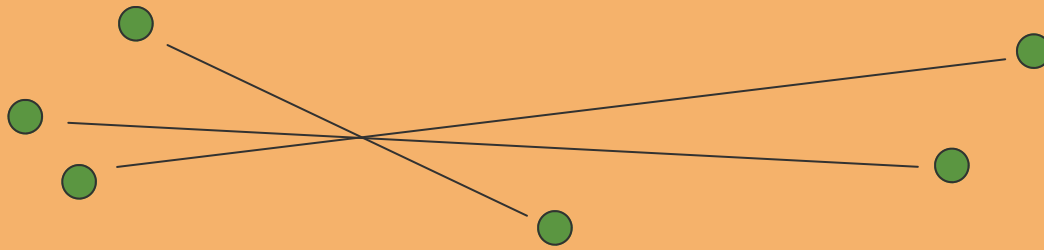


August 13, 2009



East Gateway District

Stakeholder Advisory Group

6:00 p.m. to 7:00 p.m.

City Hall, 2nd Floor Conference Room
112 S. Osceola Ave, Clearwater

Agenda

1. June 11 '09 Meeting Summary
2. New SAG Members (*Welcome!*)
3. Hispanic Community Engagement
4. Business Community Engagement
5. Project & Program Updates:
 - a. Sidewalk Projects
 - b. Downtown/Beach Gateway Feature
 - c. Façade Improvement Program
 - d. Business & Neighbors Association
6. Other Discussion

Adjourn (*Thank you!*)

Future Meetings:

Stakeholder Advisory Group:

- October 8, 2009, 6:00 pm
- December 10, 2009, 6:00 pm

Business & Neighbors Association:

- September 8, 2009, 6:30 pm*
- October 13, 2009, 6:30 pm*

* Greektown Grille, 1230 Cleveland St

~ MEETING SUMMARY ~

EAST GATEWAY STAKEHOLDER ADVISORY GROUP
June 11, 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
	Dr. Gilbert Jannelli	R. Smokey Townson
<i>SAG Alternates:</i>	Shelley Kuroghlian	E.R. "Betsy" Cruikshank
<i>City Staff:</i>	Tammy Vrana (Eco Dev & Housing)	
	Doreen Levy (Business)	Clark Seabloom (Resident)
<i>Others:</i>	Elvira Morgan (Resident & Business)	Mrs. Guidi (Business)

1. Downtown/Beach Gateway Feature

T. Vrana presented the city's conceptual design for the *Downtown/Beach Gateway* project. The project is part of an ongoing redevelopment effort in downtown, which includes three phases of Cleveland St (and Gulf to Bay Blvd) streetscaping. The gateway project is located at the intersection of Gulf to Bay Blvd, Court St and Highland Ave, and is the terminus of the third phase of the streetscape project. The gateway project design consists of both aesthetic and safety features. Aesthetic elements include street trees (oaks) and landscaping, decorative entryway signage, obelisk-shaped monuments, public art and colorized faux brick crosswalks. Safety elements include crosswalks at all five legs of the intersection and right turn lane modification with directional signage on westbound Gulf to Bay at Highland Ave. The estimated project cost is \$1 million to be funded with Penny for Pinellas dollars.

The SAG raised the following issues and suggested solutions:

- **Safety Issue #1:** Overhead directional signage and lane configuration at westbound Gulf to Bay Blvd approaching Highland Ave results in a high incidence of "last minute" lane changes, creating the potential for vehicular crashes.
 - **SAG Recommendation:** Add "Alternative Beach Route" to overhead directional signage to give indication the downtown route that the beach can be also reached via.
- **Safety Issue #2:** No clear sight of pedestrian crosswalk on Highland Ave from westbound Gulf to Bay Blvd.
 - **SAG Recommendation:** Add "Alternative Beach Route" to overhead directional signage to give indication that the downtown route also leads to the beach.

The SAG approved a motion to support construction of the Downtown/Beach Gateway project with the design solutions noted.

