



CLEARWATER DOWNTOWN DEVELOPMENT BOARD

January 7, 2009 – 5:30 PM - City Hall – 3rd Floor Council Chambers

Members Present:	David Allbritton	Chairman
	Bob Fernandez	Vice-Chairman
	Geri Aranjo	Treasurer
	Josee Goudreault	Member
	Dennis Bosi	Member
	Charles Lykes	Member
	Doug Linder	Member

Also Present:	Carlen Petersen	Ex-Officio/Councilmember
	John Doran	Ex-Officio/Councilmember
	Geri Campos Lopez	Director of Economic Development & Housing
	Anne Fogarty France	Board Administrator/Downtown Programs
		Coordinator
	Jim Donnelly	Assistant Director of Economic Development & Housing

1. The Chair called the meeting to order at 5:30 pm at City Hall – 3rd Floor Council Chambers.
2. Oath of Office – Anne Fogarty France administered the Oath of Office to Doug Linder.
3. Citizens Comments - Items Not on the Agenda

Joanie Sigal, Clearwater Jazz Holiday Foundation Board Member thanked the board for their sponsorship of the festival and presented the board with a framed poster. She spoke of the success of the Jazz Festival and Art Walk. Ms. Sigal also presented the board with a poster signed by the 25 artists who exhibited in the first Jazz 'n Art Walk. Ms. Sigal advised the board of plans to expand the show next year from Fort Harrison to East Avenue, increasing the show to two blocks and 50 artists. Ex-Officio Council member Carlen Peterson thanked Jodi for all the work she put into the festival.

Pat Fernandez, Downtown Clearwater Farmer's Market President enthusiastically thanked the board for their recommendation to the City Council to move the market onto Cleveland Street. She was happy to report that the market will be going to the their new location between Fort Harrison and Garden Avenues on January 14, 2009. The street will be closed to traffic by barricades. The Farmers Market will take place from 9:00 a.m. through 2:00 p.m.

4. Election of Officers. Chairman David Allbritton called for nominations for the positions of Treasurer, Vice-Chairman and Chairman in that order.

- a. Chairman Allbritton called for nominations from the floor for office of Treasurer. Josee Goudreault moved to nominate Geri Aranjo for the office of Treasurer and the motion was duly seconded. Chairman Allbritton asked for additional nominations and there being no additional nominations, called for a vote. Motion carried.
 - b. Chairman Allbritton called for nominations from the floor for office of Vice-Chairman. Charles Lykes moved to nominate Dennis Bosi for the office of Vice-Chairman and the motion was duly seconded. Chairman Allbritton asked for additional nominations? Josee Goudreault moved to nominate Bob Fernandez for the office of Vice-Chairman and the motion was duly seconded. There being two nominations on the floor, a secret paper vote took place. Ms. Fogarty France provided ballots to members and upon counting the ballots, Bob Fernandez received 4 votes and Dennis Bosi received 3 votes. Bob Fernandez won the vote for the office of Vice-Chairman.
 - c. Chairman Allbritton called for nominations from the floor for office of Chairman. Josee Goudreault moved to nominate David Allbritton for the office of Chairman and the motion was duly seconded. Chairman Allbritton asked for additional nominations and there being no additional nominations, called for a vote. Motion carried.
5. Approve the Minutes from the December 3, 2008 Regular Monthly Meeting - Chairman Allbritton stated that Ms. Fogarty France advised him of revisions needed to be made to the minutes. She advised that Doug Linder was listed as a member and his title needed to be corrected to note he was a Member Elect. The other revision needed was to amend the action agenda to include the motion to approve making the recommendation to the City Council to move the Farmers Market onto Cleveland Street.

Member Goudreault moved to approve the minutes of the December 3, 2008, meeting as amended by Ms. Fogarty France. The motion was duly seconded and carried unanimously.

6. Adopt November 2008 Financial Statement for Filing

Member Aranjo moved to adopt the November 2008 Financial Statement for Filing. The motion was duly seconded and carried unanimously.

7. Board Member Orientation – Elise Winters, Board Attorney

Ms. Winters gave the new members a handout and gave an overview of their responsibilities to the board, the Sunshine Law and Ethics Law. She advised of the civil and criminal penalties for violating these laws. Ms. Winters noted areas of the handout that needed particular attention and that she was available for phone calls by any board member that had questions.

