

**CLEARWATER DOWNTOWN DEVELOPMENT BOARD**  
**July 11, 2007 – 5:30 p.m.**

<b>Members Present:</b>	David Allbritton	Chairman
	Bob Fernandez	Vice-Chairman
	Dennis Bosi	Treasurer
	Josee Goudreault	Member
	Dean Nichols	Member
	Beth Coleman	Member
	Geri Aranjo	Member
<b>Absent:</b>	Carlen Petersen	Ex-officio Councilmember
<b>Also Present:</b>	John Doran	Ex-officio Councilmember
	Geri Campos Lopez	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.**

**2 – Citizen Comments – Items Not on the Agenda**

Christina Higgins, manager of Starbucks, 433 Cleveland Street, addressed the board as to if they had made a decision on the question she raised at last month's meeting regarding the installation of meters versus one-hour parking signs.

Board members discussed the pros and cons of parking meters but wanted to reserve further comment and action until after they listened to the City's position. Board members advised Mrs. Higgins to attend next month's meeting when city staff would discuss parking meters with the board.

**3 – Approve Minutes from the June 6, 2007 Regular Monthly Meeting**

***Member Coleman moved to approve the minutes from the June 6, 2007 regular monthly meeting; Vice-Chairman Fernandez seconded and the motion carried unanimously.***

**4 – Adopt the May 2007 Financial Statement for Filing**

***Member Goudreault moved to adopt the May 2007 financial statement for filing; Member Coleman seconded and the motion carried unanimously.***

## **5 – Annual Financial Report Ending September 30, 2007 – Jeanine Bittinger, Davidson, Jamieson & Cristini, P.L.**

Ms. Bittinger provided a presentation of the Annual Financial Report for the fiscal year ending September 30, 2006. She advised that the report was done on a full accrual basis. Ms. Bittinger briefly commented about items from the three major sections: Independent Auditor's Report, Management's Discussion and Analysis and Basic Financial Statements.

She praised the board for their strong financial position and noted that having funds managed by the City of Clearwater's Finance Department was an advantage as there was a higher rate of return with interest income.

Vice-Chairman Fernandez asked a question regarding the status of the \$48,000 loaned to the CRA to purchase property. Ms. Bittinger stated that the funds would be turned over upon sale of the property and the property had not been sold at year end.

## **6 – Adopt Aggregate Millage Rate for Fiscal Year 2007/2008**

Chairman Allbritton stated that the millage rate needs to be set. There board has a choice of doing three different things. We can not cut the millage and keep the same rate of 1.00 mil, we can accept the rollback rate of a half mil, or we can reduce it to the maximum rate per the legislature, which is basically 3.00% or 97% of the rollback rate. The rollback rate is determined by dividing the prior year by the current year. The difference between keeping the current millage and reducing it to the lowest amount is \$5,000.

Members questioned if there was a cap that they needed to consider. City staff was not sure and offered to research.

Ex-officio member Doran stated that he was unsure if independent special districts were the same as the city and county but the increase in future years are a product of the previous year's tax rate, a wage increase factor and the growth or new construction. Basically you use last years numbers, add new construction and tax based on index of income in prior year. This year it is about 5%.

City staff reminded the board that the millage rate could never exceed one mil.

**Member Nichols moved to adopt an aggregate millage rate of .9651 for Fiscal Year 2007/2008, Member Goudreault seconded and the motion carried unanimously.**

## **7 – Preliminary Budget Review – Geri Campos Lopez**

Geri Campos Lopez reminded the board that last month she presented budget categories, talked about different options and requested any additions. The CRA met with Chairman Allbritton to discuss projects that they would be doing and make recommendations on those that they would like to collaborate on with the DDB. These are estimates and they can be changed.

She asked the Board to look at the budget prepared with the Millage Rate of .9651 and went thru the budget line by line.

Member Bosi questioned the \$15,000 line item for Holiday Lighting was a pool of money for holiday lighting for downtown or the city?

Ms. Lopez responded that the funds through the City Parks & Recreation Department were not specifically for downtown and that she would come back to the board with specific amounts on what was planned for downtown.

Regarding the Restaurant Incentive/Recruitment line item, Member Bosi asked what the CRA's portion of the funding for this incentive?

