

MINUTES
LDDA BOARD OF DIRECTORS MEETING
CITY COMMISSION CONFERENCE ROOM
Thursday, May 9, 2002
8:00 AM

PRESENT: Don Pickard, Greg Mugg, Kevin Jones, Jerry Herring, Mark Miller, Janet Tucker, Jim Verplanck, Anne Furr, Becky Abel, Stacey Suggs, Jim Studiale, Ford Heacock

ABSENT:

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

MINUTES: Janet Tucker moved to approve the Minutes of the April 25, 2002 Board of Directors' Meeting, with a spelling correction. Motion seconded by Mark Miller. Motion passed 7-0.

Don Pickard arrived.

COMMITTEES:

FLAGS AND FLOWERS:

Janet Tucker reported that she and Anne met with Robert Lyvers, store manager of Home Depot South regarding the acquisition of containers for the container gardens downtown. Mr. Lyvers indicated that he could sell us the containers at cost once the right sizes are located. The committee has determined that three sizes – 24", 30" and 36" - are needed and that they are trying to stick to the budgeted price of \$50 each. City Attorney Tim McCausland is writing the maintenance contract.

LDDA EXPANSION

The Expansion Committee (Mark Miller, Tim McCausland and Steve Bissonette) recommended that a referendum be held to add the Parker Street area (Iowa Street north to the In-Town bypass going south to the railroad tracks, follow to the west to North Gilmore, to East Bay Street, back to Iowa), and that the wording of the referendum shall be such that the Bay Street area added in 1998 be included. The referendum would occur after the City Commission adopts the ordinance to expand in the specific area. The first reading of the ordinance could take place at the first City Commission meeting in June 2002, and the second reading could occur at the last City Commission meeting in June. The referendum could then be held in mid-September 2002. Anne and Kelly Koos will create a timeline. In a referendum, electors must come to City Hall to vote in person. All electors and property owners within the current LDDA boundaries plus the proposed expansion area will be able to vote – one vote per parcel owned.

LDDA ELECTION: The LDDA Directors' election date has been set for October 1, 2002. In an election or referendum, the City Clerk will act as the Supervisor of Elections and the LDDA Board will act as a canvassing board.

LAKE MIRROR CLASSIC AUTO FESTIVAL:

Ford Heacock presented the plans for this year's classic auto show to be held September 28, 2002. There will be 300 cars shown – 200 will be displayed on downtown streets and the other 100 will be around Lake Mirror. New this year will be a classic motorcycle display in Munn Park and more of the classic wooden boats in Lake Mirror. There will also be a special area for classic cars that are for sale. Last year, the LDDA provided portable toilets, brackets for banners, event insurance under the LDDA umbrella policy, security and traffic control. With the exception of

brackets for banners, Ford asked for the same support as last year. He would also like for the LDDA to obtain the city's stage. The LDDA will be prominently shown as a major sponsor of the event. **Mark Miller moved to appropriate up to \$5,000.00 for portable toilets, security, traffic control and the City's portable stage for the Lake Mirror Classic Auto Festival. Motion seconded by Jerry Herring. Motion passed 7-0.**

CHAIRMAN'S REPORT:

Parking Study – Anne introduced intern Stacy Suggs, who is on loan to the LDDA from Community Development. Stacy is conducting an inventory of the privately held parking spaces in downtown.

