

CLEARWATER DOWNTOWN DEVELOPMENT BOARD
February 7, 2007 – 5:30 p.m.
OED Training Room – Second Floor – City Hall
112 South Osceola Avenue, Clearwater, Florida

Members Present:	David Allbritton	Chairman
	Bob Fernandez	Vice-Chairman
	Dennis Bosi	
	Beth Coleman	Member
	Geri Arango	Member
	Dean Nichols	Member
	Josee Goudreault	Member

Also Present:	John Doran	Councilmember
	Carlen Petersen	Councilmember
	Geraldine Campos	Director, ED & Housing
	Anne Fogarty	Main Street Coordinator
	Linda Byars	Board Administrator

The Chair called the meeting to order at 5:33 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 citizen comments were brought forward.

ITEM #3 – January 3, 2007 Meeting Minutes

Linda Byars advised the Board that Vice Chairman Fernandez was not present at the January 3rd meeting as recorded.

Member Coleman moved to approve the minutes from the January 3, 2007 regular monthly meeting correcting that Vice Chairman Fernandez was not present as reported; Member Nichols seconded and the motion carried unanimously.

ITEM # 4 – January 18, 2007 Meeting Minutes

Member Coleman moved to approve the minutes from the January 18, 2007 special meeting; Vice Chairman Fernandez seconded and the motion carried unanimously.

ITEM #5 – December 2006 Financial Statement

Member Nichols moved to accept the December 2006 Financial Statements for filing; Member Coleman seconded and the motion carried unanimously.

ITEM #6 – Milestone Award – Chairman Allbritton

Vice Chairman Fernandez moved to approved Clearwater Printing as the next recipient of the Milestone Award to be presented at the March 7, 2007 televised regular monthly meeting; Member Coleman seconded and the motion carried unanimously.

ITEM #7 – Cleveland Street Brand Identity and Proposed Logos by Vaughn Wedeen Creative, Inc.

Chairman Allbritton opened the floor for discussion and review of the logos submitted by the consultant, Vaughn Wedeen Creative, Inc., under the current contract.

Member Goudreault would like to see a different color scheme.

Chairman Allbritton understands that the colors may change depending on the use in banners with different backgrounds. His preference and choice was #3 of the 4 designs submitted, all of which match the way-finding signs.

Councilmember Petersen stated that #2 and #4 tie into the theme better than #3. It's a more simple design. However, all are good. She suggested that the circles be changed to rectangles in #3.

Geraldine Campos preferred the clarity and less busy style of #3, which offers the ability to be changed to include the different districts. She appreciates that Vaughn Wedeen listened to what was suggested. She was somewhat disappointed that only one theme was submitted. All examples seem to be the same with different shapes. However, Vaughn Wedeen did provide the font, color and wrought iron design that were discussed.

Treasurer Bosi expressed his concern that the logos looked like street signs and asked if this would be the final choice.

Conversation ensued regarding adopting a logo that is distinguishable to downtown, that is consistent with the way-finding signage that is recognizable and ties into the wrought iron theme.

Member Nichols moved to adopt the rectangular shaped design #3 with wrought iron border and interchangeable district identification within the logo as submitted by Vaughn Wedeen Creative, Inc. in their report dated February 5, 2007 with the exception to change the blue circles to diamond shape as identified within the downtown way-finding sign system; Vice Chairman Fernandez seconded and the motion carried unanimously.

Discussion continued regarding the *DDB* logo.

Chairman Allbritton was not first impressed with a different font in the middle as presented. However, the more he looked at it the more he liked it. He could see that design at the bottom of graphic designs with the Cleveland Street logo.

Discussion ensued regarding the simplicity, interest of design and lack of imagination in design.

Member Nichols moved to adopt the Downtown Development Board logo as depicted on page 6 of Vaughn Wedeen Creative, Inc. report dated February 5, 2007; Vice Chairman Fernandez seconded, the motion carried five to two; Member Goudreault and Treasurer Bobi opposed.

ITEM #8 – Sea-Blues Festival – Volunteers

Chairman Allbritton recruited volunteers to attend the DDB booth at the Sea-Blues Festival, February 24 and 25, 2007.

Conversation ensued regarding the schedule, the opportunity to show report and promote city initiatives to the general public; Main Street volunteers and the downtown businesses participation.

Chairman Allbritton stated that the festival is a good time to distribute the “buy-one-get-one-free” coupon to assist the restaurant businesses on Cleveland Street. He has heard from a lot of people that the coupon campaign is a “great thing”.

