

MINUTES

LDDA BOARD OF DIRECTORS MEETING CITY COMMISSION CONFERENCE ROOM Thursday, June 12, 2003 8:00 AM

PRESENT: Jerry Herring, Kevin Jones, Joe Mawhinney, Jim Verplanck, Janet Tucker, Chris McLaughlin, Tim McCausland, Anne Furr, Becky Abel, Tammy Sakagawa, Randy Mathews, Robert Chen, Del Kestner

ABSENT: Greg Mugg

INTERMODAL WALKWAY: Robert Chen, Public Works Engineering Manager, and Del Kestner, Public Works Engineer, presented the plan for the Intermodal Walkway, providing a pedestrian connection between the Amtrak station and the Citrus Connection Terminal on Florida Avenue. The plan was conceived in 1996. The City has an agreement with CSX for right of way usage. There will be historical signage denoting the pedestrian route. The signs look similar in design to the new Trolley Stop signs and read "Atlantic Coastline Trail." (Atlantic Coastline is the original name of the rail line.) The route will have historical streetlights, pavers and a brick wall separating the walkway from the railroad tracks. The new wall will start at Massachusetts Avenue to Kentucky Avenue and continue from Tennessee Avenue to Florida Avenue. (A wall currently exists south of the Peterson State Building and the new walls will be the same design as the existing one.) Construction on this project will begin in July 2003 and finish in September 2003. The project is estimated to cost \$870,000 and is 100% financed by a grant from the FDOT.

MINUTES: Kevin Jones moved to accept the Minutes of the May 8, 2003 LDDA Board Meeting. Jim Verplanck seconded the motion. Motion passed 6-0.

DESIGN REVIEW: Certificate of Review issued since May 8, 2003 meeting:

- a. 20 Lake Wire Drive, ASC Geosciences – Enclose area at sallyport: Jim Verplanck reported that the Design Review Committee has reviewed the plans for the conversion of the sallyport to an enclosed lab area. There will be an added concrete wall, a beam and a garage door. The Committee recommended approval of the project. **Motion passed 6-0.**

MIDTOWN CRA GUIDING PRINCIPLES: Tamara Sakagawa presented the culmination of the Midtown CRA's work in defining its guiding principles. They are as follows:

The Midtown Community Redevelopment Area Advisory Board will work with the community to plan, facilitate and implement redevelopment activities based on the following parameters:

1. *The CRA Advisory Board is concerned with facilitating private market real estate development forces in a manner consistent with the redevelopment plan.*
2. *The Board is concerned with public and private improvements that boost the "image" of the district.*
3. *The Board will encourage networking and partnership opportunities. However, the Board will not fund social service programs.*
4. *The Board will leverage the Midtown CRA's time and resources to maximize the impact within the district. CRA resources will not be used to replace other available resources.*

Tammy also shared that the Dixieland CRA Advisory Board will host a Corridor Study on June 30, 2003, 5:30-8 PM, at the Lakeland Public Library. The meeting intends to create a new vision for the redevelopment of the Florida Avenue corridor through the Dixieland area. LDDA Board members are encouraged to attend. Please RSVP to the Community Development Department at (863) 834-6011.

UPDATE – CITY ATTORNEY:

Tim McCausland, City Attorney, reported that there has been recent "energized" activity on the Regency building by the developers. A mortgage lender has been selected – Bank of America – and Tim

expects plans to be submitted for a permit within thirty days. The plan would be presented first to the City Commission and then to LDDA and the Historic Preservation Board for design review.

Tim also shared that the City has a tentative agreement to grant a requested 8' easement to Verizon in order to close the deal on the parking lot to the south of the Verizon building (Lime Street on the north, Tennessee Avenue on the east and Walnut Street on the south). Verizon feels that the easement is needed to access equipment located there in the event that the City eventually decides to put a decked parking garage on the site. The Peterson State Garage project is expected to be pushed back about two years for cost reasons. Since the Verizon parking is less expensive because it will be surface parking, the City plans to move forward with that proposal. Once the City owns the Verizon lot, it is expected that parking spaces will be leased and that parking throughout downtown will be shifted to better accommodate everyone's needs.

COMMITTEES:

Park & Ride - Jerry Herring reported that the Trolley seems to have some regular riders as the new service begins to catch on. Janet Tucker stated that at a recent meeting of the Parking Committee, the suggestion was made to take a petition around to store owners and property owners asking for a commitment to promote the use of the Trolley in downtown for parking solutions. It was felt that "peer pressure" would encourage more people to insist that employees use the service. Chris McLaughlin suggested coupons from area businesses to be given out to trolley riders as an enhancement.

Finance Committee – Kevin Jones stated that the Finance Committee would meet on Friday, June 13, 2003 at 8:30 AM in his office at MIDFLORIDA Federal Credit Union to discuss the 2004 LDDA Budget.

