

CLEARWATER DOWNTOWN DEVELOPMENT BOARD  
September 5, 2007 – 5:30 p.m.

Members Present:	David Allbritton	Chairman
	Bob Fernandez	Vice-Chairman
	Dennis Bosi	Treasurer
	Josee Goudreault	Member
	Geri Aranjó	Member
Absent:	Dean Nichols	Member
	Beth Coleman	Member
Also Present:	John Doran	Ex-Officio/Councilmember
	Carlen Petersen	Ex-Officio/Councilmember
	Geri Campos Lopez	Economic Development & Housing Director
	Anne Fogarty	Board Administrator/Main Street Coordinator

The Chair called the meeting to order at 5:32 p.m. at City Hall.

2 – Citizen Comments – Items Not on the Agenda

3 – Milestone Award – Douglas Manufacturing. A milestone award was presented to Douglas Manufacturing. Douglas Manufacturing started business in 1947 as an upholstery shop at the corner of Cleveland Street and Myrtle Avenue. The business added awnings, traverse rods, Venetian blinds and lawn furniture for sale. Douglas moved to its present location of 1115 Cleveland Street in 1957.

Dennis & Jackie Henegar and Mark Miller accepted the award. Mr. Henegar commented on his past business strategy and noted that he was not satisfied with what was going on downtown. He stated that there was more to downtown than Myrtle to Osceola Avenues on Cleveland Street.

4 – Approve Minutes from the August 1, 2007 Regular Monthly Meeting

**Member Goudreault moved to approve the minutes of the August 1, 2007, meeting as submitted in written summation to each board member. The motion was duly seconded and carried unanimously.**

5 – Approve Minutes from the August 15, 2007 Special Budget Worksession

**Member Bosi moved to approve the minutes of the August 15, 2007, Special Budget Worksession as submitted in written summation to each board member. The motion was duly seconded and carried unanimously.**

6 - Adopt Budget Amendments

Member and Treasurer Dennis Bosi alerted the board that the Tax Collector had sent a bill for a refund to taxpayers within the downtown district. The DDB's pro rata share was \$5,635.47.

Treasurer Bosi recommended taking these funds from the Downtown Restaurant Incentives line item to cover this cost.

**Member Bosi moved to adopt the budget amendment moving \$5,635.47 from the Restaurant Incentives line item and create a line item for Tax Collector Refunds. The motion was duly seconded and carried unanimously.**

#### 7 – Discussion of Budget Items

Member & Treasurer Bosi noted that the 2007-2008 Preliminary Budget inadvertently had a line item left off. The Board approved a Conference line item in the amount of \$2,000 that needed to be included. The 3% commission and the estimated 95% of the Estimated Taxable Value were also incorrectly stated. The Preliminary 2007-2008 Budget included in the board member's packets reflected the corrected amounts of \$8,364 and \$264,866 respectively.

**Member Bosi moved to amend the Preliminary Budget to include the Conference Line item, and revise the 3% commission to reflect \$8,364 and 95% of the Estimated Taxable Value in the amount of \$264,866. The motion was duly seconded and carried unanimously.**

#### 8 – Adopt the July 2007 Financial Statement for Filing.

**Member Aranjo moved to adopt the July 2007 Financial Statement for Filing. The motion was duly seconded and carried unanimously.**

#### 9 – First Public Millage Hearing – Resolution 01-07

**Member Bosi moved to approve Resolution 01-07. The motion was duly seconded and the motion carried unanimously.**

#### 10 – First Public Budget Hearing – Resolution 02-07

**Member Goudreault moved to approve Resolution 02-07. The motion was duly seconded and the motion carried unanimously.**

##### a. Set Second Public Hearing.

**Member Bosi moved to set the Second Public Hearing date for September 19, 2007 at 5:30 p.m. at City Hall. The motion was duly seconded and carried unanimously.**

#### 11 – Chairman's Report.

Chairman Allbritton commented that the streetscape project was looking good and was on target for completion at the end of November. He added that it was good to see construction cranes in downtown.

## 12 – Florida Festivals & Events Association (FFEA) Conference Report.

Vice-chairman Fernandez provided a report on the FFEA conference he attended in Naples, Florida. Member Fernandez advised the board that many of the event planners from the state, including cities and other large organizations attended this seminar and noted that the speakers were top notch. He recounted some of the sessions he attended and gave an overview on the keynote speaker. He stated that each year the conference is more well attended and thanked the DDB for sponsoring his attendance.

## 13 - Nominating Committee Report

Chairman Allbritton read the slate of proposed candidates. George Bruce and Jennell Scroggins were added to the slate but members were unsure if Mr. Bruce was in the DDB district or if Mrs. Scroggins would be interested in running for office this year.

**Member Bosi moved to approve the slate of candidates with the additions of Mr. Bruce if in the district) & Mrs. Scroggins (if able to run). The motion was duly seconded and carried unanimously.**

## 14 – Project Updates – Geri Campos Lopez

Ms. Campos Lopez discussed the following projects and noted that the goal was to make sure that she provided clear communications.

