

City of Clearwater

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



Meeting Minutes

Tuesday, February 17, 2026

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 Poirrier – City Manager, Dan Slaughter – Assistant City Manager, Alfred Battle – Assistant City Manager, Owen Kohler – Interim 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 1:00 p.m.

2. Approval of Minutes

- 2.1 Approve the minutes of the January 12, 2026 CRA meeting as submitted in written summation by the City Clerk.

Trustee Teixeira moved to approve the minutes of the January 12, 2026 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 February 2026 Legacy Business Spotlight - Direct Mail 2.0

Direct Mail 2.0, located in downtown Clearwater at 600 Cleveland St., Suite 480, is being recognized as the February 2026 Business Spotlight and designated as a Legacy Business recipient in recognition of nearly ten years of continued operation within the downtown CRA community redevelopment area.

Since its founding in 2015, the business has maintained a steady presence in Downtown Clearwater while expanding its reach beyond the local market. Direct Mail 2.0's longevity reflects its ability to adapt over time and contribute to the area's economic vitality.

The business also demonstrates a commitment to the community through support of local educational efforts and participation in community and environmental initiatives. This recognition supports the Clearwater CRA's goal of highlighting long-standing businesses that continue to contribute to the character and stability of downtown Clearwater.

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.

CRA Specialist Tasha Hadley provided a video presentation.

4.2 Approve the Downtown Community Redevelopment Agency (DTCRA) FY 2025-2026 First Quarter Budget Amendment and adopt Resolution 26-01.

The Downtown CRA FY 2025-2026 First Quarter Budget Amendment reflects adjustments identified after review of first quarter expenditures, project timelines, and funding needs. The proposed amendments reallocate existing CRA funds to ensure adequate resources are available for active and priority projects.

Proposed amendments include:

- Reallocate funds in the operating budget to align with actual funds spent
- Recognize City TIF revenue (unspent in fiscal year 2024/25) transferred to projects as part of year end closing:
 - Community Engagement (Project R2002): An increase of \$217,844.79 to support ongoing engagement initiatives and related program costs.
 - Economic Development - City (Project R2003): An increase of \$500,000 to address current economic development commitments and grant-related activities.
 - Infrastructure - City (Project R2005): An increase of \$200,000 to support infrastructure improvements aligned with CRA redevelopment goals.

These amendments do not introduce new revenue sources but instead reallocate existing funds within the adopted CRA budget to better reflect current operational and capital project needs.

Resolution 26-01 was presented and read by title only.

Trustee Allbritton moved to approve the Downtown Community Redevelopment Agency (DTCRA) FY 2025-2026 First Quarter Budget Amendment and adopt Resolution 26-01. The motion was duly seconded and upon roll call, the vote was:

Ayes: 5 - Chair Rector, Trustee Cotton, Trustee Mannino, Trustee Allbritton and Trustee Teixeira

4.3 Downtown Revitalization.

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

STRATEGIC PRIORITY:

2.1 Strengthen public-private initiatives that attract, develop, and retain diversified business sectors.

2.3 Promote Clearwater as a premier destination for entertainment, cultural experience, tourism and national supporting events.

Discussion ensued with comments made that staff should continue sharing the events and changes coming to Downtown and that The Market Marie continues to have a great turnout despite the construction.

4.4 Update on Placer.ai Product.

Staff will provide a demonstration of the Placer.ai platform at the meeting to highlight the product's capabilities and potential use cases.

The initial primary purpose for pursuing the Placer.ai platform was to better equip City Council, the Community Redevelopment Agency (CRA) Trustees, and the Downtown Development Board (DDB) with more accurate, consistent, and defensible estimates of attendance at special events occurring in Downtown and other areas of the city, as well as access to additional market data. The tool allows staff to move beyond self-reported or anecdotal attendance figures and instead utilize data-driven insights that support transparency, informed decision-making, and performance evaluation.

In addition, the platform provides insights into visitors' origin, dwell time, repeat visitation, and general movement patterns, allowing staff to baseline conditions,

compare performance across events or time periods, and evaluate the broader economic and placemaking impacts of City and CRA investments.

In mid-2025, the CRA Department and the Parks and Recreation Department, as the leading departments, expressed interest in utilizing Placer.ai for location and analytics intelligence. As additional city departments also indicated interest, the solution was determined to be an enterprise application requiring a centralized procurement and contract. Information Technology (IT) coordinated with the Procurement Division to ensure the services were competitively bid and that alternative solutions were evaluated.

The City issued RFP 59-25, Location and Analytics Intelligence Services, on September 15, 2025. The solicitation closed on October 15, 2025, and the City received six responsive proposals. A selection committee reviewed and scored the proposals in accordance with the established evaluation criteria at a publicly noticed meeting held on November 7, 2025. The evaluation committee included representatives from the following departments:

- Community Redevelopment Agency
- Financial and Budget Operations
- Information Technology
- Parks and Recreation

Based on the results of the evaluation process, Placer Labs (Placer.ai) was selected as the highest-ranked firm. Placer.ai was chosen due to its competitive pricing, quality and reliability of data, service delivery model, and because it was the only respondent to offer a true software-as-a-service (SaaS) solution.

The total cost of the Placer.ai subscription is \$50,000, with funding contributions allocated as follows:

- \$25,000 - Community Redevelopment Agency (CRA)
- \$20,000 - Parks and Recreation Department

- \$5,000 - Economic Development and Housing (ED&H)

This cost-sharing approach reflects both the cross-departmental benefits of the platform and the CRA's primary role in supporting downtown events, redevelopment analysis, and performance measurement.

A Notice of Intent to Award was issued on November 10, 2025. Following the conclusion of the notice period, the city entered negotiations with the selected firm. The negotiated agreement was subsequently subject to authorization by the City Manager.

Kick-off meetings and initial training sessions are scheduled for January and February 2026. Training will consist of collaborative, hands-on sessions led by Placer.ai's implementation team and will be open to all licensed City departments. These sessions will focus on department-specific use cases and

guide participants through data analysis, baselining, and comparative reporting over time.

STRATEGIC PRIORITY:

- 1.1 Provide evidence-based measurement tools to continually guide municipal performance and promote accountable governance.
- 1.2 Cultivate a business climate that welcomes entrepreneurship, inspires local investment, supports Eco-friendly enterprises, and encourages high-quality job growth.

Downtown Core/Venue Division Manager Kris Koch provided a presentation on how the Placer.ai platform works.

In response to questions, Mr. Koch said since the platform requires a user license, city logins will be limited to staff. He said if other city departments that do not have a login need to run a dataset, CRA and Parks and Recreation staff will assist. The subscription agreement is for one year. He said the platform has the ability to include residents, businesses, and festivals outside of a 15-mile area.

5. Director's Report

5.1 Director's Report February 2026.

CRA Executive Director Jesus Nino provided a PowerPoint presentation.

Trustee Teixeira thanked the City Manager for the brainstorming session she had with Assistant City Manager Al Battle and Mr. Nino. She said she was surprised that there are different opportunities that the City should consider and looks forward to working with staff.

6. Adjourn

The meeting adjourned at 1:41 p.m.

Attest

Chair
Community Redevelopment Agency

City Clerk