

MINUTES
LDDA BOARD OF DIRECTORS MEETING
City Commission Conference Room
Thursday, February 15, 2007
8:00 AM

PRESENT: Ford Heacock, Janet Tucker, Jerry Herring, Jim Verplanck, David Hallock, Glenn Higgins, Justin Wilson, Tamara Sakagawa, Gerry McHugh, Ellen Simms, Linda Brient, Mr. Brient, Julie Townsend, Cheryl Dossey, Bill Watts, Robert Chen, Rick Lilyquist, Anne Furr, Becky Abel

ABSENT: Joe Mawhinney, Chris McLaughlin

MINUTES: Jerry Herring moved approval of the Minutes of the January 18, 2007 regular LDDA Board of Directors Meeting. Motion seconded by Janet Tucker. Motion passed 5-0.

TREASURER'S REPORT: Janet Tucker presented the Treasurer's report.

January 2007 –Total income for January was \$19,525.83. Total expense was \$56,226.71. A \$30,000 check under 8920.15 DLP is being held, pending a report from DLP. 8760 Miscellaneous will be reimbursed for the cost of cigarette snuffers from 9770 Streetscape. The trust fund disbursement from the City and the LDDA payment to the City has not happened yet.

Concerning the DLP contribution, Julie Townsend, Executive Assistant for DLP, was present to share planned expenditures by the DLP. The \$30,000 includes \$12,000 for First Fridays and \$10,000 in membership matching money. \$8,000 additional is included as miscellaneous expenses. In the past, the DLP had asked for money for specific projects. This year, the funding request was not specific and the LDDA Board was interested in plans for the \$8,000 miscellaneous funds. Julie shared that the DLP has joined the Main Street program and that she will be attending their conference in Seattle. They have partnered with the Detroit Tigers for advertising and are planning a combined map and brochure among other smaller projects. The LDDA Board was satisfied with the plans presented and authorized the release of the check for the \$30,000.

TIF REQUEST: Bill Watts, of Watts for Dinner, presented the concept of his business to be on the first floor of Lofts on the Park on Kentucky Avenue. It will be a 3500 square foot gourmet French Bistro style restaurant with wine by the glass, prepared food and bottled wine for sale. He hopes to open between April and May 2007. The Board welcomed his concept as a great addition to Downtown.

With a letter authorizing Bill as a representative of RR Properties, LLC, owner of the first floor of the building, Bill stated that the owner requests TIF on the build out of the enterprise. The build out is budgeted at \$325,000. At this time it is unknown what the valuation of the property will be from the Polk County Property Appraiser. TIF guidelines require that the improvement be at least 50% of the assessed value of the property. Anne informed Bill that the City charges \$100 per year to restaurants to allow sidewalk dining. **Janet Tucker moved and Jim Verplanck seconded the motion to recommend approval of the TIF request to the City Commission (acting as the CRA). Motion passed 4-0. Jerry Herring stated a conflict of interest as a partner in the ownership of the Lofts on the Park project.**

DOWNTOWN STREETS: Rick Lilyquist, Director of Public Works, presented two alternatives for brick enhancement of Downtown streets. A plan to brick Kentucky Avenue has been in the CIP for 2-3 years. Currently budgeted is Option 1, the bricking of Kentucky Avenue from Main Street to Pine Street in FY 07, Lemon Street to Main Street in FY 08, and Pine Street to Bay Street in FY 09. It is estimated to cost \$678,000 for all three segments with curb-to-curb bricking, including intersections. It would take three months to do the project and the work would be done between May and August to minimize disruption to businesses. Option 2 would be to brick eight intersections in phases. It would take four weeks per intersection. This plan is also estimated to cost \$678,000 for the three-year plan.

The Board felt that the bricking of intersections emphasizes the pedestrian environment we'd like to promote and that this option would enhance safety for pedestrians while not causing as much disruption to the businesses. There was a concern that the public would perceive bricking of the entire street as a frivolous expenditure.

Downtown business owners who were present were concerned about the work being a disruption to business. They expressed the hope that Public Works would do whatever it could to minimize the time required for the project. Rick is on the agenda to take the plans to the DLP Board February 28th so they are aware of the options.

COMMITTEES:

Design Review since January 18, 2007 -

808 E Main - Kemira, wall sign, approved.

735 E Main - Texas Cattle, ground sign, approved.

333 E Lemon - FedEx National LTL, wall sign, approved.

301 N Florida - Trinity Presbyterian, ground sign, approved.

101 W Main - Senator Paula Dockery, wall sign, approved.

DLP REPORT: Julie Townsend gave an update for the March First Friday event. She reminded everyone that the Spring Walkabout is scheduled for Friday, March 16th.

CITY COMMISSION REPORT: Jim Verplanck reported that the City has approved authorization for an agreement with the state to provide for maintenance and lease of the fiber network for advanced traffic management system.

Jim Verplanck was excused from the meeting.

CHAIRMAN'S REPORT: Ford Heacock reported that a Retreat Summary was included in agenda packets. It was decided that since there was considerable difficulty scheduling the LDDA mini-retreat as a follow-up to the Annual Retreat, we would hold our mini-retreat without Larry Ross for an extended regular meeting on Thursday, March 15, 2007.

DIRECTOR'S REPORT:

Transfer Money for Admin. Asst. PC & Monitor – David Hallock moved and Jerry Herring seconded the motion to transfer \$1,300 from 6950 Unappropriated Surplus to 8360 Computers for the PC and monitor. Motion passed 4-0.

Employee Handbook Update – Janet Tucker moved and Jerry Herring seconded the motion to approve the proposed changes to the Employee Handbook. Motion passed 4-0. This change addresses the addition of a vacation benefit for a regular part-time employee.

“The Parking Fix” – This article from the Wall Street Journal on parking solutions was distributed.

NEW BUSINESS:

The Lemon Street Celebration date is Thursday, April 12, 2007.

Boards and Committees Dinner is scheduled for Tuesday, February 27th.

New Staff – Heather Huebner has been hired as a CRA Manager. She will start on February 19th and will be housed in the LDDA office.

Office Space Usage – Discussion was had concerning usage of space in the LDDA offices.

Committee Assignments – Ford Heacock will announce committee assignments shortly.

The Meeting was adjourned at 9:35 a.m.

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

The next LDDA Board Meeting will be Thursday, March 1, 2007 in the City Commission Conference Room, 3rd floor, City Hall.