

CLEARWATER DOWNTOWN DEVELOPMENT BOARD
January 3, 2007 – 5:30 PM
Council Chambers – Third Floor – City Hall
112 South Osceola Avenue, Clearwater, Florida

Members Present:	David Allbritton	Chairman
	Bob Fernandez	Vice-Chairman
	Dennis Bosi	Treasurer
	Beth Coleman	Member
	Geri Aranjó	Member
	Dean Nichols	Member

Also Present:	John Doran	Councilmember
	Geraldine Campos	Director, ED & Housing
	Anne Fogarty	Main Street Coordinator
	Linda Byars	Board Administrator

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

To provide continuity for research, items are in agenda order although not necessarily discussed in that order.

ITEM #2 – Citizen Comments – Items Not on the Agenda

No citizen comments were brought forward at this meeting.

ITEM #3 – Approve the Minutes from the December 6, 2006 Regular Monthly Meeting

Member Coleman moved to approve the minutes from the December 6, 2006 regular monthly meeting, Treasurer Bosi seconded and the motion carried unanimously.

ITEM # 4 – Adopt the November 2006 Financial Statement for Filing

Vice Chairman Fernandez moved to adopt the November 2006 financial statement for filing, Member Coleman seconded and the motion carried unanimously.

ITEM # 5 – Milestone Award – Bob Lee's Garage

On behalf of Bob Lee's Garage, Dennis Bosi accepted the Milestone Award presented in appreciation for investing and doing business in downtown Clearwater for 52 years.

Mr. Bosi also accepted a *Certificate of Appreciation* awarded to Bob Lee, founder of Bob Lee's Garage, who was not in attendance at the meeting.

ITEM # 6– Election of Officers

Member Goudreault nominated David Allbritton to serve as Chairman of the Clearwater Downtown Development Board; with no further nominations from the Board, Treasurer Bosi seconded the nomination. Incumbent Allbritton will serve his second term as Chairman of the Board during fiscal year 2006/07.

Treasurer Bosi nominated Bob Fernandez to serve as Vice-Chairman of the Clearwater Downtown Development Board; with no further nominations from the Board, Member Goudreault seconded the nomination. Incumbent Fernandez will serve his second term as Chairman of the Board during fiscal year 2006/07.

Vice Chairman Fernandez nominated Dennis Bosi to serve as Treasurer of the Clearwater Downtown Development Board; with no further nominations from the board, Member Goudreault seconded the nomination. Incumbent Bosi will serve his second term as Chairman of the Board during fiscal year 2006/07.

ITEM #8 – Banners and Sandwich Board Signs- Geraldine Campos

Geraldine Campos was pleased to report that the “Open 4 Business” banners are up on Cleveland Street as well as the vertical banners listing the names of each business located on Cleveland Street between Myrtle Avenue and Osceola Avenue. Vertical banners are located on Ft. Harrison Avenue and Myrtle Avenue’s at Cleveland Street. Sandwich board signs are on order for each corner and should be in place in approximately two weeks.

Vice-Chairman Fernandez noted that some of have mentioned the lettering to be too small and eligible.

Ms. Campos agreed that the font might be more difficult to read by those passing by in automobiles. However, the banners are more readable by pedestrians. The sandwich board signs will contain the same font size as the “free parking” signs, which is a larger font than in the banners. And, the board signs will list only those businesses within a specific block. The banners were not large enough to accommodate a larger font because of the number of businesses listed.

ITEM #9 – Buy One Get One Free Coupon Campaign – Anne Fogarty

Anne Fogarty advised that Public Communications and Economic Development, working together to develop a communication plan for downtown, had suggested an ad in the C-news section of the Clearwater Times in which a coupon could be placed to encourage city residents as well as city and country workers to frequent the downtown restaurants. The “buy-one-get-one-free” coupon would be published once a month at a cost of approximately \$230.00. A second option to distribute the coupons in county facilities would be difficult because of restrictions on solicitation. Last year coupons were distributed in the four downtown office buildings. The campaign proved to be successful with approximately 200 coupons redeemed at a cost of \$1,159.00.

Ms. Campos explained that no scheduled Main Street events are planned in downtown before the Spring Pet Fair. With the completion of the first block of Cleveland Street, some consideration has been given to a grand opening celebration. This time would be a good opportunity to introduce the coupons. The question is whether the Board desires to distribute

the coupons to downtown workers or to city residents and workers through the C-News ad in the Clearwater Times.

