

**MINUTES**  
**LDDA BOARD OF DIRECTORS**  
**DOWNTOWN CRA ADVISORY BOARD**  
**City Commission Conference Room**  
**January 7, 2010**  
**8:00 a.m.**

**PRESENT:** Janet Tucker, Patricia Hendler, Jim Malless, Jerry Herring, David Hallock, Joe Mawhinney, Jim Verplanck, Anne Furr, Becky Abel, Julie Townsend, Glenn Higgins, Mike Miller, Tamara Sakagawa

**ABSENT:** Ford Heacock, Don Selvage

**CALL TO ORDER:** Janet Tucker, Chairman, called the meeting to order.

**MINUTES:** David Hallock moved to accept the Minutes of the December 17, 2009 regular LDDA Board of Directors / CRA Advisory Board meeting. Motion seconded by Joe Mawhinney. Motion passed 6-0.

**COMMITTEES:** Nominating Committee –  
Jim Verplanck, Nominating Committee Chairman, moved on behalf of the Nominating Committee the following slate of officers be elected for 2010: Ford Heacock Chairman; Joe Mawhinney, Vice-Chairman; Patricia Hendler, Treasurer. Motion passed 6-0.

**RECOGNITION OF RETIRING BOARD MEMBERS:** Retiring Board Members Jerry Herring and Jim Verplanck received plaques and thanks for their service from outgoing Chairman Janet Tucker.

**OATH OF OFFICE FOR NEW BOARD MEMBERS AND INSTALLATION OF OFFICERS:** Kelly Koos, City Clerk, administered the Oath of Office to newly-elected Board Member Jim Malless and re-elected Board Member Janet Tucker. Kelly Koos also administered the Installation of Officers to new officers Joe Mawhinney, Vice-Chairman, and Patricia Hendler, Treasurer. (Ford Heacock, incoming Chairman, will be installed at another time.)

**EXCHANGE OF GAVEL:** Janet Tucker turned the gavel over to Joe Mawhinney.

**RECOGNITION OF PAST CHAIRMAN OF THE BOARD:** Joe Mawhinney, newly elected Vice-Chairman, thanked Janet Tucker for her service as Chairman and presented her with a plaque.

**SIGNATURE CARDS:** The signature cards for SunTrust Bank and for Wachovia Bank need to be updated reflecting the 2010 officers of LDDA. Jim Malless moved and Janet Tucker seconded the motion to change the signature cards to reflect the new officers as appropriate for each bank. Motion passed 5-0.

**DOWNTOWN CRA ADVISORY BOARD:**

**Interlocal Agreement** – The Interlocal agreement was in agenda packets, and was drafted by Palmer Davis, Assistant City Attorney. The agreement puts in writing the responsibility of the LDDA for planning, administrative, advocacy and marketing the \$170,000 the LDDA receives from the CRA in FY 2010. David Hallock moved approval of the Interlocal Agreement. The motion was seconded by Patricia Hendler. The motion passed 5-0. In response to questions about the amount of money from the LCRA to the LDDA, it was explained that the dollar amount is less than previous years based on LCRA's current debt, commitments and collections received.

## COMMITTEES (con't)

**Brand Campaign Review Committee** – The blue grocery bags with the Downtown logo on one side have been very popular. Home Essentials chose to put its logo on the blank side and use the bags for their customers' purchases. We originally ordered 4,000 bags with the Downtown logo and an additional 1000 bags with the Farmers Curb Market logo also on the other side. We currently have 100 one-sided bags left and we have had additional requests for bags. Anne stated that 5,000 bags would cost \$6,956. **David Hallock moved and Patricia Hendler seconded the motion to purchase and imprint 5,000 of the bags from 8920.14-Advertising/Sponsorships/PR in an amount not to exceed \$7,000. Motion passed 5-0.**

**DLP REPORT:** Julie Townsend reported that there was no First Friday in January. February's First Friday theme is "Dancin' in the Streets". There will also be a chili cook-off in Munn Park. The Brewz Crewz craft beer event is February 20. The DLP newsletter will be out by the end of January. Third Wing created some changes to the DLP website that have been implemented, incorporating the Downtown logo and new color scheme. The walking tours have been very popular and there are waiting lists. Retailers generally have said that holiday sales were flat, but not as disappointing as last year. Evolution Records will soon open in the space at 119 S. Kentucky Avenue, replacing Vintage, which moved to the second floor of Thom Downs Antiques. Evolution plans to have posters, t-shirts, CDs vinyl and live music. The proprietor will be Robert Tucker.

