

# City of Clearwater

*City Hall  
112 S. Osceola Avenue  
Clearwater, FL 33756*



## Meeting Minutes

**Tuesday, January 17, 2017**

**9:00 AM**

**City Hall Chambers**

**Community Redevelopment Agency**

**Roll Call**

**Present** 5 - Chair George N. Cretekos, Trustee Doreen Caudell, Trustee Bob Cundiff, Trustee Hoyt Hamilton, and Trustee Bill Jonson

**Also Present** – William B. Horne – City Manager, Jill Silverboard – Deputy City Manager, Pamela K. Akin – City Attorney, Rosemarie Call – City Clerk, Seth Taylor - CRA Executive Director, and Nicole Sprague – Official Records and Legislative Services Coordinator

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

**Unapproved****1. Call To Order – Chair Cretekos**

*The meeting was called to order at 9:27 a.m. at City Hall.*

**2. Approval of Minutes**

- 2.1 Approve the minutes of the November 15, 2016 CRA Meeting as submitted in written summation by the City Clerk.

**Trustee Caudell moved to approve the minutes of the November 15, 2016 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 the proposed 2017 CRA Board meeting schedule and adopt CRA Resolution 17-01.

CRA staff has prepared the proposed meeting schedule of the City of Clearwater Community Redevelopment Agency (CRA) Board for the calendar year 2017. CRA Board meetings will be held quarterly in the City Council Chambers, 3rd Floor City Hall. The meeting schedule will be posted on the CRA's website, with separate meeting notices provided by the City Clerk's Office and noted on the City's website prior to each meeting.

If there is no action for the Board to consider at a scheduled meeting, staff will recommend the meeting be cancelled. Changes to the dates may be required to accommodate needs of Board members and/or CRA staff.

If there is a need for a special meeting, CRA staff will notify the Board and the meeting will be noticed by the City Clerk's Office as well as the City's website.

*In response to questions, CRA Executive Director Seth Taylor said a special meeting may be requested at any time. The quarterly meeting schedule allows staff to efficiently plan the Board's work items.*

**Trustee Cundiff moved to approve the proposed 2017 CRA Board meeting schedule. The motion was duly seconded and carried unanimously.**

**Resolution 17-01 was presented and read by title only. Trustee Hamilton moved to adopt Resolution 17-01. The motion was duly seconded and upon roll call, the vote was:**

**Ayes:** 5 - Chair Cretekos, Trustee Caudell, Trustee Cundiff, Trustee Hamilton and Trustee Jonson

**4.2 Approve a contract with Project for Public Spaces to conduct a Mercado feasibility analysis for the Downtown Gateway, and authorize the appropriate officials to execute same.**

The 2014 Urban Land Institute report recommends the creation of a public market, or Mercado, in the Downtown Gateway neighborhood. As part of staff's effort to launch a Mercado, the CRA plans to hire Project for Public Spaces (PPS), a nationally recognized place-making and economic development firm, to conduct a Mercado feasibility analysis.

PPS defines public markets as "markets which operate in or as a public space, feature only locally owned and operated businesses, and which have a broader public purpose, such as neighborhood revitalization or improving community health."

PPS will conduct a site visit to Downtown Clearwater in order to meet with key neighborhood stakeholders, as well as host a training and workshop for vendors. PPS will survey stakeholders to assess vendor capacity and interest, as well as gauge customer satisfaction with existing food options. PPS will perform a detailed market analysis - estimating market demand for a proposed market and determining the optimal operating scale of the market. PPS will also conduct a site selection and assessment; and finally, PPS will recommend a concept for the public market, which includes potential tenants, users, location, and operations.

PPS' final deliverable will be a report of findings and recommendations for the creation of a viable, sustainable Downtown Mercado.

PPS was selected by a committee from multiple respondents to an informal

Request for Proposals.

**APPROPRIATION CODE AND AMOUNT:**

Funding in the amount of \$50,000 for this contract will be from 388-94849, Downtown Gateway

*In response to questions, CRA Executive Director Seth Taylor said the CRA has never contracted with Project for Public Spaces. The public space activation for Station Square Park begins this week with the furniture delivery. Staff believes the timing for the Mercado feasibility study and the Cleveland Streetscape is perfect. Since the streetscape construction will be completed within 16 months, staff will have ample time to publish an RFP and obtain a vendor operator. Mr. Taylor said the project scope will include identifying the location that will have the biggest impact. The feasibility study will help staff form the RFP content for the Mercado. Deputy City Manager Jill Silverboard said the previous work was a general in-house study; the feasibility study will benefit from the market research component, which was previously not conducted. Mr. Taylor said proposed plans have concentrated a lot of activity in the East Gateway triangle area to create an economic and social cultural hub. While there will be a festival core in that area, a Mercado in the general vicinity would benefit the entire area. Staff anticipates the feasibility study and deliverables will be completed by April.*

**Trustee Caudell moved to approve a contract with Project for Public Spaces to conduct a Mercado feasibility analysis for the Downtown Gateway, and authorize the appropriate officials to execute same. The motion was duly seconded and carried unanimously.**

**4.3 Adopt a 2017 CRA Strategic Plan that identifies the agency's goals, objectives and priorities to revitalize and activate Downtown Clearwater.**

The CRA's 2017 Strategic Plan highlights the areas where staff believes the CRA can have both immediate and longer-term positive impacts on the growth and development of Downtown Clearwater. The plan focuses on eight key objective areas: real estate, retail, office, residential, public space, transit and transportation, marketing, and community partnerships. These components are integral to the overall success of Downtown Clearwater.

Within each objective area, the CRA has identified specific project priorities that aim to advance the mission of revitalizing Downtown Clearwater by making it a more attractive and inviting place for people to live, work, explore and invest.

Notably, the CRA's 2017 Strategic Plan strives to capitalize on the downtown's existing assets: its waterfront location, walkable 'main street', abundant historic architecture, growing business/tech community, growing residential population, and strong civic/non-profit participation, among others.

The 2017 Strategic Plan will be a helpful document for both the CRA staff and board; one that allows staff to measure progress and ensure that resources are utilized in an effective, impactful and efficient way.

*In response to questions, CRA Executive Director Seth Taylor said the Plan has been presented to the Trustees as an internal document; staff intends to work with Public Communications to create a public education document based on feedback provided today.*

*It was suggested that the Plan include community partners, such as the Clearwater Arts Alliance, the regional arts alliance, the Clearwater Historical Society, St. Petersburg College and smaller faith based organizations in the area. It was also suggested that the list be organized into projects with similar target completion dates and include performance measurements.*

*In response to a question, Mr. Taylor said staff will work with Public Communications in the coming weeks to incorporate the feedback provided today for the public education/marketing document.*

**Trustee Jonson moved to amend the meeting schedule to discuss the marketing document in February at a CRA meeting.  
Motion failed for lack of a second.**

**Trustee Caudell moved to adopt a 2017 CRA Strategic Plan that identifies the agency's goals, objectives and priorities to revitalize and activate Downtown Clearwater. The motion was duly seconded and carried by the following vote:**

**Ayes:** 4 - Chair Cretekos, Trustee Caudell, Trustee Cundiff and Trustee Hamilton

**Nays:** 1 - Trustee Jonson

**5. Adjourn**

*The meeting adjourned at 10:06 a.m.*

Attest

\_\_\_\_\_  
Chair  
Community Redevelopment Agency

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City Clerk