

**CLEARWATER DOWNTOWN DEVELOPMENT BOARD**  
**March 1, 2006 – 5:30 PM**  
**Regular Monthly Meeting**

<b>Members Present:</b>	David Allbritton	Chairman
	Bob Fernandez	Vice Chairman
	Bob Clifford	Treasurer
	Geri Arango	Member
	Dennis Bosi	Member
	Elizabeth Coleman	Member
	Josee Goudreault	Member

<b>Also Present:</b>	Carlen Petersen	Councilmember
	Geraldine Campos	Director, ED & Housing
	Dough Matthews	Director, Public Communication
	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 #1 - Request for Qualifications – Downtown Marketing Plan – Selection Committee Recommendation**

**Chairman Allbritton** stated that the selection committee received three responses to the RFQ, two of which were presented to the committee on February 24<sup>th</sup>.

Three responses received: Postcard Mania Marketing Group, DEM Communications, Inc. and Community Marketing Associates.

**Mr. Matthews** stated that the consensus of the committee was that both respondents “missed the mark” in distinctively different ways. The committee agreed that both went somewhat overboard. The expectation was that those responding would focus on the 12 to 18 months period that Cleveland Street would be under construction during the Streetscape Project. However, the scope of work verbiage in the RFQ may have lead one to believe differently. The selection committee is recommending that the request be refined with a more targeted approach.

**Ms. Fogarty** suggested that a Request for Proposal be sent to those involved and listed with the State and National Main Street Program.

**Mr. Smiley** added that the Florida Institute of Government may provide a good opportunity for qualified responses.

**Ms. Campos** acknowledged that the purpose of the request was to formulate a plan to immediately assist the businesses on Cleveland Street in anticipation of the pending construction. Currently the Main Street Program and Economic Development is moving forward with the merchant events program and consideration for a co-op advertising campaign, which has been budgeted this year and is one of the “little pieces” that may help corral and guide us through the next two years. Understanding that the desire of the DDB is act as a liaison to help business during construction and to provide the most affective marketing possible it is important that we receive more tailored response.

**Mr. Matthews** agreed that he had anticipated more responses from the RFQ. However, it is important that “we get what we asked for”.

**Chairman Allbritton** believes that we were “over sold”. Our immediate focus is to help the merchants. A more focused holistic approach to marketing may be something we can explore as downtown develops a clear identity. We can then look at the bigger picture, which may include participation from the city, the chamber and the Downtown Partnership. He asked what the timeframe would be in publishing and releasing a revised Request for Proposal.

**Mr. Matthews** answered that staff could review and rewrite the request in approximately three weeks. March 24<sup>th</sup> the selection committee could meet and review the responses and determine the best fit. Committee recommendation could be before the DDB at their regular monthly meeting in April.

**Ms. Campos** reported that the Cleveland Streetscape Project bid opening is scheduled for March 15, 2006 and is anticipated to go before council at the April 6<sup>th</sup> meeting.

**Member Goudreault** questioned the construction start date.

**Ms. Campos** answered that construction should commence by May first. Of course, a lot of “pre-work” is required to identify the location of utilities, etc.

**Councilmember Petersen** commented that there are always surprises.

**Ms. Campos** has concern for the businesses. The priority is to maintain accessibility to the storefronts on Cleveland Street.

Conversation ensued regarding the upcoming communication plan, which will go to the council March 15<sup>th</sup>, the website reports that reflect an increase in “hits”, efforts the city has made to eliminate the “didn’t know” factor and the active public interest in what is happening in Clearwater.

With no further comment regarding the Request for Qualifications, **Chairman Allbritton** called for a decision.

***Member Coleman moved to revise and reissue the Request for Proposal for a marketing plan to assist the downtown businesses through the 12-18 months of construction during the proposed Cleveland Street construction project; Member Clifford seconded and the motion carried unanimously.***

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## **SUMMARY OF MOTIONS**

**03.01.06.01**

***Member Coleman moved to revise and reissue the Request for Proposal for a marketing plan to assist the downtown businesses through the 12-18 months of construction during the proposed Cleveland Street construction project; Member Clifford seconded and the motion carried unanimously.***