distribute postcards to people they know may be interested in downtown.

c. Main Street –

- i. Report on 3rd Annual Spring Pet Fair and Downtown Poetry Walk. Ms. Fogarty advised the board that the event was a success with approximately 300 people and their pets on the street. Councilmembers Doran and Cretekos assisted with judging the events. She noted that there were many creative attendees who dressed their pets in colorful outfits and participated in the look-alike contest and puppy races.
- ii. Ms. Fogarty stated that the Poetry Walk started with the reciting of a Proclamation from the Mayor presented to Main Street and Artists in Action International at the April 17, 2008 Council Meeting. The Downtown Poetry Walk on April 19, 2008 was a good successful event as well; everyone heard very creative poetry that pertained mostly to Cleveland Street. Photos from both events can be viewed at www.myclearwater.com/mainstreet.

Special thanks to Main Street Program Photographer David Ziff who volunteers his talents to document our events. The Main Street Promotion Committee met recently to discuss how to make these events bigger and better next year.

Ms. Fogarty announced that the next meeting for the Main Street Promotion Committee is scheduled for Tuesday, May 27 at 6 p.m. in the 2nd floor conference room at City Hall and that interested viewers should call 562-4044 for more information.

Ms. Fogarty stated that the Florida Main Street 2008 Summer Quarterly Meeting is scheduled for June 5 – 6 in New Port Richey. The featured speaker is Dave Ivan and his afternoon workshop is entitled “Creating Cool Downtown and Commercial Districts Through Community Entrepreneurship”. She noted the cost was \$50.00 and that members that would like to attend should contact her. Vice-Chairman Fernandez asked to attend.

12 – Final Comments

Member Nichols stated that it was nice to see things moving along.

Member Bosi advised that he and his family attended the pet fair and felt it was a great event with 300 people on Cleveland Street. He stopped in a few of the stores and received

positive comments. He wanted to put more people on the street with similar events. Member Bosi added that he was looking forward to the arrival of the sculptures in the medians.

Vice-Chairman Fernandez stated that he had begun the process of delivering the Downtown Parking Program information packets to the merchants. He advised that the merchants he spoke to were all happy to participate. The program allows the customers to bring their ticket to the merchants who would give them the stamps for up to two hours of free parking. He stated that he was amazed at what was happening downtown. The property owner who owns property between Garden and Watterson is doing a great job on fixing up the building.

Member Aranjo noticed a lot of activity and stated that the Sunscreen Film Festival would present a screening of a winning film from the spring festival. There would also be a cheese, wine, and olive oil tasting reception before the screening. The event would take place on Saturday, May 24, at Pangea Café.

Member Goudreault advised the board that she was trying to find a solution to help the Farmer's Market, and suggested moving it to Laura Street.

Ex-officio Councilmember Doran stated he had attended the Pet Fair and Councilmember Gibson attended with his dog. It was a fine morning with a lot of people and vendors and the event showed off the street. He noted that he had stopped in Annie Rose Deli and asked if things were better and was told that it was although they felt that some folks don't know they are there. He suggested that the DDB assist in a direct approach with the construction crews by providing dining guides and coupons. He added that the GotGov! Participants impressed him with their ideas of gondolas and cable cars in a downtown application. He added that it would be appropriate to do something like Clematis by Night does in West Palm Beach with a weekly/monthly event. The Main Street Promotion Committee can't do it all, but the Chamber or the Downtown Partnership may be part of a group of committees to do something that would be monthly to show there's something going on that people could come to.

Ex-officio Councilmember Petersen agreed that something monthly and consistent was needed. She thanked former DDB member Christina Keeling for her efforts and suggested a letter of thanks from the board. Councilmember Peterson noted that the youth summit had resulted in some great ideas. She added that she was excited about the unveiling of the sculptures and was impressed with the number of entries.

Chairman Allbritton also thanked Christina Keeling and welcomed Charles Lykes. He noted that he was glad to hear about the sculptures and advised everyone to keep watching downtown.

13 - Adjournment

Member Fernandez moved to adjourn the May 7, 2008 regular meeting of the Clearwater Downtown Development Board at 6:43 p.m. The motion was duly seconded and carried unanimously.

CLEARWATER DOWNTOWN DEVELOPMENT BOARD MEETING ACTION AGENDA
Wednesday, May 7, 2008 – 5:30 p.m.

05.07.08.01

Member Goudreault moved to approve the minutes of the April 2, 2008, meeting as submitted in written summation to each board member. The motion was duly seconded and carried unanimously.

05.07.08.02

Member Aranjó/Bosi moved to adopt the March 2008 Financial Statement for Filing. The motion was duly seconded and carried unanimously.

05.07.08.03

Member Goudreault moved to amend FY 2007/2008 Budget to increase the retained earnings by \$49,400, and add a line item for Directory signs in the amount of \$49,400 to match the expenditure. The motion was duly seconded and carried unanimously.

05.07.08.04

Member Bosi moved to appoint Charles Lykes to the board. There was a second and the Chairman called for discussion. Member Nichols questioned if the board should consider someone else who is interested. Discussion ensued on the need to fill the position and that anyone appointed would need to run for re-election in October. The call for a vote resulted in one Nay by Bob Fernandez, motion passed 5:1.