



CLEARWATER DOWNTOWN DEVELOPMENT BOARD

November 5, 2008 – 5:30 PM – City Hall – 3rd Floor - Council Chambers

Members Present: David Allbritton Chairman
Bob Fernandez Vice-Chairman
Josee Goudreault Member
Geri Arango Member
Dennis Bosi Member
Charles Lykes Member

Absent: Dean Nichols Member
Carlen Petersen Ex-Officio/Councilmember

Also Present: John Doran Ex-Officio/Councilmember
Geri Campos Lopez Director of Economic Development & Housing
Courtney Orr Downtown Manager
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 p.m. at City Hall.**

2. **Citizen Comments - Items Not on the Agenda**

Howard Warshauer, 808 Allen Avenue, encouraged the board to support the purchase of the Royalty Theater by the city. He noted that the Clearwater Downtown Partnership (CDP) addressed the Homeowner's Coalition about this purchase and the CDP unanimously voted to support the purchase of the theater and to help along the way.

3. **Approve the Minutes of the October 1, 2008 Regular Monthly Meeting.**

Member Goudreault moved to approve the minutes of October 1, 2008 as submitted in written summation to each board member. The motion was duly seconded and carried unanimously.

4. **Adopt September 2008 Financial Statement for Filing**

Member Arango moved to adopt the September, 2008 Financial Statement for Filing. The Motion was duly seconded and carried unanimously.

5 **Benefits of Historic Preservation Presentation – Emily Sheckles - Janus Research**

Emily Sheckles of Janus Research gave a presentation on the benefits of historic presentation and the historic district designation potential for downtown Clearwater. Ms. Sheckles explained the economic and quality of life benefits that the designation could provide. She gave case studies of downtowns that were successfully revitalized through historic preservation and what was required for rehabilitating and maintaining a district's historic structures.

Members commented on their visits to other downtowns where historic preservation has been successful and requested information about how a non-profit would take advantage of tax breaks.

Ms. Sheckles advised that this information would be found on the web site noted in the presentation that would be posted on the Planning website..

The Chairman thanked Ms. Sheckles for her presentation.

6 **October 14, 2008 DDB Election Results – Vice-Chairman Bob Fernandez**

Vice-Chairman Fernandez announced the election results. The two candidates that received the most votes and who will serve three-year terms were David Allbritton and Dennis Bosi. The two candidates that received the next two highest votes and who will serve one-year terms were Charles Lykes and Doug Linder. He stated that 11 candidates ran for election and he was very pleased with the turnout and interest for this year's election. Chairman Allbritton was also very pleased to see so many people interested in the board.

7 **Chairman's Report-Chairman David Allbritton**

Chairman Allbritton announced that the New Board Member Orientation/Planning Session would be held on December 3, 2008 at the new Residence Inn by Marriott. They have generously agreed to host the meeting.

He noted that Howard Warshauer spoke about the Royalty Theater and how the theater had been downtown for a great many years. Chairman Allbritton stated that he was born in Clearwater and the theater was formerly called the Capitol Theater. He asked the board for a motion to request that the City Council approve the purchase of the Royalty Theater.

Member Lykes moved to approve the request by the DDB to the City Council to support the purchase the Royalty Theater. The Motion was duly seconded and carried unanimously.

8 **Main Street Report – Anne Fogarty France**

Ms. Fogarty France announced that the October 25 downtown clean up attracted 52 volunteers who collected 1.7 tons of trash. Mrs. France thanked the DDB for their support and the purchase of the volunteer t-shirts and refreshments.

She alerted the board to reserve Friday December 5 on their calendars for the Holiday Light-Up. She advised the board that downtown would not have a tree this year but the plan was to light up downtown as was done last year.

Ms. Fogarty France advised the board that the Partnership approached the city about doing a monthly event and was working on doing an event with the City for the lightup on December 5.

She stated that Courtney Orr wanted to discuss a new component of light up event and turned the floor over to Ms. Orr.

Ms. Orr addressed the board with her idea to dress up the storefronts and bring people downtown. She discussed a wreath-decorating contest entitled Deck the District. She advised that all Clearwater residents would be able to participate.

Questions were raised pertaining to the weight limit for the wreaths and if this would be a Main Street Project.

Comments were made about getting people involved and brightening up the Cleveland Street District.

Ms. Orr noted that the wreaths would be placed in designated storefront windows on the 400, 500 and 600 block of the Cleveland Street District from December 5, 2008 through January 5, 2009.

Ms. Orr was asked about prizes and she stated that she would like to get merchants involved with providing gift certificates or questioned if the board would like to approve an amount of less than \$250.00 in cash prizes.

Member Goudreault moved to approve funding the “Deck the District” wreath decorating contest up to an amount of \$250.00 to be taken from the Downtown Events line item. The motion was duly seconded and carried unanimously.

Ms. Fogarty France continued to give an overview of the Cleveland Street District events for the months of November and December.

9 **Final Comments**

Member Lykes noted that he attended the Jazz Festival and was very happy with what he saw.

Member Aranja stated that she is looking forward to having a theater downtown and stated that the theater would bring people downtown and will be a catalyst for downtown. She was interested in the historic preservation presentation and excited about the light up event downtown.

Ex-Officio/Councilmember Doran noted that the Florida Redevelopment Association has recognized Clearwater with a very prestigious award for the Cleveland Street Streetscape project.

He noted that there were many opportunities that would come to downtown from the purchase and renovations to the Royalty Theatre. He noted that he was glad that the DDB was supporting this \$6.2M project with Ruth Eckerd Hall raising an additional \$8.2M for renovations in return for Ruth Eckerd Hall managing the theater.

Member Bosi reported that he also grew up in Clearwater when there were 3 theaters. He thinks it would be a good investment to have one downtown. He added that he attended the Beatlemania concert and car show, and the Jazz Holiday Art Stroll and felt the all had a very good turnout. He noted that he was looking forward to working with the DDB again next year.

Chairman David Allbritton advised all to be careful of all the bikes on the street with the Ironman event on November 8, 2008.

10 **Adjournment**

Member Goudreault moved to adjourn the meeting at 6:21pm. The motion was duly seconded and carried unanimously.

CLEARWATER DOWNTOWN DEVELOPMENT BOARD MEETING ACTION AGENDA
November 5, 2008 – 5:30 PM – City Hall – 3rd Floor - Council Chambers

11.05.01

Member Goudreault moved to approve the minutes of October 1, 2008 as submitted in written summation to each board member. The motion was duly seconded and carried unanimously.

11.05.02

Member Arango moved to adopt the September, 2008 Financial Statement for Filing. The Motion was duly seconded and carried unanimously.

11.05.03

Member Lykes moved to approve the request by the DDB to the City Council to support the purchase the Royalty Theater. The Motion was duly seconded and carried unanimously.

11.05.04

Member Goudreault moved to approve funding the “Deck the District” wreath decorating contest up to an amount of \$250.00 to be taken from the Downtown Events line item. The motion was duly seconded and carried unanimously.