Member Goudreault was inclined to think that distributing the coupons to downtown workers in the office buildings would be more appropriate given they would be more likely to frequent the restaurants on more than one occasion.

Vice Chairman Fernandez stated that he would like to have as many people as possible to come to downtown rather than target the same group over and over. He would like to see the invitation expand beyond downtown. The Clearwater Times is distributed to 17,000 subscribers citywide. Those that frequent the restaurants may visit other businesses in the area, not only the restaurants.

Chairman Allbritton agreed that the coupons should reach as many people as possible to be most effective.

Treasurer Bosi recommended that something should be done once a month. Not necessarily meal coupons but campaigns that would get folks out of the buildings.

Conversation ensued regarding the cost of reimbursement outside of advertising; that the coupons could not be “opened ended”, the \$6.00 coupon limit and the process of putting the campaign together.

Ms. Campos asked for volunteers to help with the campaign, which is labor intensive, and takes “man power” to distribute the coupons.

Discussion ensued regarding coupon expiration dates and ad dates. The ad in the Clearwater Times is published on the 2nd and 4th Thursday of the month. The first ad would appear on January 25th ad and again on February 8th with a coupon expiration date two weeks later when the next ad would appear. This schedule would bring the campaign through St. Valentines Day.

Member Goudreault moved to support downtown restaurants with a “buy-one-get-one-free” lunch or dinner coupon campaign by placing an ad in the C-News ad page published in the Clearwater Times edition of the St. Petersburg Times on the 2nd and 4th Thursday of the month, which ad will not exceed \$230 per ad or \$460 per month and to reimburse the restaurants for each coupon not exceeding \$6.00 per coupon for a total reimbursement of \$5,000 over the life of the campaign. Coupons may also be distributed to city and county employees within the downtown core. Vice Chairman Fernandez seconded and the motion carried unanimously.

ITEM #10 – Food Service Incentives – David Allbritton

As previously discussed, the Board continued conversation regarding the possibility of offering incentives to restaurants affected by streetscape construction of Cleveland Street. One consideration given was to allow for reimbursement of costs incurred in establishing a “food booth” at events taking place in Coachman Park, including the Sea Blues Festival scheduled for February 24th and 25th.

Chairman Allbritton advised that he and the City have been discussing options to provide assistance. The city has offered to work with the downtown restaurants pertaining to upcoming festivals and events in Coachman Park. At some events food vendors are permitted according to their compatibility with the event. An example would be the Hispanic Heritage Festival, which is an appropriate event for Hispanic or Mexican food vendors.

Conversation ensued regarding the upcoming Sea Blues Festival and city's willingness to work with restaurant owners who may wish to participate. Opinion is that a Mexican or Oriental food booth may not be appropriate at a seafood festival, etc. Also, events can only accommodate a specific number of vendors because space may not be available. Each vendor is permitted through the Parks and Recreation Department.

Chairman Allbritton stated that he would like to see the DDB do as much as possible to assist businesses and participate in any way it could to help. He appealed to the Board to explore available options including a "food vendor reimbursement program".

Treasurer Bosi moved to investigate to possibility of offering a reimbursement incentive to downtown restaurant operators who decide to maintain a food vendor booth at Coachman Park events; Member Coleman seconded and motion carried five to one; Vice Chairman Fernandez opposed.

Item #11 – Main Street Report

Anne Fogarty reported that the Main Street committees are continuing to market the business identification sign program. She was happy that six of the eight signs have been installed at the rear entrances between Osceola and Ft. Harrison in the 500 block of Cleveland Street. She expressed the thanks of the businesses to the DDB for their support.

Anne announced that the next Main Street Joint Venture meeting is scheduled for January 24th at City Hall; the Economic Development Committee of Main Street is to meet on the 26th at 9:00 a.m. at City Hall and the Promotion's Committee on the 20th at 5:30 p.m. January 17th marks the day for fun and soup at the Farmer's Market and the Sea Blues Festival will take place at Coachman Park on February 24th and 25th.

