

MINUTES

LDDA BOARD OF DIRECTORS MEETING CITY COMMISSION CHAMBERS Thursday, February 27, 2003 8:00 AM

PRESENT: Jerry Herring, Greg Mugg, Kevin Jones, Jim Verplanck, Janet Tucker, Joe Mawhinney, Chris McLaughlin, Tammy Sakagawa, Randy Mathews, Pam Page, Bill Tinsley, Celeste Dearthoff, Anne Furr, Becky Abel

ABSENT:

CALL TO ORDER: The meeting was called to order by Jerry Herring at 8:00 AM.

MINUTES: Jim Verplanck moved to approve the Minutes of the February 13, 2003 Board of Directors' Meeting. Motion seconded by Joe Mawhinney. Motion passed 7-0.

LAKE MIRROR PARK PLAN UPDATE: Bill Tinsley, Director of Parks & Recreation, began by informing the Board of all recent, current and upcoming projects of the Parks & Recreation Department. The Board was presented with a detailed plan for all of the components of the Lake Mirror Park Plan – the labyrinth, the Peggy Brown Center, The Barnett Family Park with the interactive fountain and surrounding amenities for children, the renovated Magnolia Building, lake and promenade improvements / enhancements, etc. Considerable planning and creativity are evident in these ambitious plans to create a unique and enchanting park.

The issue of streetscaping along Orange Avenue from Iowa to Lake Avenue and north on Lake Avenue up to Main Street was discussed briefly. It was noted that the LDDA might want to look at re-ordering streetscape priorities to accommodate this streetscape work as the park area is in the development process. This would avoid tearing up the area again after the initial park area work is completed. The cost for doing the section of streetscaping (from Iowa to Lake) is estimated to be \$260,000 and Lake Avenue (Orange to Main) is \$160,000.

TREASURER'S REPORT: Kevin Jones presented the Treasurer's report for both December 2002 and January 2003. The net income for December was \$252,444.07 and total expenses were \$53,728.13. In January, the net income was -\$113,127.95 and total expenses were \$150,173.70. It should be noted that in December, LDDA received the once-per-year allowance from the CRA (line item 6900) of \$180,696.00. In January, line item 9300 Tax Increment to Trust Fund - \$131,434.00 was paid out, creating the appearance of a negative net ordinary income. Kevin stated that because our accounting is done on a cash basis instead of an accrual basis, the financial statements are hard to read as a snapshot of exactly where the LDDA is financially month to month. He will create a different budget format for the Board to review and compare with the Quickbooks reports generated monthly. In December, the LDDA quarterly audit showed that line item 6400 Interest Income – Streetscape was left off of the budget. \$3,000 was the recommended amount for line item 6400 in the budget. To agree with the year-end audit, changes to line item 6950 – Unexpended Funds (\$236,758.00) and to line item 9765 – Depreciation Expense (\$1,956.00) were made to reflect the changes in the budget for FY 2003. **Janet Tucker moved and Kevin Jones seconded that the Board accept the budget changes made to December's financial statement page 2, Budget vs. Actual. Motion passed 7-0.** In January, on the Profit & Loss Budget vs. Actual report, page 2, line item 9810 – Downtown Park & Ride, reflects a new line item in the budget amended January 9, 2003. (See meeting minutes from that date.) Line item 6950 – Unexpended funds is accordingly \$8,000 less due to transfer to 9810. **Kevin Jones moved and Janet Tucker seconded the acceptance of the January budget change described above. Motion passed 7-0.**

Chris McLaughlin asked if there were better ways to earn interest on funds in the money market account. Kevin Jones agreed to check into short-term investments that may pay more than the current money market rate.

COMMITTEES:

Downtown Park & Ride Update: Jerry Herring reported that a shelter has been selected for the lot. The structure is \$8,885.72 and the installation is \$2,031.40. Three bids will be obtained for the concrete pad and sidewalk as design-built. It is expected that the purchase, installation and concrete portion will cost under \$20,000. **Jerry Herring moved to modify the budget, moving \$22,000 from line item 6950 – Unexpended Funds to 9810 – Downtown Park & Ride to allow for purchase, installation and concrete work of the shelter. Motion seconded by Kevin Jones. Motion passed 7-0.**

Flags & Flowers: Janet Tucker stated that the expansion of the container garden project in downtown would begin soon as previously planned. Home Depot still has the mold for the original containers and will make more containers for LDDA, with a minimum purchase of 120 containers. The price would be \$45 per container (plus shipping), which is the best price of several sources checked. However, the CRA budget for this year allows for only 80 new containers, and buying 120 would mean that there would be 40 surplus containers. Anne has found that Parks & Recreation will store the surplus containers. She pointed out some of the advantages of having extra containers, including the ability to move forward with requests from businesses wishing to purchase containers ahead of their street's scheduled time and the ability to replace any broken containers or fill in extra container gardens as needed. LDDA has budgeted enough money (CRA dollars) for 80 containers this fiscal year, but would need \$1,800.00 from the streetscape savings to purchase the remaining 40 containers required in the minimum order from Home Depot. **Janet Tucker moved and Joe Mawhinney seconded that \$1,800.00 be moved from 1180-Cash Savings to 8760 – Miscellaneous to pay for the 40 containers not covered in the CRA budget for FY 03. Motion passed 7-0.**

