

CLEARWATER DOWNTOWN DEVELOPMENT BOARD  
November 7, 2007 – 5:30 p.m.

Members Present:	David Allbritton	Chairman
	Bob Fernandez	Vice-Chairman
	Beth Coleman	Member
	Geri Aranjó	Member
	Dean Nichols	Member
Absent:	Dennis Bosi	Treasurer
	Josee Goudreault	Member
	John Doran	Ex-Officio/Councilmember
Also Present:	Carlen Petersen	Ex-Officio/Councilmember
	Geri Campos Lopez	Economic Development & Housing Director
	Anne Fogarty	Board Administrator/Main Street Coordinator

Chairman called the meeting to order at 5:30 p.m.

1 - Citizen Comments – Items Not on the Agenda

Gina Clayton, Assistant Director of Planning, presented the Board with a copy of a Historic Preservation brochure recently completed. The brochure was part of a contract by JANUS, a consultant's firm that completed a historic survey for downtown. She wanted to provide this information for downtown property owners who were interested in doing historic preservation. There is a plan to schedule a meeting with the downtown property owners and interested parties should notify her if more brochures are needed.

Pat Fernandez, Farmer's Market President thanked the board for their support. She advised that the market would be meeting weekly beginning Wednesday, November 14. Mrs. Fernandez described the new vendors who would be at the market and the goods that they would sell.

Carl Nurse, President of Pinellas Living Green Expo (PLGE) advised the board that the expo would be held at the Harborview Center in May 2008. There is a steering committee comprised of the Neighborhood Coalition, City and County representatives that were meeting to make this event better than last years. They anticipate about 100 "green" vendors at booths who have products to help us to be more sustainable.

They requested the Downtown Development Board be a sponsor as they expect to bring several thousand people into the downtown for their event.

Ric Ortega, Clearwater Neighborhood Coalition addressed the board. He joined steering committee last year. He advised that the volunteerism is fabulous and it is a great event that includes a very popular kids corner that is very popular.

Mr. Nurse requested the board consider sponsorship at the \$1,000 or \$2,500 level.

Board members raised questions about other levels of participation and in-kind services.

Mr. Nurse advised that PSTA provided ads on buses, SP Times was a media sponsor and the City of Clearwater was providing information on utility stuffers.

Vice-Chairman Fernandez moved to fund the PLGE at the \$500.00 level and take the funds from retained earnings. The motion was duly seconded and carried unanimously.

Dwight Matheny, Clearwater Downtown Partnership Chairman addressed the board concerning the postcard mailing approved at the last DDB meeting.

He showed the board a copy of the postcard and noted the photo of downtown and the coupons from the merchants. He advised that the postcard would be ready to go out next week. They plan to print 24,000 and send 20,000 with the balance being distributed to downtown businesses.

1. Approve the Minutes from the October 3, 2007 Regular Monthly Meeting

Member Coleman moved to approve the minutes the October 3, 2007 regular monthly meeting. The motion was duly seconded and carried unanimously.

2. Approve the Minutes from the October 9, 2007 Election Results Meeting

Member Nichols moved to approve the minutes the October 9, 2007 election results meeting. The motion was duly seconded and carried unanimously.

3. Adopt September 2007 Financial Statement for Filing

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

4. Chairman's Report – David Allbritton

Chairman Allbritton noted that the celebration for the completion of the Cleveland Street streetscape would take place next month on December 14. He stated that it was good to see the end of construction and hoped that this would bring more merchants downtown along with the residential projects and hotel currently under construction.

5. Election Results – David Allbritton

Chairman Allbritton announced that 2007 election had taken place and the three seats open were filled by: Bob Fernandez, Josee Goudreault and Geri Arango. He thanked Christina Keeling and Charlie Lykes for entering the race and requested they please consider running again next year. Chairman Allbritton also acknowledged a write in vote for Alan Bomstein.

## 6. Post-Streetscape Parking Discussion – Bob Fernandez

Vice Chairman Fernandez, addressed the board about previous DDB assistance to merchants. Board funds were used to assist merchants during Spring Break when the parking spaces were removed from Cleveland Street during the construction of the Memorial Causeway Bridge. The cost was split 50/50 between DDB and merchant.

Currently the parking meters were installed on Cleveland Street and the two hours of free parking will be discontinued at the end of December. He advised that he had researched solutions and had distributed information packets to board members. Vice-chairman Fernandez felt this was another opportunity to help the merchants. He thought that the validation stamps were the solution. It was successful at the Farmer's Market when attendees approached the Market Manager for parking ticket validation stamps good for up to two hours of free parking.

He felt that buy-in from the merchants was necessary to pay 50/50 cost with DDB for the \$12.00 per sheet for validation stamps. Vice-chairman Fernandez asked the board for support to query the merchants. Board members asked Vice-chairman Fernandez to research with the merchants and bring it back to the board. He agreed to research and approach the board at a later date.

Geri Campos Lopez advised the board that over \$32,000 in free parking has been expended up to this point of the construction period. Many people took advantage of this program but usage could not be tracked because the parking was given to everyone.

