

CLEARWATER DOWNTOWN DEVELOPMENT BOARD MEETING  
December 3, 2014 – 5:30 PM – City Hall – Council Chambers

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|------------------|---------------------|--|
| Members Present: | Paris Morfopoulos   | Chairman   |
|                  | Thomas Wright       | Vice-Chairman  |
|                  | Craig Rubright      | Treasurer  |
|                  | Dennis Bosi         | Member   |
|                  | John Doran          | Member   |
|                  | Stu Sjouwerman      | Member   |
|                  | Tony Starova        | Member   |
| Also Present:    | Bill Jonson         | Ex-Officio/Councilmember                               |
|                  | Jay Polglaze        | Ex-Officio/Councilmember                               |
|                  | Rod Irwin           | Executive Director, Community<br>Redevelopment Agency  |
|                  | Anne Fogarty France | Board Administrator                                    |
|                  | Geri Campos Lopez   | Director, Economic Development &<br>Housing Department |
|                  |                     |  |

1. Chairman Morfopoulos called the meeting to order at 5:30 p.m.
2. Citizen Comments – Items Not on the Agenda – No citizen comments
3. CRA Redevelopment Update – Rod Irwin, CRA Executive Director

Mr. Rod Irwin thanked the board for inviting him and discussed the memo and two spreadsheets sent to board members in their agenda packets. One of the main points he highlighted was that the taxable value of the downtown property is rising again.

Discussion ensued regarding Greenlight Pinellas, extending the CRA past 2019, the Clearwater Marine Aquarium (CMA), the Urban Land Institute recommendations and the ensuing City Council work session last month. Staff identified 48 different action items from these recommendations and council will be setting priorities on these items in future worksessions.

He noted that another ULI worksession was scheduled for January 21, 2015 at 6:00 p.m.

4. Fiscal Year 2013-2014 DDB Accomplishments & Retail/Restaurant Update

Anne Fogarty France addressed the board and reviewed the accomplishments and the businesses that had opened and closed.

5. DDB Mission Summary

Chairman Morfopoulos reviewed the primary purposes, the ideal scene and it was noted that the goals read by the Chairman were not included in the agenda packet. Ms. Fogarty France was asked to forward the list of goals to all DDB members.

6. Burlington and Boulder Presentation

Member Doran commended the board for the work that they did during this year and the Chairman for the items that he brought to the board. He distributed a handout of the Church Street Marketplace in Burlington, Vermont and Pearl Street Mall in Boulder, Colorado. He

noted that he had recently visited both locations and feels that closing a portion of Cleveland Street to traffic would be a viable option for Clearwater. He stated that if there were enough people who want to work on this in the next few months he would be willing to organize the effort. He added that the idea will not go anywhere unless the business community and property owners want this to happen. Member Doran's suggestion would be to close Cleveland Street from Garden Ave. to Osceola Ave. and install bollards. The point is to make those two blocks a destination. The downtown has over 1,500 public parking spaces from Garden to Osceola. The map provided by Member Doran showed a total of 2,356 public and private parking spaces. He displayed photos that he had as well as some from Ex-officio Councilmember Jonson's pictures of the Pearl Street Mall in Boulder.

- a. Closing Cleveland Street – Geri Campos Lopez provided an initial staff reaction and posed the question regarding waiting until you have enough people and then creating the mall or vice versa. The initial research is that if you don't have the critical mass it looks empty.
7. Update on Variable Message Boards (VMBs) – During Mr. Irwin's presentation he briefly addressed this subject stating that City Manager Bill Horne had received the board's letter. He noted that the VMBs could not be placed on state roads and that they had to communicate a traffic impact message. He added that the city had four VMBs that could be made available but more information was needed on where the DDB would like the signs and what message would be requested.

Chairman Morfopoulos asked the board if they wanted to make a motion regarding the information from Mr. Irwin.

**Vice Chairman Wright moved to have staff contact the Traffic Division regarding the use of the Variable Message Boards to advise motorists of Miracle on Cleveland Street, Blast Fridays and other signature events. The motion was duly seconded and upon roll call, the vote was:**

**"Ayes":** Chairman Paris Morfopoulos, Vice-Chairman Thomas Wright, Treasurer Craig Rubright, Member Dennis Bosi, Member John Doran, Member John Doran, Member Tony Starova and Member Stu Sjouwerman

**"Nays":** None

8. Chairman Morfopoulos advised the board that he and two members had to leave the meeting. He noted that there would not be a quorum and asked if the remaining items should be continued until next month.

**Vice Chairman Wright moved to continue items 8 through 10 from the December 3, 2014 meeting to the next meeting. The motion was duly seconded and upon roll call, the vote was:**

**"Ayes":** Chairman Paris Morfopoulos, Vice-Chairman Thomas Wright, Treasurer Craig Rubright, Member Dennis Bosi, Member John Doran, Member John Doran, Member Tony Starova and Member Stu Sjouwerman

**"Nays":** None

9. The meeting was adjourned at 6:51 p.m.