

# City of Clearwater

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



## Meeting Minutes

**Monday, May 1, 2017**

**1:00 PM**

**City Hall Chambers**

**Community Redevelopment Agency**

**Roll Call**

**Present** 4 - Chair George N. Cretekos, Trustee Bob Cundiff, Trustee Hoyt Hamilton, and Trustee Bill Jonson

**Absent** 1 - Trustee Doreen Caudell

**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.**

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**1. Call To Order – Chair Cretekos**

*The meeting was called to order at 1:01 p.m. at City Hall.*

**2. Approval of Minutes**

- 2.1 Approve the minutes of the February 27, 2017 CRA Special Meeting as submitted in written summation by the City Clerk.

**Trustee Cundiff moved to approve the minutes of the February 27, 2017 CRA Special 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 an Amended Agreement to include insurance requirements between the Community Redevelopment Agency and the Florida Business Incubator, Inc. (formerly TAFFIE, LLC), a Florida corporation, and authorize the appropriate officials to execute same.

Amended agreement includes provision for Commercial General Liability insurance coverage and other insurance provisions; additional indemnification and liability provisions; and contact information change for notices to parties.

*In response to a question, Economic Development and Housing Director Denise Sanderson said the contract approved last October did not*

*include the insurance provisions.*

**Trustee Hamilton moved to approve an Amended Agreement to include insurance requirements between the Community Redevelopment Agency and the Florida Business Incubator, Inc. (formerly TAFFIE, LLC), a Florida corporation, and authorize the appropriate officials to execute same. The motion was duly seconded and carried unanimously.**

#### **4.2 Approve New Logo for Downtown Clearwater**

The Downtown Clearwater logo development process was a joint effort coordinated by Sparxoo, digital marketing and website designer, and a committee that included city staff and downtown partners.

Logo application will include marketing materials, new Downtown Clearwater website, banners and social media.

*In response to questions, CRA Executive Director Seth Taylor said the new logo does not include a tag line, only Downtown Clearwater. The new logo will be used on banners; a sample banner is not available yet. The existing banners will be replaced with the new logo.*

**Trustee Jonson moved to approve New Logo for Downtown Clearwater. The motion was duly seconded and carried unanimously.**

*CRA Executive Director Seth Taylor said staff is working with Legal to create a Building Improvement Program and a CRA Opportunity Fund. The CRA Opportunity Fund will be used to support catalyst projects in the Downtown. Staff anticipates providing further details at a special CRA meeting within the next 6 weeks. Mr. Taylor said the Project for Public Spaces consulting team is wrapping up their final recommendations for the Mercado; staff anticipates the final report to be presented soon. As part of the Imagine Clearwater initiative, CRA staff is working with Planning and Library staffs on a Second Century storefront at the corner of Osceola Avenue and Cleveland Street. Mr. Taylor said the storefront will be open to the public and will provide information related to the City's major planning initiatives, such as Imagine Clearwater.*

**5. Adjourn**

*The meeting adjourned at 1:10 p.m.*

Attest

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Chair  
Community Redevelopment Agency

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City Clerk