

CLEARWATER DOWNTOWN DEVELOPMENT BOARD  
January 9, 2008 – 5:30 p.m.

Members Present:	David Allbritton	Chairman
	Bob Fernandez	Vice-Chairman
	Josee Goudreault	Member
	Geri Aranjó	Member
	Dean Nichols	Member
Also Present:	John Doran	Ex-Officio/Councilmember
	Carlen Petersen	Ex-Officio/Councilmember
	Anne Fogarty	Board Administrator/Main Street Coordinator

The Chair called the meeting to order at 5:31 p.m. at City Hall.

2 – Citizen Comments – Items Not on the Agenda

3 – Approve Minutes from the November 7 5, 2007 Regular Monthly Meeting

**Member Fernandez moved to approve the minutes of the November 7, 2007, meeting as submitted in written summation to each board member. The motion was duly seconded and carried unanimously.**

4 – Approve Minutes from the November 28, 2007 Special Meeting

**Member Nichols moved to approve the minutes of the November 28, 2007, Special Meeting as submitted in written summation to each board member. The motion was duly seconded and carried unanimously.**

5 - Adopt the October 2007 Financial Statement for Filing.

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

6 - Adopt the November 2007 Financial Statement for Filing.

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

7 – Chairman's Report

Chairman Allbritton commented on the two vacancies on the DDB that would be discussed later in the meeting. Regarding the two vacancies, he advised that although Dennis Bosi resigned for personal reasons that have since been resolved, he would like to be reappointed to the board. Beth Coleman resigned as President/CEO of the Regional Chamber of Commerce and is therefore not eligible to be a board member.

Chairman Allbritton noted that the ribbon cutting for Streetscape celebration was held on December 14 and about 300 people attended. County Commissioner Ronnie Duncan and Mayor Frank Hibbard addressed attendees and the Cleveland Street logo was presented.

#### 8 - Appointment of Officers

**Vice-Chairman Fernandez moved to reappoint David Allbritton as Chairman.**

The Chairman called for additional appointments for Chairman.

**Member Aranja moved to appoint Josee Goudreault as Chairman. No second was heard and the motion failed.**

**The original motion to reappoint David Allbritton was duly seconded and carried unanimously.**

**Member Goudreault moved to reappoint Bob Fernandez as Vice-Chairman. The motion was duly seconded and carried unanimously.**

**Vice-Chairman Fernandez moved to appoint Geri Aranja as Treasurer. The motion was duly seconded and carried unanimously.**

#### 9 – Appointment of Two Members

A question was raised as to if the board could put off the appointment of new members until a later date. The Chairman asked that the board fill the positions sooner versus later.

**Vice-Chairman Fernandez moved to reappoint Dennis Bosi as a member. The motion was duly seconded and carried unanimously.**

Chairman Allbritton noted that several people wanted to be considered that ran in the October 2007 DDB election. Christina Keeling and Charles Lykes, would like to be considered as well as Interim President/CEO of the Chamber, Kevin Gartland.

**Vice-Chairman Fernandez moved to appoint Christina Keeling to the DDB as she is a downtown merchant and is active in the downtown. The motion was duly seconded and carried unanimously.**

#### 10 – Downtown Parking Discussion – Bob Fernandez

Vice-chairman Fernandez advised that unfortunately he did not have much more to brief the Board about since the last time this subject was raised. He stated that he had met with Parking Division staff and the Manager was aware of the DDB's desire to inform the merchants and get buy-in.

Vice-Chairman Fernandez advised that he wants to get the merchants involved and needs to get the information packets together. He stated that he planned to have information for the next meeting.

## 11 – Sandwich Board Sign Discussion

Chairman Allbritton asked for comments from citizens in attendance.

Valorie Shillington, Rabbit Hole, noted that she had provided letters regarding the results of talking to merchants. She had petitions from 25 merchants and read the business' names. Mrs. Shillington stated that 22 merchants said the signs are needed to promote their business, 1 merchant said it would be helpful and 2 merchants said they didn't need signs to promote their business. She advised the Board that the Rabbit Hole tracks business each day and noted a 75 sale per week increase when the signs were on the sidewalk. She stated that she appreciated the DDB's intervention to allow the signs during the construction and that signs are needed.

Eric Voorheis, owner of MagicCar (formerly Eric's Auto Salon), ConsignMINT, a restaurant soon to open across from the Post Office and a boat detail business all in the downtown stated that sandwich board signs were vital to his businesses. He felt it was important for the traffic going through downtown to see his signs. Mr. Voorheis asked if businesses could get an extra year to keep the signs to help let people know they are there. He noted that Lou Chaconas from Angie's voiced his concern as well but was unable to attend the meeting.

