



CLEARWATER DOWNTOWN DEVELOPMENT BOARD

August 6 2008 – 5:30 PM - City Hall – 2nd Floor Conference Room

Members Present:	David Allbritton	Chairman
	Josee Goudreault	Member
	Geri Aranjo	Member
	Dennis Bosi	Member
	Dean Nichols	Member

Absent:	Charles Lykes	Member
	Bob Fernandez	Vice-Chairman

Also Present:	John Doran	Ex-Officio/Councilmember
	Carlen Petersen	Ex-Officio/Councilmember
	Elise Winters	Board Attorney
	Geri Campos Lopez	Director of Economic Development & Housing
	Jim Donnelly	Assistant Director of Economic Development & Housing
	Courtney Orr	Downtown Manager
	Anne Fogarty France	Board Administrator

- 1. The Chair called the meeting to order at 5:32 pm at City Hall.**
- 2. Citizen Comments – Items Not on the Agenda**

Jennifer Lindsay spoke on behalf Mr. Phillip Yung Park and Mr. Kun Kim of Caliyogurt. Ms. Lindsay researched the history of the grant, the DDB and the CRA looking at past successes, which John Dolan designed in 1925. She researched what the purposes and intentions of the Grant Program were.

She advised the board that Caliyogurt is a product and has not been in business for 3 years however; Mr. Kim's business has been established for many years and is the parent company to Caliyogurt. She felt that Caliyogurt and the new downtown streetscape are attracting businesses that want to locate here.

Ms. Lindsay stated that when Caliyogurt has its grand opening with the Mayor and celebrities that they want to stand up and say to the press that the DDB and CRA helped to create success for downtown with environmentally friendly build out in the downtown district. Ms. Lindsay stated that she would like to give the credit to the DDB and the CRA. Ms. Lindsay complimented the downtown district and how stunning it is. Ms. Lindsay, on behalf of Mr. Kim, is requesting a re-submittal for a grant under his name and also requests for DDB to look again before any changes are made to the grant, since Caliyogurt is grandfathered in under the original grant guidelines. On behalf of Mr. Kim, Ms. Lindsay is requesting the DDB and the CRA find a creative way to approve Mr. Kim's request.

Mr. Kim and Mr. Park both spoke requesting the board to reconsider the re-submittal. Chairman Allbritton thanked all parties for coming down and speaking to the board.

3. Approve the Minutes from the June 18, 2008 Special Meeting.

Member Bosi moved to approve the minutes of the June 18, 2008 Special Meeting as submitted in written summation to each board member, the motion was duly seconded and carried unanimously.

4. Approve the Minutes from the July 16, 2008 Regular Monthly Meeting.

Member Nichols moved to approve the minutes of the July 16, 2008 meeting as submitted in written summation to each board member, the motion was duly seconded and carried unanimously.

5. Adopt June 2008 Financial Statement for Filing

Member Goudreault moved to approve the June Financial Statement for filing, the motion was duly seconded and carried unanimously.

6. East Gateway Action Program Presentation – Tammy Vrana

Tammy Vrana gave an overview on the Five Year Action program for the East Gateway district that encompasses 176 acres starting at Drew Street to Court Street and Highland Avenue to Missouri Avenue.

These programs/projects include:

- a) Safety & Security
- b) Business Environment
- c) Neighborhood Appearance
- d) Economic Growth & Housing
- e) Hispanic Community Integration

Chairman Allbritton asked if there was going to be an entryway feature at the gateway itself.

Ms. Lopez advised the board that it was identified in the action program and the budget was being looked at. The costs were being gathered to bring back to CRA.

7. Proposed Sandwich Board Sign Ordinance – Robert Tefft, Planning Department

Mr. Tefft discussed a temporary ordinance for sandwich board signs and noted that after a year the ordinance would be repealed. The locations acceptable to the city were identified and a \$45.00 fee would be imposed for each business.

Members questioned the quality of signs and asked if plastic signs and white board signs were prohibited?

Mr. Tefft noted that a sign should be professionally designed even if a white board is used. Currently, the proposed ordinance does not prohibit plastic and white board signs. The ordinance is needed so that there are criteria to be approved by the city.

Members questioned the procedures for approval of signs and if using shapes and forms indicative of businesses would be acceptable.

