

MINUTES
LDDA BOARD OF DIRECTORS MEETING
City Commission Conference Room
Thursday, March 4, 2004
8:00 AM

PRESENT: Chris McLaughlin, Jerry Herring, Jim Verplanck, Joe Mawhinney, Kevin Jones, Janet Tucker, Anne Furr, Becky Abel, Rachel Pleasant, Randy Mathews, Tamara Sakagawa, Glenn Higgins

ABSENT: Greg Mugg

MINUTES: Jerry Herring moved to accept the Minutes of the February 19, 2004 regular Board Meeting. Motion seconded by Jim Verplanck. Motion passed 5-0.

MIDTOWN SMALL AREA STUDY: Tamara Sakagawa, CRA Coordinator, presented an overview of the study completed by Glatting-Jackson in the area bounded by the InTown By-pass on the south, N. Florida Avenue on the west, E. Memorial Blvd on the north and Iowa Ave on the east. This study area abuts the LDDA boundaries and has many elements in common. Glatting-Jackson articulated the particular issues of the area and provided some guiding principals. The guiding principles are 1. Make Roadways Livable; 2. Manage Social Service Development; 3. Enable Commercial Properties; 4. Recombine Bypass Properties to Create Usable tracts; 5. Stabilize Neighborhood Edges. Handouts detailing these principles were distributed. Tamara outlined concerns of business owners who are just north of the downtown CRA boundaries but are considered the Midtown "Antiques Corridor" along North Florida Avenue. The property owners of these businesses have been buying up the properties behind their buildings as they become available. They have fenced off the properties to keep transients out. Verbal agreements have been made between the City and with the surrounding social service facilities that they would restrict their property acquisition to areas bounded by Plum, Parker, Tennessee and Massachusetts. Glatting-Jackson recommended the management of the social service agencies' programs and expansions to confine those facilities within the stated areas.

A modified streetscape plan will be set in place. It will be compatible with downtown streetscapes, but not the same. The first project will be along East Myrtle Street.

Kevin Jones arrived.

COMMITTEE REPORTS:

Design Review – Certificate of Review Request – 333 East Lemon Street – Watkins Motor Lines, Inc. paint color for stucco on building: No Report.

WAYFINDING SIGNAGE AND DESIGN: Anne met with Jonathan Mugmon of Glatting-Jackson concerning all aspects of signage in the downtown area, including consideration of how to deal with the retailers' desire for sandwich boards, side-street directional signs to businesses, entry indicators for the downtown (especially from traffic that would be targeting the future Lakeside Village project) and picking up on architectural elements that exist within downtown for the design of the signs. A steering committee to include Don Nix, Kevin Jones, Janet Tucker, Bill Tinsley, Rick Lilyquist, Steve Bissonette, Lanny Walker and Anne Furr will be established to work with Glatting-Jackson on this project. The contract proposal was for \$42,400. Additional services, if necessary, would be charged at hourly rates for professionals listed in the proposal. The Board felt that too much money was proposed for site analysis; that this item should already be covered by work Glatting-Jackson has done elsewhere in Lakeland. **Kevin Jones moved, and Jerry Herring seconded the approval of the contract not to exceed \$42,400. The money would come from budget line item 8300 – Planning / Development. Motion passed 6-0.**

METRO LAKELAND HOUSING REPORT: Jim Verplanck and Jerry Herring each attended separate meetings concerning the Metro Lakeland Housing Initiative. Jim stated that he was surprised at the extent to which lenders in this area take advantage of people with limited funds seeking housing by charging high interest rates. The report helped participants understand more about what the housing market is like in Lakeland. Jerry went to a meeting that included developers. Special attention was paid to an urban housing component.

CITY COMMISSION REPORT: Jim Verplanck stated that Janet Tucker's report to the City Commission was very positive. Jim attended the last DLP meeting that was held at Grasslands concerning the Lakeside Village. He

felt that the relationship with that new development is positive, open and healthy. While the Lakeside Village is a threat to downtown, it is also an opportunity for benefit. Janet Tucker noted that Rick Barber, with The Drummond Company, joined the DLP.

