

**MINUTES**  
**LDDA BOARD OF DIRECTORS**  
**DOWNTOWN CRA ADVISORY BOARD**  
**City Commission Conference Room**  
**October 1, 2009**  
**8:30 a.m.**

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

**ABSENT:**

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

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

**DOWNTOWN CRA ADVISORY BOARD:** Tamara Sakagawa shared her vision of the Downtown Plan Update presentation for the DLP's State of Downtown Annual Luncheon. There were technical difficulties so the presentation was delayed until the end of the meeting. She stated that Board members were invited to attend the City Commission Agenda Study to view the presentation on Friday, October 2<sup>nd</sup>, 9:45 a.m.

**Federal Building** – Tamara reported that two proposals were received in response to an RFP for the redevelopment of the Federal Building – one from Arabella's restaurant and the other from MidFlorida Federal Credit Union. A recommendation on the proposals should be made soon.

Jim Verplanck arrived.

**COMMITTEES:**

**Brand Campaign Committee:** Ford Heacock, chairman, reported that the firms that were short-listed for the brand campaign - Madden, Smart Creative and Third Wing – made their presentations to the Committee yesterday. Though all three firms were well qualified and had the ability to do the work, it was recommended by the Review Committee that LDDA work with Third Wing to negotiate a contract for the Brand Campaign. **As Committee Chairman, Ford Heacock moved that LDDA enter into financial negotiations with Third Wing for the brand campaign. Motion passed 7-0.**

**Downtown Farmers Curb Market:**

1. **General Liability:** Patricia presented the proposed liability insurance coverage for the Farmers Curb Market by Heacock Insurance at a cost of \$1,151.19, which is no increase from last year. The City of Lakeland, Jim Luna, State of Florida, and Trinity Presbyterian Church are listed as additionally insured. **David Hallock moved and Jerry Herring seconded the motion to approve the insurance proposal for the Downtown Farmers Curb Market. Motion passed 6-0.** Ford Heacock stated a conflict of interest.

2. **Vendor Breakfast:** Patricia reported that the Curb Market has grown as it enters its fifth year. We have decided to schedule a vendor breakfast for Friday, October 16<sup>th</sup> at Mitchell's at 7:00 a.m., with the Farmers Curb Market Committee Meeting to follow. At the vendor breakfast, we hope to get ideas from vendors for events and marketing, share the administrative structure of the Market, including job responsibilities assigned to the Market Manager, and distribute updated forms to the vendors.

3. **Poinsettia Sale:** The DLP has decided to no longer sponsor the poinsettia sale in Downtown, so the Farmers Curb Market will provide this service. The funds will be used to provide live musical entertainment at the Market. Janet Tucker has graciously taken on the responsibility of overseeing the poinsettia sale from the order letters to the distribution of the plants.

**DLP REPORT:** Julie Townsend, DLP Executive Director, reported that fall brings many activities to Downtown: First Friday is October 2<sup>nd</sup> (tomorrow) and the theme is "Artwalk". The DLP Annual Luncheon and Auction is Wednesday, October 7<sup>th</sup> and Tamara Sakagawa will present the Downtown Plan Update. The Mercedes-Benz Lake Mirror Classic, a Walking Tour of Downtown, Terror on Pine Street, Garden Extravaganza, the Hispanic Festival, and Dr. Scissorhands Pumpkin Carving Exhibition at the Curb Market are other upcoming October events.

**CITY COMMISSION REPORT:** Jim Verplanck reported that the City Commission budget passed and the millage rate is 3.6538. The Commission is considering options for those who have several violations with right turns on red at the targeted intersections.

**CHAIRMAN'S REPORT:**

**Executive Director's Review** – Chairman Janet Tucker suggested that LDDA use the format that was composed by Larry Ross several years ago to review the Executive Director. In the past several years this same format has been used. It is a survey tool and evaluation form that individual Board members complete and return to the Chairman who will compile and report back to the Executive Director and the Board with the compilations. By consensus, the Board agreed to handle the review in that manner.

**2010 Retreat** – A tentative date for the LDDA Retreat has been set for the third Thursday in January, which would be January 21, 2010.

**DIRECTOR'S REPORT:**

**Residential Area North of Bay Street** – There are three parcels in this area that are owned by the LCRA, but the land value has not been determined. One property owner has a title problem and the court has appointed an attorney ad litem to represent him. The other two cases go to trial on Monday (October 5<sup>th</sup>). On Wednesday, the jury will be bused to the properties, which will be staked.

**Wayfinding RFP** – The process for this RFP is taking more time than expected because the types of signs, locations and how the signs will be attached have to be included in the RFP. It is different from most RFPs because the exact numbers and placements of signage will give us the most accurate proposals.

**Audit Committee** – Anne reported that FY 2009 is the final year of the contract with Baylis & Company. An RFP must be done for the FY 2010 audit and we would like to include the quarterly financial statements. It will be a standard RFP because the State Auditor General sends out specific guidelines for governmental accounting. In the past the Finance Committee has also served as the Audit Committee. Janet Tucker stated that she would like to appoint an Audit Committee to handle the RFP. Besides herself, Janet asked Joe Mawhinney, Ford Heacock and Jerry Herring (the Finance Committee) if they would serve and they agreed.

**Tax Collector Update** – In a final report for FY 2008 from Joe Tedder, Tax Collector, 99.87% of the tax roll has been collected through Tax Certificate Sale in the LDDA area. \$459 is the remaining balance of taxes unpaid in the LDDA area.

**Crispers Restaurant** – Downtown Crispers will begin delivering orders for an additional \$5 charge.

**Patronize Downtown Businesses** – Anne shared that the principal from one of the short-listed firms for the branding campaign, Steve Madden, said that in the course of preparing his firm's proposal for the RFP, he realized how special Downtown is because he and his family made a special effort to patronize Downtown businesses and get reacquainted with Downtown. Instead of going to another area of Lakeland, they made an effort to take their business to Downtown firms and retailers. Anne challenged everyone at the meeting to follow Steve's example and support Downtown businesses and think of them first when making plans. Bring your business to Downtown.

**NEW BUSINESS:**

Jerry Herring reported that Homebanc, a mortgage firm, has moved into 231 S. Florida Avenue. The Florida Department of Revenue has moved into 115 S. Missouri Avenue. JR's Bistro has leased space at 225 South Florida Avenue, the former Twistee Treat location.

Ford Heacock thanked everyone for the flowers. He handed out complimentary tickets for the Hot Rod Rendezvous for Friday, October 16<sup>th</sup> on Lake Mirror. There will be complimentary food and a cash bar.

**AUDIENCE:**

Glenn Higgins pointed out that he hoped there would be a good turnout for the City Commission / Mayoral election November 3, 2009. There are five seats up for consideration and the results of the election could be dramatic.

**Downtown CRA Advisory Board:**

Tamara was able to share with the Board the Downtown Plan Update presentation for the DLP Luncheon. With a new software program, she was able to highlight the areas of importance in the plan in a fun and edgy presentation.

**The meeting adjourned at 9:38 a.m.**

**The next regular LDDA Board of Directors meeting is Thursday, October 15, 2009 at 8:00 a.m. in the City Commission Conference Room.**

  
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Janet H. Tucker, Chairman

10-15-09  
Date

  
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Becky Abel, Administrative Assistant

10-15-09  
Date