

MINUTES
LDDA BOARD OF DIRECTORS
City Commission Conference Room
May 20, 2010
8:00 a.m.

PRESENT: Ford Heacock, Janet Tucker, Patricia Hendler, Joe Mawhinney, Jim Malless, Don Selvage, Anne Furr, Becky Abel, Karen Kovach, Julie Townsend, Ellen Simms, Teresa Maio, Mike Miller, Solomon Wassef, Said Wassef

ABSENT: David Hallock

CALL TO ORDER: Ford Heacock, Chairman, called the meeting to order.

CONSENT AGENDA: Items listed with an asterisk (*) were considered routine by the LDDA Board and were enacted by one motion. There was no separate discussion of these items unless an LDDA Board Member or other person so requested, in which event the item was removed from the consent agenda and considered in its normal sequence. Janet Tucker requested removal of the Board Meeting Minutes of April 15, 2010 from the Consent Agenda. **Jim Malless moved approval of the Consent Agenda with the removal of the April 15, 2010 Minutes. Motion seconded by Joe Mawhinney. Motion passed 5-0.**

BOARD MEETING MINUTES: Janet Tucker stated that there was a redundancy in a motion on page 3. On page 2, the words "High Speed Initiative" were left out in the next-to-last sentence. The corrections will be made in the April 15, 2010 Minutes. **Jim Malless moved approval of the April 15, 2010 Minutes with the corrections. Motion seconded by Patricia Hendler. Motion passed 5-0.**

TREASURER'S REPORT: Patricia Hendler, Treasurer, reported that at the end of April, total expenses were \$38,151.23 and year to date expenses were \$215,982.15. Income for April was \$62,397.88 and year to date was \$299,467.86. LDDA has changed its financial reporting from a cash basis to an accrual basis. That action will make the LDDA reports agree with the reports from Baylis & Company CPAs. The financial report will be filed for audit.

Don Selvage arrived at the meeting.

Proposed Budget Changes: **Line item 6100 Tax Receipts:** Change Tax Receipts from \$295,110 to \$301,888 based on final certification by the Property Appraiser for Polk County, a difference of \$6,778. The total income budgeted would then change from \$491,610 to \$498,388. **Line item 9300-Tax Increment to Trust Fund:** Change Tax Increment Payment to Trust Fund from \$209,566 to \$215,925 based on final certification by the Property Appraiser for Polk County, a difference of \$6,359. **Line item 6950-Unappropriated Funds:** Move \$6,359 from Unappropriated Funds to Line item 9300-Tax Increment to Trust Fund to allocate enough dollars to cover the expense to pay the Tax Increment invoice. These actions result in a net income from tax receipts as \$85,963.00. **Janet Tucker moved that the proposed budget changes be approved. Motion seconded by Joe Mawhinney. Motion passed 6-0.**

HOKAH PALACE REQUEST TO APPEAR: Solomon and Said Wassef were present to ask the LDDA Board for support concerning their application for a 4COP beverage license. Currently, the establishment has a 2COP beer/wine license. The 4COP would allow a full-scale bar operation. Solomon talked about the success of the Hookah Palace in the five months they have been open – the positive response from the community, a large Facebook following, etc. He explained about the types of wine-based cocktails offered now, stating that many people had requested traditional cocktails made with hard liquor. Currently, they have in place a card-swipe age checking machine and a full-time person at the door on the busy weekends. When asked, Solomon

stated that all employees receive TIPS training by industry representatives as well as in-house. DLP does not object to the stepped-up license request. In June, the request will go before the Planning & Zoning Board and the owners would like an endorsement from the LDDA. **Joe Mawhinney moved that the LDDA show support for the Hookah Palace's application for a 4COP beverage license. The motion was seconded by Jim Malles. The motion passed 5-0. Janet Tucker stated a conflict of interest and abstained from voting.**

COMMITTEES:

Brand Campaign Review Committee – Karen Kovach shared an example of Downtown banners. Karen distributed a spreadsheet with proposed media spending for the remainder of the fiscal year (through September 2010) and an annual cost. She and Mike Miller shared examples of ads – Farmers Curb Market, Geocache event, posters, e-mails, radio script - that will run in various media. The advertising cost is estimated to be \$3,529.39 through September 30, 2010. There are dollars in the budget under line item 8920.14-Advertising/Sponsorships/PR for the ad campaign. The Finance Committee will need to allocate dollars for the FY 2011 media expenditures. **Janet Tucker moved and Patricia Hendler seconded the motion to allocate \$3,530 from 8920.14-Advertising/Sponsorship/PR for the media campaign through September 30, 2010. Motion passed 6-0.**