Destination Retail – Anne explained that she had two consultants that sent proposals instead of three. Steve Moore and Blount Hunter submitted a joint proposal. The other consultant is Tom Moriarity of ERA. Mark questioned where the idea came from originally for bringing in a retail consultant. Janet reminded everyone that the issue of hiring a consultant came out of the January Board Retreat. The purpose of hiring a consultant would be to study the current situation in retail downtown and analyze the potential market support that would compliment existing businesses and draw more people to the area. A consultant would be able to tell us whether it is even viable to try to attract major retailers. Both consultants plan to analyze current retail and involve stakeholders in an eventual strategic plan. The Board felt that the proposal from Steve Moore and Blount Hunter was less specific and somewhat confusing. **Janet Tucker moved that the LDDA should hire ERA for the retail study. Motion seconded by Kevin Jones. Motion passed 7-0.** Anne said that through several conversations with Mr. Moriarity, he indicated that the \$40,000 was his top price. There are ways to reduce the price, such as doing some of the work in house and combining travel and other expenses with ERA's visits to another city in Florida. Anne shared that she had met with the representatives from Talbots last week. They plan to open a store in February 2003, either at Grasslands or in downtown. Jim Studiale shared some of the ideas for the Kato Development project planned for the Grasslands area.

COMMISSION REPORT:

Don reminded the Directors that the quarterly meeting with the City Commission is coming up on May 20, 2002. Jim reported that the C.C. is still waiting to hear more information from the Regency development team. He reminded Directors that the next Regency meeting would be held after agenda study on June 14, 2002. Don pointed out that at the last meeting with the Commission, Gow Fields had asked about the LDDA's vision of the future of the trolley, and Dean Boring wanted some details on our action plan from the Board Retreat.

DIRECTOR'S REPORT:

RFP Audit Services – The LDDA office sent out letters of interest for Request for Proposals to all Lakeland CPAs within the city limits of Lakeland. We have received three requests for proposal instructions. The mandatory pre-proposal meeting will be held in the City Commission Conference Room on May 16th. Greg Finch, Assistant Finance Director, will be at that meeting. If you are asked questions concerning the audit services please refer them to Anne so that everyone will get the same information.

Regency D & D – Gene Strickland requested a meeting with the City and the Development Team for June 14, 2002 at 10:00 AM to follow the City Commission Agenda Study Session. Please put that date on your calendar.

Bay Street Streetscape – The project for Bay Street between Florida Avenue and Tennessee Avenue should be finished in two weeks. The paving should be finished this week. Public Works has gotten an e-mail stating that the Notice to Proceed for Construction is forthcoming for the remainder of Bay Street between Tennessee and Massachusetts Avenue.

Field Trip – The Board felt travel time for any potential field trip should be limited. There were suggestions to visit Tampa (SoHo area) and the recently converted Winter Park Mall, currently named "Winter Park Village". Anne will look into making arrangements.

Brochure for the Downtown Plan – Roger Haar and Anne were each able to find \$12,000 to combine to pay for the 16-page brochure for the new Downtown plan which will not exceed \$24,000 for 3,000 copies.

Newspaper Racks in Downtown – Anne met with Lanny Walker and discussed three racks that will need to be changed. Lanny will talk with Billy Key, sign inspector, concerning placement of newsracks in downtown. Permits do not have to be pulled for newsracks.

Quarterly Report to City Commission – Anne asked for input on who should actually speak. Jim stated that he did not want to have too much talking that could “lose” the attention of Commissioners. Janet stated that Don, as Chairman, should be the main presenter. He can assign people to share information on certain topics if he needs to. It was emphasized that attendance by Board Members is very important. Anne stated that reports should be made on the retail study, streetscape update, a communication update, Lake Mirror Community Park support, parking survey and expansion of the LDDA boundaries.

Hosting Fees – SmartLizard – We are now paying \$50 per month for monthly hosting of our website. We thought that the \$3,000 included the hosting costs, but found out that is not correct. Don asked for the number of visitors to the site. Anne shared that we did not have a “counter”, so we have no way of knowing how many people have looked at our site. Anne stated that we ARE working with SmartLizard to reorganize the real estate page and make the site so that our office can make additions and deletions to all web pages.

NEW BUSINESS:

Jerry Herring suggested that it would be a nice gesture to thank Rick Lilyquist and his team for their work in making the downtown construction as easy as possible for the merchants. He has gone out of his way to minimize the impact of the disruption.

The next LDDA Board Meeting will be Thursday, May 23, 2002.

The meeting was adjourned at 10:00 a.m.