## 7. Project Updates – Geri Campos Lopez

1. Cleveland Street District Branding Update – Ms. Lopez advised that there was a special meeting scheduled for 11/28. The goal is to get feedback and bring it to the CRA, and roll it out at the 12/14 Streetscape celebration, parade and holiday festival.
2. Cleveland Street & Prospect Lake Developer – Negotiations are still underway with Miles Development Partners for this 240+ rental units and 18,000 sf retail/restaurant development project.
3. Light-up Downtown – Anne Fogarty to provide more on this later.
4. Cleveland Streetscape Completion Celebration – Anne Fogarty to provide more information during the Main Street Report.
5. Bright House Networks Clearwater Holiday Parade & Festival – – Anne Fogarty to provide more information during the Main Street Report.
6. DDB Website – Anne Fogarty is working on this project and hoped to unveil next month.

## 8. Main Street Report – Anne Fogarty

Ms. Fogarty thanked the board for their sponsorship of the Cleanup held on October 27, 77 volunteers picked up 2.91 tons of trash in conjunction with Keep Pinellas Beautiful Coastal Cleanup.

She advised the board of the upcoming meetings and events:

On Thursday, November 8 at 5:30 p.m. all are welcome to attend a Main Street Promotion Committee Meeting at 5:30 p.m. at the North Greenwood Recreation and Aquatic Center, located at 900 N. Martin Luther King Avenue.

That same night there is a public art planning workshop from 6:30 - 8:00 p.m. at the North Greenwood Recreation and Aquatic Complex, 900 N. Martin Luther King Jr. Avenue, Clearwater. Public Art Specialist Christopher Hubbard and Cultural Affairs Manager Margo Walbolt will lead it. Participants will provide input that will guide Clearwater's downtown public art projects for the Cleveland Streetscape medians and the Bayfront Promenade and Boat slip area. Please bring your imagination and friends to help create a vision. Refreshments will be served. For more information, please call Margo Walbolt, (727) 562-4809.

Two reasons to go to Coachman Park this Saturday, First it's near the course for the Ford Ironman 70.3 Triathlon, expected draw is 1,500 athletes for a 1.2 mi. swim, a 56 mi. bike ride and a 13.1 mi. run.

Secondly, Chili Blast 2007, the International Chili Society's Florida Championship will be held in from 10 – 3 p.m. Sample chili, listen to music and children will be able to participate in free activities.

The lights on Cleveland Street will be turned on Friday, November 30 at 5:30 p.m. Santa will join Mayor Hibbard and the councilmembers for the countdown. Refreshments will be provided thanks to the sponsorship of the DDB followed by the free screening of the movie "Polar Express" at the Historic Royalty Theatre.

A Streetscape Grand Opening is planned for Friday, December 14. Evening festivities will take place from 5 to 8 p.m. and include refreshments, live entertainment, a ribbon cutting, crafters and specials from local merchants. On Saturday, December 15, join us for our Bright House Networks Holiday Parade, which begins at Crest Lake Park at 11 a.m. Watch krewes, floats, antique cars, clowns, and Santa march through downtown. The parade ends in downtown, where a festival will take place from 12:30 to 4 p.m. Bring your family out for games, inflatables, crafts, and local musicians.

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## 9. Final Comments

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**Dean Nichols stated that there's a lot going on and the Pinellas Living Green is a good program to pay attention to.**

**Bob Fernandez commented that there are many folks who are talking about what's going on downtown. We have been waiting for the end of the streetscape and hopes we get more merchants downtown. He thanked the property owners who voted for him and continue to support them. He wished everyone happy holiday.**

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**Carlen Petersen congratulated to Bob Fernandez, Josee Goudreault and Geri Arango on their re-election. As she listed to the events were discussed she agrees there is a lot happening. The Ironman 70.3 event is a half-marathon with world-class athletes. Please check the website for more information. She wished everyone a happy and safe holiday**

**Beth Coleman advised viewers that Ironman registration would take place at the Harborview Center. There would be many visitors from other countries and hoped that all the positive redevelopment efforts continued in the New Year.**

**Geri Arango thought that it was nice to see that the Living Green Expo would be held in downtown. She attended the expo last year, it was a great event and she encouraged people to attend this coming May.**

**David Allbritton commented that the Ironman event is a great thing for Clearwater to have within the city. He wished everyone a safe and happy holiday.**

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- 10. Adjournment. Member Nichols motioned to adjourn the meeting at 6:21 p.m., the motion was duly second and carried unanimously.**

CLEARWATER DOWNTOWN DEVELOPMENT BOARD MEETING ACTION AGENDA  
Wednesday, November 7, 2007 – 5:30 p.m.

11.07.07.01

**Vice-Chairman Fernandez moved to fund the Pinellas Living Green Expo at the \$500.00 level and take the funds from retained earnings. The motion was duly seconded and carried unanimously.**

11.07.07.02

**Member Coleman moved to approve the minutes the October 3, 2007 regular monthly meeting as submitted in written summation to each board member. The motion was duly seconded and carried unanimously.**

11.07.07.03

**Member Nichols moved to approve the minutes the October 9, 2007 election results meeting. The motion was duly seconded and carried unanimously.**

11.07.07.04

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