Linda Hamilton, co-owner of the Newsstand at 621 Cleveland Street, stated that there has been a sandwich board sign in front of their business for over 20 years. She was requesting that the signs be allowed and stated that a business with no sign is a sign of no business.

Randall Gilliam, Intuition Salon co-owner, has been in business downtown for 5 years and understands the need to regulate downtown. He noted the Mission Beautification art project in the storefront next to Jamba Juice in downtown was there to help downtown look better. Mr. Gilliam stated that sandwich boards are vital and asked why can't they be regulated so that they are attractive with uniform sizes and shapes.

Ken Hokey, owner of ACE Liquors stated that they have a sandwich board sign and were told they had to take it down or be fined. He has seen an increase in sales with sign. Mr. Hokey noted that if we want tax money to come into downtown, they need to give a preview of what they have to offer and they must be seen to do so.

Christina Keeling, APSI Biometrics. Thanked the board for initiating this discussion. She stated that sandwich board signs have given people a reason to stop and numerous people have told her that they only stopped in because they saw the signs. Ms. Keeling noted that she would like to continue to keep the sandwich board signs in place.

Dr. Ian Shillington, co-owner of the Rabbit Hole stated that people come into their store and tell them they did not know they were there. They paid to improve their sign and they put a lot of love into creating it. Dr. Shillington noted that he would like a moratorium on enforcement of signs and hoped an agreement could be reached to keep the signs.

Member Goudreault stated that she started a boutique and many people told her that they only knew that they were there because of the sign. She moved to keep the signs and Ex-

officio member Petersen stated that she should ask Legal for an opinion first. She advised that Member Goudreault may want to recuse herself as she would see a financial gain and should not do so.

Chairman Allbritton briefed the board on the past history when a local architect came up with a design to match the theme of downtown in order to standardize the signs. They chose not to continue with these signs and he was unsure of the reason. The Council voted not to include sandwich board signs in the Downtown Development Plan so we as the DDB cannot change it. He stated that this item is on the agenda for Monday and although the public cannot speak about it at that time but that comments could be made on Thursday.

The Chairman stated he would like to hear a motion to ask the City Council to revisit the sandwich board sign issue and see if we can work to keep them.

Vice-Chairman Fernandez stated that he was a part of the Downtown Design Guidelines Steering Committee that was tasked to create the guidelines for downtown. The Steering Committee is where the sandwich board sign issue was shot down. He added that we have a multi-million dollar streetscape and it need to be regulated so that the signs are attractive.

Member Aranjo noted that she would have recuse herself from any vote on this subject.

Ex-officio Petersen stated that the board should refer this issue to council as this board does not have the authority to go forward with it.

DDB Administrator Anne Fogarty noted that with Members Goudreault and Aranjo recusing themselves, there would not be a quorum.

Chairman Allbritton thanked the merchants who had addressed the board and suggested they attend the meetings next week and voice their views.

## 12 - Project Updates

Anne Fogarty advised the board that Geri Campos Lopez was ill and unable to be present. She provided the board with project updates:

- a. Cleveland Street Logo Roll Out. Ms. Fogarty thanked Gibbs & Register, Bellomo-Herbert, Sunbelt Software, Station Square Condominiums, Biltmore Construction, the Strand at Clearwater Centre who were the Streetscape Completion Celebration event sponsors. She noted that Clearwater Downtown Partnership sponsored the reception. Special thanks to Clearwater Parks & Recreation Events Staff for all of their hard work for this event as well as the Bright House Networks Parade and Family Fun Festival. It was nice to have people on Cleveland Street for events again.

Ms. Fogarty advised that city staff had met and discussed next steps for rolling out the logo. Two items that were specifically being worked on were a Cleveland Street District newsletter with a DDB article and Banners are in the initial design phase and would be brought back to the DDB in February.

- b. CRA Retail Recruitment and Marketing Services RFP. Ms. Fogarty stated that the Draft RFP that was provided is going to CRA for approval on Monday. If approved it will be released on Tuesday, 1/15. The RFP would be due back February 13. The three parts of the scope were reviewed and she noted that the CRA was looking for someone with experience to do recruitment in downtown and the CRA has been doing research on who has experience doing recruitment in urban DT locations. The selection committee will review the submitted proposals, interviews would be done and the chosen consultant would be brought back to CRA in March.
- c. Sidewalk Café Furniture Grant Program – The grant program sponsored by the DDB would be going to the CRA on Monday. The grant amount was proposed at up to \$2,500 with 25% being paid by the merchant and 75% funded by DDB/CRA.
- d. Cleveland Street & Prospect Lake Developer – Miles Development Partners project was still in negotiations. The CRA extended the timeframe and the Development Agreement will be brought back to the CRA at end of February
- e. DDB Website Rollout scheduled for next month.