ITEM #12 – Final Comments

Councilmember John Doran suggested having the "Buy-One-Get-One-Free" coupons available at the Sea Blues Festival and passed out at the DDB booth. He also asked if Public Communications could film the alternate entrance signs. He encouraged the city to take advantage of its own media vehicle. He thanked staff for providing for the banners on Cleveland Street.

Member Coleman wished everyone a happy new year and looks forward to a bigger and better 2007. She was encouraged to see the banners in place and how many businesses are listed. "A positive thing", she said.

Member Aranja stated that the banners at Cleveland and Myrtle are very well done. "They catch your eye; something you couldn't miss", she said. She would like to see the coupon

campaign expanded and consideration given to increase the amount from \$6.00, which may limit some places.

Member Coleman added that she was excited to see the streetscape when finished. She is equally excited about the proposed boat slips on the downtown waterfront and reminded everyone that a very important community meeting has been scheduled on January 17th at 6:00 p.m. at the Main Library to inform the public of issues.

Member Goudreault emphasized the importance of the boat slips that will bring activity and people into the downtown. She pleaded that the public look at the boat slips as a “positive” and encouraged the public to attend the meetings to find out “first hand” the right facts.

Treasurer Bosi thanked the Board for recognizing Bob Lee’s Garage for 52 years of service to the downtown. He, too, recognizes the importance of the boat slips and is looking forward to the coming year.

Vice Chariman Fernandez congratulated the re-elected slate. He is looking forward to the day when events will take place when the streetscape, which is taking shape with significant changes, is completed. The streetscape is a “step in the right direction”; he would like to see the Board become more involved with the businesses.

Chairman Allbritton is anticipating the completion of the streetscape project. “It will be very beautiful when done and everyone should support the boat slips for a healthy downtown”, he said. He requested that the board members get out a little more and talk to the merchants and be involved in more activities.

ITEM #13 – Adjournment

Vice Chairman Fernandez moved to adjourn the January 3, 2007 regular meeting of the Downtown Development Boar at 6:22 p.m.; Member Coleman seconded and the motion carried unanimously.

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Members Present:

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Dennis Bosi	Treasurer
Beth Coleman	Member
Geri Aranjo	Member
Dean Nichols	Member

Also Present:

John Doran
Geraldine Campos
Anne Fogarty
Linda Byars

Councilmember
Director, ED & Housing
Main Street Coordinator
Board Administrator

SUMMARY OF MOTIONS:

01.03.07.01

Member Coleman moved to approve the minutes from the December 6, 2006 regular monthly meeting, Treasurer Bosi seconded and the motion carried unanimously.

01.03.07.02

Vice Chairman Fernandez moved to adopt the November 2006 financial statement for filing, Member Coleman seconded and the motion carried unanimously.

01.03.07.03

Member Goudreault nominated David Allbritton to serve as Chairman of the Clearwater Downtown Development Board; with no further nominations from the Board, Treasurer Bosi seconded the nomination. Incumbent Allbritton will serve his second term as Chairman of the Board during fiscal year 2006/07.

01.03.07.04

Treasurer Bosi nominated Bob Fernandez to serve as Vice-Chairman of the Clearwater Downtown Development Board; with no further nominations from the Board, Member Goudreault seconded the nomination. Incumbent Fernandez will serve his second term as Chairman of the Board during fiscal year 2006/07.

01.03.06.05

Member Goudreault moved to support downtown restaurants with a “buy-one-get-one-free” lunch or dinner coupon campaign by placing an ad in the C-News ad page published in the Clearwater Times edition of the St. Petersburg Times on the 2nd and 4th Thursday of the month, which ad will not exceed \$230 per ad or \$460 per month and to reimburse the restaurants for each coupon not exceeding \$6.00 per coupon for a total reimbursement of \$5,000 over the life of the campaign. Coupons may also be distributed to city and county employees within the downtown core. Vice Chairman Fernandez seconded and the motion carried unanimously.

01.03.07.06

Treasurer Bosi moved to investigate to possibility of offering a reimbursement incentive to downtown restaurant operators who decide to maintain a food vendor booth at Coachman Park events; Member Coleman seconded and motion carried five to one; Vice Chairman Fernandez opposed.

01.03.07.07

Vice Chairman Fernandez moved to adjourn the January 3, 2007 regular meeting of the Downtown Development Board at 6:22 p.m.; Member Coleman seconded and the motion carried unanimously.