2. East Gateway “Vision”

T. Vrana described the East Gateway District in terms of its context as a mixed use district comprising 39 percent of the downtown area in a mid-sized city of 110,000. The district has low to medium urban development intensities. Major transportation corridors are characterized by underutilized and obsolete commercial buildings. Nonconforming properties are the rule rather than the exception.

Community input to date indicates a desire for widespread improvement to the district, including redevelopment of commercial and residential areas. The SAG was asked to if they were supportive of a community visioning exercise to determine preferences for the future “built” environment in East Gateway. T. Vrana directed everyone’s attention to handouts of artistic renderings of redevelopment scenarios in East Gateway. The renderings were created for use in a brownfields marketing brochure currently under production by Economic Development & Housing staff. Discussion ensued, revealing some preferences for future development in East Gateway:

- Mixed use development
- Business and residential development that supports a “24-hour” environment where people frequent (“eyes on the street”) and discourage vagrants and drug activity
- Wide sidewalks in business areas that facilitate urban activity and pedestrian movement
- Parking behind buildings and within structures
- Increased density/intensity that create incentive for private sector investment
- Relaxing “the rules” that are impediments to infill development and redevelopment
- Welcoming street level environment (not like Station Square Condominium)
- Street furniture
- Less stringent sign regulations

The SAG approved a motion to support a community visioning process for the East Gateway District.

3. SAG Vacancies

T. Vrana informed the group that SAG members Clyde Griffin (Lifework Yoga) and Shelly Graves (resident) had resigned from the SAG leaving two vacancies. SAG members were asked to nominate persons from the SAG Alternate list to fill the vacancies. A motion was made to invite Ms. Maryce Garber, an East Gateway resident and member of the East Gateway Business & Neighbors Association, to fill the “resident” vacancy. A motion was made to invite Ms. Elvira Morgan, an East Gateway resident and business owner and member of the Hispanic community, to fill the “business owner” vacancy. E. Morgan, who was present at the meeting, accepted the position. T. Vrana will notify M. Garber of the nomination.

4. Updates:

- Multicultural Event.*** T. Vrana informed the SAG of the outcome of “Sunday Ciclovía,” East Gateway’s spring multicultural event. While diverse population groups and visitors from outside the neighborhood and city attended the event, the event did not attract

enough people from East Gateway or overall to justify a second event. The event did not fulfill its primary objective of bringing the East Gateway community together in the planning and hosting of a neighborhood event but it has captured some attention from special interest groups (e.g., car-free streets and cycling advocates) across the nation and in other countries. Staff will continue to consult the community on ideas for future events.

- b. Sidewalk Projects.** There are six new sidewalk projects in various stages of community approval and design.
- c. Façade Improvement Program.** The city will begin accepting applications on June 20, 2009.
- d. Business & Neighbors Association.** J. Siskin said that the Police Dept was working with the BNA on establishing a Police Volunteer Program in the East Gateway (including specialized training and a patrol vehicle). Crime watch organizations were being assembled and a neighborhood walk is in the works. She said the number of recent reports written for the East Gateway was the highest in the city. The BNA is working on an approach to persuade the St. Vincent de Paul Soup Kitchen to change certain policies that could affect the center's impact on the neighborhood. A new director has instituted changes to the rules of conduct at the St. Petersburg soup kitchen. The BNA wants those rules extended to the soup kitchen in East Gateway.

5. Meeting Location

It was decided to hold future SAG meetings at City Hall. Thanks were extended to Dawn Dixon for graciously hosting SAG meetings at Achieva Credit Union over the past year.

6. Other Discussion

D. Jannelli asked about the number of "No Trespass" affidavits issued in the neighborhood. J. Siskin reported on the Police Department affidavit drive in 2008 and free "No Trespass" signs offered to East Gateway business owners.

The group discussed problems with absentee landlords and communication problems when code violations had been issued. D. Jannelli suggested that both the property owner and tenant be apprised of the violation.

