

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

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

Absent:

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	Board Administrator/Main Street Coordinator

The Chair called the meeting to order at 5:30 at City Hall.

2 – Citizen Comments – Items Not on the Agenda

There were no citizen comments.

3 – Approve the Minutes of the February 6, 2008 Regular Meeting.

**Member Goudreault moved to approve the minutes of the February 6, 2008, meeting as submitted in written summation to each board member. The motion was duly seconded and carried unanimously.**

4 - Adopt the January 2008 Financial Statement for Filing.

**Member Nichols moved to adopt the January 2008 Financial Statement for Filing. The motion was duly seconded and carried unanimously.**

5 – Milestone Award – A Price Cabinet representative was not able to be present and requested that we reschedule the presentation of the award until the May 7 meeting,

6 – Chairman's Report

Chairman Allbritton recognized former DDB member Walt Powell, who recently passed away and asked Vice-Chairman Fernandez to say a few words. Vice Chairman Fernandez commented that all who worked with Walt had fond memories of him and he sent condolences to the Powell family.

Chairman Allbritton discussed the Revolving Art Exhibition that would be installed in the three median locations on Cleveland Street. The Board approved the funding in their budget and a presentation was recently provided to the CRA. The Call to Artists would go out in the near future and the board looked forward to the installation of this exhibition.

He noted that the recent Seafood & Blues Festival was a great success and included great entertainment that could be a three-day event next year.

#### 7 – Introduction of the Downtown Manager

Geri Lopez introduced Courtney Orr, the new Downtown Manager to the board and advised the board of her recent experience and education. Ms. Lopez noted that Ms. Orr would be working closely with the retail consultant chosen by the CRA and on the Façade Improvement Program, the Main Street Program in conjunction with Anne Fogarty and with the DDB.

Ms. Orr advised the board that she was very happy to be working with the CRA and was looking forward to meeting with each member.

#### 8 – Retail Recruitment RFP Status

Ms. Orr noted that the RFP proposal deadline had passed and that seven proposals were received. The selection committee met and selected the top three firms. Interviews were scheduled for March 6 and the selected firm will be recommended to the CRA at the March 17, 2008 meeting.

Members asked when the consultant would start. Staff replied that they anticipated the chosen consultant would begin their contract in May.

#### 9 – Cleveland Street District Logo Guidelines

Ms. Orr advised the board that the CRA approved the District's Logo Guidelines at their 2/19 meeting. The guidelines discussed the colors, size, fonts and the variations on how the logo could be used. Currently under development was the form that a business or organization should submit to request the use of the logo.

#### 10 – DDB Relocation and Expansion Grant Program

Chairman Allbritton advised the board that DDB funded Relocation and Expansion Grant Program was due to be reviewed as it had not been updated since 2006. Some items to consider revising were the type of businesses eligible for the grant, amount of free rent and lease length provided by landlords.

A member experienced in leases advised that one or two months would be more appropriate as three months was difficult to do.

The definition of the word expansion was discussed. The document currently stated that an applicant must increase the physical square footage of an existing or proposed location or business and/or create new part-time or full-time positions of employment.

A member asked if the Restaurant incentive and the Relocation and Expansion grant both could be awarded to the same recipient.

Ms. Lopez advised the board the restaurant guidelines had not been developed and that she recommended that the board consider where the funds would be best spent. She further stated that staff would make recommendations to the Relocation and Expansion grant for the board's review.

Chairman Allbritton requested that members review the document carefully for discussion at the next meeting.

## 11 – Project Updates

Geri Campos Lopez advised the board about the following projects.

Cleveland Street and Prospect Lake Developer – Miles Development Partner: The CRA adopted the Development Agreement at their last meeting. They would bring up to 249 rental units and 16,000 square feet of retail/restaurant space to the site. Miles would be preparing their drawings for submittal to the Community Development Board in August/September 2008 and would need to begin work within one and a half years per the agreement with the CRA.

Harborview Center Call For Ideas: The CRA approved a document entitled Call for Ideas that would be discussed with developers experienced in redevelopment. The CRA authorized staff to extend the leases at the Harborview Center for SteinMart and Pickles Plus Too.

