

MINUTES
LDDA BOARD OF DIRECTORS MEETING
City Commission Conference Room
Thursday, April 5, 2007
8:00 AM

PRESENT: Ford Heacock, Janet Tucker, Jerry Herring, David Hallock, Joe Mawhinney, Chris McLaughlin, Heather Huebner, Justin Wilson, Tamara Sakagawa, Holly Vreeland, Glenn Higgins, Chuck Barmby, LeRoy Bradley, Anne Furr, Becky Abel

ABSENT: Jim Verplanck

MINUTES: Janet Tucker pointed out a typographical correction to be made in the March 15 Mini-Retreat Minutes. **Janet Tucker moved approval of the Minutes of the March 1, 2007 Regular Board Meeting and the March 15, 2007 Mini-Retreat (with correction). Motion seconded by Jerry Herring. Motion passed 5-0.**

David Hallock arrived.

LAWTON CHILES ACADEMY ACCESS ISSUES: Chuck Barmby, Transportation Planner, reported on the issues of access at Lawton Chiles Academy. With the expansion of the campus and creation of Freedom Park, some accommodations for the pick-up and delivery of children and the flow of other traffic had to be made. Magnolia Street to the north of the school will become one way going east. A traffic study is currently being done to look at the impact on Florida Avenue and whether the median at Peachtree will be closed. Only right turns in and out of Peachtree Street at Florida Avenue will be allowed.

GEORGE HARRIS MEMORIAL ARCH: Janet Tucker reported that \$345 was paid to the Community Foundation for the most recent mailing; she is not happy with the response to date. We have talked to a professional fund raiser about how the appeal should be done. A proposal from a professional may be presented to this Board on April 19th.

COMMITTEES:

Design Review approval since March 1, 2007:

525 W Orange Street, Hyatt Place, wall & ground signs approved

Jerry Herring asked if an LDDA Board member might be a representative on the Historic Preservation Board's Design Review Committee to insure consistency and communication on issues within the Downtown. The problem is that their Board meets at the same time as the LDDA Board. As requests are made in the Munn Park Historic District, Lynne Schindler will get that information to the LDDA Design Review Committee for awareness.

Farmers Curb Market Update: A Downtown Art Festival at the Downtown Farmers Curb Market is planned for May 5. Pine Street will be closed between Kentucky and Tennessee Avenues. The hours of the Festival will be 10 a.m. to 7 p.m. Activities for children are planned for the weekends of April 7th and 14th.

IMPACT FEES: Tamara Sakagawa reported that in clarifying fee waivers, the County appears to be trying to eliminate certain language related to CRAs and historic districts. The way the proposed wording reads specifically excludes new construction from fee waivers. Jim Studiale, Community Development Department Director, is attending the County Commission's retreat today to find out what the intent is with the fee waiver issue at the county level. Changes could become effective 10 days after adoption on April 18.

DLP REPORT: Holly Vreeland reported that membership needs a boost – both gold and regular memberships. Gallery Walk is the theme for April's First Friday. At the last DLP General Meeting, LPD was present to discuss safety issues. Jerry Herring said that he has talked with an officer who has experience with signage in south Florida that gives authority for police to remove people from trespassing on private property.

CITY COMMISSION REPORT: Jim Verplanck was out of town. Glenn Higgins reported that the Commission voted at the last meeting to vacate Peachtree and Missouri by Lawton Chiles Academy. He also shared that electric rates for commercial customers would have a smaller increase than projected.

CHAIRMAN'S REPORT: Concerning the potentially increasing train traffic, Ford said that he senses a growing interest at large and that the Chamber is beginning to embrace the issue. There will be a meeting soon with CSX and Ford will represent the LDDA.

Ford also shared that Sterling Moss has agreed to be the Honorary Chairman for the 2007 Lake Mirror Auto Classic.

DIRECTOR'S REPORT:

Trust Fund Payment – Anne has included a letter from Greg Finch, City of Lakeland Finance Director, which details the amount of money LDDA owes the Trust Fund. Properties were appraised higher than expected and the original estimate included the Garden District. The new figure is \$40,000 higher than budgeted. **Jerry Herring moved and Janet Tucker seconded the motion to approve \$223,964 payment to the CRA Trust Fund and to move \$40,990 from 6950-Unappropriated Surplus to 9300-Tax Increment to Trust Fund. Motion passed 6-0.** Tamara Sakagawa stated that there is currently no interlocal agreement in place concerning the above exchange of funds. She proposed that one be created.

VISITFLORIDA Museum Partnership Grant – We are working with Denny Craig on the promotion. This includes Polk Museum of Art, Florida Southern College and Explorations V. The mailing will go to 5000 museum members and promote museum activities and Downtown activities. We expect to have restaurants and retailers in Downtown participate by offering promotions or discounts during the target period. We are in the process of applying for another grant that will allow us to track the success of the partnership and create another mailing.

Recruitment Committee – David Hallock, Janet Tucker, Chris McLaughlin, Ford Heacock, Susy Waller, Kevin Jones and John Hutto have agreed to serve on this committee which will meet on Friday, April 27 at 11:00 a.m. in David Hallock's office.

Articles – Anne included Florida Redevelopment Association articles on the relationship between CRAs and the property tax reform issue.

NEW BUSINESS:

New Markets Tax Credits Infill Redevelopment Project Tour, Thursday, April 12, 2007, St. Petersburg's Midtown District.

Lakeland Area Chamber of Commerce's Downtown Luau – Thursday, April 19th on Pine Street.

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

The next LDDA Board Meeting will be Thursday, April 19, 2007 in the City Commission Conference Room, 3rd floor, City Hall.