S. Kuroghlian suggested that the city look into having a "Neighborhood Audit" done for the East Gateway District by Clearwater Neighborhood Housing Service. T. Vrana will report back to the group.

Next SAG Meeting: August 13, 2009, 6:00 pm at City Hall (2nd Floor Conference Room).

The meeting was adjourned at approximately 7:15 p.m.

Agenda Item 2: New Members: East Gateway Stakeholder Advisory Group

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

Action Program Directive:

Action Item E.4: “Develop an outreach and communications strategy to increase resident, business and organization involvement in the revitalization effort (to include regular community meetings).”

East Gateway Outreach & Communications Plan Objective: “Identify, inform and meaningfully involve people in all spheres and arenas of community life to reap broad participation in Action Program implementation.”

Background:

At the June 11, 2009 meeting, the SAG passed motions to invite Ms. Maryce Garber and Ms. Elvira Morgan to fill two SAG vacancies. Both parties have accepted.

- **Maryce Garber** is an East Gateway resident and she served previously as a SAG Alternate. She is an active member of the East Gateway Business & Neighbors Association (BNA) and participates in the BNA East Gateway District Mural District Sub-committee. M. Garber will serve on the SAG under the Resident category.
- **Elvira Morgan** is an East Gateway resident and owner of Master Learning Center, 1428-B Gulf to Bay Blvd in East Gateway. She is of Hispanic heritage and fluent in Spanish. E. Morgan will serve on the SAG under the Business Owner category.

Requested SAG Action:

Please extend a warm welcome to our new community partners.

Attachment:

Stakeholder Advisory Group Membership Roster (Revised: June 18, 2009).

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)

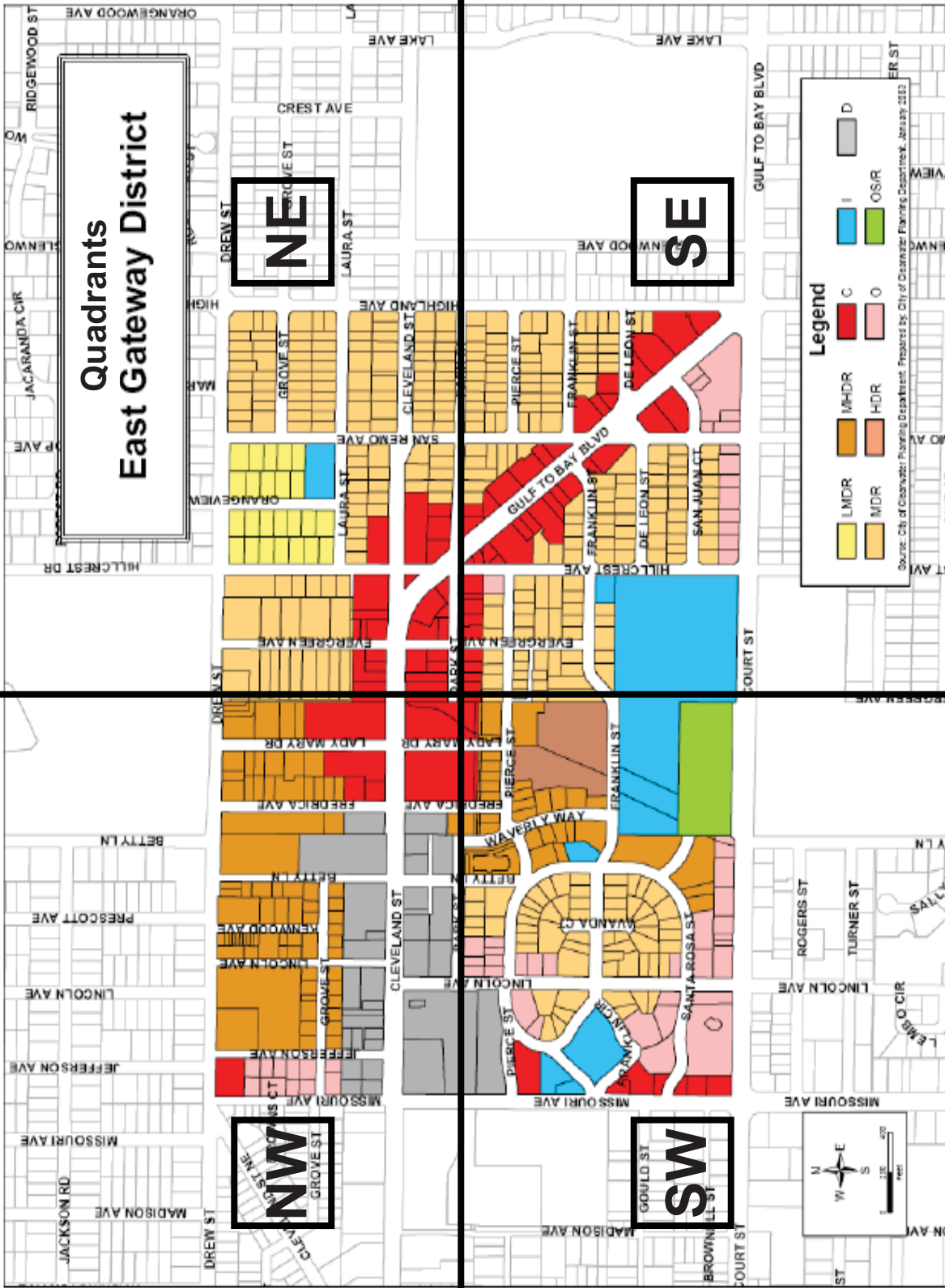
11. Duggan Cooley, resident of neighborhood to south
Also see Joanna Siskin, affiliated with Clearwater Neighborhoods Association

