

CLEARWATER DOWNTOWN DEVELOPMENT BOARD MEETING
MAY 3, 2023 – 5:30 PM – City Council Chambers

1. Call to Order. Chair Kintzel called the meeting to order at 5:30 pm.

In attendance:

- Chair Keanan Kintzel
- Vice Chair Terri Novitsky
- Secretary Chiara Zaniboni
- Ray Cassano
- Shahab Emrani
- Ex officio Member Mark Bunker
- Ex officio Member Lina Teixeira

- CRA Director Dr. Jaye Matthews
- CRA Senior Manager Anne Lopez
- CRA Public Relations & Programs Manager Eric Santiago
- CRA Special Events Specialist Vickie Shire
- DDB Attorney Elise K. Winters

Absent: Treasurer Festus Porbeni

2. Minutes of previous meetings

2.1. Upon motion duly made by Member Novitsky, seconded by Member Zaniboni, and carried unanimously, the minutes of the April 5, 2023, meeting were approved.

3. Citizens to be heard regarding items not on the agenda. Amy Kirkpatrick, owner of Tiny Paws Daycare LLC, sought opinions on the idea of a monthly “Second Saturday” event in downtown. Response was positive.

4. New Business Items

4.1. Upcoming events funded by the DDB.

- **Salsa de Mayo in The District – Saturday, May 6, Cleveland Street and Garden Avenue**
Presented by Florida Best Promotions Inc.
You can expect a block party like no other with dancing in the streets under the stars with DJs, Live Performances and Free Salsa lessons.
- **The Market Marie – Saturday, May 13, 600 Block Cleveland Street**
Featuring over 100 local artisans and small businesses

4.2. Trends in Transit and Transmodal Services. Commissioner Brian Scott, also a member of the Board of PSTA, discussed declining ridership in recent years and upcoming changes to the industry including robotics and AI. His overall message is that a more dynamic system is needed. One option

could be micro transit utilizing an app to bring the transportation to the people rather than the people gathering at a given spot for the transportation.

- 4.3. **Coachman Park Update.** Kris Koch, City of Clearwater Parks and Recreation, stated the grand opening week schedule is out, beginning with a ribbon-cutting ceremony June 28, 2023, and using the theme “Clearwater Celebrates Coachman Park”. The week continues as Clearwater Celebrates Diversity & Culture, Music, Community, Hispanic Culture, and Wellness on June 28-July 3 respectively. On July 4, “Clearwater Celebrates America” with a car classic car show, farmers market, and street entertainers capped off by fireworks that evening. Concerts at The Sound and activities throughout the park and the greenspace will round out the week.
- 4.4. **March 2023 Financial Statement.** Upon motion duly made by Member Zaniboni, seconded by Member Emrani, and carried unanimously, the March 2023 financial statement was approved.
- 4.5. **Event Report, Paws on Parade.** Funding in an amount not to exceed \$9,450.00 was requested and recommended by staff, approved an amount not to exceed \$9,450.00. Event took place December 17, 2022.

Ms. Shire presented Amy Kirkpatrick, owner of Tiny Paws Daycare LLC, who stated that over 400 people and approximately 140 pups participated in the parade. Advertising reached almost 20,000 people. All funds generated benefited the 10 rescue groups in attendance.

- 4.6. **Event Report, Party Pirates on the Rocks Pirate Invasion.** Requested up to \$30,502.34 with \$26,352.34 recommended by staff, and approved in an amount not to exceed \$26,352.34. Event took place Jan 28, 2023.

Ms. Shire presented Jake Pastorino of Timeless Entertainment who stated that it was a great family event he’d be happy to present again. He estimates that within 3-4 years the event could be self-sustaining with sponsorships. Over 10,000 people were reached through social media marketing, and an EDEM (every-door direct mailer) campaign targeted specific neighborhoods. He stated the new park opening will create a new element in the future for ships arriving and the mayor’s involvement, broadening the appeal of the event.

- 4.7. **Event Report, Pinellas Girl Gang (PGG) Women’s Market.** Request of up to \$7,260.50 was recommended by Staff, approved for the requested amount of \$7,260.50. The event took place March 5, 2023.

Ms. Shire presented Jessica Veguez of PGG who reviewed the event. Through the investment of paid advertising on Instagram and a door-to-door marketing campaign, the market has grown from 300 attendees in October 2022 to 750 in March 2023. Ms. Vegas provided social media analytics and very positive comments from attendees, many who hadn’t been to Clearwater for some time. The PGG is excited to be invited to Clearwater Celebrates Music on June 30. All 25 vendor spaces available were booked within 24 hours.

