

CLEARWATER DOWNTOWN DEVELOPMENT BOARD

April 11, 2007 – 5:30 p.m.

City Hall – Second Floor – OED Training Room

112 South Osceola Avenue, Clearwater, Florida

Regular Monthly Meeting

Members Present:	David Allbritton	Chairman
	Bob Fernandez	Vice-Chairman
	Dennis Bosi	Treasurer
	Josee Goudreault	Member

Absent:	Beth Coleman	Member
	Geri Aranjó	Member
	Dean Nichols	Member

Also Present:	John Doran	Ex-officio Councilmember
	Carlen Petersen	Ex-officio Councilmember
	Linda Byars	Board Administrator

The Chair called the meeting to order at 5:34 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

No comments brought forward.

ITEM #3 – Approve Minutes from the March 7, 2007 Regular Monthly Meeting

Member Goudreault moved to approve the minutes from the March 7, 2007 regular monthly meeting; Vice Chairman Fernandez seconded and the motion carried unanimously.

ITEM # 4 – Clearwater Jazz Holiday – Request for Funding

Member Goudreault stated that the request for funding the fireworks display at the Jazz Holiday in the amount of \$25,000 seems excessive at this time.

Vice Chairman Fernandez agreed. He would like to conserve revenues for “better sources”, perhaps retail ads, façade improvements or other things that would benefit the constituents directly in the downtown. Jazz Holiday may be in a position to find fireworks funding through a private corporation.

Chairman Allbritton stated that the Jazz Holiday event offers “good exposure”. However, the amount requested is a lot for one time.

Member Goudreault would like to see the DDB adopt the Sea Blues Festival as its signature event. The Jazz Holiday is a popular, long running event that has many sponsors.

Treasurer Bosi questioned the “whole picture”. Cleveland Street and the Main Street program are going through a lot right now. Branding Cleveland Street is an important issue that will need reinforcement. Funding should be used in promoting downtown overall. There may be a need for investment other than just the branding campaign. This is not the time to make a decision; more discussion is needed.

Vice Chairman Fernandez moved to increase funding from \$10,000 to \$12,000 to the Jazz Holiday Foundation.

Treasurer Bosi stated that there are still too many questions.

Chairman Allbritton would like to know what benefit comes with increasing the level from \$10,000 to \$12,000 and asked the Board to only address Jazz Holiday’s request for funding the fireworks display in the amount of \$25,000.

Conversation ensued regarding the Cleveland Street branding campaign and proposed participation by the CRA and other downtown entities.

Vice Chairman Fernandez withdrew his original motion and...

Vice Chairman Fernandez moved to decline the Jazz Holiday Foundation’s request for funding the fireworks display in the amount of \$25,000 and to maintain the current level of funding in the amount of \$10,000 as approved in the F/Y 2006/07 annual budget; Member Goudreault seconded and the motion carried unanimously.

ITEM # 5 – Cleveland Street Brand Identity – Next Steps

In the absence of Director Campos, Linda Byars addressed the Board regarding the next steps in creating a brand identity for Cleveland Street.

In cooperation with the Downtown Development Board, the Community Redevelopment Agency (CRA) desires to contract with Vaughn Wedeen Creative, Inc. for professional services to undertake the second phase of a public relations and marketing project specifically to promote downtown Clearwater and creating a brand Identity for Cleveland Street in downtown Clearwater.

Vaughn Wedeen will be requested to continue with a comprehensive brand identity and deliverables including creative direction and design, copywriting and computer production and client services for marketing a brand for downtown.

Vaughn Wedeen will design and provide artwork for different brand identity logos in conjunction with the traditional design logo provided to the Downtown Development Board under separate cover and selection choices that represent a modern, contemporary, “edgy” design that would fall somewhere between traditional and modern. The logos submitted for

consideration will be designed in context on a banner as was the traditional logo accepted by the DDB.

The product will be delivered to the CRA within thirty days to the Director of Economic Development. After staff review, further development of the selected logos for the *modern/contemporary* and *in-between* categories, Vaughn Wedeen will present revisions of each category to the CRA.

The proposed contract will be formally presented at the May meeting for consideration by the CRA whose desire is to present other alternatives and options with consideration given the DDB's recommendation.

Branding Cleveland Street is a big step in creating a destination downtown. Approval and acceptance by all groups involved should be sought. Adopting *one* logo design that is acceptable to all is important in bringing about community consensus.

ITEM # 6 – Cleveland Streetscape Construction Project Update

The second block of Cleveland Street is scheduled for completion in June when the second block party celebration will be scheduled.

Chairman Allbritton stated that he was speaking to Cathy at Constant Cravings who has announced that she will be moving her operations from Cleveland Street to Belleair. She has requested clarification on the decision to construct Cleveland Street block-by-block rather than the 18-month time period originally approved.

Councilmember Petersen advised that Council made the decision for block-by-block construction after speaking with all affected businesses and obtaining their agreement.

Conversation ensued regarding the construction timeframe, watering practices by the contractor and the recently installed way-finding (business identification) signs on Cleveland Street.

Linda Byars reminded everyone that the newsletters published on the website is a great way to keep up with the progress of construction on Cleveland Street and invited all to attend the monthly Hard Hat meetings.

ITEM #7 – Prospect Lake Project Update

Linda Byars announced that the Request for Proposal (RFP) for is currently being drafted for the development site located on Cleveland Street and Prospect Avenue around Prospect Lake. The RFP will be presented to the CRA at the April meeting.

ITEM # 8 – Adjournment

Vice Chairman Fernandez moved to adjourn the April 11, 2007 regular monthly meeting of the Downtown Development Board at 6:10 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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	Linda Byars	Board Administrator

SUMMARY OF MOTIONS:

04.11.07.01

Member Goudreault moved to approve the minutes from the March 7, 2007 regular monthly meeting; Vice Chairman Fernandez seconded and the motion carried unanimously.

04.11.07.02

Vice Chairman Fernandez moved to decline the Jazz Holiday Foundation's request for funding the fireworks display in the amount of \$25,000 and to maintain the current funding amount of \$10,000 as approved in the F/Y 2006/07 annual budget; Member Goudreault seconded and the motion carried unanimously.

04.11.07.03

Vice Chairman Fernandez moved to adjourn the April 11, 2007 regular monthly meeting of the Downtown Development Board at 6:10 p.m.; Member Goudreault seconded and the motion carried unanimously.