

CLEARWATER DOWNTOWN DEVELOPMENT BOARD  
February 6, 2008 – 5:30 p.m.

Members Present:	David Allbritton	Chairman
	Bob Fernandez	Vice-Chairman
	Josee Goudreault	Member
	Dennis Bosi	Member (arrived 5:29)
	Christina Keeling	Member
Absent:	Geri Arango	Treasurer
	Dean Nichols	Member
Also Present:	John Doran	Ex-Officio/Councilmember
	Carlen Petersen	Ex-Officio/Councilmember
	Anne Fogarty	Board Administrator/Main Street Coordinator
	Geri Campos Lopez	Economic Development & Housing Director

The Chair called the meeting to order at 5:35 p.m. at City Hall.

2 – Citizen Comments – Items Not on the Agenda

3 – Approve Minutes from the January 9, 2008 Regular Monthly Meeting

**Member Goudreault/Keeling moved to approve the minutes of the January 9, 2008, meeting as submitted in written summation to each board member. The motion was duly seconded and carried unanimously.**

4 – Adopt the December 2007 Financial Statement for Filing.

**Member Fernandez/Goudreault moved to adopt the December 2007 Financial Statement for Filing. The motion was duly seconded and carried unanimously.**

5 – Chairman's Report

Chairman Allbritton advised that the DDB had been giving out milestone awards. There are two that are left, Price Cabinets and Gruver Chevron.

Member Fernandez moved to acknowledge Price Cabinets/Goudreault seconded.

In October we approved funds for the Downtown Partnership for a postcard to go out. Dwight Matheny to advise. Biz is picking up.

**6 - Downtown Parking Discussion – Bob Fernandez**

**Met with Tracy Bruch of the Parking Division. Packets are number and they need them back.**

**Park n Go cards, merchant validation. Prog in effect for a long time. Market used the program when in SSP. Validation stamps, Two hours per stamp. Parking sign for the merchant's window. Garden Avenue parking garage. First deal will not cost us anything. Next go around 10 cents per stamp/12 sheet, first two hours free. Customers get a ticket, merchants validate with stamps. Once stamps gone I will come back to board to ask for participation.**

**Christina – clients don't know where the free parking is....Signage needs to be worked on.**

**Josee – why would merchants not put one stamp on it, two hours.**

**New Parking map is color coded and let customers know where they can park and cost of the spaces.**

**Parking on the map in directory sign/**

**How do the people know where the maps are? CK**

**No plans to mail them out/JD.**

**Merchants can promote the parking in their ads and in store.**

**Need help to promote to merchants as he has a lot of projects going on.**

**E-mail to Tracey to thank her.**

**TY to Bob for his work.**

**7 – Project Updates – Geri Campos Lopez\***

CRA Retail Recruitment and Marketing Services RFP – due next week, talking to several qualified firms, meeting 3<sup>rd</sup> week of feb to rank them, come in early march to interview them, exciting, positive responses.

Cleveland Street & Prospect Lake Developer – Miles Development Partners, showed new images, rentals, 16K retail, 10% workforce housing, a little bit below market rate, 2 yrs to complete.

Downtown Manager – have hired Courtney Orr, used to work for COC as VP of Public Affairs, in ED MS Comm., familiar with city, degree in Marketing, starts on 2/19, located in ED offices in 2 corner offices, next several months transition period, ED stuff, DT retail recruitment, façade program, branding,

Economic Development Marketing Brochure – for the city, to be given out, dt ad, major developers, qol, demographics, incentives, targeting those to send it to, a lot happening, send it to folks.

Target audience/CK – businesses/developers/GCL

## 8 – Revolving Median Art Exhibit – Margo Walbolt

reviewed with you recently, imagine art dt, to public art board,

goes hand in hand w/development, exciting with cultural tourists, rotating – not really spinings, 12-18 months, common way to enlivening downtown areas with artwork, joining bayfront & downtown with public art.

Main topics were music, nature and history .

Other cities have RSE, Boynton beach, Lakeland 250 –300 artists each time – will share artists with us, Sarasota, Key West,

Requested funded for the inaugural year, w/DDB, fabricating pedestal, engraving costs,

Margo, please send presentation.

Cost breakdown – first year most expensive, \$20/K  
Subsequent years, \$15K

Timeline – installation period is longest due to potential travel costs,

Where displayed?/BF

Three median locations on Cleveland St.

Any funds from 1% from construction?/BF

Streetscape project preceded the ordinance.

Any way to partner w/others? Instead of DDB taking on whole project./BF

A lot easier to partner w/others when a project is up and running./CP

Would be able to

14K in budget

6x6 concrete 6" thick

JD-at candidate forum, one of the things that maybe it was time that the DT prop owners picked up funds instead of City. Good to promote that the artwork was funded by a special tax by DT property owners, not inappropriate for DDB to fund.

We will have meet and greet with the artists and do events.

Eases the public into public art.

Delighted to have a picture of these pieces in our ED pieces, art in the downtown area.

Process will be very inclusive – as many people from the DT that wants to be added.

Main Street Kissimmee,

Howard invited Margo & Chris to DT

Goudreault, make a motion to fund the public art in the medians, bosi second, unanimous

Press release – Cleveland St District sponsored by Downtown property owners.

#### 9 – Program Updates – Anne Fogarty

- Sidewalk Café Furniture Grant Program
- Cleveland Street District Banners
- SeaBlues Festival Coupons
- DDB Website\*
- Sandwich Board Sign Status\*

Main Street Report – Anne Fogarty

**Christina Keeling/moved to approve up to \$1,500 for travel up to Tallahassee, 2<sup>nd</sup> .**

**Motion to fund up to 6 hours/\$180 for map of land use from p goudreault/fernandez**

**Pangea Café & Int' market**  
**Bakery coming**  
**Yogurt Shop**  
**Cosmetic/**

**Keeling/business moving to 619 Cleveland due to roofing, lease/month to month, until she found it / permit not applied for /**

#### 14 – Final Comments

Member Fernandez

Member Goudreault

Member Keeling

Ex-officio Councilmember Carlen Petersen

Ex-officio Councilmember John Doran

Chairman Allbritton.

Member fernandez moved to adjourn the February 6, 2008 Regular Meeting of the Clearwater Downtown Development Board at 6:58 p.m. The motion was duly seconded and carried unanimously.

CLEARWATER DOWNTOWN DEVELOPMENT BOARD MEETING ACTION AGENDA  
Wednesday, February 6, 2008 – 5:30 p.m.

02.06.08.01

**Vice-Chairman                      moved to approve the minutes of the January 9, 2008, meeting as submitted in written summation to each board member. The motion was duly seconded and carried unanimously.**

01.09.08.02

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