

**CLEARWATER DOWNTOWN DEVELOPMENT BOARD**  
**January 18, 2007 – 12:00 p.m.**  
**OED Training Room – Second Floor – City Hall**  
**112 South Osceola Avenue, Clearwater, Florida**

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

<b>Also Present:</b>	John Doran	Councilmember
	Carlen Petersen	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**

**Matt Chambers**, representing the Clearwater Jazz Holiday Foundation as Chairman of Community and Government Affairs, presented the Board with a proclamation from the City of Clearwater recognizing the Jazz Holiday as an outstanding organization developed and established in the City of Clearwater in 1980. The Clearwater Jazz Holiday has not only become a well known local institution, but has also become nationally and internationally famous, having scheduled hundreds of artists to perform free of charge for millions of Jazz lovers from all economic levels of society.

The art of creating Jazz music is a uniquely American form of music, originating decades ago, continuing to thrive and grow throughout the years, and having influenced and enriched not only American music and culture, but the music and culture of the entire world.

Clearwater Jazz Holiday has enriched the cultural life in Clearwater for more than 26 years, by organizing and promoting a Jazz music festival each year, showcasing talents from all over the United States, bringing internationally acclaimed musicians to share their music with our citizens and Jazz enthusiasts from all over the world, and contributing to the education of young musicians toward the goal of preserving this uniquely American form of music.

The City of Clearwater is proud to join in celebrating Clearwater Jazz Holiday and the festival of music, which strengthens an already vibrant arts community, and brings increased recognition to the great City of Clearwater.

**Mr. Chambers** continued to advise that the Jazz Holiday Foundation is in the process of creating a *concept paper* that would outline a strategic plan to incorporate the Jazz theme into the Cleveland Street streetscape, which has been designed to allow for art within the medians. The foundation is suggesting three bronze statues of musical greats as Louis Armstrong or others. The platform is already in place to develop and acquire the statues. Conversation has ensued regarding the East Gateway entrance at Highland and Gulf-to-Bay, where musical notes could be featured in the streetscape and possibly integrated into a “City of Jazz” theme. The International Big Band Hall of Fame, incorporated in 1970, is looking for “bricks and mortar” for a new home. The foundation will be making some calls in that regard in the near future.

The Jazz Festival results in an economic impact of over \$3 million and should increase in the future with the intent to grow the Holiday and make it the signature event of Clearwater. The foundation has not received anything official from the city. However, members of the foundation have met with Mr. Horne and Mr. Irwin to discuss the possibility of promoting the city of Clearwater as the “city of jazz” and the mayor has been involved. The foundation is currently in the process of creating a “concept paper”, which will outline how downtown could be.

**Joanie Sigal**, also representing the Clearwater Jazz Holiday, reiterated Mr. Chamber’s comments regarding the 50,000 people brought into the downtown area because of the Jazz Festival. “Once the infrastructure (streetscape) is in place it will serve as a major recruitment tool for retail in downtown”, she said.

**Mr. Chambers** continued that the city’s concept for a Café District on Cleveland Street would tie into the Foundation’s plan. During conversation with Rod Irwin, Mr. Chambers learned that the city is eager to create an “arts and entertainment” district, which makes sense. Although currently broad in scope, this theory could be specific to our market and distinguish us from Tampa and other areas.

**Mrs. Sigal** advised of the “High Note” event, with which she is involved meets on Clearwater Beach once a month. This musical affair could be better held in downtown.

**Mr. Chambers** stated that to leverage efforts jazz events could be held year round at Ruth Eckerd Hall.

**Mrs. Sigal** added that having a stage on Cleveland Street, where bands and other musicians could perform during the holiday, would link the downtown to Coachman Park.

Conversation ensued regarding developers and their interest in the Jazz Holiday; including Terry Schmidt and Margo Walbolt in the process; the idea of enhancing the downtown entrance at Highland Avenue and Gulf-to-Bay to signify that “you are entering the downtown district and the Board’s efforts in creating a brand identity for downtown.

**Chairman Allbritton** stated that the Jazz Holiday is a very proud event for Clearwater. The Board’s initial concept for branding was that of a jazz theme, the one event for which downtown Clearwater is well known. Anytime an event can bring people into the downtown is a good thing. “We are looking for personality”, he said. “We have that with the Jazz Holiday”.

### **ITEM #3 – Letters to the Editor – David Allbritton**

**Chairman Allbritton** reported that he was requested to “say a little something” at the Winter Wonderland opening this holiday season, which prompted him to write a letter to the editor of the St. Petersburg Times supporting the event on behalf of the Downtown Development Board. Before the letter is submitted for publication, the Chairman brought the letter forward to the members for comments and/or objections.

**Treasurer Bosi** stated that he had no problem with the letter. However, he would like to see others recognized, specifically the events at Peace Memorial Church, the Holiday Lighting ceremony and the movie. We should mention a little bit about everybody, not just Winter Wonderland.