Developers will look at the document and provide their thoughts to city staff. The CRA would hold focus groups with residents of the community and next release a Request for Proposals. The earliest this would occur was March 2010, the next scheduled election.

## 12 – Program Updates

Anne Fogarty advised the board on the following programs.

Cleveland Street District Banners: Ms. Fogarty stated that six banner and bracket quotes were received. Staff members from the CRA, Economic Development & Housing, and Public Communications weighed in on design specifications, type of material and screening process and inspected sample banners. Extensive follow-up was done and reference calls made to other cities and Main Street Communities on the top two banner companies selected. Progress Energy was contacted for approval of brackets to be installed on their decorative light poles. The preferred banner vendor would provide the banners three weeks from approval of the color mock up.

DDB Website – The webmaster was provided the changes and board members would be sent a link to view the site by the next meeting.

## 13 – Main Street Report

Ms. Fogarty advised that the Main Street Promotion Committee Meeting would be held on Thursday, March 20 at City Hall at 6:00 p.m. and on Thursday, April 3 at 6:00 p.m. at City Hall in the Second Floor conference room.

Clearwater Main Street would hold their 3rd Annual Spring Pet Fair on Saturday, April 12 from 10 – 3. The event would be held on Cleveland Street from East to Ft. Harrison Avenues. She noted the need for volunteers and provided her phone number for viewers to call. The event includes a pet parade with prizes for best-dressed pet and pet/owner look-alike, a pet training demonstration, pet tricks and puppy races. The Pinellas County Animobile, rescue groups and vendors that offer unique items for pets and people would be present. Food and entertainment would be provided.

Downtown Clearwater Poetry Walk: On Saturday, April 19 from 1 - 5 p.m. in celebration of National Poetry Month, Clearwater Main Street and Artists in Action International will hold a poetry walk on Cleveland Street. Poets will recite their poems in businesses and on the street. The walk starts at the Jim Warren Art Studio, 639 Cleveland Street with youth and teen poetry in Gaslight Alley from 10 - 2.

CSDVRS Open House, Food & Fun for the Family on Saturday, March 8 from 12 – 3, please stop in to see downtown's new office tenant.

A member asked if we were keeping track of the available office space and noted that the Social Security had left the Bank of America building. Staff noted that the available office space was tracks and information about it was on the web and sent to Pinellas County Economic Development and the Tampa Bay Partnership. The board was asked to spread the word that office space was readily available downtown.

### New Businesses:

Bella Pucci Grooming Salon and Boutique located at 807 Street between Myrtle & Prospect Avenues provided grooming services and had items for dogs, cats and horses too. Members noted that they were very excited about being in the downtown.

## 14 – Final Comments

**Ex-officio Council Member Doran** noted that he was glad to be here.

**Member Aranjó** noted that Pangea International Café would be opening tomorrow. She advised that more businesses were looking at being located downtown.

**Member Goudreault** stated that she was working on bringing new restaurants to the downtown and that the news of these tenants was not yet official. She noted that three to four more businesses were also being marketed to.

**Member Nichols** stated that he couldn't wait to go to the Pet Fair with his three sons.

**Member Bosi** advised that he was happy to be back.

**Vice-Chairman Fernandez** was glad to report that his surgery went well and thanked those who called and sent cards.

**Chairman Allbritton** stated that at this time when the economy was tight, Clearwater is getting better and better and he was looking forward to seeing the planning come to fruition.

**Members welcomed Courtney Orr and advised that they were happy she would be working with them and would have their support.**

15 – Adjourn

**Member Goudreault moved to adjourn the March 5, 2008 Regular Meeting of the Clearwater Downtown Development Board at 6:13 p.m. The motion was duly seconded and carried unanimously.**

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

03.05.08.01

**Member Goudreault moved to moved to approve the minutes of the February 6, 2008, meeting as submitted in written summation to each board member. The motion was duly seconded and carried unanimously.**

03.05.08.02

**Member Nichols moved to adopt the January 2008 Financial Statement for Filing. The motion was duly seconded and carried unanimously.**