CHAIRMAN'S REPORT: Janet Tucker reminded Board Members of the upcoming DLP retreat to be held on Wednesday, March 9 at the Tucker's home. The dedication of the Volunteer Monument will be April 16, 2004, 5:30-6:00 p.m. and the Lemon Street Celebration will be April 30, 2004, 5:00-9:00 p.m.

DIRECTOR'S REPORT:

Banner Replacement on Lemon Street – The 18 banners along Lemon Street between Massachusetts Avenue and Florida Avenue need to be replaced. One is missing and the others are faded. In our LDDA budget, dollars are allocated for streetscape line item 9770 – Restricted Expense. Banners cost approximately \$60 each. **Jim Verplanck moved, and Jerry Herring seconded authorization to buy 18 new banners for Lemon Street at a cost not to exceed \$1,080.00 from 9770 – Streetscape Restricted Expense. Motion passed 6-0.**

Park & Ride Greeter Contract – Palmer Davis is working on the contract. Anne does not have a copy of the contract yet, but will distribute a copy to Board Members when available. The gentleman has agreed to take the job as an independent contractor. As soon as the contract is approved by the LDDA, it will be signed and executed along with the purchase of Workman's Compensation coverage from Sale Insurance. Jerry suggested that the contract should include an escape clause, should there be reason to vacate the contract. **Jerry Herring moved, and Kevin Jones seconded the motion to move forward with hiring the greeter at \$130 per week, 20 hours a week, for 3 months, with the contract including the ability to extend the contract if both parties agree. Motion passed 6-0.**

Trolley Signage – Traffic Operations is working on a mock-up for the signs. An example was shown to the Board for information.

Bumper to Bumper Property – Anne contacted Michael Marini to discuss the parking on the property on the Pine Street side. Parking is not allowed in this area. She asked him to either have it signed "no parking" or have a curb put in along Pine Street so that vehicles would not be able to pull into this area. Parking is not allowed in this area because of the danger of cars backing into Pine Street to pull out of the area. He said that he would discuss this with Bumper to Bumper and get back with Anne. She also asked about the color of the second building that faces Florida Avenue and whether this was the finished color. He said that he would be in Lakeland this week and would look at the building and get back with Anne.

Federal Building – Tony Delgado reported to Anne that it might be at least one year before any movement takes place on this building. He has asked for the opportunity for the City to discuss the acquisition once it does become available, but homeless groups will get the first shot. The homeless groups who have been contacted have indicated that they would most likely use the building for administrative purposes.

Horse & Carriage of Polk County – The cost of a 15-20 minute carriage ride is \$25 in downtown Lakeland. This service will be available every Friday and Saturday night.

Mini Retreat – Thursday, March 18, 2004, 8-11:30 a.m. – Please put this date on your calendar. We will meet in the Employee Relations Conference Room.

NEW BUSINESS:

Florida Southern College Intern – Mary Moorefield, a senior FSC student majoring in advertising and marketing will do her internship with the LDDA and related organizations. She will work on a packet to market the trolley to recruit sponsors for the "Holiday Trolley". She will also help promote the Spring Walkabout with the DLP and work with Brenda Paul of Explorations V to create a membership packet for DLP members. She will help Lakeland Vision with their annual report and will explore a more realistic design for the current LDDA logo. Anne stated that other businesses should consider contacting the FSC advertising department for the possibility of using an intern to help their business or organization. These students do not have help finding the required internships and are very talented and looking for relevant experiences.

The meeting was adjourned at 9:35 a.m.

The next LDDA Board Meeting, a mini-retreat, will be held on Thursday, March 18, 2004 in the Employee Relations Conference Room, 3rd Floor, City Hall, from 8 a.m. to 11:30 a.m.