

MINUTES
LDDA BOARD OF DIRECTORS
DOWNTOWN CRA ADVISORY BOARD
City Commission Conference Room
December 17, 2009
8:00 a.m.

PRESENT: Janet Tucker, Patricia Hendler, David Hallock, Joe Mawhinney, Jim Verplanck, Ford Heacock, Jerry Herring, Anne Furr, Becky Abel, Tamara Sakagawa, Ellen Simms, Julie Townsend, LeRoy Bradley, Mike Miller, Eric Belvin

ABSENT:

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

MINUTES: Joe Mawhinney moved to accept the Minutes of the December 3, 2009 regular LDDA Board of Directors / CRA Advisory Board meeting. Motion seconded by Jim Verplanck. Motion passed 7-0.

DLP REPORT: Julie Townsend, DLP Executive Director, stated that DLP's planned holiday events are complete. The crowds were a little thin for the Holiday Fest. There will be no First Friday in January because it is New Year's Day. The theme for February's First Friday is "Dancin' in the Streets". Also in February, on the 20th, is the new Brewz Crewz event. It is expected that this event will be held annually and will succeed in attracting people to Downtown from beyond our immediate area.

TREASURER'S REPORT: Joe Mawhinney, Treasurer, noted that on the November Profit and Loss statement, there was a credit in line item 9000-Tax Collector as a result of their audit. November income was \$6,733.19 and year-to-date income was \$9,983.16. Total expense for November was \$15,138.16 and year-to-date expense was \$50,672.59.

The Finance Committee met regarding sponsorship for the Brewz Crewz craft beer festival to be held on February 20, 2010. It will be a paid, controlled admittance event in Munn Park. The projected attendance is a conservative 1,000. It is expected to grow into an annual event. Elder Point Ministries (Formerly Faith in Action) is a non-profit entity that has been designated a beneficiary for a certain dollar amount. The Committee recommended that LDDA commit \$5,000 in funding to help with marketing and infrastructure for the event. The consensus was that it will be a "Downtown Lakeland" promotion, not an "LDDA title sponsor" promotion. Joe Mawhinney reported that the Finance Committee unanimously recommended that LDDA fund the Brewz Crewz event in the amount of \$5,000. **Joe moved, on behalf of the Finance Committee, that LDDA be the title sponsor for the Brewz Crewz at the \$5,000 level that will be taken from line item 8920.13-Events Subsidy. Motion passed 7-0.**

LAKE MIRROR CLASSIC REPORT: A report from Ford Heacock, evaluating the Lake Mirror Classic was included in agenda packets. All promotional posters and brochures included the Downtown brand. Ford reported that providing coupons for participants to use Downtown restaurants for their Saturday meal was well-received by the participants as well as the restaurants. There will be a ½ hour television program on the event that will give Downtown good exposure. Due to heavy pedestrian traffic, the police had to close Main Street at 11 a.m. on Saturday (10/17) for safety reasons. LDDA provided direct payment for liability insurance, portable toilets and security.

DOWNTOWN CRA ADVISORY BOARD: Tamara Sakagawa had no report.

COMMITTEES:

Brand Campaign Review Committee: A meeting was held on Monday, December 14th with Third Wing. They provided drafts of banners, bumper sticker designs, the business piece, the DLP website header and the e-mail footer. Ford pointed out that the coordinated effort to involve all of the interested parties and get buy-in for the Downtown brand seems to be working. Representatives from the Downtown Lakeland Partnership agreed. Mike Miller of Third Wing stated that he and the company are excited to continue moving ahead.

Design Review Approval Since November 30, 2009:

505 Martin Luther King, Jr. Blvd., Avon & More, face change – approved.

230 S. Florida Ave., Oates Building, face change, ground sign – approved.

Downtown Farmers Curb Market: Patricia Hendler, Chairman, stated that our planned visit to the Tampa Downtown Market has been rescheduled for sometime in February 2010. The Market is still having trouble having enough vendors on Wednesdays so two new incentives have been developed to recruit new and retain the vendors we have. Jerry Herring encouraged the Board to continue placing a priority on the Downtown Farmers Curb Market as a valuable amenity, even if it does not make a profit.

CITY COMMISSION REPORT: Jim Verplanck, City Commissioner, stated that the Commission recognized Trinity Presbyterian Church for its beautification efforts. The first reading for the Hookah Palace was held at the last City Commission meeting. The Interact Alliance has sent letters of opposition and Dan Stetson voiced opposition at the Commission meeting. Anne suggested that more discussion will happen at the second reading on December 21st.

CHAIRMAN'S REPORT: Janet Tucker, Chairman asked who would replace Jim Verplanck as the City Commission representative on our Board. After some discussion, the Board decided by consensus to invite Mayor-Elect Gow Fields to serve on the Board, but if he finds that he is unable to do so, the Board would like to suggest Commissioner-elect Don Selvidge to fill that role. Anne will send a memo concerning the appointment by the Mayor-elect / Mayor. Janet will call him to express the Board's wishes.

DIRECTOR'S REPORT:

Retreat – A meeting is planned for Friday, December 18th to discuss goals for the LDDA Retreat, which will be held at Farm Credit on January 21, 2010.

Wayfinding – The Wayfinding Committee (David Hallock, Janet Tucker, Joe Mawhinney, and Jim Malless) will meet on Friday, December 18th to review the responses to the RFP and select or short-list the candidates for fabrication and installation of Downtown wayfinding signage.

Day & Night VISIT Florida Brochure – Jim Verplanck moved and Jerry Herring seconded the motion that Anne move forward with Craig Advertising to develop the Downtown Day & Night VISIT Florida brochure for 2010, not to exceed \$11,000, including print costs, design and photography. Motion passed 7-0.

Street Closure – Anne approved the off-premise form for Molly McHugh's Irish Pub street closing on New Year's Eve, which will include just the middle of the 100 block of South Kentucky Avenue. The off-premise license is required for alcoholic beverages served outside the place of business.

Anne's Holiday Work Schedule – Anne will be out of the office December 23rd through January 1st. One of those days will be her last paid vacation day of the year and the additional non-holiday days will be unpaid holidays and docked from her salary.

OTHER / NEW BUSINESS: Ford Heacock noted how pleased he was that the DLP has embraced the branding. Ford stated that he served on the Board for the Sun 'N Fun Fly In and that an event to promote the Fly In has been proposed for the weekend before the Fly In (Friday, April 9, 2010) in order to get better community buy-in. Early plans include hot air balloons, fly bays, aviation displays, music, pyrotechnics and more.


Jim Verplanck said that momentum is gaining concerning the rail initiatives. He urged the Board to insist on getting the quiet zone established in Downtown and work on rerouting the freight from Downtown.

Joe Mawhinney said that his son Pace and friend Patrick Willis will be performing with guitars at Hurricane Alley on December 26th and encouraged the Board to come to the show to see what Downtown looks like at night.

AUDIENCE:

The meeting adjourned at 9:23 a.m.

The next LDDA Board of Directors meeting, the Annual Meeting, is Thursday, January 7, 2010 at 8:00 a.m. in the City Commission Conference Room.



Janet H. Tucker, Chairman

1-7-2010

Date



Becky Abel, Administrative Assistant

1-7-2010

Date