

**MINUTES**  
**LDDA BOARD OF DIRECTORS MEETING**  
**DOWNTOWN CRA ADVISORY BOARD MEETING**  
**City Commission Conference Room**  
**Thursday, September 20, 2007**  
**8:00 AM**

**PRESENT:** Ford Heacock, Joe Mawhinney, Janet Tucker, Jerry Herring, David Hallock, Anne Furr, Becky Abel, Heather Huebner, Ellen Simms, Julie Townsend, Justin Wilson, Glenn Higgins, LeRoy Bradley

**ABSENT:** Jim Verplanck, Chris McLaughlin

**MINUTES:** David Hallock moved approval of the Minutes of the September 6, 2007 regular LDDA Board of Directors Meeting. Motion seconded by Joe Mawhinney. Motion passed 5-0.

**TREASURER'S REPORT:**

**August 2007** – Janet Tucker, Treasurer, reported that income for August was \$1,686.08. Year to date income was \$540,665.14. Expenses for August were \$14,172.23. Year-to-date expenses were \$462,006.51.

The quarterly report from Baylis and Company for the period ending June 2007 was in agreement with LDDA's in house financial statement for that period.

The original budget for the Downtown Farmers Curb Market (line item 9750) was \$35,000, but we have spent \$38,415.36 to date and we have approximately \$817 in outstanding expenses for September. We need to allocate \$4,232 to line item 9750 from 6950-Unappropriated Surplus. For information only, income for the Downtown Farmers Curb Market was about \$3,000 over the budgeted amount. **Jerry Herring moved and David Hallock seconded the motion to move \$4,232 from 6950-Unappropriated Surplus to 9750-Farmers Curb Market. Motion passed 5-0.**

Janet Tucker reported that the CSX Task Force has recommending the hiring of Ron Weaver, attorney, to represent the Task Force through the Lakeland Area Chamber of Commerce. The LDDA has been asked for a \$5,000 contribution. **Janet Tucker moved and Jerry Herring seconded that \$5,000 be moved from 6950-Unappropriated Surplus to 8760-Miscellaneous as a contribution for the hiring of Ron Weaver by the CSX Task Force. Motion passed 5-0.**

DLP has restructured its membership levels and the LDDA has the option of another level of membership at \$200 or staying a "gold member" at the \$500 level. The current budget has allowed \$500. By consensus, the Board agreed to remain a "gold member" of the DLP.

**COMMITTEES:**

**Design Review Committee – Approved since September 6, 2007 Meeting:**

**836 W Main Street, Boss Crab Shack, building and signs painted.** Although the building with the name painted on it does not comply with design guidelines, the Board decided to let the signs and paint work stay. Since the property is west of Sikes Boulevard, it is felt that stringent restrictions were not necessary.

**Retail Recruitment Update** – David Hallock, Committee Chairman, stated that the committee made three recommendations.

1. Requested that Anne develop an RFP for a public relations firm to work with the committee and the Downtown.
2. "Gold Seal" program that Ford Heacock suggested, where members would join, receive some benefits, and in return would agree to certain guidelines like staying open certain hours and days. The point would be to have more of a consistent retail environment like a mall. The benefits may include special promotional opportunities, mentoring, etc. Jerry stated that as a property owner, he wants to be sure that any such program would be an asset and not an impediment to attracting tenants to Downtown properties.
3. Target realtors and property owners who manage their own properties and who are trying to attract businesses to get on same page with the goals of the Committee – where we are and where we are going

with our plans for Downtown Lakeland. David said that a breakfast meeting would be scheduled as a forum to discuss the variety of retail needed in Downtown and how we can work together to achieve our vision.

The Committee hopes to have responses to the RFP within 45 days.

**DLP REPORT:** Julie Townsend reported that the Annual Luncheon and Auction is on the calendar for October 3, 2007 at First Presbyterian Church. Reservations can be made online. The new map/Downtown Brochure is at the printer and will be available at the Annual Luncheon. The next First Friday will be October 6<sup>th</sup> and will feature local artists. Tonight is the Chamber's "Business After Hours" event hosted by Fresh Choice Plus. DLP will be present with Downtown Dollars and will have CSX petitions.

**CITY COMMISSION REPORT:** Jim Verplanck was absent. Commissioner Glenn Higgins reported that the City passed its budget with the rolled back rate.

**CHAIRMAN'S REPORT:** Ford Heacock reported that the LDDA adopted the rolled back rate of 1.9366. Ford brought some posters and fliers for the Lake Mirror Classic Auto Festival that he asked be posted in businesses.

#### **DIRECTOR'S REPORT:**

**Toshiba Copier** – The Toshiba Copier that the LDDA purchased from Boring Business Systems in 1998 is too old to receive a credit from Boring as a trade in. Shannon Lanier with Lakeland Vision told Anne that Alcoholics Anonymous was in need of a copier. Anne called their director who said his organization could use the copier. **Joe Mawhinney moved and Janet Tucker seconded the motion to donate the Toshiba copier to Alcoholics Anonymous. Motion passed 5-0.**

**Letter from Paula Dockery** – Anne shared a letter from Paula Dockery to DCA Secretary Tom Pelham, explaining Lakeland's concerns about the CSX project and inviting him to Lakeland.

**Article on Homeless** - Anne shared an article from *The St. Petersburg Times* about Lakeland's welcoming reputation to the homeless.

**Planning & Zoning Decision – Tom Elliott's Proposed Bar** - The Planning and Zoning Board met on September 18<sup>th</sup> with five of its seven members in attendance. The City had recommended a conditional use as they had earlier for Mr. Elliott's proposed bar at 215 E. Main Street. The only thing different from the prior recommendation by the City was that Mr. Elliot would not be required to own the property and there would not be any outdoor music allowed unless it was a special event. A background check on Mr. Elliott was done and there were no problems and no complaints ever at his location in Downtown Sarasota. At the Planning and Zoning Board meeting on September 18<sup>th</sup>, a motion to approve the conditional use failed for lack of a second. A motion to deny was approved 3-2. Anne reported that Tim McCausland, City Attorney, said that Mr. Elliott had the ability to go before the City Commission to ask for a hearing. Joe Mawhinney said that a motion made by the prevailing side on the Planning and Zoning Board can allow reconsideration of that issue by that board. Ford said that he would call Planning and Zoning Chairman Allan Sale to ask if that might be possible. The LDDA Board had heard the conceptual plan from Mr. Elliott at its September 6, 2007 meeting. The LDDA wished Mr. Elliott well in his venture.

**Poured in Place Mulch** – It was reported that the poured-in-place tree mulch on Kentucky Avenue has been installed and looks good.

#### **NEW BUSINESS:**

**The Meeting was adjourned at 9:55 a.m.**

**The next LDDA Board Meeting will be Thursday, October 4, 2007 in the City Commission Conference Room, 3<sup>rd</sup> floor, City Hall.**