

**MINUTES**  
**LDDA BOARD OF DIRECTORS MEETING**  
**City Commission Conference Room**  
**March 5, 2009**  
**8 00 a m**

**PRESENT** Ford Heacock Janet Tucker Jerry Herring Joe Mawhinney David Hallock Jim Verplanck Patricia Hendler Anne Furr Becky Abel Julie Townsend Ellen Simms Kevin Jones Tamara Sakagawa LeRoy Bradley Kevin Flynn Palmer Davis Bruce Lyon Tim Cox Chris Bishop

**ABSENT**

**CALL TO ORDER** Janet Tucker called the meeting to order

**MINUTES** Jerry Herring moved to accept the Minutes of the February 19, 2009 regular LDDA Board of Directors Meeting Motion seconded by Jim Verplanck Motion passed 6 0

David Hallock arrived

**BRANDING** Ford Heacock brought the Board up to date on the branding efforts relating to the creation of the logo LDDA has not embraced any of the logo designs presented so far and some felt that we got sidetracked by trying to use the loggia in the graphic Kevin Flynn with Kiku Obata & Company attended today's meeting to present three new logo options that have created at no additional charge in an effort to develop a logo that works with the position statement and the LDDA's need to be able to reproduce it in black and white and various sizes The new options were shown in various sizes and in black and white as well as full color The group liked options #1 #2a and #2b The new designs all work functionally and they relate to the positioning statement Ford asked each Board Member for their first choice and the consensus was #2a and #2b

**MAY 16, 2009 BIKE RACE** Chris Bishop of Citrus Sports (cycling event promoter) was present to discuss the bike race proposed for Downtown on May 16 2009 His organization has about forty-five races throughout Florida Last year a race was successful in Bartow after encountering a conflict in Lakeland The Bartow vendors and the regular Downtown businesses were very pleased with the turnout

The date chosen for the race in Lakeland this year is one day before the state championship and there will be high prize money offered – both of which will bring out great participation It is the plan that no outside vendors will be brought in and that Downtown businesses can provide participants and spectators with food and drink and a shopping experience

A variety of races will be conducted beginning at 2 p m The featured pro race will be at 8 30 p m and is a 75 minute race through the route at an average of 30 mph (A map of the route was distributed ) The streets would close about 1 30 1 45 p m Ellen Simms expressed concern for the businesses that would be affected by the street closure Chris said that the only thing is that people would not be able to park on South Kentucky Avenue Orange Street South Tennessee Avenue and Main Street Ellen said that for past Downtown sports events people brought in coolers and did not purchase much from Downtown stores that stayed open for the events Chris said that there is less of that with this type of event The participants tend to be more affluent and are inclined to buy what they need and to eat at restaurants rather than carry in their food An announcer will hawk what is available in Downtown Ellen also asked about producing goody bags for registrants for the events Chris said that would be welcomed LPD

Traffic Operations and the Parks and Recreation Department are working together with Chns Bishop s group as the event is planned The parking signage will be the same as that used for the Lakeland Christmas Parade that would clear the streets for closure The group would like to use the secure garage (Orange Street) for parking and it may need to be manned

The cost for Citrus Sports to put on this event is about \$12 000 They are asking that the LDDA pick up the cost of the police presence which would be a maximum of \$1 200 (at the cost of \$30 per hour) There is money in 8920 13 – Events Subsidy that would be appropriate to use **Jerry Herring moved and Joe Mawhinney seconded the motion to approve the LDDA paying for police presence at this event, from line item 8920 13, not to exceed \$1,200**  
**Motion passed 7-0**

#### **DOWNTOWN CRA ADVISORY BOARD**

**LCRA Update Plan for Downtown** – Tamara Sakagawa CRA Coordinator said that the video of the Glatting Jackson visit from 1-3 30 p m on February 19<sup>th</sup> is now on the [www.plandowntownlakeland.com](http://www.plandowntownlakeland.com) website A draft of the updated plan is expected on March 12 A workshop with the City Commission is set for May 3

