

MINUTES
LDDA BOARD OF DIRECTORS MEETING
City Commission Conference Room
Thursday, May 20, 2004
8:00 AM

PRESENT: Chris McLaughlin, Jerry Herring, Jim Verplanck, Greg Mugg, Kevin Jones, Janet Tucker, Joe Mawhinney, Anne Furr, Becky Abel, Rachel Pleasant, Ann Wilson, Phyllis Maguire, Paula Pratt

ABSENT:

MINUTES: Jerry Herring moved to accept the Minutes of the May 6, 2004 Regular Board Meeting. Motion seconded by Jim Verplanck. Motion passed 4-0.

Joe Mawhinney, Kevin Jones and Greg Mugg arrived.

COMMITTEE REPORTS:

Design Review – Certificate of Review Request:

- a. 107 West Pine Street – Bumper to Bumper sign. Jim Verplanck stated that Bumper to Bumper would like to add an additional sign on the north side of the building. The sign would be the same color scheme as existing signage and be 60” x 72” in overall size. The Committee is concerned that Bumper to Bumper had not yet added the sign reading “No Parking” on the Pine Street (south) side that the Design Review Committee had required some time ago. Anne stated that Mike Marini had forgotten about the No Parking sign, and would add it. **Jim Verplanck moved approval of the new building sign with the condition that the No Parking sign be installed as required. Motion seconded by Jerry Herring. Motion passed 7-0.**

TREASURER’S REPORT: Anne distributed revised Profit & Loss statements for April. Total expenses for April were \$19,430.55. Total income was \$27,661.45.

Quarterly reports for January – March 2004 were distributed in agenda packets.

Joe Mawhinney, Treasurer, presented the proposed FY 2005 CRA budget. It will be voted on at the June 3, 2004 meeting. Some highlights are that after 2005, streetscape will be project driven, rather than on a set schedule. The reasoning is that as new buildings are built or as renovations occur, the streetscape can be added at that time to avoid disruption, and also that the streetscape project can be part of the TIF that would be created by the project. The dollars would be directed toward residential development, which has been an unfulfilled LDDA priority for several years.

Joe Mawhinney moved that as properties within the expanded area are for sale, Anne Furr be authorized to negotiate with owners for purchase on behalf of the LDDA. After some discussion, Jerry Herring suggested the motion be amended to Anne being authorized to negotiate, but the negotiations should be subject to the approval of the Chairman of the Finance Committee. Additionally, any purchase agreement for properties cannot exceed the assessed value of the property plus 20% without coming back to the Board for approval. All transactions will need the ratification of the Board for approval. The motion as amended passed 6-1. The LDDA office will create a form for the purpose of documenting purchase negotiations.

DLP UPDATE: Paula Pratt, President of DLP, shared the proposed budget for the DLP. She stated that the DLP’s request to the LDDA for FY 2005 would be \$27,000. This request includes the \$10,000 matching funds for 100+ members, \$15,000 for billboards and \$2,000 for a parking map. She discussed

the addition of a billboard on the Polk Parkway and the removal of an I-4 (on westbound / Tampa side) billboard. She shared that the new promotion, "First Fridays" will begin June 4, 2004. The DLP's request will be considered by the Finance Committee as it prepares the LDDA FY 2005 budget in upcoming weeks.

PLATFORM FLORIDA PRESENTATION: Ann Wilson and Phyllis Maguire shared information about the upcoming third Platform Florida Art Party. Ann shared some background about the event, which showcases artists in art, film, fashion and sound. Primarily, it is an opportunity to provide exposure to artists and to create an entertaining event venue. Platform Florida will be held at the Lakeland Linder Airport Terminal on June 4, 2004 from 6-10 p.m. The cost of admission is \$12 for adults and \$6 for students. Beer and wine will be served.

CITY COMMISSION REPORT: Jim Verplanck – No report.

CHAIRMAN'S REPORT: Janet Tucker – No report. Janet directed that the Retail Committee set a date for a meeting. Becky will schedule.

DIRECTOR'S REPORT:

Crime Policy – The Finance Committee asked Anne to check on the coverage for crime and whether the Board of Directors was covered as they serve in that capacity. In checking with the City of Lakeland, The LDDA is covered by the City's crime policy since it is an agency of the City and performance of duties by the Board is considered designated municipal function. The areas of coverage are: general crime, public employee dishonesty, forgery or alteration, theft, disappearance and destruction, computer fraud, Directors of Trustees on Committees, volunteer workers and faithful performance of duty. A copy of the policy is in the LDDA office.

Verizon Call Center – Verizon started its training on Monday. Trainees will be parking in the Park & Ride lot (with 18 spaces reserved for regular parkers), Bay Street and Trinity Presbyterian lots. All Verizon Call Center parkers have been issued dashboard cards to identify their vehicles for enforcement purposes. LPD is aware of the additional people in downtown and the hours of their operation. The Night Ride program will pick up the trainees that end training at 12:30 a.m. (June 1 – June 28). There is a \$1 per person charge. The Night Ride program is scheduled to stop its service July 1.

Presentation to Planning and Zoning for Expansion of the CRA in Downtown – Anne presented the Redevelopment Plan to the P & Z Board on Tuesday, May 18th for their review to find consistency with the City's Comprehensive Plan. The plan was approved.

Speaking Engagements – Anne will be speaking to the Engineering Society on Thursday, May 20th at the former Sheraton Hotel. On June 8th, she will be speaking to the Lakeland Rotary Club at the Lakeland Center, and on June 11th, to the Florida Redevelopment Association's Professional Development Program Course on Parking with Rick Lilyquist, Jim Nixon and Don Nix.

NEW BUSINESS: None

The meeting was adjourned at 9:45 a.m.

The next LDDA Board Meeting will be held on Thursday, June 3, 2004 in the City Commission Conference Room, 3rd Floor, City Hall, at 8 a.m.