

MINUTES
LDDA BOARD OF DIRECTORS MEETING
City Commission Conference Room
April 16, 2009
8:00 a.m.

PRESENT: Janet Tucker, Joe Mawhinney, David Hallock, Jim Verplanck, Ford Heacock, Jerry Herring, Patricia Hendler, Anne Furr, Becky Abel, Julie Townsend, Glenn Higgins, Tamara Sakagawa, Heather Huebner, Chuck Barmby, Bruce Kistler, Marlon Lynn, Cathy Woolison and Norm Whittaker.

ABSENT:

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

MINUTES: Patricia Hendler moved to accept the Minutes of the April 2, 2009 regular LDDA Board of Directors Meeting. Motion seconded by Ford Heacock. Motion passed 6-0.

TREASURER'S REPORT:

March 2009 – Joe Mawhinney presented the Treasurer's report. Total income for March was \$219,768.88. Expenses were \$267,968.14. Net ordinary income was \$-48,199.26. Notable was the receipt of the Allowance from the CRA (line item 6900) and the Tax Increment paid to the Trust Fund (line item 9300). It was also noted that the tax receipt income is \$88,442.32 short of the budgeted amount. Tamara Sakagawa will inquire of the City Attorney's office whether the LDDA can be exempted from the increment payment to the CRA Trust Fund.

The Treasurer's Report will be filed for audit.

David Hallock arrived.

DOWNTOWN CRA ADVISORY BOARD:

Tax Increment Financing Request - Marlon Lynn, who has purchased 210 E. Pine Street, explained that he plans to house his architectural office in the upstairs of the building and hopes to attract a restaurant, or secondarily another retailer, to the downstairs. The appraised value of the building is currently \$318,953 and proposed construction costs for the second floor are projected to be \$353,000. Another TIF consideration is to encourage the development of second story space, and this project also meets that consideration. **Jerry Herring moved and David Hallock seconded the motion to recommend approval of TIF for the project at 210 E. Pine Street. Motion passed 7-0.** The agreement will be completed after the City Commission acting as the CRA grants approval and the TIF would kick in when the Certificate of Occupancy is issued.

LRCA Update Plan for Downtown - Tamara Sakagawa stated that the plan update is moving forward. Glatting Jackson consultants have specifically noted that the residential component is critical and that the Downtown should not focus just on owner-occupied units; rental units are viable also. She encouraged everyone to look at www.plandowntown.com to view the ongoing conversation and progress. The City Commission gave its approval of the plan's direction at a workshop and the Community Development Department has begun moving forward with the Downtown sector plan. They will take city related and regulatory information and match that against the Glatting Jackson plan to make sure they are stating the same thing. The second emphasis is an effort to make the process of doing business in Downtown easier and more certain for developers. The CRA has a new position for a Program / Administration person, who hopefully will be a point person to walk people through the process.

Tamara has learned from Steve Scruggs at the Lakeland Economic Development Council that the University of South Florida Polytechnic is interested in having an information technology

incubator for one to five new businesses and that the location will either be Lakeside Village or Downtown. She suggested that LDDA/CRA Advisory Board may want to consider putting together some deals that would make Downtown the most appealing. Several suggestions were made, including rent buy-down, pay for a second floor elevator up front (rather than TIF dollars), trade parking provisions for dollars back to use against permitting, and an offer of free DLP memberships to encourage engagement in and attachment to Downtown. Anne will gather information on available properties and Ford Heacock will contact Marshall Goodman. Tamara will contact Steve Scruggs to say that the LDDA Board/CRA Advisory Board is willing to put together a deal and wants to have the USFP project in Downtown. It is her understanding that they are touring buildings today.