- 4.8. **Funding request, Emily’s Family Restaurant.** Fabrication and installation of two signs for business. Request of up to \$10,000 and a staff recommendation of funding up to \$10,000.00.

Ms. Lopez presented Mr. Anthony Aloizakis who answered questions regarding the signs’ style and requirements, and stated that the new signs will bring in more business from patrons who will be

able to identify his corner location better from the bus station. Ex officio Member Teixeira stated that she is working with Mr. Aloizakis and other small businesses on coding matters, and Ex officio Member Bunker stated the City Council is aware of issues.

Upon motion duly made by Member Zaniboni, seconded by Member Cassano, and carried unanimously, the funding request for signage was approved in an amount up to \$10,000.00.

- 4.9. **Funding request, Living the Culture: Pride.** This is one multi-day celebration in a series. The City of Clearwater Division of Diversity and Equity has requested \$10,500.00 for marketing and city fees, staff recommends funding \$10,500.00. The events will take place June 1, 3, 7 and 29.

Ms. Shire presented the request and introduced Sherman Stroman, Diversity and Inclusion Manager with the City of Clearwater, who stated his division is very happy to work with the CRA and DDB to bring these events to downtown. Mr. Stroman and Ms. Shire further clarified the Pride events in downtown Clearwater and the “Living the Culture” series, the first of which is Taste of Ethnicity on May 20.

Upon motion duly made by Member Cassano, seconded by Member Emrani, and carried by a vote of 3-2, the funding request for Living the Culture: Pride events was approved in an amount up to \$10,500.00.

5. Old Business

- 5.1. **Appointment to fill the vacancy left by Member Jammo’s resignation.** Ms. Lopez presented five candidates: Mohamad Akbik, Erika Ceruti, Jennifer Frazier, Sean Hubbard, and Ryan Zuleg. Each spoke for three minutes. Upon the vote of the members, Jennifer Frazier was elected to the Board.

Ms. Lopez noted that the next general election will include three open seats and all applicants will be contacted regarding their interest at that time.

- 5.2. **Digital Advertising Pilot Program and matching funds request in the amount of \$50,000.00.** Mr. Santiago stated that the program was live online and the deadline to apply is Friday, May 5. Mailers have been sent to 265 eligible businesses within the DDB district. Thus far seven applications had been received. Applications will be reviewed by staff to determine eligibility.

CRA updates. Dr. Matthews, Director of the CRA, noted the restructuring of the CRA due to the Coachman Park re-opening and the upcoming addition of the Greenwood CRA. Ms. Lopez is now CRA Senior Manager, Mr. Santiago is Manager of Urban Planning and Information, and Ms. Shire is Programs Manager. Positions below the manager level will be filled in the coming months.

- 5.3. **CRA and City Updates from Ex officio Members.** Ms. Teixeira stated that Brian Aungst, Sr., had returned to City Council to finish the current term as mayor, Jennifer Poirier was named City Manager, and current Police Chief Dan Slaughter will be joining the City as an Assistant City Manager after his retirement from the police department.

The Drew Street project is an ongoing discussion. The City approved the project and wrote a letter of support, whereas the County is looking for more information. Senator Hooper is working to ensure funding is not lost in any delay of the process.

The 400-500 blocks of Cleveland Street are not re-opening to traffic despite rumors to the contrary.

6. Chair’s Report

6.1. **All Star Awards.** Chair Kintzel presented his proposal for recognition of outstanding achievement in downtown Clearwater to promote that entity and the DDB district. He shared a draft of qualifications and procedures. Reaction was positive and the Board would like to move forward with the program.

6.2. **Upcoming Events.**

- **Grand Opening of two art exhibits featuring the beauty and inspiration of Cuba - Friday, May 12, 6:30 – 8:30 pm, Clearwater Public Library Main Branch**
CUBA: The Natural Beauty –Photographic Expeditions of Clyde Butcher
El Arte: Echoes of Cuba – featuring local Tampa Bay artists
Exhibits on display through October 31, 2023

- **Living the Culture: Taste of Ethnicity from 11:00 am – 6:00 pm at Cleveland Street and Garden Avenue**
Featuring various cultural cuisine offerings, amazing performances, a world of art displays and vendors for everyone to explore and enjoy commemorating World Diversity Day.

- **Public Art Walk presented by the Clearwater Arts Alliance - Saturday, May 20**

7. Adjourned at 7:31 p.m.

Approved:

Date

Secretary