Ms. Lopez advised that there was a six-year plan that would go to the CRA in September. The budget amount for that line item was \$100,000. The DDB's portion would be important to include in a package of CRA incentives for incoming businesses.

Member Bosi asked if the \$100,000 was allocated at \$20,000 per year for six years?

Ms. Lopez advised that she wasn't sure if \$100,000 was being proposed for every year but it was being proposed for next year and \$200,000 was proposed for revised façade grant program.

When the Downtown Branding line item was discussed, Member Bosi commented that the CRA took over the branding and questioned if they were taking on funding as well.

Ms. Lopez stated that the CRA was funding the Market Testing of the selected logos and that she would be providing an update later in the meeting.

Additional questions regarding branding were asked and all agreed to address these questions during the discussion of Agenda Item #10.

Member Goudreault asked about items that were on the preliminary budget that she had not seen before and wanted to know the process.

Ms. Lopez advised that the process for the preliminary budget began at last month's meeting. Nothing specific came from the board to put in to the budget. The CRA is making recommendations to you, as the board, of those projects that they would like the board to collaborate on and these are our requests.

Member Goudreault was unsure of the procedure and thought they would be inserting items in the budget. She questioned the CRA inserting these line items prior to their knowledge.

Ms. Lopez advised that the DDB has the Interlocal Agreement with the CRA, the \$151,000 increment is legally owed to the CRA and as part of the agreement, the CRA returns the money with the understanding that there are several projects they would like to work together on. What is included in the budget are the projects that the CRA wants to work on and would like the board to participate in. It doesn't preclude the board from adding new projects to the budget. The CRA's major efforts are the façade improvement and retail recruitment and all of these items are tied to these special projects.

Member Bosi stated that if the board did all the projects listed they would be \$219,000 over budget. The board would then have to take funds out of retained earnings to cover the overage and they would only have \$160,000 remaining.

Member Coleman stated that the board was not over budget and the board has the funds to spend to do things downtown.

Ms. Lopez commented that the board shouldn't consider it as over budget and that this was the purpose of retained earnings to begin with. If these are all the projects that you want to do, these are the funds that are there to cover that portion of it.

Member Bosi was concerned that future projects would come up that would need to be funded.

Ms. Lopez noted that with all that is happening downtown, property values would increase and the Board's budget would also increase.

Member Nichols commented that we were not necessarily going to spend this every single year.

Vice-Chairman Fernandez noted that the board usually held several budget meetings to discuss line items.

Linda Byars stated that the first Public Hearing would be held on September 5 and the board has until then to finalize the budget and the board still had time to amend the budget.

Ms. Lopez stated that downtown was at a critical point and the CRA and the City are positioning projects to move forward. We see these as critical projects and we can add more. This is the time to put the funds and invest into the downtown and the same discussion happens with the CRA's Redevelopment Fund.

Ex-officio member Doran voiced an observation that Member Nichols earlier stated previously in that these items won't happen year after year. They won't because they can not. He felt all items are justified and for the long term you are projected to have \$382,000 of reserves. On page 33 of the DDB audit is a notation that the board has a commitment of \$55,000 for the obligation for the SunTrust project, a commitment for \$50,000 a year for the boat slips which is \$450,000 for a total commitment of \$500,000. You have reserves of \$380,000 so you will only be able to spend this money for 1 or 2 years. Then you will be where Member Bosi noted that the DDB would have no reserves. If you spend these incentives in the first two years, the downtown would be moving forward and you won't have to do this again.

Vice-Chairman Fernandez questioned the Management and Administration Fee and asked if it was tied to the Interlocal Agreement.

Ms. Lopez commented that it was a part of the Agreement and that it is usually increased four percent every year. She will be bringing it to the Board in September.

Chairman Allbritton suggested that members take the budget home, review it and be ready to discuss it at the next meeting.

## **8 – Set First Public Budget Hearing Date for September 5, 2007**

Chairman Allbritton asked for a motion to set the first public budget hearing.