Anne Fogarty reminded the members that the coupon campaign has been a very successful program. City and county worker coupons will be distributed on a date to be determined. Most recently, the coupon will appear through March 31st on the back of the Phillies game program. Future coupons will be printed on different colored paper to determine during what timeframe the coupons were used. Anne has heard from other downtown business in the Main Street community (Book Worm Café, Martini Bar, Java Junction and one salon) that they would like to participate in the campaign. Currently the program is for the restaurants only.

Vice Chairman Fernandez has a different opinion regarding the campaign. When the board was canvassed to allow for the coupons on the program, he voted against it. He prefers that the coupons appear in the newspaper. He asked, “Is the only thing we can do is for the restaurants?” Other businesses, including auto repairs and hair salons, could be included. He has seen the results of a coupon campaign to become an “over kill”. He cautioned the board not to go all the way with the “buy-one”; let people know that there are more than restaurants in downtown. He asked, “Are these all the restaurants we would like to see in downtown? Are we not looking for bigger and better things? We must upgrade ourselves. Why don’t we bring in better things?”

Member Coleman stated that there are a lot of things that can be done. However, most are very work-intensive and time consuming.

Treasurer Bosi agreed that other businesses can “jump on the band wagon”. There is no reason that the campaign couldn’t include a \$5.00 off coupon for every retail provider. Sometimes the same thing over and over isn’t special anymore. We need to hit a different market.

Member Coleman agreed that different things could be done and offers could be collected, whether a \$5.00 coupon or whatever. The business community should approach the board with their requests and suggestions.

Geraldine Campos reminded the members that there has been a long line of promotions that have been tried throughout the years. Staff has found difficulty in obtaining “buy-in” from the businesses. From all that has been experimented with, the coupon campaign has received the most interest. Staff has heard from those businesses that attend the Streetscape Hard Hat meetings that the coupon campaign cannot be done just once. Of course, we do not want to over-kill, but continuity is imperative and that can be difficult. The intent with the campaign was to be very targeted, thus only the restaurants on Cleveland Street are participating for a specific time during construction. The intent was not to exclude others, but to get pedestrian traffic on Cleveland Street. Not to say that in the future we cannot change to go outside of the construction. Those most affected on Cleveland Street are the restaurants and city workers are the most likely to come to Cleveland Street for lunch with a coupon.

Vice Chairman Fernandez stated that special events at the Farmer’s Market, like Souper Soup, the most successful, brings people to the market in droves. Why not a once a month campaign? The same thing every week becomes ineffective.

Conversation ensued regarding what to do and when, checks and balances, the worth of media exposure because of the coupon ad and letting people know that the DDB and the city are trying to help.

Member Goudreault moved to distribute 250 “buy-one-get-one-free” restaurant coupons at the February 24th and 25th Sea-Blues Festival; Member Coleman seconded and the motion carried 6 to 1 with Vice Chairman Fernandez opposed.

ITEM #9 – Boat Slip Referendum – Discussion

Chairman Allbritton introduced **Bob Clifford**, representing the Citizens for a Beautiful Waterfront, a Political Action Committee (PAC), to address the board regarding the upcoming Boat Slip referendum for which the Clearwater Downtown Partnership and Greater Clearwater Regional Chamber of Commerce are in favor.

Mr. Clifford thanked the board for their commitment to the downtown by financially supporting the construction and maintenance of the proposed boat slips. He came before the board on behalf of the PAC to request the board’s support. Even with support the problem is getting the referendum passed. The PAC can legally act as an advocate for the boat slips where the city can only educate the voters on the facts. The PAC has a different role than the city and has gone out to solicit support from businesses, individuals and organizations to fund the agenda for voters to vote “yes” for the amendment. The cause has gone out to a number of people and the PAC has paid a company to perform a survey. The action targeted approximately 11,000 voters who have traditionally voted in city elections and attracting these voters to the polls. The PAC has been very comprehensive in their search to get the votes. In addition the boat slips referendum there are others questions on the ballot, which are important to the city. Traditionally the number of those turning out to vote has been very low.

We all have to put a huge effort into getting voters out. People don't understand the facts about the slips only that someone wants to put boat slips at the park. The PAC's focus is to educate and advocate. Mr. Clifford asked the DDB to consider a motion to contribute \$5,000 to the Citizens for a Beautiful and Active Waterfront anticipating opposition by Save the Bayfront, which is well funded and will be active to defeat the vote.