A question was raised about the status of the Downtown Manager. Ms. Fogarty advised that additional resumes have been received and the CRA Executive Director would be interviewing if appropriate. She noted that Mr. Irwin wanted to make sure that he found the right person for the position.

### 13 – Main Street Report

Ms. Fogarty advised the board about the following new businesses:

- Jamba Juice opened at 432 Cleveland Street.
- The Parthenon reopened under the same management at 705 Court Street, 442-4422.
- Emily's Restaurant reopened under the same management at 101 S. Garden, 443-4600. They are open 7 days a week from 6 – 3 and serve a full breakfast and lunch.
- Just for Fun Boutique opened at 24 N. Ft. Harrison, call 210-8386 for more information. They sell jewelry, purses, and accessories and have great prices.

Ms. Fogarty noted that the Sea Blues Festival would be held February 23 – 24 at Coachman Park. She questioned the board as to if they would like Buy 1 – Get 1 free coupons distributed again to attendees? Members questioned if other businesses besides restaurants could be included in the discount. Ms. Fogarty advised that she would try to question the businesses and bring back to board.

The Public Art in Medians was being discussed with Cultural Affairs and they plan to come address the board at their February meeting with their proposal.

The Main Street Promotion Committee was planning events for Cleveland Street with the Parks & Recreation Special Events Division and would have more information at a later date. Anyone interested in assisting with the planning of downtown events should attend

a meeting on Thursday, January 24 at 6:00 p.m. at City Hall in the 2<sup>nd</sup> Floor meeting room or call 562-4044 for more information.

#### 14 – Final Comments

Member Nichols noted that Cleveland Street was looking good and that we should keep going forward.

Member Fernandez advised that he although the Farmer's Market is only celebrating their 13<sup>th</sup> year, the Souper Soups was the 14<sup>th</sup> annual event as the DDB sponsored the event the first year. He announced that proceeds of \$500 would be donated to the food bank for RCS.

Member Aranjo welcomed back Dennis Bosi to board and welcomed Christina Keeling to the board. She thanked the members for her appointment as Treasurer.

Member Goudreault also welcomed the new officers.

Ex-officio Councilmember Carlen Petersen thanked Beth Coleman for her service and suggested a letter is sent to thank her formally. She welcomed Dennis Bosi and Christina Keeling. Thanks to all for celebration of Cleveland Street Streetscape.

Ex-officio Councilmember John Doran stated that with everything that has been said it is a good year especially for the Cleveland Street District. He noted that Bay Walk was a 20-year success and Cleveland Street is reaching a critical mass. The focused investment has resulted in more for private investment. Letters to the Editor recently state that nothing will happen but there is significant investment and soon there will be so much happening on Cleveland Street. Welcome to the new board members and thank you to Beth Coleman and all of you for your service.

Chairman Allbritton also thanked Beth Coleman and members for their service. He advised that he had talked to Dwight Matheny of the CDP about the first DDB sponsored postcards distributed and the board would be briefed about the response to the merchants.

Member Fernandez moved to adjourn the January 9, 2008 Regular Meeting of the Clearwater Downtown Development Board at 6:25 p.m. The motion was duly seconded and carried unanimously.

CLEARWATER DOWNTOWN DEVELOPMENT BOARD MEETING ACTION AGENDA  
Wednesday, January 9, 2008 – 5:30 p.m.

01.09.08.01

**Vice-Chairman Fernandez moved to approve the minutes of the November 7, 2007, meeting as submitted in written summation to each board member. The motion was duly seconded and carried unanimously.**

01.09.08.02

**Member Nichols moved to approve the minutes of the November 28, 2007, Special Meeting as submitted in written summation to each board member. The motion was duly seconded and carried unanimously.**

01.09.08.03

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

01.09.08.04

**Vice-Chairman Fernandez moved to adopt the November 2007 Financial Statement for Filing. The motion was duly seconded and carried unanimously.**

01.09.08.05

- a. Vice-Chairman Fernandez moved to reappoint David Allbritton as Chairman.**
- b. Member Arango moved to appoint Josee Goudreault as Chairman. No second was heard and the motion failed.**
- c. The original motion to reappoint David Allbritton was duly seconded and carried unanimously.**
- d. Member Goudreault moved to reappoint Bob Fernandez as Vice-Chairman. The motion was duly seconded and carried unanimously.**
- e. Vice-Chairman Fernandez moved to appoint Geri Arango as Treasurer. The motion was duly seconded and carried unanimously.**

01.09.08.06

- a. Vice-Chairman Fernandez moved to reappoint Dennis Bosi as a member. The motion was duly seconded and carried unanimously.**
- b. Vice-Chairman Fernandez moved to appoint Christina Keeling to the DDB as she is a downtown merchant and is active in the downtown. The motion was duly seconded and carried unanimously.**