

**MINUTES**  
**LDDA BOARD OF DIRECTORS MEETING**  
**City Commission Conference Room**  
**Thursday, January 18, 2007**  
**9:15 AM**

**PRESENT:** Ford Heacock, Joe Mawhinney, Chris McLaughlin, Janet Tucker, Jerry Herring, Jim Verplanck, David Hallock, Bruce Lyon, Glenn Higgins, Jeremy Maready, Justin Wilson, Edie Yates, Tracy Kimbrough, Anne Furr, Becky Abel,

**ABSENT:**

**MINUTES:** Janet Tucker moved approval of the Minutes of the January 4, 2007 regular LDDA Board of Directors Meeting. Motion seconded by Jerry Herring. Motion passed 5-0.

**Jim Verplanck and David Hallock arrived.**

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

**October 2006 – Revised** – The revision was done to include the figure of \$238,034 as the audited amount to be used as the budget figure in 6950-Unappropriated Surplus for FY 2006-07. This figure was given as a result of the 2006 LDDA audit.

**November 2006** – Total income in November was \$69,583.61. Total expense was \$11,919.76. Tax receipts have begun to come in.

**December 2006** – Total income for December was \$169,697.98. Total expense was \$12,401.15.

**TROLLEY CONTRACT:** An Interlocal agreement between LDDA and Citrus Connection for Trolley service after hours was presented. This agreement deals with First Fridays, from 6-9 PM, 12 times per year and other after hours events in the year requested and approved by the LDDA Board. There is \$5000 for the Trolley operation in the FY2007 budget. The contract is for \$59.75 per hour. **Janet Tucker moved approval of the contract for Trolley services after hours at the rate of \$59.75 per hour. Motion seconded by Jim Verplanck. Motion passed 7-0.**

**FY 2006 AUDIT REPORT:** Tracy Kimbrough, Baylis & Company, presented a clean audit report. There were no issues to be addressed. Baylis & Company recommended that we delete the words “rental space” or “booth rental” from the Downtown Farmers Curb Market contract and add “shared marketing costs”. There was consensus from the Board to do so.

**CITY COMMISSION REPORT:** Jim Verplanck had no report.

**CHAIRMAN'S REPORT:** Chairman Ford Heacock pointed out the Retreat date (Thursday, February 1) and location (ASC Geosciences building on Lake Wire, 2<sup>nd</sup> floor, in space leased by Bright House). He asked that if Board members had not yet turned in their survey from Larry Ross, they should do so as soon as possible. Larry Szrom and Garret Kenney will be the speakers at the Community Leader Forum on January 23, but will also be present at our Retreat.

**DIRECTOR'S REPORT:**

**Administrative Assistant's PC & Monitor** – Baylis & Company recommended that we upgrade to Quick Books Pro 2007. Because of the amount of memory needed to run the program, Becky's computer is very slow. The City's support staff looked at it and recommended that the PC and Monitor be replaced. They can add one memory card for \$50.00 but don't think that it will be enough memory to make a difference. The LDDA purchased Becky's Gateway Computer in 2001, 6 years ago. LDDA pays network and support to the City for this computer (\$1,146 per year). The cost to purchase a PC and Monitor through the City's program would be:

\$775 PC + \$290 19" Monitor = \$1,065 one time cost of equipment to LDDA

\$58.08 19" Monitor replacement plan would be paid once a year for 5 years

\$155.04 PC replacement plan would be paid once a year for 5 years

At the end of the 5 years, PC and Monitor would be replaced by the City at no additional cost to the LDDA

**FY 2007 costs:**

$\$775 + 290 + 58.08 + 155.04 = \$1,278.12$

**FY 2008 (and future years' costs):**

$\$58.08 + 155.04 = \$213.12$  for replacement plan

This is the same plan that was approved for the Executive Director's computer.

**Jerry Herring moved and Jim Verplanck seconded the motion to authorize purchasing the new computer and monitor on the City's plan for the Administrative Assistant. Motion passed 7-0.**

**Employee Handbook Update – Jerry Herring moved and Janet Tucker seconded the motion to table this issue until February 15, 2007.**

**City of Lakeland City Commission Retreat** – The retreat is scheduled for Thursday, January 25<sup>th</sup> and Friday, January 26<sup>th</sup>. Anne will send out copies of the agenda to Board members once it is ready. There may be sessions that you wish to attend, especially the keynote speaker.

**NEW BUSINESS:**

**Ledger Advertising Contract** – A new advertising contract with The Ledger has been received. It provides for at least 13 ads in one year at the cost of \$25.31 per column inch. **Janet Tucker moved and Jerry Herring seconded the motion to approve this contract for Anne to execute. Motion passed 7-0.**

**David Hallock** requested that presentations at the Retreat be kept short so that there will be plenty of time for discussion. He also wanted to make sure that cost/benefit analysis is addressed as we prioritize at the Retreat, focusing on resources. Danny Ours, Tamara Sakagawa and Larry Szrom/Garrett Kenney are the scheduled presenters.

**DLP Program, February 7** – Janet Tucker reminded the Board that Anne, representing the LDDA is the speaker at DLP. Board support is requested.

**The Meeting was adjourned at 10:05 a.m.**

**The next LDDA Board Meeting will be our Annual Retreat to be held on Thursday, February 1, 2007 in the ASC Geosciences building, second floor, in the area leased by Bright House. The meeting will be at 8:15 until 3:30 p.m.**