Anne Furr explained the revised quarterly financial statement (Jan. – Mar. 2003) from Baylis & Company. In the original statement, trolley expenses were placed into 8760 – Miscellaneous instead of 9800 – Contribution to LAMTD (Trolley). Secondly, Depreciation Expense was mistakenly entered twice, and finally, Baylis misunderstood that a pending bill had been paid when it had not. Notations were made to correct all of these items.

CITY COMMISSION REPORT: Jim Verplanck had no report.

CHAIRMAN'S REPORT: Jerry Herring reported on his recent attendance at the International Council of Shopping Centers Conference in Las Vegas, which had 32,000 participants. He stated that there were cities of all sizes offering a variety of deals to entice developers, and developers looking for the right cities. The conference was set up so that deals could be negotiated on the spot. Jerry shared promotion packets from a lot of cities that could be used as a model if downtown Lakeland decided to create a marketing packet as suggested by our retail consultant Tom Moriarity. Jerry confirmed that it would be more reasonable for downtown to market at the regional ICSC conferences, the next one to be held in Orlando this coming October. Anne stated that Tom Moriarity had given the LDDA a master list of retailers, but had promised to cut the list down to retailers who would be most suited for Lakeland. Jerry suggested that Lakeland's best marketing niche is one-on-one.

DOWNTOWN MODEL PROPOSAL: Anne reported that two companies had submitted proposals to refurbish and cap the downtown model located in the LDDA offices. Modelmakers.com submitted a proposal for \$21,583.75, with an allowance of \$2,800.00 added for an estimated cost of the acrylic cover. The second proposal came from The Southeastern Group, essentially proposing the same work, for a cost of \$12,000.00. Both proposals were to restore the model and cap it for display in the lobby of City Hall, promised project completion in 6-8 weeks, and included transportation of the model to another facility to do the work. Some Board members suggested that the model be updated to current status (rather than restoring to circa 1989 status), so that potential developers could visualize where their building or renovation would fit in the bigger picture. Suggestions were made that new development or renovation would include the cost of a model building to be placed on the parcel in the model. No action was taken on either proposal, but after the meeting, Board members were asked to come to the LDDA offices and look at the model again. Board members were asked to think about the future of the model and be prepared to discuss their thoughts at the June 26th Board meeting.

DIRECTOR'S REPORT:

Winter Park Trip – Anne asked Board members to please complete and return the survey / evaluations of the Winter Park field trip of May 15, 2003. We will discuss responses at the next Board meeting.

Business Watch – The Lakeland Police Department will hold a meeting on June 16, 2003 for downtown businesses on how to help each other be safe in downtown – “Business Watch”. Also, information will be given on security measures to take, how to get a free security evaluation by the LPD, and other issues. All are welcome to attend. The meeting will be held at the LPD Community Room, 2nd Floor, 8:00 –10:00 AM.

Lemon Street Promenade – The City Commission passed resolution 03-046 to begin proceedings for eminent domain on the last section of the Lemon Street Promenade, north of the old Huntington Bank drive-through lanes, which will allow the completion of the promenade all the way from Massachusetts Avenue and west to the Lake Mirror Center. St. Joseph’s Catholic Church donated right-of-way for their block.

Remediation of former gas station (Kentucky and Orange) – The streetscape will be disturbed at this corner while monitoring equipment is installed at this site. The monitor wells will be in place for 2 and ½ years, but streetscape will be restored in 120 days.

Articles for Reading (West Palm Beach, Winter Park, Gainesville) – Articles provided by Jim Verplanck.

Swansation Thank You – Anne shared a letter from Swansation organizers thanking LDDA for paying for the Saturday “Swan Tours” on the Trolley.

Preservation Alley – Please note that the Preservation Alley east end of the top of the “T” has been laid with pavers and container plants have been installed. New small dumpsters have been added for daily pick-ups. Anne will check with Tim McCausland about the status of completing the west end of the “T”.

NEW BUSINESS:

ARTS ON THE PARK REQUEST – Anne shared a request letter from Barbara Stampfl of Arts on the Park for \$500 to provide music at the Fall Festival scheduled for October 2003. In past years, LDDA has granted a \$300 sponsorship. The Board referred the request to the Finance Committee to make a recommendation.

PARKING ON KENTUCKY AVENUE BETWEEN LIME AND ORANGE STREETS – At Jerry Herring’s request, Anne followed up on why there were no marked parking spaces on the east side of Kentucky Avenue in this block, north of the garage exit. Anne reported that due to high volume of exit from the parking garage certain times of the day, on-street parking would hinder that movement. The benefit of having a turn lane possible because of no on street parking there outweighs the benefit of four extra parking spaces.

FINANCIAL DISCLOSURE FORMS: Anne reminded Board members that their forms need to be returned to the Supervisor of Elections Office no later than July 1, 2003. There is a financial penalty for turning in the form after that date.

The meeting was adjourned at 9:50 AM.

The next regular LDDA Board meeting will be held on Thursday, June 26, 2003, from 8 a.m. – 10 a.m. in the City Commission Conference Room.