

CLEARWATER DOWNTOWN DEVELOPMENT BOARD

June 6, 2007 – 5:30 p.m.

City Hall – Second Floor – OED Training Room

112 South Osceola Avenue, Clearwater, Florida

Regular Monthly Meeting

Members Present:

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| David Allbritton | Chairman |
| Bob Fernandez | Vice-Chairman |
| Dennis Bosi | Treasurer |
| Josee Goudreault | Member |
| Dean Nichols | Member |
| Geri Aranjo | Member |

Also Present:

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

Absent:

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| Member Coleman | Member |
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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

Joanie Sigal, representing the Clearwater Jazz Holiday Foundation, approached the Board stating that she recognized that her previous request to fund and sponsor the fireworks display at the Jazz Holiday October 18th through the 20th, 2007 in the amount of \$25,000 may have been a “big jump” over the current budget amount of \$10,000. Therefore, she has returned asking for an additional \$2,500 bringing the total sponsorship to \$12,500.

Vice Chairman Fernandez moved to allocate \$12,500 to Clearwater Jazz Holiday, which is an increase in the F/Y 2006-07 budget to \$2,500; Member Goudreault seconded and the motion carried unanimously.

ITEM #3 – Approve Minutes from the May 2, 2007 Regular Monthly Meeting

Member Goudreault moved to approve the minutes from the May 2, 2007 Regular Monthly Meeting; Member Nichols seconded and the motion carried unanimously.

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

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

ITEM # 5 – Milestone Award Recipient Selection

Treasurer Bosi moved to approve Douglas Manufacturing as the recipient of the next Milestone Award to be award at the July regular meeting of the Downtown Development Board; Vice Chairman Fernandez seconded and the motion carried unanimously.

ITEM # 6 – Downtown Parking – Bob Fernandez

Vice Chairman Fernandez expressed his concern about the installation of parking meters planned on Cleveland Street, which seems like a “bad move” considering the city is trying to establish Cleveland Street as a “new place”. The first impression newcomers observe is parking meters. They are not pretty. With downtown events on the horizon, meters provide an obstruction.

Member Nichols agrees that meters “turn people off” and don’t send the right message.

Member Aranjo has observed that many of those parking on Cleveland Street day-after-day are workers. Meters with a one-hour limit may be good. This would allow enough time to visit a restaurant for lunch or Starbucks for coffee.

Treasurer Bosi asked if it was easier to watch cars or meters. He said he would love to see that downtown had a parking problem. Let’s get Cleveland Street completed first then worry about parking. Right now it’s a quick, ten or fifteen minutes, in and out, unless someone drives down for lunch.

Christina Higgins, Starbucks Manager, is in favor of parking limits. It seems to work on Ft. Harrison. Thirty minutes is not enough time to enforce. One hour would be “in line” and match what is happening on Ft. Harrison. She has spoken with others on Cleveland Street also in favor of time limits. Some, who patron downtown, don’t have \$1.60 for a cup of coffee much less metered parking and would be spending less time at the merchants. As far as revenue for the city, she suggested giving out a few tickets a day for violators. Surely, this would be enough to make up for the meters.

Chairman Allbritton stated that the intent is to free up parking spaces and create turnover.

Geraldine Campos advised that Tracey Bruch, the city’s Parking Manager, addressed the parking issue at the Cleveland Streetscape Hard Hat meeting and went into detail about the 2002 parking study and recommendations made to City Council regarding rate changes and the installation of meters throughout downtown. The city has agreed not to install meters currently; that would come later. A lot of cities have encountered parking issues and have discovered that meters do not run people off. Many successful cities have parking meters; turnover is essential. Currently the “sleeves” are in place for meters on Cleveland Street. However, meters will not be installed until the end of the project. Council action will dictate the action to be taken at that time. Currently, the staff’s perspective is that meters are most beneficial.

Vice Chairman Fernandez recalled that the consultants, fortunately or unfortunately,

advised one-hour free parking. Tracey came to the DDB meeting stating: "This is what we want approved". He questioned why the DDB was not "kept in mind and advise". He acknowledged that free two-hour parking in the garage would be eliminated.

David Allbritton asked that the city parking system be represented at the next DDB meeting to further discuss parking options in the downtown.

Conversation ensued regarding parking limits in St. Petersburg and surrounding cities, employee and property owners parking, rates, hourly vs. meters and signage.

ITEM #7 – Cleveland Street Construction Update – Geraldine Campos

Ms. Campos advised that the second block of the streetscape project is close to finishing and will be celebrated on June 15th at 3:00 p.m. Invitations will soon be in the mail. Working Cow Ice Cream and Tony's Pizza will offer refreshments. Everything is still on schedule and crews are working through the punch list for the first block. The Garden Avenue intersection will open on June 26th and Ft. Harrison Avenue to Garden will be open to traffic.

