



**CITY OF GULFPORT
WATERFRONT REDEVELOPMENT ADVISORY BOARD (WRAB);**

Monday
December 13, 2010
Gulfport Senior Center

MEETING MINUTES

Members Present: Lori Rosso, Bill Esielionis, Mike Baggs, Bob Newcomb,
Michael O'Toole

Members Absent: Metria Jones, Avrio Taylor

City Representatives
Present: Fred Metcalf, Director of Community Development, Myra
Schwarz, Planner

I. Call to Order

The meeting was called to order at 6:00 p.m.

II. Approval of June 28, 2010 and September 27, 2010 WRAB minutes

Motion was made and seconded to approve both sets of minutes, and both were approved unanimously.

III. Discussion: Waterfront Redevelopment District Signage and Branding

The group was generally not happy with public submission in response to the ad placed in The Gabber for suggestions for Waterfront logos. Lori stated that the Waterfront is hard to find. Channel 10 will be broadcasting a program from the Casino, and had to call for directions. Signage is necessary.

Fred reminded the group that there is about \$11,000.00 available, and it needs to be used soon or will go to something else.

There ensued discussion about where to go now to find branding words and logos. Bob N. commented that lots of words had been mentioned and there are lots of ideas to use. The group reviewed the publically submitted names. All agreed that "village" is a good word. Suggestons were: "Gulfport Waterfront Village", "Village on the Bay", "Bayside Village", and "Gulfport Historic Waterront".

The group decided that "Gulfport Historic Waterfront" was the best choice.

The group also decided that the available money should go to a sign that maintains the existing blue and white colors, and to keep the sailboat logo that is already in use on existing signage. These are already identifiable, and it is a good idea to just build on what is already familiar, using the colors and sailboat on a template design. Bob commented that a consistent type, print and shape should be used, and that is "branding".

Fred commented that now that WRAB has defined signage parameters, he will talk to the City Manager about specifics.

The members all said that they will bring some designs to the next meeting for a standard sign design. They discussed specifics: size and lighting. Fred commented that an oversized sign can be addressed, and lighting is a good idea. He also suggested that sandblasting gives a look consistent with a nautical theme.

Loris suggested that a semi-circular shape is prevalent throughout the existing signage, and to stick with that.

Bob N. suggested painting the walkway gazebos that are across from O'Maddy's blue and white to match the signage, and to create more directional blue and white street signs.

Fred suggested that next time the group focus on creating the theme to carry over into other waterfront signage.

IV. Discussion: Marina to Waterfront Accessibility

At the last meeting, Bob N. had requested discussion regarding how to link the Waterfront with the Marina visitors. Fred provided an update according to Dennis Frain, the City Harbormaster: some visitors like to walk to the Waterfront, and others bring bikes. There are bikes available at the Marina but they are not often used. Dennis has called a taxi in the past for groups that needed a ride, paid for by the City.

Mike Baggs asked about the availability of the Trolley, and commented that drinking and bicycles are not a good mix.

Fred commented that he has discussed this with the City Manager and that after the first of the year, the City will try a Beta route with the red and green Trolley. When asked if someone could phone for the Trolley, Fred said that was a problematic solution. So, when the Trolley runs, a possible route will include a pickup time at the Marina (say 6 PM) and then do a loop back at the last run, around 9:30-10:00 PM. We can try it for a while, and see if it is used, if there is any interest.

Bob mentioned the little open vehicle that the Shell Island tour boat owner uses to transport his customers to the Waterfront.

Fred also mentioned that there are maps available at the Marina shop and showers. Myra commented that the maps at the Marina are the old Chamber of Commerce maps and need to be updated, and suggested that the Chamber of Commerce and Merchant's Association coordinate with the Marina regularly about what they need. Fred suggested that someone talk to the Island Hopper guy, and use resources that are already in place.

V. Other Business

Bob N. stated that someone asked him about the green space at Clymer Park and what can be done there. Lori said that there can be no parking by Code.

Bob said that the city does not take advantage of Clymer Park, and that it should be made more useful and attractive, like putting in a running track or child's playground, and provide more recreational opportunities. Crosswalks would have to be added for a running track, he said. He asked if the City had clear title to the property, that there was a question about its acquisition from the old Trolley company.

Bill E. said that Clymer Park is the only open green space in the City near the Waterfront, so you don't want to do anything that would prevent open space activities, like the annual car shows.

Lori mentioned that the Chamber of commerce is losing its home at the Bank of America because the bank is closing. She asked WRAB members to think about alternate locations.

Mike Baggs mentioned that he would like to see "buskers" (street performers) at Waterfront events. He knows of a business with sword swallowers, fire dancers, etc, that work solely on tips, would attract interest and provide entertainment that is free to the City.

Lori talked about a successful Holiday Hoopla was the previous weekend. The Tampa Tribune was an effective sponsor. The shops and restaurants did well. She also talked about business on the Waterfront in general, and said that she was to meet friends at Bellini's at 4:45 pm and they were closed on Holiday Hoopla day. She then went to the Peninsula Inn, and said that there is possibility that the Peninsula Inn will be closing due to problems regarding noise. She mentioned a rumor that the Neptune Grill might not open, and that the Dive bar had just permanently closed.

Myra reminded the group about attendance obligations, and that Metria Jones had now missed three consecutive meetings. Therefore, Metria has now relinquished

her membership to WRAB (not appointed by council), so the group needs to add another member.

VI. Adjournment

Motion to adjourn was made, seconded and approved at 6:50 PM. The next regular quarterly meeting of WRAB is scheduled on March 28, 2010 at 6:00 PM at the Senior Center.

Approved 3-28-11

A handwritten signature in black ink, appearing to be 'L. R.', written over a horizontal line.