

MINUTES
LDDA BOARD OF DIRECTORS MEETING
City Commission Conference Room
Thursday, May 3, 2007
9:00 AM

PRESENT: David Hallock, Janet Tucker, Jerry Herring, Joe Mawhinney, Chris McLaughlin, Jim Verplanck Heather Huebner, Justin Wilson, Holly Vreeland, Glenn Higgins, Danny Ours, Cathy Wolosin, LeRoy Bradley, Ellen Simms, Anne Furr, Becky Abel

ABSENT: Ford Heacock

MINUTES: Janet Tucker moved approval of the Minutes of the April 19, 2007 Regular Board Meeting. Motion seconded by Joe Mawhinney. Motion passed 5-0.

Chris McLaughlin arrived.

TROLLEY UPDATE: Danny Ours, Citrus Connection Director, reminded the Board that on December 4, 2006, the new route for the Trolley began. That new route included a segment from Kelly Recreation Center on South Florida Avenue, The Lakeland Center and Downtown. At this time, despite intense marketing efforts, the ridership is still only about three passengers per hour. He suggests a minor route change that would eliminate the South Florida Avenue leg during 11 a.m. to 1:45 p.m. (as a 20-minute circulator loop in Downtown) and modify the route to include Hollis Garden and the Public Library to the east and the Lakeland Center to the west. Danny said that he would get back to LDDA about a date for this change. Anne asked for digital version of the circulator route so we can distribute it. Some questions: Maybe the Trolley should become more of a tourist route to be used as an activity rather than for commuters. Would it be feasible to purchase the Trolley from the Federal Transportation Authority? Danny responded that would be very complicated as it would necessitate the setting up of a 501c3 corporation.

Danny stated that the Trolley is not carrying anyone on First Fridays and he recommends eliminating that route. Holly Vreeland and Ellen Simms, representatives of DLP, agreed that the Trolley should be eliminated since no one is riding it on First Fridays. The LDDA agreed by consensus.

COMMITTEES:

Design Review approval since April 19, 2007:

122 West Main Street, AAA Print Center, wall sign, approved.

440 S. Florida Avenue, PACE Center for Girls, ground sign and four wall signs, approved.

George Harris Memorial Arch Project: Janet Tucker shared that the project consultant will coordinate the revised campaign (which will not include those who have already contributed) to raise the funds for this project which will include several mailings and a groundbreaking event and dedication. Anne will get an update on the status of donations. Joe Mawhinney suggested that Anne ask if the Lakeland Area Chamber of Commerce will include an article about the project in its newsletter or a copy of the letter inviting donations.

Farmers Curb Market, Art Show and Festival: Janet Tucker shared that there will be more than 25 art vendors at the Downtown Art Show and Festival this Saturday, May 5. The Art Festival hours are from 10 a.m. to 7 p.m. There will be food vendors and musicians in addition to regular Market vendors. Pine Street will be closed from Tennessee Avenue to Kentucky Avenue. It was suggested that in the future the event could be combined with First Friday the night before as a "heads in beds" effort that may be eligible for Tourist Development dollars.

A "Friends of the Market" program has been created where friends will donate \$500 for the year and the money will be used for incidentals and extras that are not included in other budgets. A permanent sign will be posted with names of annual contributors.

The Committee has decided to close the Market during the month of August.

Retail / Recruitment Development Committee: David Hallock reported that the committee met April 27. The first step is to craft a vision of Downtown retail and what happens on the north side of Downtown. The committee members have been asked to do a SWOT (strengths, weaknesses, opportunities, threats) analysis and

will meet again in May. The members are David Hallock, Chairman, Janet Tucker, Ford Heacock, Chris McLaughlin, Susy Waller, John Hutto, Julie Townsend, Kevin Jones and Anne Furr.

DLP REPORT: Holly Vreeland reported that the DLP Board Retreat will be held June 14 and 15 from 7 -10 a.m. at FSC. Current focus is on increasing membership. Holly distributed a current list of members. The Downtown at Dusk” event is scheduled for Tuesday, May 8th. It is a membership social to be held at Black and Brew Coffee House and Bistro. Please RSVP that you will attend from 5:30-7 p.m. First Friday’s theme tomorrow is Public Works Week.

CITY COMMISSION REPORT: Jim Verplanck had no report.

CHAIRMAN’S REPORT: No report.

DIRECTOR’S REPORT:

CSX – A task group has formed with a strategy to gain involvement in the process of CSX’s expansion. The task force includes representatives from LDDA, City of Lakeland, Chamber of Commerce, LEDC, DLP and the County. Questions are being asked about implementing a “quiet zone” for trains in Downtown. The costs include GPS systems, safety rating measures, crossing closures, etc. Heather Huebner is researching this issue.

VISITFLORIDA Museum Partnership Grant – Anne shared the proof of the brochure that will go to 5000 museum members.

Lemon Street Celebration – The date for next year’s celebration was set for Thursday, April 10, 2008, but the event is tentative until more is known about the property tax issue as it relates to dollars for arts and cultural events locally.

A Schedule of Installation for the brick crosswalks was passed out to the Board.

Proposed County Impact Fee Ordinance Update was included in agenda packets.

NEW BUSINESS:

Jerry Herring reported that there are three openings in Lofts on the Park.

LeRoy Bradley stated that there would be a boat show at The Lakeland Center on Saturday and Sunday this weekend.

The Meeting was adjourned at 10:09 a.m.

The next LDDA Board Meeting will be 8 a.m. Thursday, May 17, 2007 in the City Commission Conference Room, 3rd floor, City Hall.