8. Funds Request for Convention Center Feasibility Study – Martin Smith, Chairman, Clearwater Regional Chamber of Commerce Convention Center Task Force

Martin Smith, General Manager of the Belleview Biltmore, addressed the board and noted that the Clearwater Regional Chamber of Commerce put together a task force for a

Feasibility Study for a conference center with a hotel in Clearwater. He distributed a Fact Sheet and list that noted the benefits of such a center to both the City and County. The task force sent out a Request for Qualifications and received seven responses. The task force has chosen Hunden Strategic Partners (HSP) to complete the feasibility study. HSP will complete the study at a cost not to exceed \$39,000. The task force is seeking an additional \$11,000, for a total of \$50,000, in the event there is a need for extra trips to Clearwater and to cover other incidentals. The City of Clearwater will contribute \$10,000 toward the study.

A question arose concerning the benefits and if there was a location in mind. Mr. Smith noted that the construction would generate jobs, people in restaurants and retail, additional taxes, and retail.

The Task Force would raise the funds needed, but are requesting the board contribute \$15,000 towards the study.

A question was asked concerning if funds were available in the budget.

Member Goudreault made a motion to fund the feasibility study. The motion was seconded and discussion ensued.

Vice-Chairman Fernandez advised that in order for the board to contribute funds, the funds would have to be used for downtown Clearwater.

Mr. Smith stated a downtown location could not be guaranteed, but the feasibility study will provide locations where it could be feasible.

Member Arango stated that the board could move \$5,000 of the funds needed from holiday lighting and transfer \$10,000 from retained earnings.

Member Goudreault withdrew her original motion and Member Arango withdrew her second.

Member Goudreault made a new motion to support the feasibility study in the amount of \$15,000, with \$5,000 moved from the holiday lights line item and \$10,000 from retained earnings, with the disbursement of these funds contingent upon the feasibility study focusing within the DDB Boundaries. The motion was duly seconded and discussion ensued.

Member Bosi was concerned with the funds being taken from retained earnings. Another issue he raised was that there could be problems raising the financing needed for a conference center. He noted that many of the projects that have been tried in the area have had financing problems. Member Bosi feels it is a good future project that could benefit downtown Clearwater but wanted reassurance that the funds would be returned if the remaining funds were not raised and asked what the timetable was for raising the additional funds

Mr. Smith responded that he and the other task force members each had their list of companies to go to and request funds fund from within the next 3 – 4 weeks.

Mr. Linder advised that there were about five viable sites within the county and he has enough belief in Clearwater that it would be located here and that this sets the foundation piece to move forward.

Chairman Allbritton felt it was a good first step and called for a vote.

Member Linder advised that although he didn't get anything personally from this study, the check would be written to the Chamber of Commerce and he want to recuse himself from the vote.

Member Bosi asked if the task force did not raise the other \$25,000, would the board receive the funds back.

Mr. Smith advised that the funds would be returned and that the chamber board feels strongly about this program, the City of Clearwater has funded \$10,000 and this would make it easier to raise the remaining funds.

Ms. Winters suggested that the motion be rephrased so that it noted that disbursement of funds was contingent upon the task force raising the remaining balance before disbursement is made.

Members Goudreault, who made the motion and Aranjo, who seconded the motion, agreed to the rephrasing of the motion.

Ms. Winters restated Member Goudreault's motion to support the feasibility study in the amount of \$15,000, with \$5,000 moved from the holiday lights line item and \$10,000 from retained earnings, with the disbursement of these funds contingent upon the feasibility study focusing on a center within the DDB Boundaries and that disbursement was contingent upon the task force raising the balance of the remaining funds before disbursement is made. The motion was duly seconded. Members Allbritton, Aranjo, Goudreault, Fernandez, and Lykes voted "Aye"; Member Bosi voted "Nay." Motion carried.

9. Community Branding Presentation – Doug Matthews, Director, Public Communications advised the board that one of his department's major initiatives is to coordinate a complete rebranding of Clearwater now that many of the "big" projects, like Beach Walk, Cleveland Street Streetscape project, Sand Pearl, Aqualea have come on line. He felt that now is the time to plan. This will include reaching out to many community partners including the DDB. He wanted to get the board's support of rebranding the city, which will be budgeted for a future year. Mr. Matthews showed examples of other cities that had been rebranded.

