

MINUTES
LDDA BOARD OF DIRECTORS MEETING
DOWNTOWN CRA ADVISORY BOARD MEETING
City Commission Conference Room
Thursday, August 16, 2007
8:00 AM

PRESENT: Ford Heacock, Joe Mawhinney, Janet Tucker, Jerry Herring, David Hallock, Jim Verplanck, Chris McLaughlin, Anne Furr, Becky Abel, Tamara Sakagawa, Heather Huebner, Ellen Simms, Julie Townsend, Justin Wilson, Glen Higgins, Steve Bissonnette

ABSENT:

MINUTES: Janet Tucker moved approval of the Minutes of the August 2, 2007 regular LDDA Board of Directors Meeting. Motion seconded by Jerry Herring. Motion passed 6-0.

TREASURER'S REPORT:

July 2007 – Janet Tucker, Treasurer, reported that income for July was \$6,048.85. Year to date income was \$538,979.06. Expenses for July were \$16,674.91. Year-to-date expenses were \$447,834.28.

David Hallock arrived.

LDDA FY 2008 Proposed Budget – Anne shared a budget worksheet that delineated the effects of the millage rate that we choose. The same rate as last year would be 1.9560 mills. With that rate, the income from Tax Receipts (line item 6100) would be \$319,965.00 and the Tax Increment to the Trust Fund expense (line item 9300) would be \$230,780. At the roll back rate of 1.9366 mills, the Tax Receipts (line item 6100) would be \$316,792 and the Tax Increment to the Trust Fund expense (line item 9300) would be \$228,491. At the rate mandated by the Legislature (FY 2007 Revenue minus the 3% budget cut), the income from Tax Receipts (line item 6100) would be \$307,288 and the Tax Increment to the Trust Fund expense (line item 9300) would be \$221,636. In order for the highest rate (1.9560 mills) to be adopted, a unanimous vote must occur at both public hearings. (Every Board Member must be present for the Tentative Budget Hearing on September 5, 2007 and Final Budget Hearing on September 18, 2007.) For the Rollback rate (1.9366 mills), a supermajority (2/3 of the Board, or five Board Members) must vote affirmatively. The legislature-mandated 3% reduction in the budget would be 1.8785 mills and requires a simple majority vote. **Janet Tucker recommended from the Finance Committee that the millage rate be kept the same – at 1.9560 mills – and to adopt the proposed 2007-08 budget with the ability to amend the line item for the new copier. The recommendation from the Finance Committee does not require a second. Motion passed 7-0.**

Anne noted that a Budget Memo has been included with the proposed budget. Anything in bold type in the memo is a change from last year's budget.

COMMITTEES:

Design Review Committee – Approved since August 2, 2007 Meeting:
422 S FL Avenue, Suite C, Andrew M. Reed, wall sign

DLP REPORT: Julie Townsend, Executive Assistant, DLP, reported that First Friday on August 3rd was successful with its “dog days” theme. The next First Friday (September 7th) will be a salute to educators. Because it will not be Labor Day weekend, a good turn-out is expected. MidFlorida Federal Credit Union has agreed to underwrite the cost of the salute to educators. For 2007-08, a sponsor for the entire year has been signed. The DLP is working on a title sponsor for the Holiday Walkabout.

A Bay News 9 interview was filmed recently concerning the CSX opposition. A petition to oppose the CSX project is still on the DLP website. A rally is scheduled for Friday, August 24th at lunchtime. Holly Vreeland is scheduled to appear before the City Commission on Monday to express the concerns of the DLP regarding the CSX impacts.

CITY COMMISSION REPORT: Jim Verplanck reported that a contract for 821 E. Oleander Street has been approved as a replacement for the existing LPD impound lot. Lillian's Music Shop at 215 E Main Street has closed. Tom Elliot is on the September docket for the Planning and Zoning Board to consider his new plan for a stand alone bar on the property.

CHAIRMAN'S REPORT: No report.

DOWNTOWN CRA ADVISORY BOARD BUSINESS:

Parking Study – Justin Wilson, Community Development Department, presented a comprehensive study of parking in Downtown. A copy of the report is attached to the minutes of record.

DIRECTOR'S REPORT:

Copier - On August 2nd, Anne shared a chart which included the three companies that had submitted proposals for the lease of a basic copier. The Board decided to lease a copier for a 36-month period. Anne contacted the two local companies and requested a quote for the purchase of the machines they specified. Anne included in agenda packets an expanded chart with the purchase option. **Jerry Herring moved and Janet Tucker seconded the motion to purchase the copier for \$4,796 from Boring Business Systems. The money would be move to 8370-Supplies from 6950-Unappropriated Surplus. Motion passed 7-0.** (For FY 2007-08, the maintenance costs of \$42.50 per month for the new copier will be added to a line item in the proposed budget.)

ICSC Conference, Florida – Anne reported that she attended the ICSC Conference in Orlando. There was a mix of some DDAs, cities, lawyers and developers, along with retailers. She thought that attending an April 2008 one-on-one opportunity would be advantageous for Lakeland.

Lemon Street Sculptures – Anne met with Bill Tinsley, Pam Page and Kevin Cook to discuss the future of the Lemon Street Sculptures. This is an area that will be cut in the City's budget (\$22,000). Bill, Pam, Kevin and Anne would like to form a committee to solicit sponsorships for the sculptures. We have discussed a \$24,000 budget (\$22,000 sculptures + 2nd place prize money to the winning artist) to bring the sculptures to Lemon Street as has been done the past seven years. We would first ask those sponsors who have participated in the past (Lemon St. Celebration, 8 sponsors @ \$1,000) and if they choose not to participate, then we would ask others for sponsorship. We talked about the possibility of including docents and voting for the People's Choice at the April First Friday if it worked for the DLP. We think that the sculptures are more important to Downtown than the street party as it has been done in the past. **By consensus, the Board agreed to move forward seeking sponsorships for the Lemon Street Sculptures.**

Watts for Dinner – The owner is pushing to get things done so he can open soon. The owner is working to extend a gas line to the property and the initial estimate is \$32,000. Several options are being studied, including burying a propane tank in back of the building or to the north of the building.

Lighthouse Ministries – They have moved into a former warehouse at Kentucky Avenue and Magnolia Street. A committee is being put together and a meeting will be scheduled to discuss future plans. Jim Verplanck agreed to serve on the new committee.

George Harris Memorial Arch – The mailing will be ready to go out next week. There will be two separate mailings – one to solicit donations and one to those who have already made a donation.

Town Hall Meeting – Please RSVP for the meeting on Wednesday, August 22.

LDDA Tentative Public Budget Hearing, Wednesday, September 5, 2007 – Anne will not be present for our Tentative Budget Hearing. Becky will call all Board Members the day before the hearing to remind them of the meeting.

NEW BUSINESS:

The Meeting was adjourned at 9:40 a.m.

The next LDDA Board Meeting will be Thursday, September 6, 2007 in the City Commission Conference Room, 3rd floor, City Hall.

Downtown Town Hall Meeting

Wednesday, August 22, 2007, 6:00 p.m.
Terrace Hotel Ball Room
329 E Main Street

FY 07-08 Budget Hearings

Wednesday, September 5, 2007, 5:01 p.m.
Tuesday, September 18, 2007, 5:01 p.m.
City Commission Chambers, City Hall