DLP REPORT: Julie Townsend, DLP Executive Director, submitted a report in writing. She shared that a new contract with *The Ledger* partners with the Downtown Farmers Curb Market to have an ad in "TIME OUT" 3 times per month to promote First Fridays. The Farmers Curb Market will have a footer ad at the bottom of each of these larger First Friday ads. Paint-Along Studios has opened in the space at 123 S. Kentucky Ave. where J. Rowan Galleries used to be. The Owner is David Collins.

CITY COMMISSION REPORT: Don Selvage stated that Mayor Fields sent a letter to City Manager Doug Thomas on May 12, 2010, asking him to follow up with FDOT about the quiet zones, inquiring how the design engineering will work and how we will be engaged to participate. Don thought that by the next LDDA meeting he would have a response from the City Manager. CSX owns 100 feet of width within the Downtown, which is a lot of right of way. Don also reported that the Lake Morton Retirement Home on East Lime Street is to become an Alzheimer's home and received approval for a Planned Unit Development (PUD).

CHAIRMAN'S REPORT: None

DIRECTOR'S REPORT: For Information only (Consent Agenda):

401K Adoption Agreement: - Enclosed in agenda packets was information from Morgan Stanley Smith Barney concerning the IRS requirement that all qualified retirement plans be amended. Our accountants who had initially set up the plan were contacted and they found no real change to the plan. If the plan hadn't been amended we would no longer be able to deposit monies into the plan. The plan had to be amended by April 30, 2010 and the amendment was signed.

Main Street Alignment – Attached are the drawings for the Main Street Alignment. It will add 11 new parking spaces on the south side of Munn Park. It will remove the middle turn lane and a truck parking space for unloading and unloading will be added on the north side of Main Street, south of Harry's Seafood Bar and Grille. The work is scheduled for the next fiscal year but may happen before the end of the calendar year.

Downtown Lakeland Reusable Shopping Bags - The Downtown Lakeland Bags have been distributed to the following in the past few weeks:

1. Florida City/County Manager's Association (FCCMA) training session.
2. Florida Bicycle Association Pro-bike/Pro-walk Conference held at the Lakeland Center.

DIRECTOR'S REPORT: For Discussion and Action

Constant Contact for E-mail Marketing - Becky Abel and our intern created an e-newsletter that would be a monthly newsletter e-mailed to those contacts interested in the Downtown Farmers Curb Market. We realized after two e-newsletters that we had some problems with deliverability and researched the best method of

creating and distributing the e-newsletters. Constant Contact is an e-mail marketing program. The cost of the program is \$15 per month (for up to 500 contacts, unlimited e-mails) with a 15% discount if it is paid for the year in advance (April 2010 – March 31, 2011; 12 x \$15 = \$180 – 15% = \$153). When the number of contacts exceeds 500, the next price level is \$30 per month before the pre-pay discount. Additional services such as image hosting are an additional \$5 per month. The first e-newsletter using the Constant Contact program was e-mailed the first week of May. A motion is needed to approve this action. For this fiscal year, it is recommended that the funds come from budget line 8750 Miscellaneous. For FY 2011, the expense would be budgeted under computer services if that meets with the Board's approval. **Jim Malless moved and Patricia Hendler seconded the motion to allocate up to \$300 for the Constant Contact e-mail program. Motion passed 6-0.**

The Ledger Contract – See **Committees: Brand Campaign Review Committee** on page 2 of these Minutes.

Wayfinding Signage – Anne reported that Jeremy Detwiler from Bunting Graphics visited last week and walked the core of Downtown with Anne to site where the signs would go and what type they needed to be. The installers and City staff went through to make sure there were no problems with electrical, etc. A September completion of the wayfinding signage is projected.

OTHER / NEW BUSINESS: None

AUDIENCE:

The meeting adjourned at 10:22 a.m.

The next regular LDDA Board of Directors meeting will be Thursday, June 3, 2010, prior to The CRA Board Meeting in the City Commission Conference Room.



Ford W. Heacock, III, Chairman

6-17-10

Date



Becky Abel, Administrative Assistant

6-17-10

Date