

**MINUTES**  
**LDDA BOARD OF DIRECTORS**  
**City Commission Conference Room**  
**March 18, 2010**  
**8:00 a.m.**

**PRESENT:** Janet Tucker, Patricia Hendler, David Hallock, Joe Mawhinney, Jim Malless, Don Selvage, Anne Furr, Becky Abel, Mike Miller, Julie Townsend, Glenn Higgins, Karen Kovach, Tamara Sakagawa

**ABSENT:** Ford Heacock

**CALL TO ORDER:** Joe Mawhinney, Vice-Chairman, called the meeting to order.

**CONSENT AGENDA:** All items listed with an asterisk (\*) were considered routine by the LDDA Board and were enacted by one motion. There was no separate discussion of these items unless an LDDA Board Member or other person so requested, in which event the item was removed from the consent agenda and considered in its normal sequence. Janet Tucker requested removal of the Board Meeting Minutes of March 4, 2010, so both sets of Minutes were removed from the Consent Agenda.

\*Board Meeting Minutes – February 18, 2010

\*Board Meeting Minutes – March 4, 2010

Janet Tucker suggested that under **Brand Implementation** on the March 4, 2010 Minutes, one sentence was not clear and should be changed to “The hardware that holds the banners has also been priced and the highest bidder **to date** was approximately \$17,000 for 242 hardware sets.” **David Hallock moved approval of the Minutes of the February 18, 2010 meeting and the Minutes of the March 4, 2010 meeting with the clarification. Patricia Hendler seconded the motion. Motion passed 6-0.**

**TREASURER’S REPORT:** Patricia Hendler, Treasurer, reported that at the end of February, we are 42% through the year, so she used that as a benchmark to gage our spending and income. Income for February 2010 was \$11,047.26 and year-to-date income was \$229,766.88. Expenses for February were \$44,997.60 and year-to-date expenses, \$156,186.34. Net ordinary income for February was \$-33,950.34. There were no changes to the budget but due to a posting error in November 2009, corrections to line items 9000-Tax Collector and 6100-Tax Receipts were made, affecting year-to-date totals.

The Quarterly Report from Baylis & Company for the quarter ending December 31, 2009 had some differences from LDDA’s in-house accounting. Anne has put in a call to the staff person assigned to us for an explanation and to see if there are adjustments to be made.

The Treasurer’s Report will be filed for audit.

**BREWZ CREWZ REPORT:** Eric (“Bro”) Belvin, Chairman of the recent event, said that there was a tremendous turnout of 1,350 paid entrants – up to 1600 participants were present counting the volunteers. \$25,000 was raised and was going to be split with Elder Point Ministries. LDDA money was used for infrastructure such as the sampling glasses and portable toilets. Improvements for the future will include more toilets, a better system of entry and more music. The vision for the event in the future is to keep it in the core of Downtown, maybe closing the streets around Munn Park as it grows. Next year the date for the event is set for February 19, 2011.

**COMMITTEES:**

**Brand Campaign Review Committee:** Mike Miller provided an update on recent initiatives. Two 1/8<sup>th</sup> page ads were purchased for publication in *The Ledger* to promote the stickers and clings program. We are waiting on additional financing information concerning the CRA Tax Revenues before moving forward with the banner program. The recruitment brochure has been bid for print and Alphagraphics

was the lowest. One business testimonial still has to be approved. Dollars for the brochure are already allocated in line item 8920.14-Advertising/Sponsorships/PR. \$40,000 was budgeted in this line item and about \$8,000 has been spent. **David Hallock moved that the print work be awarded to Alphagraphics, subject to a satisfactory approval from the one remaining business on its piece. Motion seconded by Janet Tucker. Motion passed 6-0.**

**Magnets:** 5000 magnets have been bid. It was suggested that the DLP website address be included on the magnet, but not the phone number. There's a possibility a telephone service provider might provide a subsidy for displaying their contact information. **Jim Malless moved and Joe Mawhinney seconded the motion to authorize production of the magnets with the lowest bid firm, not to exceed \$1,502, pending samples from the company and a potential contribution by Bright House or Verizon. Motion passed 6-0.**

Work continues on the development of the college initiative and the Geocache event. Other ideas shared were the Great Urban Race and bringing back the "Child of the Sun" music festival. A side discussion involved funding of events in the Downtown core as opposed to those centered at Lake Mirror.

**Finance Committee** – Joe Mawhinney, Chairman, said that there is a perception that there is a pot of money available from the LDDA for events. The Finance Committee worked on a list of bullet points that would receive favoritism for funding.