Conversation ensued regarding the construction of Station Square Condominiums and the design work in the adjacent Station Square Park.

ITEM # 8 – Cleveland Street Brand identity and Marketing Plan Update – Geraldine

Ms. Campos reminded the Board that at the last meeting she had advised that the CRA was moving forward with Vaughn Wedeen Creative, Inc. to create two additional logos, adding to the one selected by the DDB: One logo with a modern, edgy design and one in between modern and traditional. Each selected logo will be market tested and a perspective sought from a focus group to determine what the logo design says about Cleveland Street and the message we would like to portray.

Chairman Allbritton asked if the CRA would have received the updated logos by the time next DDB meeting date. He stressed the importance of the project "staying on target" and "not dropping by the wayside".

Ms. Campos emphasized that the project would take a while, perhaps as long as six weeks. The goal is to move as quickly as possible to a roll out in the Fall, before the streetscape is finished.

Chairman Allbritton would like to see conclusion no later than August given the streetscape is to be completed in November. Everything should be finished and ready for marketing.

Ms. Campos expects that testing would begin in July with feedback in August. All partnerships and other entities would be included before going to Council. We don't want to lose focus.

Treasurer Bosi agreed with the importance of marketing different ideas to see what's acceptable. Initially the DDB worked through many ideas to determined and adopt what the Board thought would be liked. Now we are going with different choices. He asked who would be "picking" the logos that will be included in the market test. Is it going to be Vaughn

Wedeen? What is the process?

Ms Campos stated that Vaughn Wedeen would provide logo options. The CRA executive director would make the decision and narrow the options to two logos that may be test marketed.

Member Goudreault questioned why the downtown marketing and Cleveland Street branding campaign seemed to no longer be a DDB project.

Chairman Allbritton added that marketing Cleveland Street encompasses something bigger than just the DDB. The CRA has paid for additional choices and he is curious as to what those may be.

Treasurer Bosi is not opposed to other choices that may be better. There is a possibility that the DDB would prefer another logo to the one that was selected. We may change our minds. However, he would have like to have had this opportunity a year ago.

Chairman Allbritton said, "We want everyone to have a decision in this".

Treasurer Bosi responded, "It's great to have more choices but we must stay involved. It's very difficult to start over".

Member Goudreault agreed that the DDB must stay involved. "We want that noted", she said.

Ms. Campos confirmed that all would be involved in the process of building a brand identity for downtown. The logo market test is not just to determine use, but also to ask the outside world to establish what will attract and what the logo may say to the consumer. Asking the question: The font, color and style say what to you?

Member Goudreault asked if local companies would be considered for testing the market.

Ms. Campos answered that they would.

Councilmember Doran asked if the marketing consultant chosen for the test be looking at form only or would they be looking at the entire branding campaign.

Ms. Campos answered that the company would consider the entire campaign.

David Allbritton believes the concern of the CRA Executive Director is that the Cleveland Street brand identity should represent a new image; a new look with a modern feel for downtown rather than a traditional/ historic impression as depicted in the logo selected by the Board.

Member Goudreault referred to an article in the St. Petersburg Times wherein is stated that the CRA is moving forward with investing \$1-million dollars for renovations and marketing and hiring a downtown manager. She questioned changes are planned for downtown and how the changes would affect the structure between the CRA and the DDB.

Chairman Allbritton stated that the current staff has served as a valuable asset to the DDB and the CRA and would like for those in upper management to know that.

Ms. Campos acknowledged that the city is going through tough times because of budget constraints not yet finalized by the state. The city is looking at \$7-8 million in budget cuts and possibly 100 jobs overall, something Mr. Horne does not want to do and he is doing as much as possible for staff not to lose their jobs. Ultimately, however, the decision is with management.

Vice Chairman Fernandez asked if the position for Downtown Manager had been posted.

Ms. Campos stated that advertising for the position closes at the end of May. A lot is going on and direction given is to functionally separate Economic Development and Housing from the CRA. Currently Economic Development provides staffing services to the CRA. The CRA support function as well as the position will no longer be part of ED. The Downtown Manager will report to the Executive Director. The CRA/DDB Interlocal Agreement outlines functions not people. The relationship will not change. The process has not yet been finalized and all the details are not known. Moving forward the CRA will need to have someone dedicated, with experience, to move the projects forward, to recruit retailers and developers and to continue the programs. A solid base has been set. The city has been working a long time to set that base. A full time person is needed to push it forward. This is a critical time and management decisions are meant to be positive, although it may be bumpy along the way.

ITEM #10 – Preliminary F/Y 2007/08 Budget Discussion

Ms. Campos explained that the budget process moving forward into F/Y 2007/08 is to begin discussing the proposed line item areas or categories to determine those that should be eliminated or changed. Currently the city's budget is being scrutinized and some items eliminated. An example is Holiday Lighting. The city may be doing away with lighting City Hall and other areas in the downtown. The DDB may wish to consider increasing that line item to make up the difference.