DLP UPDATE: LeRoy Bradley reported that there are 95 members currently. The new map/brochure is in the process of editing, and should go to the printer by mid-April. The project should be complete by the first of May. The Spring Walkabout will be April 11, 2003. LeRoy reported that the website now has a link to Hollis Garden. LeRoy congratulated Kevin Jones and MIDFLORIDA Federal Credit Union on winning an award from the Ad Council.

CHAIRMAN'S REPORT: Jerry Herring did not have a report other than to comment that people seem very optimistic about downtown. He doesn't hear the many complaints that he used to hear when talking with people.

CITY COMMISSION REPORT: Jim Verplanck reported that the Motel on northeast Lake Mirror has only one wall left to be demolished, and that work should be completed this week. He also noted that on April 4, 2003, the Citrus Connection would celebrate a 20-year anniversary. A commemoration will be planned soon to take place in downtown. Jim will keep us informed about that as plans develop.

DIRECTOR'S REPORT:

Property Database –Chris McLaughlin stated that the software from Village Manager is still in development phase, and he'd be uncomfortable being the first to use the new software unless LDDA could obtain it for free in exchange for product testing. The format looked good and the company is developing ASP technology now so that the product will be suitable for use online. A more in-depth report will follow at the next Board meeting.

LDDA Website –Anne reported that a quote for the upgrade of the existing LDDA website was received from Allnet, but she nor Chris have had a chance to review it yet. They hope to have a report on options by the next meeting.

Downtown Parking Enforcement – The Parking Committee (via DLP) has requested a letter of support from the LDDA requesting an extra parking enforcement officer to better monitor 2-hour parking. There is currently a citywide no hiring freeze. The Board took no action on this request.

Retail Study – Tom Moriarity will be meeting with Janet, Anne and Tammy soon – schedule to be announced, depending on recent snow in Washington, DC. Anne stated that his company, ERA, has been paid \$25,000. We currently have an accounts payable in the amount of \$5,000, which is being held pending a written report and detail of work completed. The contract was for \$35,000.00 in addition to travel expenses up to \$5,000.00.

Restitution Payment for Broken Container – Anne reported that \$300 was received as a restitution payment from a young man who destroyed a container near Nathan’s several months ago. The replacement of the broken container will occur when new containers are placed on Main and Pine.

RFP Blight & Redevelopment for LDDA Expansion Area – Anne will work with Tammy Sakagawa to invite several firms for an RFP. The Board will decide from those proposals to choose one firm.

May 22, 2003 LDDA Meeting – Anne stated that the LEDC will hold its annual meeting the same morning as the LDDA regular meeting on May 22, 2003. The Board agreed to cancel the LDDA Meeting for the second meeting in May, so that LDDA Board Members could attend the LEDC annual meeting.

CHANGE IN FUTURE LAND USE:

Celeste Deardorff, of Community Development, presented a future land use designation change for the north area of downtown. The Planning and Zoning Board will vote on the proposed change and it will then go before the City Commission. The proposal is to change the future land use designation within the area south of the In-Town Bypass between Florida and Iowa Avenues, north of Oak Street and north of a portion of Peachtree Street from RH (Residential High) to RAC (Regional Activity Center) and change the zoning from C-1 (small lot general commercial) to C-6 (downtown commercial). Also, a change is proposed in the future land use designation on one parcel at the northwest corner of N. Florida Avenue and Parker Street, from LCC (Linear Commercial Corridor) to RH (Residential High). The zoning on this parcel would remain C-2 (highway commercial). The remaining changes will delete the future land use designations from properties now used as rights-of-way for the In-Town Bypass and North Florida Avenue.

Jerry Herring stated that he felt the area should be parking-exempt, as is the core area of downtown. The Board will discuss this issue at a later date. Ideally, parking would have ground-floor retail with parking above, or within the core of the development. Jim Verplanck said that he could not support the LDDA boundaries being exempt from the parking requirement because of the cost to the city. The LDDA will still maintain design review responsibilities within its boundaries (except for the Munn Park Historic District).

NEW BUSINESS:

Mall Connector – Chris McLaughlin suggested exploring ways to promote a connection from the new Lakeland Village to the downtown. He would like to invite Rick Barber to a future LDDA meeting. The Board agreed.

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

The next regular LDDA Board meeting will be held on Thursday, March 13, 2003, from 8 a.m. – 10 a.m. in the City Commission Conference Room.