Vice Chairman Fernandez asked who is the president?

Mr. Clifford answered that Ray Fararo is the acting president. The committee is made up of chamber, other notable community members and a broad spectrum from the Downtown Partnership. The committee is taking an active, physical and financial grass roots approach. The city Council is talking to people to advise that the boat slips, as is the streetscape, residential and retail developments, is one of the pieces of the puzzle in creating a destination downtown.

Member Goudreault moved to allocate \$5,000 from the F/Y 2006-07 budget for the purpose of supporting the Citizens for a Beautiful and Active Waterfront, a Political Action Committee, in their mission in advocate a "yes" vote to the boat slips referendum question in the March 13, 2007 election; Vice Chairman Fernandez seconded.

Discussion ensued regarding legal grounds for the contribution and the question of providing funding to the Greater Clearwater Regional Chamber in lieu of the PAC. Suggestion was given to pursue the legality of the issue with Council.

Member Goudreault amended her motion to allocate \$5,000 from the F/Y 2006-07 budget for the purpose of supporting the Citizens for a Beautiful and Active Waterfront, a Political Action Committee, and/or the Greater Clearwater Chamber of Commerce in their mission to advocate a "yes" vote to the boat slips referendum question in the March 13, 2007 election, subject to an affirmative legal opinion from DDB legal council; Vice Chairman Fernandez seconded and the motion carried with Member Coleman as President/CEO of the Chamber of Commerce, recusing herself.

ITEM #10 – Cleveland Street Block Party – Chairman Allbritton

Chairman Allbritton requested discussion regarding the DDB sponsoring a gathering or block party the evening of the city's celebration and ribbon cutting for the completion of the first block of the Cleveland Streetscape on March 16, 2007 and suggested that the Downtown Partnership also contribute.

Geraldine Campos stated that the city's position is that the completion of the first block of the streetscape construction is a milestone to celebrate. However, there are some challenges. Getting and capturing an audience, especially those from the downtown office building, may be difficult. Consideration has been given to having the DDB, the Downtown Partnership and the Chamber of Commerce spearhead the continuance of the ribbon cutting ceremony, which would take place just prior to the lunch hour, through the evening hours. The ribbon cutting would be a good opportunity to distribute additional "buy-one" coupons, which may entice attendees to use during the lunch hour on the 16th.

Member Coleman suggested waiting until the entire project is complete and then have a huge party. Friday nights are difficult and a tough sell to get people to stay in the evening after a mid-day event. People want food and drink and a reason to stay. Perhaps it would be best to save the money for the big celebration at completion of the project.

Vice Chairman Fernandez stated that people are very visual and it's very difficult to "get people out".

Conversation ensued regarding "Friday Nights" in St. Petersburg, branding opportunities during the block party, banners, tee shirts and unity between the community partners.

Member Coleman moved to distribute 250 "buy-one-get-one-free" restaurant coupons at the March 16th ribbon cutting in celebration of the first block completion of the streetscape project; Member Arango seconded and the motion carried unanimously.

ITEM #11- Clearwater Jazz Holiday – Request for Funding

Request for funding the Jazz Holiday was tabled until the March 7, 2007 regular monthly meeting when a Jazz Holiday Foundation representative could be present to answer questions.

Councilmember Doran stated that Jazz Holiday is the largest event in Coachman Park and a perfect opportunity to roll out the Cleveland Street brand identity.

ITEM #12 – Main Street Report – Anne Fogarty

Anne Fogarty announced the opening of Franklin Realty at 423 Cleveland Street and the grand opening of Geoffrey's Dress Shop on Ft. Harrison Avenue, Saturday February 10th. The ribbon cutting will take place at 11:00 a.m. The next Main Street quarterly meeting will be held in Palm Harbor. The agenda will include a discussion on tourism.

ITEM #13 – Final Comments

Councilmember Doran drew attention Tan Talk radio, AM 1340, WTAN, which offers advertising and programming opportunities at a reasonable cost. Any entity may "talk" for an hour about Clearwater for a minimal charge of \$150. For \$7,500 a year one could talk about almost anything. Programming can be done either live or pre-taped. CM Doran's thought was that the DDB could buy an hour a week and figure out how to fill the time. The board could sponsor advertising opportunities for downtown businesses or promote downtown activities. The opportunities are endless. CM Doran also brought forward information regarding the boat slips including the ballot language and excerpts from the "Save the Bayfront" website.

