

CLEARWATER DOWNTOWN DEVELOPMENT BOARD
May 2, 2007 – 5:30 p.m.
City Hall – Third Floor – Council Chambers
112 South Osceola Avenue, Clearwater, Florida
Regular Monthly Meeting

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

Also Present:	John Doran	Ex-officio Councilmember
	Carlen Petersen	Ex-officio 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 comments were brought forward at the May 2, 2007 Regular Monthly Meeting

ITEM #3 – Approve Minutes from the April 11, 2007 Regular Monthly Meeting

Member Coleman moved to approve the minutes from the April 11, 2007 regular monthly meeting; Member Aranjo seconded and the motion carried unanimously.

ITEM # 4 – Adopt the March 2007 Financial Statement for Filing

Vice Chairman Fernandez moved to adopt the March 2007 financial statement for filing; Member Coleman seconded and the motion carried unanimously.

ITEM # 5 – Milestone Award – Clearwater Printing

Chairman Allbritton explained that the Milestone Award Program recognizes businesses established in the downtown for 50 years and longer.

Bob Clark, who owns and operates Clearwater Printing, came forward to accept the Milestone Award on behalf of his company, explaining that he has had only two jobs in his

career, both of which have been in downtown Clearwater. His first position was as manager of WTAN AM/FM Radio located on the bluff. He purchased Clearwater Printing in 1993 from Gene Delfin, who had owned the company for 30 years. At that time the printing company was already 90 years old. Clearwater News was distributing a morning newspaper to the citizens of Clearwater since 1983 and ceased publication in 1940 to become a printing company only. The business began on Garden Avenue and moved south in the 50's. Mr. Clark purchased the building on Grove Street near the old Clearwater Junior High School site in the early 90's where Clearwater Printing is currently located.

Chairman Allbritton thanked Mr. Clark, adding that Clearwater Printing is the third oldest printing company in Florida.

ITEM # 6 – Cleveland Street Brand Identity – Next Steps – Geraldine Campos

Geraldine Campos reported that the Community Redevelopment Agency (CRA) has hired Vaughn Wedeen Concepts, Inc. to provide two modern, edgy and contemporary style logos that capture the essence of downtown and to add to the traditional logo selected by the DDB. The CRA plans to “bring in” downtown partners and will proceed with market testing once staff makes the logo selection this month. Staff will be seeking quotes from local companies for the testing.

Chairman Allbritton expressed his concern that the branding process keeps on track with the streetscape construction.

ITEM #7 – Cleveland Streetscape Construction Project Update – Geraldine Campos

Ms. Campos presented photographs of the first block of Cleveland Street as completed and the progress to date of the second block.

Vice-Chairman Fernandez asked if the wayfinding signs would be replaced on Cleveland Street after construction is completed.

Ms. Campos stated they would.

ITEM # 8 – Prospect Lake Development Project Update – Geraldine Campos

Ms. Campos announced that the CRA has approved and released the Request for Proposal (RFP) for the Prospect Lake development site on May 3rd. Responses are due by June 26, 2007 and will be evaluated and “short-listed” on July 17, 2007.

Vice Chairman Fernandez asked if the RFP allowed for a “live-work” space component?

Ms. Campos answered that the project would be predominately residential with ground floor commercial on Cleveland Street.

ITEM #9 – Main Street Report – Anne Fogarty

Anne Fogarty reported that Secretary of State, Kurt Browning issued a press release naming Clearwater as Florida Main Street “Community of the Month” for April.

Ms. Fogarty announced that the second annual Pet Fair would take place on May 5th at City Hall from 1:00 a.m. to 3:00 p.m. The Fun 'N Sun parade will begin at 7:00 p.m. from Crest Lake Park to Myrtle Avenue the coming Friday. The Main Street quarterly meeting will be held in Stark, Florida, near Lake City on June 26th.

Treasurer Bosi asked when the buy-one-get-one-free restaurant coupons would be available to downtown city and county workers.

Ms. Fogarty answered that the coupon campaign would continue to the workers after the second block completion celebration in June.

Ms. Campos advised that Economic Development and Housing has been “working” with Florida Real Estate Journal to provide a 15 to 20-page booklet of information regarding economic development issues in Clearwater. The city would like to involve other businesses and groups in marketing through advertising. The booklet would highlight different areas, the beach, downtown and quality of life. A letter of support from the DDB, which would be sent to groups or advertisers and possibly an ad in the downtown section of the booklet, would be appreciated.

ITEM #10 – Final Comments

Treasurer Bosi is excited about the smooth progress of construction in downtown. The company chosen is doing a great job.

Vice Chairman Fernandez announced that the Downtown Farmer's Market would continue through the summer on the last Wednesday of the month as the Downtown Summer Market, which will be open to more vendors. The market will be open from 9:00 a.m. until 1:00 p.m. throughout the summer beginning in May.

Councilmember Doran stated that new, bright and exciting improvements are coming to downtown Clearwater. The boat slips are to be celebrated. They will connect to Cleveland Street, which will connect to Prospect Lake, to MLK and the new 1100 building development project.

Councilmember Petersen is delighted as to how Cleveland Street is progressing. She offered accolades to the Main Street Program and congratulated Anne for all her hard work, which is coming to fruition.

Member Coleman thanked and congratulated everyone involved in the referendum and approval of the boat slips, which is a piece of the puzzle in bringing the downtown together. She enjoyed celebrating the completion of the first block of Cleveland Street, even in the pouring rain and is looking forward to the entire completion.

Member Aranjo encouraged businesses to take a look at what downtown Clearwater is going to look like. A vision is being created and people are taking notice.

Chairman Allbritton thanked Terry Schmidt from Parks and Recreation for all the hard work he and his staff put into the events at Coachman Park. The country music concert was great

fun. It's very exciting to see that the Parks Department is "ramping up" events in downtown. He invited everyone to visit Memorial Park at the base of the new bridge just south of Coachman Park. The park is a beautiful tribute to the memory of our WW II soldiers.

ITEM #11 – Adjournment

Vice Chairman Fernandez moved to adjourn the May 2, 2007 Regular Monthly Meeting of the Clearwater Downtown Development Board; Member Nichols seconded and the motion carried unanimously.

CLEARWATER DOWNTOWN DEVELOPMENT BOARD

May 2, 2007 – 5:30 p.m.

City Hall – Third Floor – Council Chambers

112 South Osceola Avenue, Clearwater, Florida

Regular Monthly Meeting

Members Present:

David Allbritton	Chairman
Bob Fernandez	Vice-Chairman
Dennis Bosi	Treasurer
Josee Gourdreault	Member
Beth Coleman	Member
Dean Nichols	Member
Geri Aranjo	Member

Also Present:

John Doran	Ex-officio Councilmember
Carlen Petersen	Ex-officio Councilmember
Geraldine Campos	Director – ED & Housing
Anne Fogarty	Main Street Coordinator
Linda Byars	Board Administrator

SUMMARY OF MOTIONS:

05.02.07.01

Member Coleman moved to approve the minutes from the April 11, 2007 regular monthly meeting; Member Aranjo seconded and the motion carried unanimously.

05.02.07.02

Vice Chairman Fernandez moved to adopt the March 2007 financial statement for filing; Member Coleman seconded and the motion carried unanimously.

05.02.07.03

Vice Chairman Fernandez moved to adjourn the May 2, 2007 Regular Monthly Meeting of the Clearwater Downtown Development Board; Member Nichols seconded and the motion carried unanimously.