

MINUTES
LDDA BOARD OF DIRECTORS MEETING
City Commission Conference Room
Thursday, April 19, 2007
8:00 AM

PRESENT: Janet Tucker, Jerry Herring, Jim Verplanck, David Hallock, Glenn Higgins, Justin Wilson, Tamara Sakagawa, Heather Huebner, LeRoy Bradley, Steve Bissonnette, Anne Furr, Becky Abel

ABSENT: Joe Mawhinney, Chris McLaughlin, Ford Heacock

MINUTES: Jerry Herring moved approval of the Minutes of the April 5, 2007 regular LDDA Board of Directors Meeting. Motion seconded by Janet Tucker. Motion passed 4-0.

TREASURER'S REPORT:

February 2007 – Income for February was \$7,977.12. Expenses were \$17,214.92. Year-to-date income was \$268,736.93 and year-to-date expenses were \$129,228.73.

March 2007 – Income for March was \$8,616.31. Expenses were \$14,191.11. Year-to-date income was \$277,353.24 and year-to-date expenses were \$143,419.84.

Quarterly Report, October-December 2006 – The quarterly report from Baylis & Company showed no irregularities and has been filed.

GEORGE HARRIS MEMORIAL ARCH – Anne met with a Stephanie McClean, a consultant for fund-raising. She and her sister have formed a company called 2SG Group. They will do three complete mailings and follow up, thanks events, plan meetings, etc. for \$3,500 plus expenses. The first solicitation letter would go out in May. There would be a post card in September that would double as an invitation to the groundbreaking, and there would be a dedication event in December. The goal for the arch and perpetual care of Munn Park is \$150,000. **Janet Tucker moved that \$10,000 be moved from 6950-Unappropriated Surplus into a new line item for 2SG Group to conduct the fundraising drive for the George Harris Memorial Arch and covered printing costs, etc. The \$10,000 would be reimbursed from the expected donations. Motion seconded by Jerry Herring. Motion passed 4-0.**

HOMELESS ISSUES: Steve Bissonnette is the City's liaison for homeless issues. The problem of homelessness is growing. About 80% of homeless are not homeless by choice. The City of Lakeland and Polk County are joining together to hire a facilitator who will work with the community to develop a 10-year plan designed to shift the emphasis and resources to the majority who can benefit. There is an annual point in time survey of homelessness in the City. More camps are emerging beyond the Downtown. There has been a resurrection of the Mayor's Task Force on Homelessness for networking. The cards directing people to where help can be found are being redone this week.

IMPACT FEES: Tamara Sakagawa, CRA Coordinator, distributed an analysis of action proposed by Polk County on impact fees. Polk County agreed that new construction should be included in consideration for waivers. Originally, they were going to exclude all residential development and new commercial development. The County Commissioners have agreed that incentivizing downtown core redevelopment is a priority. There is a workshop planned for next week before the County Commissioners take a vote on May 9.

CITY COMMISSION REPORT: Jim Verplanck had no report.

CHAIRMAN'S REPORT: No report.

DIRECTOR'S REPORT:

Main Street Realignment Project – The realignment of Main Street is scheduled to be completed in August 2007. The Parks and Recreation Department will begin landscaping on the north edge of the Lake Mirror as soon as the realignment work is complete.

CSX – We will know more after the meeting this afternoon. This is a small group to find out as much as we can about the impact of the rail project in Winter Haven. Tamara stated that it has been determined that it would be best to find a consultant to prepare an application for a quiet zone in Downtown.

VISITFLORIDA Museum Partnership Grant – The 2007-08 grant was completed with the Polk Museum of Art, Explorations V and Frank Lloyd Wright’s Child of the Sun Center at Florida Southern College supplying letters of support of the grant. We continue to work with Craig Advertising on the design for the brochure that will be mailed near the end of May for the 2006-07 grant which supports focused marketing to 5,000 museum members. Anne requested that from 8920-11 – Photo Expense, Presentations, we hire Lamar Standish with Apollo Imaging to do photography for the brochure. **Janet Tucker moved approval of \$1000 budgeted in 8920.11 be spent for photographs in Downtown. Motion seconded by Jerry Herring.**

Lemon Street Celebration – We are in the process of getting evaluations back from the food vendors. Good weather, good attendance. Two artists were in attendance (Best of Show and People’s Choice Award Winners). The Lemon Street Committee will evaluate and set a date for next year’s event if it is decided to repeat. People that came seemed to stay longer and were interested in the event.

Farmers Curb Market Update – There is an Art Show and Festival scheduled for Saturday, May 5. We are working at a “Friends of the Market” program and sign for people who wish to help with the Market programs. The Market has brought in almost \$8,000 in shared marketing costs.

American Bungalow Magazine – John Brinkman, founder and publisher of American Bungalow Magazine will make a presentation to the Lake Morton Neighborhood Association at the Polk Museum of Art on Friday, April 20, 2007 at 5:30 p.m. LDDA Board Members are invited to attend.

NEW BUSINESS:

Taxis – Glenn Higgins asked about Taxis – if there are more now and a shorter wait for people who call for one.

St. Petersburg Tour – Tamara shared that the conversation and tour of the St. Petersburg Midtown was very valuable. She will do a summary and let everyone know what was learned.

Chamber Luau is tonight (4/19/07) on Pine Street.

Allen & Company 75th Anniversary Celebration is also tonight (4/19/07) around Lake Mirror.

The Meeting was adjourned at 9:10 a.m. The next meeting is scheduled for Thursday, May 3, 2007 in the City Commission Conference Room.

The Design Review Committee met following the Regular LDDA Board meeting to address four requests.

The next LDDA Board Meeting will be Thursday, May 3, 2007 in the City Commission Conference Room, 3rd floor, City Hall.