

CLEARWATER DOWNTOWN DEVELOPMENT BOARD MEETING
January 12, 2026 – 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

Board Members Absent: Member Mikhal Knodortsov

Also present: Anne Lopez, CRA Assistant Director; Vickie Shire, CRA Division Manager; Jesús Niño, CRA Director; David Margolis, City Attorney; Jennifer Poirrier, City Manager; Alfred Battle, Assistant City Manager

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

2.1 ID#25-1313 Approve the minutes for the December 1, 2025, Downtown Development Board meeting.

Vice Chair Teixeira moved to approve the minutes of the December 1, 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.

3. New Business Items

3.1 ID#25-1338 DDB 1st Friday Lunchtime Market (Market) for October-December Report and approve extending the Market for an additional two months.

CRA Division Manager Vickie Shire presented the October–December report for the DDB 1st Friday Lunchtime Market and requested Board approval to extend the Market for an additional two months.

Vice Chair Teixeira asked about potential adjustments to the event marketing budget and how staff tracked marketing outreach data.

Ms. Shire stated that staff would make adjustments to marketing efforts to better inform the public about the Market and noted that event staff asked attendees where they heard about the Market.

Member Mannino asked about feedback from downtown merchants regarding the event. Ms. Shire responded that several downtown merchants provided positive feedback.

Member Cotton emphasized the importance of better tracking marketing outreach data, particularly through social media, referencing Vice Chair Teixeira's earlier question.

Chair Rector asked whether downtown merchants had provided any constructive criticism. Ms. Shire stated that one vendor expressed interest in the Market occurring every Friday, but emphasized that the majority of feedback from vendors and downtown merchants was positive.

Member Allbritton moved to approve extending the DDB 1st Friday Lunchtime Market for an additional two months.

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

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

4. Director's Report.

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

CRA Director Jesús Niño presented the Director's Report for December 2025.

Assistant City Manager Battle added comments regarding discussions with RB Oppenheim Associates (RBOA) concerning deliverables outlined in the RFQ response for DDB Marketing and Public Relations services. He noted that representatives from RBOA were present to answer questions from the Board.

Member Mannino asked RBOA President and CEO Michael Winn about opportunities to market downtown Clearwater. Mr. Winn highlighted downtown dining activity, recent construction projects, and events at Coachman Park as opportunities for collaboration with the DDB.

Assistant City Manager Battle also referenced recent development and activity in downtown Clearwater.

Member Mannino requested clarification on RBOA's role in downtown marketing efforts. Mr. Winn stated that RBOA would take a collaborative role alongside City staff.

Member Mannino thanked Mr. Winn for the clarification.

Member Allbritton asked about the timing of marketing and public relations efforts and whether it was too early to develop a downtown brand. Mr. Winn stated that the timing was appropriate. Member Allbritton agreed and noted the progress made by staff.

Vice Chair Teixeira asked whether RBOA had sufficient budget and resources to achieve the desired results. Mr. Winn responded that the budget was reasonable and that RBOA had the resources necessary.

Chair Rector stated his desire to promote Clearwater as a whole and viewed this effort as a starting point.

City Manager Poirrier commented on the need to promote recent developments in downtown Clearwater beyond construction activity.

Chair Rector asked whether Board action was required. Assistant City Manager Battle stated that the discussion was informational only and provided an opportunity for Board questions.

Vice Chair Teixeira asked about attendance at the St. Petersburg College (SPC) Fresh Market. CRA Director Niño stated that he would follow up with SPC to ensure the Fresh Market meets DDB expectations.

Vice Chair Teixeira highlighted a Saturday night live music event hosted by downtown merchants and noted her attendance and enjoyment. Member Allbritton stated that he also attended and enjoyed the event.

Chair Rector expressed a desire for events receiving DDB grants to provide event recaps to the Board. Member Cotton stated his support for this request.

5. Board Members to be Heard

6. Adjourn The meeting was adjourned at 1:30 pm.

Chair
Downtown Development Board

Anne Lopez
CRA Assistant Director