

CLEARWATER DOWNTOWN DEVELOPMENT BOARD MEETING
December 1, 2025 – 1:00 PM – City Council Chambers

Board Members Present: Chair Bruce Rector, Vice Chair Lina Teixeira, Member David Allbritton, Member Mike Mannino, Member Ryan Cotton, Member Mikhal Khodortsov

Board Members Absent: Member Fraizer

Also present: Anne Lopez, CRA Assistant Director, Jesus Nino, CRA Executive Director Alfred Battle, Assistant City Manager David Margolis, City Attorney, Jennifer Poirrier, City Manager

1. **Call to Order.** Chair Rector called meeting to order at 1:00 pm.
2. **Approval of Minutes.**

2.1 ID#25-0133 Approve the minutes for the November 3, 2025, Downtown Development Board meeting.

Vice Chair Teixeira motioned to approve the minutes of the November 3, 2025, Downtown Development Board meeting.

The motion was duly seconded and upon roll call, the vote was:

Ayes: Vice Chair Teixeira, Member Allbritton, Member Cotton, Member Mannino, Member Khodortsov.

3. New Business Items

3.1 ID#25-1085 Approve the Downtown Development Board Marketing and Public Relations Initiative and Authorize the CRA Executive Director or Designee to Procure Services for not to exceed an amount of \$50,000.

CRA Executive Director Jesus Nino presented the Downtown Development Board Marketing and Public Relations Initiative and a request to move forward and procure marketing and public relations services not to exceed an amount of \$50,000.

Member Allbritton stated the Downtown Development Board had pursued brand development in the past and believes now is good time to pursue developing the brand of Downtown Clearwater.

Vice Chair Teixeira asked if the requested budget was comparable to other downtown districts and if the requested budget would be enough to achieve the objectives stated in the presentation.

CRA Executive Director Jesus Nino stated that for downtowns of comparable size to the City of Clearwater, the budget range is \$50,000 - \$100,000 and if needed the budget can be adjusted.

Member Khodortsov asked how vendors would be evaluated and asked why the communities with sample RFPs were selected.

CRA Executive Director Jesus Nino stated that staff will work with Public Communications to evaluate qualified vendors and compare vendor portfolios. He also mentioned that other example DDAs from larger cities such as Orlando and West Palm Beach were also evaluated on their marketing.

Member Khodortsov asked why the request for marketing services is being made now and not when a firm would present their services to the Downtown Development Board.

CRA Executive Director Jesus Nino responded the intent to have budget allocated to quickly procure marketing and public relations services, in response to prior comments from DDB members to take advantage of upcoming construction activity in downtown to market opportunities.

Assistant City Manager Alfred Battle responded, stating this method allows staff flexibility as they procure a firm to market downtown Clearwater.

Member Khodortsov asked if the firm would be paid up front.

Assistant City Manager Alfred Battle answered stating the firm would be used on retainer and would be paid as services are provided.

Member Mannino responded with support with seeking marketing and public relations services.

Chair Rector stated that he is also in support of the effort to seek marketing and public relations services.

Member Mannino spoke to member of the Downtown Development Board requesting board members support the effort to procure marketing and public

relations services and understand that budgets and taglines are part of the process.

City Attorney David Margolis commented on the process of staff going out to procure marketing and public relations services and that the Downtown Development Board is a separate legal entity and not bound by the city procurement policies.

Member Khodortsov stated he supports staff procuring the marketing and public relations services but wants a selection process in place.

Chair Rector asked CRA Executive Director Jesus Nino to confirm that staff would select a firm and present a contract to the Downtown Development Board.

City Manager Jennifer Poirrier clarified that Downtown Development Board would be voting on approving staff to use existing budget funds to get a firm hired by the end of December.

Vice Chair responded in support of staff procuring a marketing and public relations firm.

Member Allbriton motioned to approve the Downtown Development Board Marketing and Public Relations Initiative and Authorize the CRA Executive Director or Designee to Procure Services for not to exceed the amount of \$50,000.

The motion was duly seconded and upon roll call, the vote was:

Ayes: Vice Chair Teixeira, Member Allbritton, Member Cotton, Member Mannino, , Member Khodortsov.

3.2 ID#25-1220 Approve High Impact Request in the amount not to exceed \$13,000.00 for Tasty Tampa Bay, where local vendors and food trucks will showcase the very best bites from around the bay, located at Coachman Park on February 21, 2026, and authorize the appropriate officials to execute same.

CRA Assistant Director Anne Lopez presented a High Impact Funding Request in the amount not to exceed \$13,000.00 for Tasty Tampa Bay.

Representatives from Saucy Queen provided detailed information about Tasty Tampa Bay to the Downtown Development Board.

Vice Chair Teixeira asked about the outreach efforts including meeting with downtown merchants.

The Representatives from Saucy Queen replied that they spoke with the businesses with CRA Division Manager Vickie Shire and Recreation Supervisor Jewel Smith.

Vice Chair Teixeira motioned to the High Impact Request in the amount not to exceed \$13,000.00 for Tasty Tampa Bay.

The motion was duly seconded and upon roll call, the vote was:

Ayes: Vice Chair Teixeira, Member Allbritton, Member Cotton, Member Mannino, Member Khodortsov.

4. Director's Report.

4.1 ID#25-1100 Director's Report for November 2025.

CRA Executive Director Jesus Nino presented Director's Report for November 2025.

Vice Chair Teixeira commented during the event portion of the Director's Report that board members make an effort promote events in the downtown area.

Member Mannino stated that he has heard feedback on the World's Largest Rubber Duck coming to Coachman Park.

Chair Rector thanked Arts and Cultural Affairs Manager Amber Brice for helping bring the World's Largest Rubber Duck to Coachman Park.

5. Board Members to be Heard

6. Adjourn The meeting was adjourned at 1:38 pm.

Chair
Downtown Development Board

Anne Lopez
CRA Assistant Director