

## MINUTES

### LDDA BOARD OF DIRECTORS MEETING City Commission Conference Room Thursday, February 19, 2004 8:00 AM

**PRESENT:** Greg Mugg, Joe Mawhinney, Kevin Jones, Janet Tucker, Anne Furr, Becky Abel, LeRoy Bradley, Jeff McFarland

**ABSENT:** Jerry Herring, Chris McLaughlin, Jim Verplanck

**MINUTES:** The Minutes of the February 5, 2004 Regular Board Meeting were approved as presented.

#### **TREASURER'S REPORT:**

**Revised October 2003** – Line item 6950 – Unexpended Funds: Correct audited figure was entered. In October the LDDA Board approved that \$172 be deducted from line item 6950 to make up a budget shortfall in line item 8070 – Insurance Medical. Adjustments were made to the totals that pertained to the change.

**Revised November 2003** – Revised to reflect the above adjustment in October.

**Revised December 2004** – Revised to reflect the above adjustment in October and November, plus corrected line items 8050, 8060 and 8070, which had failed to show expenditures in those categories due to an incorrect date entered in the computer.

**January 2004** – Treasurer Joe Mawhinney pointed out significant items on the January Treasurer's Report. Line item 6300 – Investment Income (Money Market) was \$256.62. He noted that the Finance Committee would meet on Monday, February 23, 2004 to discuss how to improve the return on monies in the money market account. Currently there is \$297,878.99 in money market, earning a 1.01% interest rate. Line item 8270 – Contract Services was an invoice from Glating-Jackson for part of the Blight Study and Redevelopment Plan. Line item 8500 – Insurance Liability was a refund of \$311. Line item 8800 – Audit & Reporting included the final invoice for the LDDA audit. Line item 9000 – Tax Collector reflected postage and commission charges.

Net Income for January was <\$7,736.33>. Total expense for January was \$20,423.15.

**Quarterly Reports for October – December 2003** – A copy of the Quarterly Report prepared by Baylis & Company was included in agenda packets. There were no questions.

#### **COMMITTEE REPORTS**

##### **Design Review**

**Certificate of Review issued since February 5, 2004** – 117 West Lemon Street – Casa Del Carpintero Ministries, removing a metal building and adding a set of double doors

**Certificate of Review Request** – 333 East Lemon Street – Watkins Motor Lines, Inc., paint color of stucco on building. Watkins proposes to paint the exterior the same color as the Orange Street parking garage. It was suggested that Anne contact Watkins to discuss an accent color for the stucco.

**Trolley Committee** – The process of adding schedule signs to the existing Trolley stop signs is underway. Anne stated that the five times per hour that the Trolley passes each stop will be listed on a vertical sign below the Trolley Stop sign.

The investigation concerning the best procedure for hiring a greeter for the Park & Ride lot revealed that the less expensive alternative would be to hire a temporary worker through the LDDA and to create a contract for a set dollar amount (\$130 per week) for the individual hired. The contract would

include a hold harmless agreement. LDDA would obtain additional Workman's Compensation insurance through Sale Insurance.

Kevin Jones reported that the "Holiday Trolley" experiment, sponsored by MIDFLORIDA Federal Credit Union was an interesting experience. He said that he rode both in the morning and in the mid-afternoon. He noted that the Trolley appeared to be dirty both inside and out, and cluttered by the driver's area. The air conditioning was not working. He indicated that the afternoon driver was, in his opinion, too "chatty", and that timeliness was a concern. Kevin continues to feel that the addition of the Park & Ride greeter will improve the comfort level of people who ride the Trolley. Kevin recommended recruiting other businesses to sponsor a holiday for "Holiday Trolley".

**DLP UPDATE:** LeRoy Bradley reported that the next general meeting of the DLP would be on March 3, 2004, 8:00 a.m., at Grasslands Country Club to hear a presentation on the Lakeside Village Development. LeRoy requests that anyone who expects to attend that presentation please RSVP so he can get an accurate count of participants. LeRoy reminded all of the DLP Retreat to be held at Janet Tucker's home on Wednesday, March 10, 2004 from 8-5, facilitated by Larry Ross. Plans for the Spring Walkabout (Friday, April 2) are coming together nicely. Two new members of the DLP put membership at 100.