- a. Cleveland Street Branding (Logo Testing). Ms. Lopez noted two focus groups were held and comments received regarding changes. The consultants are reworking the logo. She said it was exciting to hear the comments and looked forward to sharing them with the board.
- b. Downtown 3D Model. The 3D model was shown to the board. Ms. Lopez noted that the model was shown to attendees of the August ICSC conference who visited the city's booth. The plan is to include on the Downtown and Economic Development websites.
- c. CRA Façade Improvement Program. The design services portion of the program would provide property owners with free access to architects up to \$3,000 and was funded by the DDB in their FY 2007-2008 budget. The CRA grant portion was for funds up to \$10,000 and the loan would be for funds \$10,001 up to \$35,000 secured by a mortgage at 0% interest payable upon sale of the property. She noted that they were working on the sidewalk café furniture program and it would be ready in a couple of months. Ms. Lopez asked board members to talk to property owners about the program. The key is for the CRA staff to facilitate the process and make it easy for them to take advantage of the program.
- d. Cleveland Street and Prospect Lake RFP. The RFP resulted in 9 proposals and the selection committee chose the top three firms. The top firm would be recommended to the CRA at their September 17 meeting. The top 3 are Synergy, Miles Development

and Gorman and Company. She noted that she would make a presentation at the October 3 DDB meeting.

## 10 – Final Comments

Ex-officio member Doran noted that although the emphasis is on Osceola to Myrtle corridor, Phase II is being discussed and the DDB will look at it in the future. We are not doing it all at once.

Ex-officio member Petersen encouraged property and business owners to apply for façade grants and the need to get the word out.

Member Aranjo commented that she had heard about several businesses looking at moving into downtown and would share this with others when it was definite.

Member Bosi thanked Ms. Lopez and Ms. Fogarty for their work on the budget.

Member Fernandez commented that with all the talk about activity, you really don't realize all that is happening until you walk around downtown. Projects such as the telephone building, Water's Edge and Station Square are moving forward. He stated that he was impressed with the number of proposals received for RFP for Prospect Lake & Cleveland site. Member Fernandez noted that he has visited a lot of cities to attend farmer's markets and noticed that the light poles in Naples matched the color palettes. He thought it would be good to have the property owners use the same colors and have a palette to choose from. Member Fernandez stated that he was selected for Clearwater's City's Academy and met last night. He felt it was a good opportunity to meet with other interested citizens and looked forward to future meetings. He brought up that the TRIM notice he received promoted the DDB as a board that assists the City of Clearwater in the analysis, formulation and implementation of downtown development plans.

Chairman Allbritton noted that the First United Methodist Church on Turner Street holds a Coffee House on the last Saturday of the month from 7:30 – 9:00 p.m. Entertainment is provided along with an Open mic and all listeners are welcome to attend.

## 13 – Adjourn

**Member Fernandez moved to adjourn the September 5, 2007 Regular Meeting of the Clearwater Downtown Development Board at 6:23 p.m. The motion was duly seconded and carried unanimously.**

CLEARWATER DOWNTOWN DEVELOPMENT BOARD MEETING ACTION AGENDA  
Wednesday, September 5, 2007 – 5:30 p.m.

09.05.07.01

**Member Goudreault moved to approve the minutes of the August 1, 2007, meeting as submitted in written summation to each board member. The motion was duly seconded and carried unanimously.**

09.05.07.02

**Member Bosi moved to approve the minutes of the August 15, 2007, Special Budget Worksession as submitted in written summation to each board member. The motion was duly seconded and carried unanimously.**

09.05.07.03

**Member Bosi moved to adopt the budget amendment moving \$5,635.47 from the Restaurant Incentives line item and create a line item for Tax Collector Refunds. The motion was duly seconded and carried unanimously.**

09.05.07.04

**Member Bosi moved to amend the Preliminary Budget to include the Conference Line item, and revise the 3% commission to reflect \$8,364 and 95% of the Estimated Taxable Value in the amount of \$264,866. The motion was duly seconded and carried unanimously.**

09.05.07.05

**Member Aranjo moved to adopt the July 2007 Financial Statement for Filing. The motion was duly seconded and carried unanimously.**

09.05.07.06

**Member Aranjo moved to adopt the July 2007 Financial Statement for Filing. The motion was duly seconded and carried unanimously.**

09.05.07.07

**Member Bosi moved to approve Millage Resolution 01-07. The motion was duly seconded and the motion carried unanimously.**

09.05.07.08

**Member Goudreault moved to approve Budget Resolution 02-07. The motion was duly seconded and the motion carried unanimously.**

09.05.07.09

**Member Bosi moved to set the second Public Hearing date for September 19, 2007 at 5:30 p.m. at City Hall. The motion was duly seconded and carried unanimously.**

09.05.07.10

**Member Bosi moved to approve the slate of candidates with the additions of Mr. Bruce if in the district) & Mrs. Scroggins (if able to run). The motion was duly seconded and carried unanimously.**