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



Agenda Item 3: Engaging East Gateway’s Hispanic Community

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

Action Program Directives:

Goal: “Engage residents, businesses and other neighborhood interests in the creation and implementation of the action program.”

Guiding Principle: ““It takes a village” – Create synergies through strategic partnerships.”

Background:

Public Involvement: Meaningful public involvement is critical to implementation of the *East Gateway District Five-Year Action Program*. The East Gateway District Outreach + Communications Plan outlines a process for meeting the plan’s objectives including:

- Identify, inform and meaningfully involve people in all spheres and arenas of community life to reap broad participation in Action Program implementation
- Increase awareness of stakeholder needs, concerns, values and preferences to inform the technical problem solving and decision making processes and increase certainty and predictability in East Gateway projects and programs

Neighborhood Demographics: The 2000 U.S. Census reported 2,972 persons residing in the census block groups known as the East Gateway District. At that time, the racial composition of East Gateway was predominately “White” (68%), “Some Other Race” (15%) and “Black or African American” (11%). Persons of “Hispanic or Latino” ethnicity comprised approximately 38 percent of the East Gateway population (up 33% from 1990).

In 2000, the citywide “Hispanic or Latino” population represented 9.0 percent of the total population (108,787). More recent estimates show that 14.1 percent of the city population (15,020 persons) is “Hispanic or Latino” (Source: 2005-2007 American Community Survey, US Census Bureau).

Issue: The views and opinions of Hispanic stakeholders are valuable and necessary to the East Gateway revitalization process; however, input from this community is not being adequately captured. Language barriers, cultural differences and immigration status are the range of likely factors that discourage Hispanic participation in East Gateway neighborhood organizations and city public hearings, workshops and meetings.

Requested SAG Action:

Brainstorming to identify ways to increase participation by the Hispanic community in resolving neighborhood issues and improving quality of life.