Discussion was held concerning Lakeside Village and how it will compete with downtown. Comments were made that entrances to downtown at both Massachusetts and Lemon and Massachusetts and Main were unattractive. (Main Street has the back side of The Terrace and the Main Street parking garage; Lemon Street has the unattractive parking lot to the south of The Terrace.) As Peggy Brown Park and the realignment of Main Street are completed, it is recommended that a more welcoming entrance to downtown that ties into those projects be accomplished at Main Street / Cedar Street. Efforts are underway to invoke the requirement that the parking lot at Lemon and Massachusetts be landscaped. An improved entryway would be an opportunity for one of the planned downtown kiosks to be located at the Peggy Brown Park or nearby. Greg Mugg noted that the parking lot behind Crisper's and Traditions Unlimited is also unattractive, and that it borders Massachusetts and Pine Street. Janet Tucker stated that since national retailers were expected at the Lakeside Village and that national / regional advertising would occur because of that, Lakeland, Florida would be mentioned in wide-scale promotions. It will be an excellent opportunity to piggy-back on the advertisements by promoting the downtown as visitors are attracted to Lakeland for the Lakeside Village.

**BEER & WINE ESTABLISHMENT:** Jeff McFarland presented his plan to use space at 306 W. Main Street for a new beer / wine establishment that will feature live musical entertainment. He had hoped for a building in the core of downtown, but is very pleased with efforts by MARCOBAY to do the needed build-out for the space he will lease. Evening and weekend parking is adequate. MARCOBAY owns property to the west of the building and west of Virginia Avenue for parking. Jeff expresses a commitment to keeping the establishment clean and well-managed by staff. No food will be served (except snacks). The working name for the establishment is "Club Chrome." LDDA Board Members expressed good wishes to Jeff for this project and hope that this establishment will be a successful entertainment venue sparking additional development in the northwest section of downtown.

**CHAIRMAN'S REPORT:** Chairman Janet Tucker reported that she found it to be a pleasure to present the Quarterly Report to the City Commission, as they seem very receptive to the work of the LDDA. She shared the Mission Statement and long and short-term goals of the LDDA.

**DIRECTOR'S REPORT:**

**Beer & Wine Establishment** – 306 West Main Street (former H&O Cold Storage building to the north of the former Huntington Bank Building), Jeff McFarland applied for a conditional use permit before Planning & Zoning on Tuesday, February 17<sup>th</sup>. The P & Z Board approved the request with the

condition that the establishment will not be able to open until 4:30 p.m., and that music could not begin before 7 p.m. That recommendation will go before the City Commission on March 1, 2004.

**Park & Ride Lot Greeter** – Anne talked with Karen Lukhaub, Risk Manager for the City of Lakeland concerning Workman’s Compensation, and with Edie Yates, Baylis & Company, concerning best way to hire the part time greeter, and to Tim McCausland about a written contract. Palmer Davis, Assistant City Attorney, is drawing up the contract and Sale Insurance has given us a rate to cover the cost of the Workman’s Comp. Becky Abel looked into the cost of going through a temp agency and it would be more costly for the LDDA to take that route.

**Preservation Alley** – Underpinning of the Geo. L. Gaines Building will begin Thursday, February 26, 2004.

**Ybor City Chamber of Commerce Visit** – Representatives came Tuesday, February 17<sup>th</sup> to visit downtown and talk about the LDDA incentive programs. They had attended the presentation that Randy Mathews and Anne did in Kissimmee.

**Quarterly Report to City Commission** – Janet Tucker presented the LDDA mission and long and short term goals to the City Commission Monday, February 16, 2004. She represented us well!

#### **NEW BUSINESS:**

**Horse & Carriage** – Last weekend, a horse & carriage service was begun in downtown. The service is operated by Tommy Pueschell, and has been inspected by the police department for safety and the route. The horses are Clydesdales. Anne was unsure of the cost for the carriage rides, but it would operate Friday and Saturday evenings downtown.

**Web Warriors** – This is a business that is interested in locating in the former Jannabelle’s store. David Pipkin, owner of the building, is considering returning the building to its original two storefronts. The business would sell computer gaming time, sell / repair computers, and offer computer instruction. No alcohol would be served. The owner says he would open around 10 a.m. There would be some nights when the establishment would be open all night. Anne contacted the owner, who operates a business in Winter Haven and toured the Winter Haven establishment. The general feeling after doing research is that an establishment such as this may work better in another area, not on the main downtown retail street.

**City Commission Retreat** – Anne reminded all that the City Commission Retreat began this week, and continues through Friday (February 20), with goal-setting scheduled for Friday, February 27, 2004. The facilitator is Ed Barlow, a “futurist”. Anne attended the opening session on Wednesday and encourages all that are able to attend other sessions to do so. A schedule was distributed.

The meeting was adjourned at 9:45 a.m. **The next regular LDDA Board Meeting will be held on Thursday, March 4, 2004 in the City Commission Conference Room from 8 a.m. to 10 a.m.**