Treasurer Bosi stated that things are going to change. The budget before the Board represents a comparison between the current fiscal year budget and the proposed budget that includes only on going expenses e.g. boats slips, legal fees, Atrium obligation, etc. The blank spaces signify opportunities for supporting functions. The budget process will provide the Board on opportunity to be more specific and to evaluate how the taxpayer's monies are managed moving forward. "How do we support Coachman Park given the city's budget cuts for funding events in the park?" The city is making profit and non-profits entities "stand more on their own". They will have to become more prudent and responsible. This years budget process is a "new beginning" to think of other things and to look at other opportunities. When all is said and done we may have to change gears from support to promotion, line item by line item. Right now everything is "up in the air" with a new slate. If we get a new downtown manager and new partnerships are created we may have to come up with a "super package" that works together with others rather than \$10,000 here and \$10,000 there. As a Board we need to work together with other organizations to get things done.

Big changes are coming. We will have to be more responsible and have more proactive goals. Gears are shifting. We may still want to do Jazz Holiday and other things to get

people from the park to Cleveland Street. We must maximize funds to get more business in downtown. Budget review is the first step is a new process. We have to look at things a little differently.

Ms. Campos added reviewed some of the listed items including Holiday Lighting, Restaurant Recruitment, the Business Kiosk Directory and Downtown Events including the Annual Pet Fair and the Art Stroll. The Façade Improvement Program and other items may be collaborated with the CRA. As we move forward with the branding campaign, Art in the Medians and additional Downtown Events may be considered.

Chairman Allbritton added that Terry Schmidt, Parks and Recreation Manager, has been discussing ramping-up events in downtown, which is another consideration.

Discussion ensued regarding closing Cleveland Street for Art and Music Festivals, concert stages, volunteers, partnerships, kicking off Cleveland after the street is restored, moving the Farmer's Market to Cleveland Street and the cause of decreasing property values in the downtown.

ITEM #11 – Main Street Report – Anne Fogarty

Ms. Fogarty announced that she has received the chocolate bars with the Buy-One-Get-One Free restaurant coupons for the June 15th celebration of the second block opening of Cleveland Street. The coupons will be good through June 29th. The Promotion Committee of Main Street has met to discuss the distribution of the coupon to the city and county workers to coincide with the Fourth of July holiday. The coupons will depict the red, white and blue theme of the 4th. She thanked the members of the Board for sponsoring the Pet Fair on May 5th. She also thanked the Main Street volunteers and the city's Parks and Recreation Department. She added that 500 people were in attendance at this year's event. The next Cleveland Streetscape Hard Hat meeting will be held at the Cleveland Street Café at 628 Cleveland Street on June 28th at 8:00 a.m.

Vice Chairman Fernandez advised that he would be attending the Main Street meeting in Stark on June 25th and 26th.

ITEM #12 – Final Comments

Member Aranja is excited about the next grand opening. The street is looking great and the furniture is of good quality. The owner of the building at 554 Cleveland Street has been taking pictures. He wants to build on the momentum and coincide with all the work that's being done.

Member Nichols stated that everything is coming together. Everyone is working hard. There are a lot of challenges ahead of us to consolidate and conquer. He sees good things.

Treasurer Bosi had an interesting meeting with staff regarding the budget. It was an eye opener. We must keep pushing ahead to support Main Street. He looks forward to putting our minds together with other organizations.

ITEM #13 – Adjournment

Vice Chairman Fernandez moved to adjourn the June 6, 2007 Regular Meeting of the Clearwater Downtown Development Board at 7:03 P.M.; Member Goudreault seconded and the motion carried unanimously.

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| Also Present: | John Doran | Ex-officio Councilmember |
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| Absent: | Beth Coleman | Member |
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SUMMARY OF MOTIONS:

06.06.07.01

Vice Chairman Fernandez moved to allocate \$12,500 to Clearwater Jazz Holiday, which is an increase in the F/Y 2006-07 budget to \$2,500; Member Goudreault seconded and the motion carried unanimously.

06.06.07.02

Member Goudreault moved to approve the minutes from the May 2, 2007 Regular Monthly Meeting; Member Nichols seconded and the motion carried unanimously.

06.06.07.03

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

06.06.07.04

Treasurer Bosi moved to approve Douglas Manufacturing as the next recipient of the Milestone Award to be award at the July regular meeting of the Downtown Development Board; Vice Chairman Fernandez seconded and the motion carried unanimously.

06.06.07.05

Vice Chairman Fernandez moved to adjourn the June 6, 2007 Regular Meeting of the Clearwater Downtown Development Board at 7:03 P.M.; Member Goudreault seconded and the motion carried unanimously.