**CITY COMMISSION REPORT:** Outgoing Commissioner Jim Verplanck reported that the beer and wine approval for the Hookah Palace was approved after a second vote. He stated that Commissioners reconsidered their "no" vote after clarifying that they were voting on the alcohol conditional use, not on whether to allow smoking. The Commission did add a requirement to the conditional use that customers must be at least 21 years of age. Commissioner Glenn Higgins also reported that there were issues seating Commissioner Walker, but that the lawsuit has been dismissed.

**CHAIRMAN'S REPORT:** No report.

## DIRECTOR'S REPORT:

**Ethics** – Anne distributed the 2009 Florida Ethics publication and went over some highlights that concern elected officials such as LDDA Board Members. Outgoing Board Members have a final report to complete. Board Members may not discuss LDDA business unless it is a noticed meeting. She went over the gifts and influence policies, that there can be no honorarium for speeches, and conflicts of interest. A financial disclosure form is required every year, due in July. Anne will make sure Board Members have the form. Fines are assessed for late reports.

**Audit** – Anne reported that Baylis and Company will conduct our audit in the LDDA office on January 11, 2010.

**FUMC Expansion Plan** – Anne suggested that LDDA may want to have a representative on the committee that is working on the First United Methodist Church's expansion plan. Parts of the proposed plan are within the boundaries of LDDA, north of Walnut Street. Jim Malless stated that he has been asked as a Lake Morton Historic Neighborhood representative to be on that committee and will be glad to represent the LDDA as well.

**Survey of Trees** – On the east side of the Main Street Garage, trees have become too large. As they have continued to grow, the roots have pushed up the streetscape pavers and every few years, crews have to cut the roots and remove and replace the pavers. During a survey of trees it was determined that these trees need to be replaced. Grates in Downtown are being removed because the tree trunks are too large. It is suggested that the silvacell material (synthetic poured-in-place mulch) that LDDA purchased as a pilot project on S. Kentucky Avenue might be used again. The LDDA has been asked to look for dollars to help with this expense.

**Market Closed January 9** – Because of extreme weather expected on Saturday, January 9<sup>nd</sup>, it was determined that the Farmers Curb Market would be closed that day.

**Wayfinding** – The Wayfinding Committee is still in the process of reviewing RFPs. Sixteen proposals have been received and the Committee hopes to reduce that number or make a selection at its next meeting on January 13<sup>th</sup>.

**Sun 'n Fun Fly-In Downtown Event** – This new proposed event will take place on Friday, April 9, 2010. The main goal is to educate the community about the Sun 'n Fun Fly In by having a fun and engaging new event in Downtown.

**VISITFLORIDA Promotion** – The informational letters for this promotional opportunity went out to retailers and restaurants this week. We are working toward being able to mail the brochure by February 13<sup>th</sup>.

**Banking Update** – Online banking at SunTrust Bank has been enabled so that accounts can be viewed on demand.

**OTHER / NEW BUSINESS:**

**Quiet Zones** – Anne called Paula Dockery to invite her to be included in LDDA's retreat to discuss rail issues, but Paula said that it would be February before the Feds make decisions. It has been suggested that a mini-retreat be held on a day in March that is not a regular LDDA meeting day.

**Broadway Real Estate has purchased the McKay Building**

**Downtown Commercial Recycling begins in two weeks. The first pick-up will be on January 25<sup>th</sup>.**

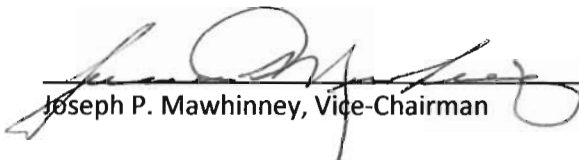
**Brand Implementation** – Mike Miller said that he hopes everyone is excited about brand implementation. An RFP for the bumper stickers has been completed and Third Wing will have results to show the Implementation Committee next week.

**Jerry Herring asked that we look into strengthening trespass enablement guidelines.** He agreed to serve as a frontline person to get this done.

**AUDIENCE:**

**The meeting adjourned at 9:41 a.m.**

**The next LDDA Board of Directors meeting is the Annual Retreat, scheduled for Thursday, January 21, 2009 from 8:00 a.m. to 4:30 p.m. at the Farm Credit Building, 115 S. Missouri Avenue.**

  
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Joseph P. Mawhinney, Vice-Chairman

2/19/10  
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Date

  
\_\_\_\_\_  
Becky Abel, Administrative Assistant

2/18/10  
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Date