

MINUTES
LDDA BOARD OF DIRECTORS MEETING
City Commission Conference Room
Thursday, June 17, 2004
8:00 AM

PRESENT: Chris McLaughlin, Jerry Herring, Janet Tucker, Joe Mawhinney, Kevin Jones, Jim Verplanck, Anne Furr, Becky Abel, Rachel Pleasant, Scott Sloman, Erica Smith

ABSENT: Greg Mugg

MINUTES: A correction was noted for the June 3, 2004 Minutes, in the Indiana Avenue paragraph. The street is two blocks long. **Jerry Herring moved to accept the Minutes of the June 3, 2004 Regular Board Meeting with the correction. Motion seconded by Joe Mawhinney. Motion passed 6-0.**

TREASURER'S REPORT:

May 2004 – Treasurer Joe Mawhinney pointed out that tax receipts were still about \$8,000 under budget, but more would be trickling in as the rest of the fiscal year progresses. He also noted the budget change that occurred in May which allotted \$2,800 for the purchase of a laptop computer. Total expenses for May were \$14,437.55.

Finance Committee Report – The Finance Committee had no report, as a second meeting concerning the LDDA budget for FY 2005 will occur in early July. Joe indicated that Trolley expenses will go up dramatically due to the cost of operation of the Trolley from \$37.64 to \$41.26 per hour. We will continue to get funding from the FDOT for the 7.5 hours until April 30, 2006. The other 3 hours per day Monday – Friday and the 4 Saturday hours must be budgeted. Janet Tucker stated that there may be additional grants that we can apply for to assist with Trolley funding. Anne will investigate Anna Maria Island's Trolley funding. Jerry Herring stated that we should speak with Steve Githens again about the possibility of advertising on or in the Trolley as a source of revenue.

The CRA draft budget was distributed (revised 6/13/04). A change from the previous draft is that the debt service on Lane Trohn ended in 2004.

EXPANSION OF THE LAKELAND CENTER UPDATE: Scott Sloman shared that the LC is losing long-time clients because their needs have exceeded the LC's ability to provide enough space, and that the LC is missing out on some bookings for the same reason. The current facilities for the Lakeland Center are proposed to be expanded by 75,000 square feet. Additionally, some clients would like more upscale facilities (i.e. a ballroom) with carpeted floors and upgraded décor. With the proposed expansion plans, the Lakeland Center would be the 9th largest center of its type in the state. The LC needs this expansion to remain competitive. The City has bought some parcels to the north of the LC which may be used for parking when the proposed expansion eliminates some current parking. Mr. Sloman indicated that the City Commission intends to fast-track the plans to expand the LC.

LAKELAND PARK & RIDE AT LAKE MIRROR: Although this property is outside the LDDA boundary, it will be an important addition to the downtown area. The plan is to utilize space underneath the In-town Bypass at the northeast corner of Rose Street and Lake Avenue for parking. When Main Street is realigned, this location will be an attractive entrance to downtown. It will also be the trailhead of the Ft. Frasier Trail. The planned parking lot will include bike racks, water and air, the ability to add restrooms if necessary and benches.

DLP UPDATE: LeRoy Bradley reported that the first "First Friday" was held on June 4, 2004. Unfortunately, rain limited the number of participants. The next "First Friday" will be July 2, 2004. DLP still has no word on how much funding it can expect from Tourist Development Council for billboards. LeRoy stated that the focus has shifted more toward sports than before. Arts on the Park will close for the month of July for renovations. Their auction will be at the end of July. The DLP annual luncheon and silent auction will be Wednesday, October 6, 2004.

CITY COMMISSION REPORT: Jim is pleased at the progress of the Lake Mirror Tower. He inquired whether Anne knew if uniform window treatments would be required. She said that would probably be a Historic Preservation Board Design Review issue. Anne will check with Randy Mathews and Steve Boyington. Jim also noted that the streetscape project is underway on Orange Street east of Iowa to Lake Avenue.

CHAIRMAN'S REPORT: Janet Tucker reported that there was a Parking Committee meeting on June 8, 2004. The same issue of employees parking on the street continues to be a concern. By City ordinance, parking regulations are enforced between the hours of 8 a.m. and 4 p.m. Unfortunately, those hours are not the best compatibility for the businesses in downtown, which typically operate 10 a.m. – 6 p.m. Some compromise may be worked out.

DIRECTOR'S REPORT:

Indiana Avenue Update – In response to our concerns, Robert Chen with Public Works has contacted Community Development and they said that they may need to find a way to get word out and invite those that want to debate or comment on the plan the opportunity to do so. The idea has been presented but just in concept. In review of the proposed plan, the three most southern parking spaces will be replaced with landscaping, the intersection at Indiana and Lime Street will be all brick and the 12' vehicular lane will be brick and the 8' parking lane will be concrete as fashioned after the Johnson Avenue at FSC.

Planning & Zoning Meeting – Anne attended that Planning & Zoning meeting where the subject of having a walk-up bank at Colonial Square was discussed. She said there were no questions. There will be no drive through and there will be three tellers. A specific bank was not named.

Financial Disclosure – File on or before July 1, 2004 – Board Members should have received the form in the mail from the Supervisor of Elections. The form must be filed on or before July 1, 2004. There is an automatic fine of \$25 per day for each day the form is late.

Tampa Tribune Article – FYI, Anne enclosed an article about Tampa hiring a consultant for a strategic downtown vision plan.

NEW BUSINESS:

Lemon Street Celebration – People's Choice Award – Anne reported that the ballots for People's Choice were counted and the Award went to Jerome Soble for his sculpture "Oracle I" on the corner of Lemon Street and Massachusetts Avenue. The \$500 check from LDDA was mailed to him yesterday.

Traders Grand Opening – Traders will have a Grand Opening this Thursday and Friday. Fliers with coupons were distributed to Board Members. Chris McLaughlin stated that the building looks a lot better but still needs a little more work.

Director's Review – Anne stated that the Executive Director's Review should occur by September. She asked if the Board would like to hire a facilitator or handle the review internally. Janet Tucker suggested that she could compile surveys based on last year's survey questions and distribute them to Board Members for comments. Anne will locate a copy of the questions Larry Ross posed on last year's survey and share with Janet for her review. This part of the process will need to be completed by the first of July, 2004.

Anne's Vacation – Anne will be out of the office beginning ½ day on June 21 (after the City Commission meeting) and will return to work on June 28.

City Commission Agenda, June 21, 2004 – Two items will be on the agenda pertaining to the LDDA: 1) The expansion of the CRA in the downtown; 2) The extension of the TIF for 30 years.

The meeting was adjourned at 9:30 a.m.

There will be NO LDDA Board Meeting on July 1, 2004. The next LDDA Board Meeting will be held on Thursday, July 15, 2004 in the Employee Relations Conference Room, 3rd Floor, City Hall, at 8 a.m. Please note location change.