**Member Coleman** agreed. For the Board single out any one group or event may be “treading dangerous territory”. Any printed endorsement should be comprehensive. The DDB should always be politically correct in everything that we do. Many events took place during the holiday season not just Winter Wonderland.

**Member Aranzo** stated that other groups contributed to the success of the season. The difference with Winter Wonderland is that it is a three weeklong event. As a volunteer she talked to the kids that live in the area and found how much they really looked forward to the giant slide and all the lights. It’s important to say how much the community benefits from Winter Wonderland. Others could be added and commended as well.

**Chairman Allbritton** agreed that he could mention others. The Winter Wonderland has been going on for 14 years. Every year he becomes more and more aware of how quickly it is constructed. He would like to see the board recognize this event and others that go on in the downtown.

**Councilmember Petersen** expressed her opinion that the Board not “single out “ any one event. The DDB is a public board and responsible to all. Winter Wonderland is a great asset to downtown during the holiday season and takes countless hours of preparation. So too does the Jazz Holiday and the Farmer’s Market.

**Member Coleman** suggested that the letter be more general and less specific. We should never single out any particular event or organization. If done for one it should be done for all.

**Chairman Allbritton....** “Good things are happening in Clearwater and the DDB should ‘toot their horn’ but, I’m not sure how”, he said.

**Member Coleman** suggested a letter to the editor on a regular basis.

### **ITEM # 4 – Vaughn Wedeen Creative, Inc. – Cleveland Street Logo Design**

**Chairman Allbritton** opened the floor for discussion regarding the conceptual logo designs for branding Cleveland Street received from Vaughn Wedeen Creative.

**Member Coleman** voiced her concern that the word “bayfront” has had a negative connotation and would prefer the word “waterfront” or “harbor”. “Cleveland Street” is good as it appears in design number 1 with the black background. Number 3 seems a little “messy”. The green one is better. She would like to have seen more of a “jazz” feel to the designs and less of the beach look.

**Treasurer Bosi** prefers to stay away from a logo similar to any others, such as Starbucks.

**Councilmember Petersen** would like to see a “mock-up” of each proposed logo on banners as depicted on the last page of the report. Also, the font and size must be easily read, quickly and from a distance.

**Councilmember Doran** expressed his concern that the logo, whichever one might be chosen, be legible, readable, especially recognizable and specific to Cleveland Street. He used the “Pepsi” logo as an example that is recognized all over the world as “Pepsi”. One does not have to even see the word “Pepsi” because the logo defines the product.

**Geri Campos** explained that Vaughn Wedeen was not given a lot of direction for the design other than to incorporate the jazz and waterfront theme. They had no preconceived notion of what was here, either good or bad, and did not tie into what exists here. The report is the first pass. If we can go back with more specific direction, Vaughn Wedeen can refine their examples.

**Treasurer Bosi**, first wants to figure out the theme for the logo. Is it just Cleveland Street?

**Councilmember Doran** stated that “Cleveland Street” is what one would first see in the logo with a bar in the middle that depicts the districts: Bayfront, Waterfront, Downtown, Café, etc., combined with the jazz or musical theme that Mr. Chambers has suggested.

**Councilmember Petersen** is concerned that adopting Clearwater as the “city of jazz” may put the city in competition with New Orleans. We must create something to set Clearwater apart.

**Ms. Campos** suggested tying the concept back to the 20’s when jazz began in America and to incorporate design elements that already exist in downtown. She presented the downtown logo currently used in the downtown.

**Councilmember Doran** found the logo somewhat “busy”.

**Member Nichols** would like to see a logo that is plainly visible and distinguishable from a distance.

**Councilmember Petersen** would like to see a logo that is easy to use in different configurations.

Other suggestions included:

- Design that is not similar in any way to others in downtown
- Incorporates a “jazz” theme with musical notes and/or instruments
- Be legible and readable close-up and from a distance and quickly read
- Should have thicker and bolder fonts
- Tie into existing way-finding signage with color and style
- Provide for interchangeable district identification
- Incorporate old-world feel and
- Be circular rather than square or oval.

Conversation ensued regarding the Downtown Development Board logo, which should be “business like”, with the DDB spelled out under the letters (DDB) and be compatible with Cleveland Street logo in posters, brochures and letterhead. The color scheme should be of one common color and look good printed on black or white.

**Anne Fogarty** brought forward an example of the “buy-one-get-one-free coupon” which will appear in the C-News section of the St. Petersburg Times on January 25, 2007.

#### **ITEM #5 – Adjournment**

***Member Aranja moved to adjourn the January 18, 2007 special meeting of the Downtown Development Board at 1:09 p.m.; Treasurer Bosi seconded and the motion carried unanimously.***

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#### **Also Present:**

John Doran	Councilmember
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#### **SUMMARY OF MOTIONS:**

**01/18/07/01**

***Member Arango moved to adjourn the January 18, 2007 special meeting of the Downtown Development Board at 1:09 p.m.; Treasurer Bosi seconded and the motion carried unanimously.***