Mr. Tefft noted that shapes and forms are included in the draft ordinance.

Members felt that signs should be done professionally.

Ex-Officio Councilmember Petersen expressed her displeasure concerning different shaped signs. She felt that standard guidelines for sandwich signs should be set and that the board should be particular about the signs that merchants use.

Ms. Winters noted that if a trial period ordinance is approved, it should be explained to merchants that the ordinance would only be for a short time.

8. Chairman's Report – David Allbritton

Chairman Allbritton brought up the Sculpture360 Celebration that took place July 22 at the Atrium building. He stated that the attendance was pretty good and that several board members and council members were there and the sculptures look great.

9. Approve FY 2008-2009 CRA/DDB Interlocal Agreement – Geri Campos Lopez

Ms. Lopez addressed the board about the Interlocal agreement and noted that it was the tenth year of the agreement between the CRA and DDB. She stated that there were minimal changes made from last year's agreement that included revisions to the names for façade grant programs that the DDB sponsors, the supervision of the minutes being done by an outside firm and a four percent increase in the CRA Management and Administration fee.

Member Nichols moved to approve the CRA/DDB Interlocal Agreement. The motion was duly seconded and carried unanimously.

10. Appoint Nominating Committee for October 14 Election – David Allbritton

Chairman Allbritton noted that four of the current board members need to run for re-election and stated that Bob Fernandez, Geri Arango and Josee Goudreault were the only members eligible to be appointed to the nominating Committee for the October 14 Election.

Ms. Winters advised the committee to actively recruit for the election.

The Chair advises caution to follow the time frame for the committee to bring names to the September 3, 2008 meeting.

Ex-Officio Councilmember Doran inquired as to the qualifications in order to be considered for the election onto the board.

Ms. Winters advised that you must live downtown, have your principal place of employment downtown or own property downtown in order to be eligible for the board.

11. Retail & Restaurant Recruitment Grant Program Discussion – Courtney Orr

Ms. Orr discussed the revised grant as provided to the board prior to the meeting.

Member Bosi inquired as to what the consultant's opinion of grants to businesses East of Myrtle Avenue.

Ms. Orr advised that the consultant stated there should be a focus on a specific target area.

Discussion ensued as to whether to move outside the focused area of Cleveland Street or remain with the core for now.

It was brought to the attention of the board that there are some properties that could benefit East of Cleveland and Myrtle.

Ex-Officio Councilmember Petersen stated that the board could have the option to approve grants in the Cleveland Street District and the option to look outside the Cleveland Street district, possibly East of Myrtle Avenue.

Member Arango felt that we should place our efforts where it will make the biggest impact and stated that should be Cleveland Street.

Member Goudreault made a motion to for the grant to go outside the Cleveland Street district at the boards' discretion, there was a second to the motion and discussion ensued.

Chairman Allbritton advised that the Board needed to make the best choice and get something started downtown.

Ex-Officio Councilmember Doran advised the board that they have the right to make the decision because they are on the board. He suggested they listen to the experts and the reason to restrict is to achieve the critical mass.

A question arose concerning a restaurant on a second floor and Ms. Orr advised that the grant is for first floor restaurants and retail only.

Chairman Allbritton requested that Ms. Winters look over the Grant Program guidelines, and rewrite if necessary and return to the board for approval

Ex-Officio/Councilmember Carlen Petersen stated that the board needed to look at the purpose and felt that the purpose is to incentivize businesses to locate here. She noted that the grant is reviewed annually and can be reevaluated if necessary.

The Chair stated that we are offering more money for the retail and restaurant grant; we want to make sure we get the right business for this to happen.

Member Goudreault rescinded her motion.

Member Nichols move to approve focusing the grant on properties on Cleveland Street District between Osceola and Myrtle Avenues. The motion was duly seconded and carried unanimously.

Member Bosi brought up the change of only requiring one-year experience would make the yogurt company eligible.

Ms. Winters advised that Caliyogurt may or may not qualify and that Caliyogurt has other issues that cause them not to meet the criteria.

Members agreed to have Ms. Winters review the new submittal from Caliyogurt and advise the board.

Ms. Winters asked if the current grant was suspended.

Ms. Lopez advised that she had talked to a major bank and they would have recommended two years experience and the consultant recommended one year.