**Vice-Chairman Fernandez moved to set the first public budget hearing for September 5, 2007 at 5:30 p.m. at City Hall, Member Bosi seconded and the motion carried unanimously.**

## **9 – Cleveland Street Construction Update – Geri Campos Lopez**

Ms. Lopez advised that celebration for the completion of the second block of the streetscape was held on a beautiful day with free ice cream and pizza from merchants. Construction is on schedule and the Garden Avenue intersection is open. The next block is due to open in September and we will celebrate that block's completion at that time.

Anne Fogarty advised that the next Cleveland Street Streetscape Hard Hat meeting is scheduled for July 26 at 8:00 a.m. at Jack's Downtown Deli, 33 N. Garden Avenue.

Members commented that the block looked great and that it would look even better when the landscaping is installed.

Ms. Lopez noted that city staff is looking into installing the landscaping early.

Member Aranjó questioned if there were any signs alerting semi-trailers about the turning radius being difficult.

Ms. Fogarty advised that there were signs on Cleveland Street and that the public needs to be educated, and enforcement needs to be done.

## **10 – Cleveland Street Brand Identity and Marketing Plan Update – Geri Campos Lopez**

Ms. Lopez advised that the Cleveland Street Branding was moving forward. The CRA did an RFP for market testing of the logos and a company was chosen. There were four logos that will be tested.

The market testing company would specifically to go through the research objectives. They would learn what the reactions to the logos were, how it relates to the image of downtown and what comes first in people's minds after seeing them. There will be two focus groups, one group living in close proximity to downtown Clearwater and one group that live in greater Pinellas County. They are looking at a focus group in the 25-64 range with a higher household income ranges and would be screening them for the types of behaviors of what we want to see in downtown, basically people that like to go out and have fun. The testing will be done in a market testing facility and have a report at the end of August. It is envisioned that we will schedule a stakeholder meeting to go over comments.

Chairman Allbritton asked if it would be a stakeholder meeting that included all the organizations concerned with downtown.

Ms. Lopez advised that they hadn't determined that. She envisioned they would bring the key players together to come up with a consensus before it goes to CRA and that it could be done at the beginning of September.

Member Bosi asked how many more logo choices went from Vaughn Wedeen?

Ms. Lopez advised that about 3 additional logos besides the DDBs were being tested and that a total of 10 logos were received.

Member Bosi stated that he thought his last request was that the DDB be given a chance to change their minds from the logo first selected since the board started this process.

Ms. Lopez commented that at that point the logos were already chosen and that she understood his point and would relay that to CRA management.

Member Bosi stated that he felt ignored that he did not think it was right for city to take it away from board and exclude us.

Chairman Allbritton asked if the CRA paid Vaughn Wedeen for the additional logos?

Member Goudreault stated that the DDB we still needed to voice their opinion and asked how much money was spent between CRA and the DDB?

Ms. Lopez advised that the first portion was \$50,000 and then CRA funded \$5,000 for logo development with an additional \$5,000 for more logos. The \$50,000 was for the actual plan and that plan is still valid and we still want to move forward with its recommendations.

Member Bosi stated that he doesn't have a problem with the CRA getting more logos. The problem is that when the logos came in we there were a limited amount of logos to work with. He felt we should have been working together on this. The DDB should be involved in the process and we are not. He was not sure what could be done at this point. The Market Testing company has not gone out to survey people yet so he felt something could be changed. He would like the opportunity to look at what they looked at and see if we want to change our logo. The second problem is that when we were going through the process, the CRA was represented, members of the council were present and we were told what we picked was okay. He felt better communication should have been made. If it were still possible, he would like the option to review the additional logos.

Ms. Lopez asked what the direction was from the rest of the board.

Member Goudreault agreed that she would like to be a part of reviewing the logos.

Chairman Allbritton stated that the board picked the logo and the CRA picked some and paid for them. The Board was still going to get a chance to pick from the final four and we still have a chance to revisit it at the end and have a chance to change our mind.

Member Nichols felt that the CRA was doing a good job, he has not seen the logos and that they were going out to see what others think about it. Public opinion is critical and we should let them run with it.

Chairman Allbritton stated that the DDB instigated it and it was a decision by board to get consensus and we did our decision making on the front end.

Ms. Lopez advised that the purpose was not to pick a winner, it was to see what elements were liked about each of the logos. There was not a chance to change the logo, it's a chance to find out what people's opinions are.

