

MINUTES
LDDA BOARD OF DIRECTORS MEETING
City Commission Conference Room
Thursday, January 17, 2008
9:00 a.m.

PRESENT: David Hallock, Janet Tucker, Joe Mawhinney, Chris McLaughlin, Jerry Herring, Jim Verplanck, Ford Heacock, Anne Furr, Becky Abel, Heather Huebner, Julie Townsend

ABSENT:

CALL TO ORDER: David Hallock called the meeting to order.

MINUTES: Janet Tucker moved to accept the Minutes of the January 3, 2008 regular LDDA Board of Directors Meeting. Motion seconded by Jim Verplanck. Motion passed 5-0.

TREASURER'S REPORT: Jerry Herring, Treasurer, presented the Treasurer's Report. Income for December 2007 was \$214,318.18. Year-to-date income was \$251,076.19. December expenses were \$25,514.53 and year-to-date expenses were \$72,843.55.

It was noted that the Downtown Farmers Curb Market expenses are already at 42% of budget. 54% of budgeted income for the Farmers Market has been realized. We continue to watch expenditures in this category.

The total tax increment payment to the LCRA for the 2007 tax year is \$235,419. LDDA budgeted \$228,491 in line item 9300. Due to the increased value, the LDDA needs to adjust the budget to \$235,419, a difference of \$6,928. **Janet Tucker moved and Jim Verplanck seconded the motion to move \$6,928 from 6950-Unappropriated Surplus to 9300-Tax Increment to Trust Fund to accommodate the increase. Motion passed 5-0.**

The line item 6100-Tax Receipts budget is \$316,792. There was an increase in taxable value for the LDDA in the amount of \$6,655, for a total taxable value of \$323,447. **Janet Tucker moved and Jim Verplanck seconded the motion to increase 6100-Tax Receipts budget to \$323,447. Motion passed 5-0.**

Joe Mawhinney arrived.

Ford Heacock arrived.

DOWNTOWN CRA ADVISORY BOARD – Tax Increment Financing, Selection

Considerations: An effort is being made to define “retail” as desired in Downtown. It is most important to set policies for selection considerations when there are no requests on the table instead of rubber-stamping old criteria. **Janet Tucker moved and Jerry Herring seconded the motion to accept the Tax Increment Financing Selection Considerations as presented, except remove the word “criteria” and replace it with “considerations” in the appropriate places. Motion passed 7-0.**

Design Review

225 S. Florida Ave., Resolve Staffing, wall signs – approved. They will be asked to remove the phone numbers.

26 Lake Wire Drive, OMS, wall signs - approved

Retail/Recruitment Development Committee – David Hallock reported that the most recent meeting held productive discussions. It was agreed to go forward with an RFQ for retail recruitment with a realtor as a preferential candidate.

There was a webcast yesterday presented by the Buxton Company. The content was not new, but had some “ah-ha” ideas. A disappointment was that there wasn’t talk about small retailers. One suggestion was to limit certain incentives to a set number of years. Marion, Indiana was touted as a good example. Anne will check the City of Marion website for their incentive criteria.

DLP REPORT: The next First Friday will be February 1 with a focus on theatre and specifically “High School Musical”. The Spring Walkabout will be March 14. Pics on the Promenade is coming up the second Fridays of February, March and April.

There is a Federal Surface Transportation Board that may have oversight for projects like the one currently under review for CSX. Concerning the CSX issue there have been recent meetings with leadership to find out where we are and where we are going. Anne agreed to call Paula Dockery and/or Dennis Ross for advice on hiring a lobbyist.

CITY COMMISSION REPORT: Jim Verplanck reported that the closing on Tom Elliott’s project at 209 E. Main Street is delayed by one month because the condominium documents weren’t ready.

CHAIRMAN’S REPORT:

Ad Hoc Committees – David Hallock shared that the Ad Hoc Committee assignments were still waiting on the preferences of a few. Please get them to David as soon as possible.

DIRECTOR’S REPORT:

VISITFLORIDA Grant – Again this year, an incentive card is planned with the same logo and different colors. We want to get mailed by February 21st. The promotions will be valid from March 1-May 30, 2008. The increased print quantity will assure that the Lakeland Center, Outpost 27 and Downtown stores will have plenty of product available in addition to the mailing to 5000 people on the Polk Museum of Art, Explorations V and FSC mailing lists. The grant is for \$5,000 and the LDDA budgeted matching dollars.

LDDA Retreat Facilitator Proposal - Larry Ross (F&B Associates) is available to facilitate the retreat to be held on March 6, 2008. The fee is \$1,450, which is budgeted. **Janet Tucker moved and Jim Verplanck seconded the motion to approve the hiring of F&B Associates for retreat facilitation. Motion passed 6-0. (Joe Mawhinney stepped out of the meeting.)** A suggestion was made to approach the retreat topics at a micro level, not macro. Ford Heacock stated that Drew Smith would be asked to attend the LDDA meeting on February 21 to talk about what his company had done with infill in other downtowns. Steve Scruggs will also attend that meeting.

Explorations V – They have asked if they could be on wayfinding signs. They are allowed little signage because their building is historic. Banners have been suggested. A draft of their proposed banner was shown. **Janet Tucker moved and Jerry Herring seconded the motion to approve the concept of banners being created for Explorations V. Motion passed 7-0.** The Board felt that the draft presented was difficult to read and made some suggestions that Anne will share with Explorations V leadership.

Karl Pansler – Anne noted that Karl Pansler, Pansler Law Firm, sent a letter to Governor Crist stating concern about the additional freight train traffic in Downtown.

NEW BUSINESS:

The meeting was adjourned at 9:40 AM.

The next LDDA Board Meeting will be Thursday, February 7, at 8 a.m. in the City Commission Conference Room, 3rd Floor, City Hall.