

CLEARWATER DOWNTOWN DEVELOPMENT BOARD MEETING
April 5, 2017 – 5:30 PM – City Hall – Council Chambers

Members Present:	Dennis Bosi	Vice-Chairman
	Thomas Wright	Member
	Tony Starova	Member
	Stu Sjouwerman	Member
	Chelsea Allison	Treasurer
	Zachary Thorn	Member
Also Present:	Bill Jonson	Ex-officio/Councilmember (Arrived at 6:24 p.m.)
	Doreen Caudell	Ex-officio/Councilmember
	Anne Fogarty France	Board Administrator
	Seth Taylor	CRA Director
Absent:	Paris Morfopoulos	Chairman

1. Vice-Chairman Bosi called the meeting to order at 5:08 p.m. for the walk down Cleveland Street.

CRA Director Seth Taylor led the group from City Hall and commented on the short term lease that the CRA was going to be entering into with Water's Edge for the corner space. The proposal calls for this space to be used by the Professional Association of Visual Artists (PAVA) for art exhibits and half will be a Second Century Storefront. Images of the Imagine Clearwater projects and the Streetscape Phase III will be displayed and the storefront will be open to the public.

Other items discussed were the status of ClearSky on Cleveland, the dedicated parking space for the bicycle rack on the 400 block, the expansion of InFi Systems on 500 block and pop-up activities in storefronts.

Member Sjouwerman was asked to discuss the Tech District and he gave an update of the district. When asked where he saw this corridor in the next five years he responded by stating that tech creates tech and they get support from other tech firms.

Member Wright advised the group that Merrill Lynch was spending 1M to refurbish space and they were here to stay.

Ms. Fogarty France was ask to review plant material choice with the Parks & Beautification department, cones vs. barricades at Station Square Condo paver repair, .

Member Starova noted the architecture of the Post Office would be a good future location for a Columbia Restaurant.

Ex-officio Councilmember Caudell was asked to discuss transportation initiatives when the group arrived at the Pinellas Trail. She noted that Clearwater was the county seat with the rail and trail right here. She was interested in the Complete Streets approach and that the City would be looking at Florida Department of Transportation for changed to this corridor. Another important item to note was that this East Avenue has rail/trail/bike/car and this was extremely unique.

Member Allison was asked to discuss the circuit training in Station Square Park. The workouts take place every Wednesday at 11:30 a.m.

Mr. Taylor added that Station Square Park also has music almost every Friday and an art event twice a month on Saturdays. There is a proposal that will come before the DDB to assist the CRA in programming activities in the park.

He discussed the Station Square condominium parking availability, the referendum in November, City Hall location for future highest and best use, Clearwater Marine Aquarium lot and vote for City to purchase on April 20.

The group reconvened at City Hall.

2. Vice-Chairman Bosi called the meeting to order at 5:59 p.m. asking the board and Ex-officio members to introduce themselves.
3. Citizens Comments--Items not on the agenda—No comments.
4. Approve the Minutes from the March 1, 2017, Meeting

Member Allison moved to approve the minutes from the March 1, 2017, meeting. The motion was duly seconded and upon roll call, the vote was:

“Ayes”: Member Bosi, Member Allison, Member Starova, Member Thorn, Member Wright, and Member Sjouwerman.

“Nays”: None.

Motion carried.

5. Adopt February 2017 Financial Statement for Filing

Member Wright moved to adopt the February 2017 Financial Statement for filing. The motion was duly seconded and upon roll call, the vote was:

“Ayes”: Member Bosi, Member Allison, Member Starova, Member Thorn, Member Wright, and Member Sjouwerman.

“Nays”: None.

Motion carried.

6. Second Reading—Approve Funding for the Latino Anniversary Party in the amount of \$3,500 — Vice-Chairman Bosi asked Leo Caicedo, owner of La Fondita de Leo, to address the board. Mr. Caicedo explained that the funds would be used to draw the Latin population to downtown Clearwater.

Member Wright moved to approve funding for the Latino Anniversary Party in the amount of \$3,500 on second reading. The motion was duly seconded and upon roll call, the vote was:

“Ayes”: Member Bosi, Member Allison, Member Starova, Member Thorn, Member Wright, and Member Sjouwerman.

“Nays”: None.

Motion carried.

7. Update of Funding Request for Pierce Street Market Incubator—Natalie Nagengast, Pierce Street Market, advised the board that the estimate for the build out of the storefront on Cleveland Street would be about \$100,000. Ms. Nagengast advised the Board that she was not proceeding with this project.

Member Sjouwerman noted that he was at a briefing last night that showed a 3D rendering of existing shops with a new look. He asked what the City was going to do in regard to the vacant lot that the Clearwater Marine Aquarium (CMA) was selling since the CMA turned down a \$15 million offer from the Church of Scientology. He was advised that this item was not on the agenda nor was this meeting the right forum for such a discussion. He advised that he wanted this on the record.

Ms. Nagengast was asked to provide the Board with something in writing stating that the Pierce Street Market is not accepting the \$20,000 awarded by the board. Upon receipt of this letter the funds will be refunded to the Future Initiatives line item.

A suggestion was made that Ms. Nagengast look at other events taking place and piggyback on these events so both events will be more successful.

8. Review of Revised DDB Funding Request Application—Anne Fogarty-France, Downtown Manager noted that board members provided suggested revisions to her and asked that the board reviewed the suggested changes one by one.

Member Wright moved to approve the DDB Funding Request Application with approved changes. The motion was duly seconded and upon roll call, the vote was:

“Ayes”: Member Bosi, Member Allison, Member Starova, Member Thorn, Member Wright, and Member Sjouwerman.

“Nays”: None.

Motion carried.

9. Chairman’s Comments

Vice-Chairman Bosi advised the Board of upcoming events. These events are listed on the web site at www.clevelandstreetdistrict.com

10. Final Comments

Member Wright stated that the Blast Friday events get better and better. He encouraged everyone to come and see the Fabulous Thunderbirds on April 28.

Member Allison stated that the Cruisin’ at the Capitol and the Art in the Park were great events also. She said that Cleveland Street businesses need to be encouraged to stay open when such events take place.

Ex-officio Member Jonson showed the Board photos from the April 1 Art Bazaar event. The event took place in Station Square Park where for \$35 participants were given the tools to learn to paint a picture. CRA staff member Laura Canary coordinated the event with artist Jennie Pearl. The

next Art Bazaar event will be held on April 15th and then it will be held twice a month in April and June and once in May. There were several sponsors who contributed to the success of this event.

Ex-officio Member Caudell asked if the downtown businesses were notified of events.

Ms. Fogarty-France advised the Board that downtown businesses are notified in advance of all events. Ms. Caudell stated that everyone working together is making headway.

CRA Director Seth Taylor encouraged everyone to stay positive. He noted that many things are happening in the downtown area including ClearSky on Cleveland, which will be opening soon, an office project that is coming here, a public space that is being used and a new website that will be launched this summer.

Member Wright asked for more copies of the CRA Annual Report.

Vice-Chairman Bosi stated he really enjoys the family events and felt that we have come a long way in the past two years and two years from now we will be even further ahead.

11. The meeting was adjourned at 7:02 p.m.