A question was raised concerning how the downtown branding would fit in.

Mr. Matthews stated that it would be separate as the downtown is a destination and would be marketed differently.

Chairman Allbritton opened the floor to citizen's comments.

Pedro Cordovez, 514-B Park Street, advised the board that he was a doctor of Oriental Medicine and stated that he had ideas on how to brand the city and suggested that surveys be done before the branding is done. He offered his assistance since he has experience in this area.

Chairman Allbritton advised that the board had done surveys when they rebranded downtown and thanked Mr. Cordovez for his comments.

Members asked who would be handling this effort since Mr. Matthews would be leaving to accept another job in Austin, TX. Mr. Matthews introduced his Assistant Director Joelle Castelli and advised that she would be taking his place and continuing these efforts.

Members asked if the future plans would be to come to the board with the rebranding efforts.

Mr. Matthews advised that the board would be approached and that it would be a broad scope of work.

10. Clearwater Downtown Partnership Update – Bill Sturtevant, Chairman, Clearwater Downtown Partnership

Mr. Sturtevant gave a brief update on the success of Miracle on Cleveland Street. He noted that about 2,000 people participated in the event. He thanked the board for their sponsorship.

He would like to do the Miracle on Cleveland Street every year when the city turns on the holiday lights, as it's an annual event. The Fourth Friday event is labor intensive and he would like to have a fulltime person to eventually work on this event. They are considering ask senior citizens to help volunteer to help out at this event each month.

An update on the Fourth Friday event was that they planned an event for February 27th. Mr. Sturtevant asked if someone would like to represent the board on his committee and help in putting together Fourth Friday.

Chairman Allbritton thanked Mr. Sturtevant and praised him for his passion and enthusiasm.

Ex-officio Councilmember Doran advised that would like to discuss this enthusiasm and noted that he had passed out information from WTAN Radio. He wanted to alert the board that they could have a talk show on WTAN for 54 minutes, once a week, for \$125.00, a total of \$6,500. He asked the board to think about it and consider this as a way to promote the downtown. The board would need someone to take this further who had a passion like Bill Sturtevant just showed. He stated that it was an opportunity for the DDB and the Partnership to ask merchants to come in and talk about their business. He noted that there would need to be a commitment to have someone dedicated to this effort and it might be worth the effort. The flyer shows the area that is covered and the show is streamed on the computer. It's a good way for people to know about what's going on.

Members asked about the time slots available.

He noted that the timeslots available currently were 2:00 p.m. Monday, 7:00 p.m. Monday, or 2:00 p.m. Friday afternoon and it does not have to be done live, it can be taped.

Member Goudreault stated that she had a show on WTAN for five year and the Board could have sponsors who have ads on the show and they could pay for the show. She also noted that guests could be invited to participate.

Member Fernandez suggested that the board get the owner of the station to talk to the Board.

Ex-officio Councilmember Petersen asked who would staff the show, as it is time consuming.

Mr. Sturtevant advised the board that he had done a show in Georgia and suggested that he and Member Goudreault work together. He noted he would discuss with the Partnership board.

Members agreed to review the information and discuss further.

11. Sunday Ciclovía Clearwater – Geri Campos Lopez

Mrs. Lopez advised the board that Sunday Ciclovía Clearwater would be held on Sunday, March 1st from 8:00 a.m. to 2:00 p.m. Ciclovía is Spanish for “bicycle path”. This is a multi-cultural celebration that satisfies a requirement in the East Gateway Action Plan. She noted that they would be closing part of Gulf to Bay Boulevard, down Cleveland Street to the waterfront. The area would be open to bikers, joggers, walkers and they would be having various activities centers. Mrs. Lopez is requesting \$2,000 from the board to be taken from the downtown events line item.

Vice-Chairman Fernandez wanted to know if Main Street would be involved.

Mrs. Lopez stated that this event came from the East Gateway Task force and that volunteers would be recruited from all downtown groups and that Main Street would be the next group to address.

Chairman Allbritton suggested that Race magazine might be a helpful place for an ad announcing Ciclovía.

Ms. Lopez advised that more information would be on the website www.myclearwater.com/downtown.

