

City of Clearwater

Main Library - Council Chambers
100 N. Osceola Avenue
Clearwater, FL 33755



Meeting Minutes

Monday, December 1, 2025

1:00 PM

Main Library - Council Chambers

Community Redevelopment Agency

Roll Call

Present 5 - Chair Bruce Rector, Trustee Ryan Cotton, Trustee Michael Mannino, Trustee David Allbritton, and Trustee Lina Teixeira

Also Present: Jennifer Poirier – City Manager, Alfred Battle – Assistant City Manager, David Margolis – City Attorney, Rosemarie Call – City Clerk, Nicole Sprague – Deputy City Clerk, and Jesus Niño – CRA Executive Director

To provide continuity for research, items are listed in agenda order although not necessarily discussed in that order.

Unapproved

1. Call to Order – Chair Rector

The meeting was called to order at 1:44 p.m.

2. Approval of Minutes

2.1 Approve the minutes of the November 17, 2025 CRA meeting as submitted in written summation by the City Clerk.

Trustee Teixeira moved to approve the minutes of the November 17, 2025 CRA meeting as submitted in written summation by the City Clerk. The motion was duly seconded and carried unanimously.

3. Citizens to be Heard Regarding Items Not on the Agenda – None.

4. New Business Items

4.1 Approve funding in an amount not to exceed \$80,000 for the Art Oasis Mural Festival in the North Greenwood CRA and authorize the appropriate officials to execute same.

In 2024, the city/CRA hosted Clearwater's first Art Oasis Mural Festival. The name reflects the idea that, while Clearwater can sometimes feel like an "art desert," concentrated public art can transform a neighborhood into an oasis of creativity. Last year's festival successfully delivered seven new murals across the Downtown and East Gateway neighborhoods.

This year, the Arts and Cultural Affairs Division is requesting funding to bring the same initiative to the North Greenwood CRA. Murals will be offered to local businesses, property owners, and selected City-owned structures. An application process will be available for property owners, or businesses with property owner approval, who wish to host a mural.

For this iteration, staff hopes to add a new component that was not previously possible: a culminating neighborhood celebration to honor the new artworks and officially close the festival. This will be produced and paid for by Arts and Cultural Affairs Division.

This festival will bring together regional artists, residents, and businesses to create murals that beautify the neighborhood while enhancing community pride and connection.

Purpose of the Festival

- Support neighborhood revitalization and increase foot traffic to local businesses.
- Help establish North Greenwood as a cultural destination within Clearwater.

Artist & Design Selection Process

Clearwater will conduct an open call for artists (currently open). The highest-scoring applicants, with preference for regional artists, will form the top 10 pool. Business owners will review artist portfolios and select their preferred artist, who will then design a mural specifically for their building. Selection operates on a first-come, first-served basis, giving early applicants the widest selection of artists.

The CRA funds the artist commissions, which include materials, labor, and on-site storage. Property owners receive a professionally created mural at no cost, an investment that would typically range from \$5,000 to \$20,000, depending on scale. Completed murals will be added to the City's public art map to help draw visitors and increase foot traffic.

This item was brought forward to the North Greenwood Citizen's Advisory Committee at their September 3, 2025, meetings and was approved for recommendation.

APPROPRIATION CODE AND AMOUNT:

Funds are available in cost code 3897552-R2405- Public Art & Culture, to fund this program.

STRATEGIC PRIORITY:

- 2.1 Strengthen public-private initiatives that attract, develop, and retain diversified business sector.
- 3.1 Support neighborhood identity through services and programs that empower community pride and belonging.

In response to a question, Arts and Cultural Affairs Manager Amber Brice said one unveiling for all three pieces, inviting all artists, business

owners, and the public to the one event. She said it is hard to schedule an unveiling for murals. CRA Assistant Director Anne Lopez said the \$80,000 funding is only for the murals.

Trustee Allbritton moved to approve funding in an amount not to exceed \$80,000 for the Art Oasis Mural Festival in the North Greenwood CRA and authorize the appropriate officials to execute same. The motion was duly seconded and carried unanimously.

4.2 St. Petersburg College Management Consulting Services Pilot Program Final Presentation.

Dr. Andy Rojas, Professor at St. Petersburg College (SPC), will present the final report of the pilot Management Consulting Services Project conducted in partnership between the City of Clearwater and SPC. Dr. Rojas will also introduce his student junior business consultants to the CRA Trustees for acknowledgment of their participation and contributions to the project.

On July 7, 2025, staff introduced a new partnership between the City of Clearwater and the College of Business at St. Petersburg College to launch a pilot Management Consulting Services Program. This initiative was designed to strengthen local business performance while enhancing student professional development through hands-on consulting experience.

The program officially commenced on October 1, 2025, and provided pro bono consulting services to the Clearwater Urban Leadership Coalition. The consulting team was composed of SPC business students enrolled in an intensive 8-week Management Consulting course, under the supervision of Dr. Andy Rojas, a professor with over 25 years of consulting experience across multiple industries.

DELIVERABLES TO PARTICIPATING BUSINESSES:

- A co-branded, comprehensive business report
- SWOT analysis
- Industry and competitive research
- Tailored strategic growth plan customized with insights to improve operations and identify competitive advantages

STRATEGIC PRIORITY:

- 2.1 Strengthen public-private initiatives that attract, develop, and retain a diversified business sector
- 2.3 Cultivate a business climate that welcomes entrepreneurship, encourages investment, and supports high-quality job growth

- 2.5 Facilitate partnerships with educational and research institutions to enhance workforce development opportunities
- 3.1 Support neighborhood identity through programs that empower community pride and belonging

Dr. Rojas and students provided a PowerPoint presentation.

In response to questions, Dr. Rojas said the data revealed six restaurants were needed to create a destination. The ten-crate project does not include a retail component right now. It is envisioned that each crate houses a restaurant.

4.3 Downtown Revitalization

A monthly opportunity for CRA Trustees to exchange ideas and address downtown related topics and priorities.

5. Director's Report

5.1 Director's Report

CRA Executive Director Jesus Nino provided a PowerPoint presentation.

6. Adjourn

The meeting adjourned at 2:11 p.m.

Attest

Chair
Community Redevelopment Agency

City Clerk