Attachments:

1. East Gateway District Outreach + Communications Plan Overview.



East Gateway District Public Involvement + Communications Plan

Plan Objectives

- Identify, inform and meaningfully involve people in all spheres and arenas of community life to reap broad participation in the Action Program.
- Increase awareness of stakeholder needs, concerns, values and preferences to inform the technical problem-solving and decision-making processes and increase certainty and predictability in initiatives.
- Stimulate interest and meaningful participation through effective public outreach techniques.
- Make information accessible to the public by using plain language and graphics, as well as bilingual communications, as appropriate.
- Hold productive public meetings by tailoring the meeting format to the public's information needs and quality of feedback desired.
- Respond to public input by publicizing status, proposals and decision-making.
- Develop citizen representatives and citizen planners to build leadership and civic capacity.
- Develop communications that reinforce a positive identity and image of East Gateway.
- Build synergistic community partnerships to advance neighborhood initiatives.
- Use resources efficiently while achieving plan objectives.
- Periodically evaluate the effectiveness of the plan and refine, as indicated.

Outreach Strategy

The foundation of the outreach strategy is the *information and feedback loop*. This concept acknowledges the ongoing need for education and awareness to facilitate meaningful public participation in the East Gateway District Five-Year Action Program.

Community Meetings

The backbone of public involvement, public meetings give people first-hand opportunities to learn about and provide input on neighborhood issues.

- Community-wide meetings
- Stakeholder Advisory Group meetings
- Hispanic leadership & focus group meetings
- Public hearings
- Workshops/charrettes

Community Events

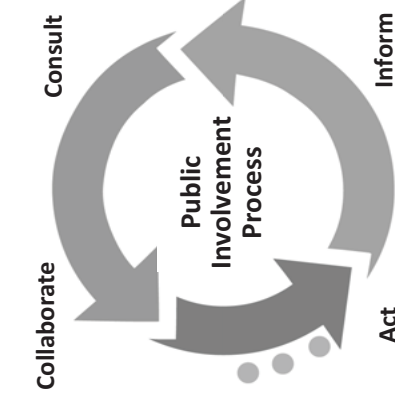
Community events are non-traditional meeting places that can be used to capture the attention of a larger, more representative group.

- Festivals
- Concerts / art exhibits
- Topic fairs (e.g., health fairs)
- Sports / recreation
- Picnics / block parties
- Seminars

Community Partnerships

Synergistic, community-serving partnerships can help overcome challenging issues and achieve the community's vision.

- Establish a presence in the community through dialoguing with organizations and individuals.
- Build face-to-face social networks by meet with neighborhood, faith-based and educational organizations.
- Build networks by bringing together potential partners to accomplish a specific task or project.
- Invite people to be involved in the revitalization process (e.g., event volunteers, supporting local businesses).
- Mediate to bridge the divide between individuals or groups with diverse opinions on issues or solutions.



Because change is inherent to the community revitalization process, meaningful public involvement is critical to the successful implementation of the East Gateway District Five-Year Action Program.

Communications Strategy

Effective public communications require that information is easy to understand, readily available and timely.

Targeting the Audience

The first step in the communication strategy is to identify the target audience by asking the following questions:

- Who is the action intended to benefit?
- What are the potential negative affects and who will feel them?
- Who will be responsible for implementing/maintaining the changes introduced?
- Whose cooperation or influence is necessary for the action to be carried out?
- Who has special knowledge or experience concerning the action?
- Who will support or oppose the changes the action will bring?

Public Input Strategy

Public input on Action Program projects and initiatives may come in the form of questions, challenges, suggestions for alternative approaches or support.

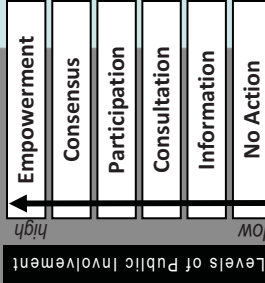
Opportunities for Input

Public input will be accepted at all East Gateway public outreach events and during any business day by the East Gateway Task Force.