Ms. Winters questioned if the board wanted to keep the experience of a business at one year.

Ex-Officio Councilmember Doran cautioned the board to make sure that they understand what they are doing. Just because a business is already here doesn't mean they can get a grant. If they don't meet the criteria, they cannot get a grant.

Ms. Winters suggested that the experience can stay as is for one year and can be revised next year.

Member Nichols made a motion to leave the guidelines as is for one year. The motion was duly seconded and carried unanimously.

12. Main Street Report – Anne Fogarty France

Ms. Fogarty France noted that the Main Street Annual Conference was going to be held in Venice, Florida from September 17 – 19. She added that she had submitted the Clearwater Main Street Program for awards and although she was precluded from making a formal announcement at this time, there would be good news shared with the board at their October meeting.

Ms. Fogarty France stated that there was \$521.00 left in the budget for the Conference line item. She advised that these funds could cover the registration, hotel and awards dinner costs for sponsorship of a few Main Street members attendance at the Annual

Main Street conference. The board had generously funded this in the past and she asked if they would consider once again.

Member Goudreault moved to approve motion to funds up to \$521.00 for Main Street volunteer's attendance at the Main Street conference. The motion was duly seconded and carried unanimously.

Ms. Fogarty-France advised that Caliyogurt is officially open at 519 Cleveland Street. They have 100% natural frozen yogurt and it is a really good product.

Tangerine Mediterranean restaurant is open at 635 Cleveland St. They are now open for dinner Thursday, Friday, and Saturday from 4pm -10pm.

The new restaurant in the East Gate Way is the Greek Town Grille located at 1224 Cleveland Street in the area directly across the street from Nature's Food Patch. They have banquet facilities and seating for 250 people and outdoor dining and serve authentic Greek specialties.

13. Final Comments

Member Arango stated that the East Gateway program is exciting and that she saw changes as she drives thru the area and offered her help with this community.

Member Goudreault stated that downtown is looking really good.

Member Nichols stated that we are looking good and we are almost there.

Ex-Officio Councilmember Doran felt that Cleveland Street is really looking good and that the public art controversy was an advantage as he constantly sees people looking at the art. Art sets a tone that was missing before. He thanked the DDB and the Clearwater Downtown Partnership for funding the art. The contract for the promenade at the boat slips was approved and construction would be starting. A lot of people haven't seen Cleveland Street for a while and need to come back. It has changed a lot.

Ex-Officio Councilmember Petersen agreed with the wonderful sentiments about downtown. Friends are absolutely amazed by the transformation and thanked the DDB for their efforts.

Chairman Allbritton agreed that Cleveland Street is not just for people in the downtown core, it's for everybody to enjoy

14. Adjournment.

Member Nichols moved to adjourn at 7:29 pm. The motion was duly seconded and carried unanimously.

CLEARWATER DOWNTOWN DEVELOPMENT BOARD MEETING ACTION AGENDA
Wednesday, August 6, 2008 – 5:30 p.m.

08.06.08.01

Member Bosi moved to approve the minutes of the June 18, 2008 Special Meeting as submitted in written summation to each board member, the motion was duly seconded and carried unanimously.

08.06.08.02

Member Nichols moved to approve the minutes of the July 16, 2008 meeting as submitted in written summation to each board member, the motion was duly seconded and carried unanimously.

08.06.08.03

Member Goudreault moved to approve the June Financial Statement for filing, the motion was duly seconded and carried unanimously.

08.06.08.04

Member Nichols moved to approve the CRA/DDB Interlocal Agreement. The motion was duly seconded and carried unanimously.

08.06.08.05

a. Member Goudreault made a motion to for the grant to go outside the Cleveland Street district at the boards' discretion, there was a second to the motion and discussion ensued. Member Goudreault rescinded her motion.

b. Member Nichols move to approve focusing the grant on properties within the Cleveland Street District between Osceola and Myrtle Avenues. The motion was duly seconded and carried unanimously.

c. Member Nichols made a motion to leave the guidelines as is for one year. The motion was duly seconded and carried unanimously.

08.06.08.06

Member Goudreault moved to approve motion to funds up to \$521.00 for Main Street volunteer's attendance at the Main Street conference. The motion was duly seconded and carried unanimously.