

MINUTES
LDDA BOARD OF DIRECTORS MEETING
City Commission Conference Room
Thursday, January 3, 2008
8:00 a.m.

PRESENT: Ford Heacock, David Hallock, Janet Tucker, Jerry Herring, Jim Verplanck, Anne Furr, Becky Abel, LeRoy Bradley, Tamara Sakagawa, Justin Wilson, Glenn Higgins, Kelly Koos

ABSENT: Joe Mawhinney, Chris McLaughlin

CALL TO ORDER: Ford Heacock called the meeting to order.

MINUTES: Jim Verplanck moved to accept the Minutes of the December 20, 2007 regular LDDA Board of Directors Meeting. Motion seconded by Janet Tucker. Motion passed 4-0.

David Hallock arrived.

SWEARING IN OF NEW BOARD MEMBERS: Kelly Koos, City Clerk, administered the oath of office to swear in Board Members David Hallock and Ford Heacock.

NOMINATING COMMITTEE: Jim Verplanck, Nominating Committee Chairman, presented the slate of officers for 2008: David Hallock, Chairman; Janet Tucker, Vice-Chairman, Jerry Herring, Treasurer, and moved to approve the ballot. Motion passed 5-0. The slate was elected 5-0.

INSTALLATION OF OFFICERS: Kelly Koos, City Clerk, installed each of the new officers: David Hallock, Chairman; Janet Tucker, Vice-Chairman; Jerry Herring, Treasurer.

EXCHANGE OF GAVEL: David Hallock took over as Chairman for the remainder of the meeting.

RECOGNITION OF CHAIRMAN OF BOARD: David Hallock presented Ford Heacock with a recognition plaque for his service as Chairman of the LDDA Board in 2007.

SIGNATURE CARDS

SunTrust Bank – checking, money market: Ford Heacock moved and Jim Verplanck seconded the motion to approve David Hallock, Chairman; Janet Tucker, Vice-Chairman, and Jerry Herring, Treasurer as signers. Motion passed 5-0. Two signatures are required on transactions.

Wachovia – money market: Jim Verplanck moved and Jerry Herring seconded the motion to approve David Hallock (Chairman) and Jerry Herring (Treasurer) and Anne Furr, (Secretary) as signers on this account. Motion passed 6-0. Two signatures are required on transactions.

COMMITTEE REPORTS:

Design Review – The Covenant Center wall sign at 26 Lake Wire Drive was approved. The Design Review Committee will meet following this meeting for additional business.

DOWNTOWN CRA ADVISORY BOARD: There was no new business.

DLP REPORT: Janet Tucker gave the DLP Report. January's First Friday event will be tomorrow. There is a Parking Committee Meeting scheduled for January 15th. The last Wednesday of January is the DLP General Meeting. Janet shared that Julie attended House and Senate Committee hearings in December and was allowed to speak on the CSX situation.

The question has been asked whether a lobbyist should be hired to represent Lakeland's position on the CSX projects. Anne reported that a train traffic count was done by City staff on Saturday, September 15, 2007. There were 19 trains that day. There was some discussion about whether that is an accurate representative number - does the train traffic vary seasonally or on weekdays as opposed to weekdays? Anne will ask if a more extensive count could be done. CSX says that with the ILC and the realignment, a total of 20 trains (4 more than what they say is present now) is what Lakeland should expect. Jim Verplanck shared that the City Commission is talking about whether a lobbyist should be hired.

CITY COMMISSION REPORT: Jim Verplanck reported that Tom Elliott should close on 209 E. Main Street within the next 10 days. The property is going through design review with Historic Preservation Board. The J. Seward Johnson sculpture collection will be unveiled this month. The opening is scheduled for Thursday, January 10th at 4:30 p.m. Anne had a draft of the brochure, which will be produced in a larger quantity than before to meet demand. There will be twenty-six sculptures, with only one that is a repeat from the previous display. They will be on display until May 2008.

CHAIRMAN'S REPORT:

Ad Hoc Committee Sign-ups – David Hallock asked the Board to consider their top three preferences for committee assignments and let him know as soon as possible.

David also shared recent discussions by the Retail Recruitment Committee about whether to do an RFP for site development north of Bay Street and an RFP for a retail recruiter. The Board felt that the Oak Street development pursuit should be delayed until after the completion of the Feltrim project north of the police station.

After considerable discussion, the Board felt that an RFQ for a retail recruiter should be done. Jerry Herring recommended that the person be a realtor. It was suggested that the RFQ be directed at local firms who could set aside one person to work exclusively on the Downtown, and set up like a mall broker. With the person operating under the coverage of an established firm, liability would be addressed. David said that the Retail Recruitment Committee envisioned flexible compensation terms to suit the selected individual. Jerry recommended that compensation be set as a draw against commission plus a small salary. It could be set up initially in this budget year. Jim Verplanck stated that any recruiter hired by the LDDA should be viewed as an asset, rather than government competition with private brokers/realtors. **By consensus, the Board approved the concept and directed the committee to move forward.**

DIRECTOR'S REPORT:

Guide to Sunshine Amendment and Code of Ethics – The publication was included in agenda packets. At the meeting, Anne emphasized the rules concerning receipt of gifts and conflict of interest.

Thanks from Senior Orphans – The Senior Orphans Organization sent a thank you note for the money and food donated during the Pictures with Santa events in December at the Downtown Farmers Curb Market.

Mileage Rate – Baylis & Company reported that the IRS has set 50.5 cents per mile as the 2008 mileage rate. Anne checked with the City and their policy is to round down to the nearest cent, but to adjust the rate as necessary. **Jerry Herring moved and Jim Verplanck**

seconded the motion to set LDDA's mileage reimbursement rate at \$.50 per mile. Motion passed 5-0.

Meeting Dates for 2008 – The schedule was included in agenda packets.

Agency Directory – A draft was distributed. Please let Becky know if you have any changes. Anne also asked that Board Members check the www.lda.org website on the Board of Directors' page to note any changes needed in text or if an updated photo was desired.

Economic Forecast Breakfast – The breakfast is scheduled for Thursday, January 17th at 7 a.m. The LDDA Board Meeting will start at 9 a.m. that day so the Board Members may attend the breakfast if desired.

NEW BUSINESS:

Jerry Herring: Jerry asked if this is the time to address adding a structure on north side of Munn Park. The City continues to be concerned that the parking lot on the north side of the park may be needed to address traffic issues that may occur with the realignment of Main Street and the second phase of the Intown ByPass. We need to wait for a new study of traffic flow in light of those projects.

Janet Tucker: Janet asked if Ford had approached Drew Smith, of Casto Development to pursue infill in Downtown. Ford said he was not sure how to proceed. Should Mr. Smith be invited to present to the LDDA Board at a regular meeting? The Retreat in March? The Retail Recruitment Committee? The Board decided it would be best to have Mr. Smith come to a regular LDDA Board meeting in February if he is available. Ford will make the arrangements.

Janet also asked about the status of an RFP for the Oak Street lot? The RFP was not approved. It was felt that timing was not right yet.

Ford Heacock: Is Lighthouse pursuing their project? Steve Bissonnette is setting up a meeting with Lighthouse and City staff.

The meeting was adjourned at 9:40 AM.

The next LDDA Board Meeting will be Thursday, January 17, at 9 a.m. in the City Commission Conference Room, 3rd Floor, City Hall. Please note the time change due to the Economic Forecast Breakfast to be held that morning.