**Request for Event Funding – Sun 'n Fun Skyward Festival** – This event will partner with First Friday in April. Julie Townsend shared some ideas of how Downtown businesses will participate. **Joe Mawhinney recommended on behalf of the Finance Committee to fund this event not to exceed \$3,000, to be used for event infrastructure. Dollars will come from line item 8920.13-Events Subsidy. Motion passed 6-0.**

**Wayfinding Signage System RFP:** David Hallock, Chairman, stated that Bunting was voted as the first choice and the City Commission approved moving forward with negotiations with that company. Anne asked them for a draft contract. She had some concerns that should be addressed, such as the provision of replacement pavers. She wants to get these incidentals costed out.

**DLP REPORT:** Julie Townsend, DLP Executive Director, submitted a report in writing. Three new members were added. Walking tours have been extremely popular. Jimmy Johns opened on Wednesday (3/17/2010). Spring Obsession on March 13<sup>th</sup> was a big success with the addition of a North Kentucky Avenue art show and the existing Farmers Curb Market.

**CITY COMMISSION REPORT:** Don Selvage reported that a noise complaint concerning 210 E. Pine Street has been an issue. Anne said a staff meeting was held to decide how to move forward. The property of the person who is making the complaint was zoned C-2 in 1986 and does not allow residential on the 1st floor. Current zoning is C-7, which still allows no 1st floor residential. The person who complained has part of her living quarters on the 1<sup>st</sup> floor and code enforcement is involved. On the other hand, staff has met with Marlon Lynn, owner of 210 E. Pine Street, and Gus Palas, business owner, to talk about what is different and what changes can be made. It seems that smokers going outside, plus the talking and music coming through the open back door is a problem. When the smokers go out front to smoke, there have been no noise complaints. There have been no citations yet for noise ordinance violations. If it is voices that are most objectionable, it is the person, not the business that is responsible. The ordinance specifies no particular decibel level. An officer has to go into the living space to hear the complaint's noise. Previous noise violations for this property were in 2001. The wooden fence behind the property at 210 E. Pine Street has not been permitted and the Historic Preservation Board is working with the owners.

**CHAIRMAN'S REPORT:** None

**DIRECTOR'S REPORT:**

**For Information Only**

**Molly McHugh's Irish Pub, Temporary Extension for Alcohol**

**Discussion:**

**Banners** – We need to hold off on the banner program until we know what the tax receipts will be for the CRA Capital Improvement Plan (CIP).

**Music on Downtown Right of Way** – There were complaints about the music that Hookah Palace was piping to the outside of their establishment onto the right of way. Unlike other establishments in the area, there is no setback area for the Hookah Palace. It needs to be decided what level of music is acceptable on the right of way.

**Printer for Anne** – Anne's laser printer needs to be replaced. She priced both black only and color laser printers. **Don Selvage moved and David Hallock seconded the motion to acquire a color laser printer for Anne not to exceed \$400. The money would be moved to 8360-Computer Services from 6950-Unappropriated Funds. Motion passed 6-0.**

**OTHER / NEW BUSINESS:**

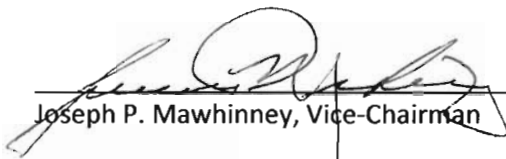
**Wachovia Auxiliary Building** – Photos were provided of the building (113 S. Tennessee Ave., AKA 112 S. Florida Ave.), of which one side faces S. Florida Avenue. Transients have been a problem in the area that used to be a drive-through. Code Enforcement has cited them. Wachovia requested demolishing the building, but the Historic Preservation Board suggested that the opening be closed in and the area painted to look like windows in the interim before future redevelopment of the site occurs.

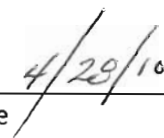
**Spring Obsession:** Don Selvage mentioned that he thought the Farmers Curb Market looked dwarfed by Spring Obsession. Anne pointed out that some of our regular vendors had chosen to set up for the Spring Obsession event instead of the Farmers Curb Market.

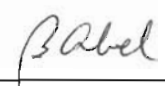
**AUDIENCE:**

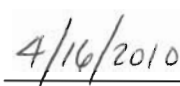
**The meeting adjourned at 9:53 a.m.**

**The next regular LDDA Board of Directors meeting is Thursday, April 15, 2010 at 8:00 a.m. in the City Commission Conference Room.**

  
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Joseph P. Mawhinney, Vice-Chairman

  
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Date

  
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Becky Abel, Administrative Assistant

  
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Date