## **11 – Main Street Report – Anne Fogarty**

Ms. Fogarty advised the board that the Florida Main Street Annual Meeting would be held September 12 –14 this year and this was a little bit earlier than usual. She advised the board that this was where you could network with other managers, volunteers and board members, awards were presented and that they should stay tuned for more information on what awards our program would be receiving. Ms. Fogarty noted that the board usually funded the attendance of Main Street volunteers and requested that the board fund registration and lodging at the conference in the amount not to exceed \$1,200.

**Member Fernandez moved to approve funding volunteers attendance at the Florida Main Street Annual Conference in the amount of \$1,200, Member Goudreault seconded and the motion carried unanimously.**

Ms. Fogarty alerted the board and viewers that Clearwater Cycling was returning to downtown Clearwater. They were located in the same building as Totally Board surf shop at corner of Court Street and East Avenue across from Pinellas Trail. They sold *Schwinn, Raleigh, Diamondback, GT, Dino* and the hottest bike from California, *Nirve BeachCruisers*. Clearwater Cycling is a full service repair shop and would be adding rentals later this summer. They are open Tuesday through Friday from 10 - 6 and Saturday from 10 - 4. Call 443-1500 for more information.

Stellar Fitness Personal Training and Group Fitness Studio has moved into Downtown Clearwater at the corner of Myrtle Avenue and Franklin Street. They provide personal training, Pilates Reformer Training, and small group fitness classes in: Pilates, Yoga, Ballet, Belly Dancing and Body Sculpting. Call Nicole at 461-9747.

Heart Title opened at 24. N. Ft. Harrison Avenue. They are available for all your title needs. Their hours are 9:30 to 6, Monday to Friday & other times as needed. Call 210-2442 for more information.

Lastly Ms. Fogarty advised that the Downtown Clearwater Summertime Marketplace that takes place monthly on the last Wednesday of the month in front of City Hall at 112 S. Osceola Avenue from 9 am – 1pm. The summertime market features fresh produce, gourmet cheese, baked goods, live music, handmade crafts and more. Complimentary parking is available during market hours. Call 461-7674 for more information.

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## **12 – Final Comments**

Ms. Lopez advised the board that Linda Byars would be leaving her position with the city and that this was her last day. She wanted to thank her for all her hard work. During the transition the CRA will be hiring a Downtown Manager and Board Members should contact Anne Fogarty for DDB assistance.

Chairman Allbritton noted that Linda Byars has been working for city 12 years and assisted the DDB for 7 years. He called Ms. Byars up to the podium to receive a plaque from the DDB commending her service to the board.

Member Nichols was excited about what's happening downtown and wished good luck to Linda.

Member Bosi commented that he would like more participating from merchants and noted the need to reach out to them and find out what they would want. He suggested a newsletter to communicate to them.

Vice-Chairman Fernandez thanked Linda for her years of service to the board. He advised the board about the FFEA conference that he attended every year. The conference would be held August 8 – 10 in Naples. He named some of the 34 workshops to be held. He felt it was a good event where almost every city participates and it was a good form of networking and finding out how other cities do events. The cost is \$385 for conference registration, \$218 for lodging, \$50.00 for meals and he requested the board's approval to cover the \$650 cost to attend. Vice-Chairman Fernandez advised he would personally pay for transportation costs.

**Member Bosi moved to approve Vice-Chairman Fernandez' conference attendance in the amount of \$650, Member Aranjo seconded and the motion and the motion carried unanimously.**

Vice-Chairman Fernandez questioned if the DDB had received funds from the Jim Warren mural installed on the Verizon Building years ago per an agreement.

Ms. Byars stated she had researched this subject in the past and the DDB was reimbursed for this in the amount of \$1,200.