PARK AND RIDE, OAK STREET PARKING LOT: Norm Whittaker, Citrus Connection Operations Manager, would like approval to use the Oak Street parking lot (owned by LDDA) as a Park and Ride lot for the Bartow Express bus (#22XL). In the lot, there are sixty vehicle spaces and four handicap spaces. He thinks he would need half of the regular spaces and two of the handicap spaces. The Citrus Connection would like to pursue an agreement like the one already in place with the City of Lakeland for the Park and Ride at Main Street and Rose Street. He proposes a time span for the agreement of three years. Board members stated that eventual use of that property may change and LDDA may need to terminate any use agreement on fairly short notice. A sixty- to ninety-day cancelation for either party to opt-out of the agreement should be included. **Jim Verplanck moved and Jerry Herring seconded a motion to create an agreement that would meet the City Attorney's criteria, and would be subject to the LDDA's review and approval. Motion passed 7-0.**

DOWNTOWN SIDEWALK SIGNAGE: Bruce Kistler, Current Planning Manager for the City, presented the draft for sidewalk signs in Downtown (C-6 and C-7). Several suggestions were made to clarify the proposed rules. LDDA decided by consensus that any sidewalk signs in use as of the effective date that do not conform to the standards shall be removed within six months rather than twelve months following the adoption of the changes. Anne stated that the DLP general meeting is at the end of the month and she will take the draft to them for input.

COMMITTEES:

Farmers Curb Market – Patricia Hendler stated that the Committee has been asked to consider shortening the hours of the Market on Wednesdays. The concern was that there was not much traffic after lunchtime and vendors are frustrated. The Board was reminded that it took a long time to build awareness of the Market on Saturdays when it first started, so it was expressed that the current hours be tested for two months before considering a change. **By consensus, the Board decided to keep the 11 a.m. – 6 p.m. hours for two months and they will be re-evaluated in June.**

George Harris Memorial Arch Dedication – Janet Tucker expressed thanks to all who made the dedication a success. The permanent plaques were not ready in time for the dedication, but the substitute plaques that were used that day were given to the family. The permanent plaques will be placed on the arch when completed. **Jim Verplanck moved and Ford Heacock seconded the motion to send a \$50 donation to the Florida Southern College Jazz Combo, which provided music at the event. Motion passed 7-0.**

Retail Committee - Ford Heacock reported that the logo is now at Kiku Obata & Company for final clean up. A package of standards and an electronic file will be created for distribution. There is budgeted money for collateral materials. Ford suggested that a USB drive be created to give away with the standards, and also to make coffee mugs and shopping bags with the new design. We are moving forward with having the trademark work done. The First Friday event in July (Sundown Celebration) is a good time to launch the new logo publicly. We will focus on Munn Park as well as the Lake Mirror crowds at that event. Kiku Obata & Company will be getting back to us on the Wayfinding sign modifications.

DLP REPORT: Julie Townsend, DLP Executive Director, reported that the May First Friday theme will be Public Works Week. The Spring Newsletter will be out at the end of this month. DLP plans to have a Mayfair booth and will give out goody bags. The new website design is moving forward. It was noted that there are no bike racks in Downtown and that the DLP was considering the idea of having a public contest to design some artistic ones.

Jim Verplanck left the meeting.

CITY COMMISSION REPORT: No report.

CHAIRMAN'S REPORT: No report.

DIRECTOR'S REPORT:

Legislative Wrap Up Breakfast, Thursday, May 21, 2009 - Ford Heacock moved and Janet Tucker seconded the motion to begin LDDA's regularly scheduled meeting on that date to 9 a.m. instead of 8 a.m. in order to allow attendance at the breakfast. Motion passed 6-0.

NEW BUSINESS: None

Design Review Committee, 422 S. Florida Avenue, windows and door – A sample of the aluminum window with a bronze frame and tinting was shown to the Committee. Fiberglass doors were chosen by the owner instead of wood due to the sun factor on the south-facing location. The double doors will be flat black and have Florentine glass with ¾ sidelights. **Janet Tucker moved and Jerry Herring seconded the motion to approve the Design Review requests for the windows and the double doors with sidelights. Motion passed 3-0.**

The meeting was adjourned at 9:50 a.m.

The next LDDA Board Meeting will be May 7, 2009 from 8 – 10:00 a.m. in the City Commission Conference Room.


Janet H. Tucker, Chairman

5-7-09
Date


Becky Abel, Administrative Assistant

5-8-09
Date