Vice Chairman Fernandez shared he and his wife, Pat's experiences in touring Florida recently and visiting different Farmer's Markets around the state. West Palm Beach and Clematis Street, once very successful before the development of City Place, offers a free trolley and an "on-the-street" Farmer's Market. His hope is to see the Clearwater market on Cleveland Street once the construction is completed. Many of the new urban downtown

developments he visited are pedestrian friendly and offer a wide variety of restaurants and retail establishments with an extended residential base. Outside dining is particularly apparent where there is a lot of activity, like tennis championships and art, to attract people.

ITEM #14 - Adjournment

Treasurer Bosi moved to adjourn the February 7, 2007 regular monthly meeting of the Downtown Development Board at 7:14 p.m.; Member Coleman seconded and the motion carried unanimously.

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Members Present:

David Allbritton	Chairman
Bob Fernandez	Vice-Chairman
Dennis Bosi	Treasurer
Beth Coleman	Member
Geri Aranjó	Member
Dean Nichols	Member
Josee Goudreault	Member

Also Present:

John Doran	Councilmember
Carlen Petersen	Councilmember
Geraldine Campos	Director, ED & Housing
Anne Fogarty	Main Street Coordinator
Linda Byars	Board Administrator

SUMMARY OF MOTIONS:

02.07.07.01

Member Coleman moved to approve the minutes from the January 3, 2007 regular monthly meeting with the correction that Vice Chairman Fernandez was not present at the meeting as reported; Member Nichols seconded and the motion carried unanimously.

02.07.07.02

Member Coleman moved to approve the minutes from the January 18, 2007 special meeting; Vice Chairman Fernandez seconded and the motion carried unanimously.

02.07.07.03

02.07.07.04

Member Nichols moved to accept the December 2006 Financial Statements for filing; Member Coleman seconded and the motion carried unanimously.

02.07.07.05

Vice Chairman Fernandez moved to approve Clearwater Printing as the next recipient of the Milestone Award to be presented at the March 7, 2007 televised regular monthly meeting; Member Coleman seconded and the motion carried unanimously.

02.07.07.06

Member Nichols moved to adopt the rectangular shaped design #3 with wrought iron border and interchangeable district identification within the logo as submitted by Vaughn Wedeen Creative, Inc. in their report dated February 5, 2007 with the exception to change the blue circles to diamond shape as identified within the downtown way-finding sign system; Vice Chairman Fernandez seconded and the motion carried unanimously.

02.07.07.07

Member Nichols moved to adopt the Downtown Development Board logo as depicted on page 6 of Vaughn Wedeen Creative, Inc. report dated February 5, 2007; Vice Chairman Fernandez seconded, the motion carried five to two; Member Goudreault and Treasurer Bobi opposed.

02.07.07.08

Member Goudreault moved to distribute 250 “buy-one-get-one-free” restaurant coupons at the February 24th and 25th Sea-Blues Festival; Member Coleman seconded and the motion carried 6 to 1 with Vice Chairman Fernandez opposed.

02.07.07.09

Member Goudreault moved to allocate \$5,000 from the F/Y 2006-07 budget for the purpose of supporting the Citizens for a Beautiful and Active Waterfront, a Political Action Committee, in their mission in advocate a “yes” vote to the boat slips referendum question in the March 13, 2007 election; Vice Chairman Fernandez seconded.

Discussion ensued regarding legal grounds for the contribution and the question of providing funding to the Greater Clearwater Regional Chamber in lieu of the PAC. Suggestion was given to pursue the legality of the issue with Council.

Member Goudreault amended her motion to allocate \$5,000 from the F/Y 2006-07 budget for the purpose of supporting the Citizens for a Beautiful and Active Waterfront, a Political Action Committee, and/or the Greater Clearwater Chamber of

Commerce in their mission to advocate a “yes” vote to the boat slips referendum question in the March 13, 2007 election subject to an affirmative legal opinion from DDB legal council; Vice Chairman Fernandez seconded and the motion carried with Member Coleman as President/CEO of the Chamber of Commerce, recusing.

02.07.07.10

Member Coleman moved to distribute 250 “buy-one-get-one-free” restaurant coupons at the March 16th ribbon cutting in celebration of the first block completion of the streetscape project; Member Arango seconded and the motion carried unanimously.

02.07.07.11

Treasurer Bosi moved to adjourn the February 7, 2007 regular monthly meeting of the Downtown Development Board at 7:14 p.m.; Member Coleman seconded and the motion carried unanimously.