Ex-officio Councilmember Doran thanked Geri Aranjo for her comments about the tire marks on Cleveland Street. He noted that the Skycrest neighborhood has similar signs but was hard to put the signs in the right place. He stated that he recently went to California and visited a couple of towns, neither like Clearwater, that had elements that he wanted to comment on. Closterville, also known as Hangtown, held street fairs 5 – 7 times a year. He felt we could borrow ideas from this city. He also visited Calistoga, a town north of San Francisco that is a Mount Dora kind of town. He stayed in a Bed & Breakfast and would like to see more of those in Clearwater. He noted the enthusiasm about Cleveland Street and what was coming future between boat slips and Cleveland Street projects. Water's Edge and Station Square condominiums are rising and that will contribute to the residential base. He advised that if anyone who is watching the meeting and had not seen the Telephone building that was located at the corner of Garden and Cleveland Avenues, it looks great as well as does the Mooko building, across from Starbucks. He understands that there is a beverage company coming in. The Prospect Lake & Cleveland Street RFP received nine proposals. He summarized by noting that in light of the budget discussion, he knows the board thinks beyond their current term and the board needs to continue thinking about 3 – 5 years out, where do we go and how do we get there.



Member Coleman stated that she continues to hear more about how good Cleveland Street looks and how much of a difference it makes. She thanked Linda for all of her work with the Board and the Chamber.

Member Aranjo attended the opening celebration for the second block and was amazed at the number of people that attended and the number of spaces that are being leased on Cleveland Street. She felt that these spaces would be filled at the end of the year. She thanked Linda and noted it was sad to see her go and wished her well in the future.

Member Goudreault stated that she also was sad to see Linda go and wished her good luck. She asked about getting information to the board about the upcoming International Council of Shopping Centers.

Ms. Fogarty advised that she would send the board the conference link.

Member Goudreault discussed the building for sale at the corner of Hendricks & Garden Avenues. She stated that she would like to see a health food restaurant on this half-acre site that had good parking and noted that we needed a place like Whole Foods to locate there.

Ms. Lopez asked Member Goudreault to provide information to us about that building and she would take to the ICSC Conference along with the updated Downtown Model shown to the board at the last meeting. The update was received today and will be brought to the board upon its completion.

Chairman Allbritton thanked everyone for their great final comments. He noted that it was an exciting time to be on the board. He wanted to highlight what Member Bosi said about having a newsletter and getting the merchants involved. He thanked Linda again and asked for a motion to adjourn the meeting.

### **13 – Adjournment**

***Vice Chairman Fernandez moved to adjourn the June 11, 2007 Regular Meeting of the Clearwater Downtown Development Board at 7:11 P.M.; Member Goudreault seconded and the motion carried unanimously.***

CLEARWATER DOWNTOWN DEVELOPMENT BOARD  
July 11, 2007 – 5:30 p.m.

<b>Members Present:</b>	David Allbritton	Chairman
	Bob Fernandez	Vice-Chairman
	Dennis Bosi	Treasurer
	Josee Goudreault	Member
	Dean Nichols	Member
	Geri Aranjo	Member
	Beth Coleman	Member
<b>Absent:</b>	Carlen Petersen	Ex-officio Councilmember
<b>Also Present:</b>	John Doran	Ex-officio Councilmember
	Geraldine Campos	Director – ED & Housing
	Anne Fogarty	Main Street Coordinator
	Linda Byars	Board Administrator

**SUMMARY OF MOTIONS:**

07.11.07.01

*Member Coleman moved to approve the minutes from the June 6, 2007 Regular Monthly Meeting; Member Fernandez seconded and the motion carried unanimously.*

07.11.07.02

*Member Goudreault moved to adopt the May 2007 financial statement for filing; Member Coleman seconded and the motion carried unanimously.*

07.11.07.03

Member Nichols moved to adopt an aggregate millage rate of .9651 for Fiscal Year 2007/2008, Member Goudreault seconded and the motion carried unanimously.

07.11.07.04

Member Fernandez moved to set the first public budget hearing for September 5, 2007 at 5:30 p.m. at City Hall, Member Bosi seconded and the motion carried unanimously.

07.11.07.05

Member Fernandez moved to approve funding volunteers attendance at the Main Street Annual Conference in the amount of \$1,200, Member Goudreault seconded and the motion carried unanimously.

07.11.07.06

Member Bosi moved to approve Vice-Chairman Fernandez' conference attendance in the amount of \$650, Member Arango seconded and the motion and the motion carried unanimously.

07.11.07.07

*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.*