Member Bosi made a motion to take \$2,000 from the downtown events line item to support the Sunday Ciclovía event. The motion was duly seconded and carried unanimously.

12. Final Comments:

Member Lykes congratulated all the new officers and noted that the board runs very well due to our efforts. He felt this was a very good, exciting and productive meeting.

Member Arango was excited about the Fourth Friday event and noted the great response to the Miracle on Cleveland Street event. There is new revitalized interest in downtown. The Ciclovía event was quite exciting and felt there were great things in store for 2009.

Member Goudreault agreed with previous board members comments and noted that the more events we have downtown, the more we are making the downtown known, and this is that's what the board was striving for.

Member Linder stated that he appreciated the enthusiasm from Mr. Sturtevant. He added that Clearwater was moving in the right direction and it's exciting to be a part of it. Member Linder advised that he would be glad to be serve on the Downtown Partnership on behalf of the board. He added that he would try to attend the meetings but that a staff person from the chamber could be the attendee.

Members felt that Mr. Linder should be the attendee vs. a staff member.

Member Bosi stated that agreed with previous board member's final comments and that he looked forward to all the events downtown.

Vice-Chairman Fernandez stated it was a very interesting meeting and that every year it gets more exciting.

Ex-Officio Councilmember Doran stated he felt it is going to be a good year for Clearwater. He noted that he was recently asked why it was taking so long for Clearwater to revitalize and responded that it took 20 - 25 years for Dunedin and St. Petersburg to get where they are.

Ex-Officio Councilmember Petersen welcomed Doug Linder to the board and thanked the board and all those that are serving as officers again. She noted that the 2008/2009 years would be challenging. She stated she was mesmerized by the children's faces with the snow at the Miracle on Cleveland Street event. She added that people that came down for that event are going to come back.

Chairman Allbritton noted that he wanted to build on everybody's comments. He stated he has been on the board for a long time and there are so many people working on downtown and it started a long time back. He added that he was amazed to see that many people came downtown for the Miracle on Cleveland Street event.

13. Adjournment

Vice-Chairman Fernandez moved to adjourn the January 7, 2009 Regular Meeting at 7:30 p.m. The motion was duly seconded and carried unanimously.

CLEARWATER DOWNTOWN DEVELOPMENT BOARD MEETING ACTION AGENDA
Wednesday, January 7, 2009 – 5:30 p.m.

01.07.09.01

Election of Officers.

- a. Josee Goudreault moved to nominate Geri Aranjó for the office of Treasurer and the motion was duly seconded. Motion carried.
- b. **Charles Lykes moved to nominate Dennis Bosi for the office of Vice-Chairman and the motion was duly seconded.** Chairman Allbritton asked for additional nominations. **Josee Goudreault moved to nominate Bob Fernandez for the office of Vice-Chairman and the motion was duly seconded.** There being two nominations on the floor, a secret paper vote took place. Ms. Fogarty France provided ballots to members and upon counting the ballots, Bob Fernandez received 4 votes and Dennis Bosi received 3 votes. **Bob Fernandez won the vote for the office of Vice-Chairman.**
- c. Josee Goudreault moved to nominate David Allbritton for the office of Chairman and the motion was duly seconded. Motion carried.

01.07.09.02

Member Goudreault moved to approve the minutes of the December 3, 2008, meeting as amended by Ms. Fogarty France. The motion was duly seconded and carried unanimously.

01.07.09.03

Member Aranjó moved to adopt the November 2008 Financial Statement for Filing. The motion was duly seconded and carried unanimously.

01.07.09.04

Ms. Winters restated Member Goudreault's motion to support the feasibility study in the amount of \$15,000, with \$5,000 moved from the holiday lights line item and \$10,000 from retained earnings, with the disbursement of these funds contingent upon the feasibility study focusing on a center within the DDB Boundaries and that disbursement was contingent upon the task force raising the balance of the remaining funds before disbursement is made. The motion was duly seconded. Members Allbritton, Aranjó, Goudreault, Fernandez, and Lykes voted "Aye"; Member Bosi voted "Nay." Motion carried.

01.07.09.05

Member Bosi made a motion to take \$2,000 from the downtown line item to help fund the Sunday Ciclovía event. The motion was duly seconded and carried unanimously.