Setting Goals

Developing a clear idea of the desired result of the communications effort can help make efficient use of time and resources. Communications goals may include:

- Educating the public
- Raising awareness
- Increasing participation
- Attracting volunteers
- Drawing people to an event
- Influencing thinking
- Increasing visibility



Getting the Word Out

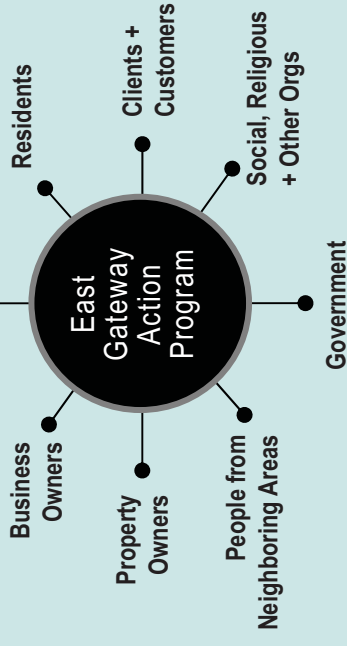
Consider using one or more information “vehicles” for communicating with stakeholders.

- Media releases (English & Spanish media)
- Web page
- Door hangers
- Newsletters & brochures
- Flyers & “rave” cards
- Phone tree & e-mail
- Static displays
- Community bulletin boards
- Speakers bureau

Process for Using Input

- Public input is forwarded to the Action Program manager.
- The manager compiles a summary of public input by topic and consults the Task Force, City administration and City Council/CRA, as appropriate.
- Public input informs the decision-making process.

Stakeholders



Plan Monitoring + Evaluation

Monitoring and evaluation of the *Public Involvement + Communications Plan* involves answering these questions:

- Are all stakeholder groups represented in public involvement opportunities?
- Are key constituencies being reached?
- Are communication tools effective in achieving public awareness?

Plan Implementation

Implementation of the *Public Involvement + Communications Plan* is carried out by the East Gateway Task Force. The Task Force will ensure that the public is adequately informed and meaningfully involved at appropriate intervals during the implementation of the East Gateway District Five-Year Action Program.

Agenda Item 4: Engaging East Gateway's Business Community

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

Action Program Directives:

Goals:

"Engage residents, businesses and other neighborhood interests in the creation and implementation of the action program"

"Achieve neighborhood stability by addressing the social, economic and physical issues that plague the area"

"Establish a unique and positive identity that instills neighborhood pride and sense of ownership"

"Revitalize the neighborhood to attract reinvestment in private property"

Guiding Principle: "It takes a village" – Create synergies through strategic partnerships."

Background:

The East Gateway District is a "mixed use" neighborhood comprised of residences, businesses and institutions. According to city Business Tax Receipt records, over 200 small businesses representing a range of business types are located in the district.

Creating a business environment that is conducive to achieving East Gateway's goals is a focus of the *Five-Year Action Program*. Currently, the city conducts business visits in an effort to maintain a pulse on business activity and to offer timely advocacy and other assistance. However, the large number of businesses and limited staff resources affects the ability to conduct regular (and timely) visits.

The SAG has provided an excellent opportunity for the city to maintain contact with a small but representative group of East Gateway businesses. Also, the city participates in meetings of the East Gateway Business & Neighbors Association (BNA), which attracts a mixed membership of residents and businesses. However, attendance at BNA meetings by businesses has declined over the past year resulting in less "face time" with city officials and staff.

There are many reasons why businesses are integral to East Gateway's path to success and should be invited to play a prominent role in the implementation of the Five-Year Action Program. One reason is the significant contribution business makes to the local tax base which gives this sector of the community a strong voice in community matters. Also, there is value in the expert advice business people can offer relative to business issues.

The Five-Year Action Program has several activities that would benefit from business community input, including:

- Identify opportunities and constraints to redevelopment and ways to resolve
- Conduct a district-wide parking study to identify parking needs and ways to meet needs
- Explore CRA low-interest business loan program and/or partnerships with banks to facilitate business loans
- Identify locations for catalytic, mixed-use redevelopment
- Develop a marketable image for the neighborhood

- Conduct a market analysis that identifies a viable business mix and a strategy for business recruitment
- Identify public/private partnership opportunities to attract arts/culture
- Facilitate diversification of the customer base of Hispanic and non-Hispanic businesses

Requested SAG Action:

Brainstorming to identify ways to increase participation by the business community in resolving neighborhood issues and improving quality of life.

Attachments:

East Gateway Business Types.

East Gateway District Business Types

- ABSTRACT OR TITLE COMPANY
- ACCOUNTANT
- ADMINISTRATIVE OFFICE
- ADVERTISING/MARKETING AGENCY
- AGENT OR AGENCY: PROPERTY MANAGEMENT OR LEASING
- ARCHITECT
- ARTIST
- ATTORNEY
- AUTOMOTIVE GARAGE: GENERAL REPAIRS OR REPLACEMENTS
- AUTOMOTIVE: RENTAL, AUTOS, ETC.
- AUTOMOTIVE: SERVICE STATION
- BAKERY GOODS, RETAIL
- BEAUTY SALON, BARBER SHOP, NAIL SALON, TANNING SALON
- BOOKKEEPING SERVICE
- BROKER: MERCHANDISE
- BROKER: MORTGAGE
- BROKER: REAL ESTATE
- BROKER:INDIV.;STOCKS/BONDS
- CHIROPRACTOR
- COIN AND/OR STAMP DEALER
- CONSULTANT, NOC
- CONTRACTOR: CARPENTRY
- CONTRACTOR: CLASS "A" GENERAL
- CONTRACTOR: CLASS "B" BUILDING
- CONTRACTOR: ELECTRICAL
- CONTRACTOR: FLOOR COVERING, LAYING CARPET/VINYL
- CONTRACTOR: INSTALLATION, NOC
- CONTRACTOR: JANITORIAL SERVICE
- CONTRACTOR: PLUMBING
- CONTRACTOR: PRESSURE CLEANING
- CONTRACTOR: SOLAR
- COUNSELOR/SOCIAL WORKER
- COURT REPORTER
- DATA PROCESSING
- DENTIST
- DRAFTSMAN
- DRIVE-THROUGH, TAKE-OUT, DELIVERY
- EMPLOYMENT, DAY LABOR
- EMPLOYMENT, GENERAL AGENCY
- ENGINEER
- EQUIPMENT RENTAL, SMALL TOOLS/EQUIPMENT, APPLIANCES
- FURNITURE REFINISH/REUPHOLSTERY
- GAME/MACHINE/RIDE
- INSURANCE AGENCY
- INSURANCE: AGENT, INDEPENDENT
- LABORATORY
- LAWN, YARD AND GARDEN CARE
- MAIL ORDER: INTERNET SALES BUSINESS
- MANUFACTURING, FABRICATING, PROCESSING, COMPOUNDING
- MANUFACTURING, FABRICATING, PROCESSING, COMPOUNDING
- MASSAGE ESTABLISHMENT
- MASSAGE THERAPIST
- MERCHANT OR MERCHANDISING
- PHYSICIAN
- PRINTING, ENGRAVING, BLUEPRINTING
- PROFESSIONAL, NOC
- REPAIR & SERVICE, NOC
- RESTAURANT
- SALE OF ONLY USED MOTOR VEHICLES
- SCHOOLS-HEALTH CLUB
- SCHOOLS-TRADE, STUDIO & INSTRUCTION
- SELF SERVICE OR HAND LAUNDRY
- SEWING (DRESSMAKER, TAILOR)
- SNACK BAR, SODA FOUNTAIN
- TATTOO PARLOR
- TELEPHONE BUSINESS, PRIVATE
- TRAILER; CARGO, RENTAL
- TRANSPORTATION SERVICES
- TRAVEL AGENT
- UNCLASSIFIED
- USED MERCHANDISE, ANTIQUES
- VENDING MACHINES: DEALER
- VENDING MACHINES: OPERATOR