**BUSINESS DEVELOPMENT COMMITTEE** Kevin Jones Downtown Lakeland Partnership President and MidFlorida Federal Credit Union CEO presented a DLP plan to recruit experienced retailers to Downtown He said the DLP is the best vehicle for a recruitment effort Kevin said the DLP wants to have influence and work within the system MidFlorida would pay for a part time person to collect data on potential and available retail sites and to map existing retail dining and available parking Julie Townsend DLP Executive Director will perform various duties to put potential retailers/restaurant owners with property owners create attractive regular events and develop relationships that advance the mission of encouraging experienced retailers and restaurants to relocate or expand to Downtown Lakeland Anne asked that the plan be fluid enough to work within the Glatting Jackson plan for Downtown that is now being updated Kevin said he would watch the video of the Glatting-Jackson presentation that is now on the website Janet stated that one of LDDA s goals is to produce a brochure saying what the incentives are and she wanted to make sure that the DLP and the LDDA work together so that efforts are not duplicated

#### **COMMITTEES**

**Downtown Farmers Curb Market** – A request to add a weekday operation to the Downtown Farmers Curb Market was received The committee met and agreed to explore the idea The committee is looking at being open on Wednesdays from 11 a m to 6 p m We hope to be able to hold the Market in the same location as the Saturday Market and permission has been sought We have talked to our insurer and as long as we stay within the sales limit (\$31 500) there would be no additional expense for insurance Jim Luna s time would be the main increase of expense associated with the additional day Patricia requested that \$5 500 be added to operating expenses for the possibility of up to 9 additional hours for Jim Luna Market Manager The intention is to add the weekday as a pilot for the remainder of the fiscal year (except August when the Market is customarily closed) **Jerry Herring moved and Joe Mawhinney seconded the motion to move \$5,500 from 6950 Unappropriated Surplus to 9750 11-General Operating Expense for the Farmers Market. Motion passed 7-0**

A Downtown Farmers Curb Market and an American flag have been ordered to use on the flagpole at the Curtis Peterson Building when the Market is open for business

**Naming of Area North of LPD** – Jerry Herring Chairman of the Naming Committee reported that they have had two meetings It is suggested that a Publix gift certificate be given as a prize for the winner of the contest They have been asked to specify that they are naming the area and not the actual development The main intention of the naming at this time is to avoid the awkwardness of continuing to call it the area north of the police station Some concern was expressed that since the project is delayed we want to avoid the perception of

throwing money around on a project where nothing is happening Jerry said that the committee will look at a map and regroup before moving forward

**DLP REPORT** Julie Townsend reported that 80s Night is the theme for the March 6<sup>th</sup> First Friday Spring Obsession is March 14<sup>th</sup> and the proceeds from it will be for the support and maintenance of Common Ground Park She said that at the General Meeting of DLP yesterday the membership viewed a draft of the new DLP website which will allow a page for all member businesses which would be of benefit for members DLP has 150 members Cask & Barrel is officially closed as the owner has taken a job in another state Anne stated that the establishment was not in compliance with its operations agreement with the City

**CITY COMMISSION REPORT** Jim Verplanck reported that the TIF request by Greg Sanoba was approved The Commission is discussing guidelines for people appearing before the City Commission The final blocks of the Lime Street conversion to two-way is completed Crews are now working to repair an alley next to Florida Citrus Mutual

**CHAIRMAN'S REPORT** Janet Tucker Chairman stated her appreciation for the Common Ground Park

**DIRECTOR'S REPORT**

**Update on Lake Mirror** – Lakeland Electric had 25 candlestick lampposts replaced At first they did not fit due to settling and other issues and had to be individually retrofitted The painting is being done now Next they are researching how to restore the cluster lights by the seawall The red bell decorations attached to the lights at Christmas are damaging to the lampposts and will probably not be used again

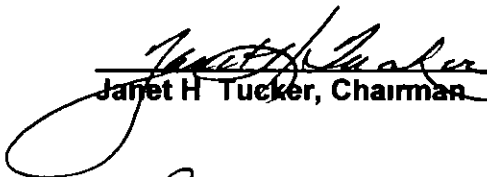
**Transportation Advocacy** – Anne sent a letter to Representative Adam Hasner to clarify the facts surrounding the LDDA's brief hiring of Rosemary Goudreau

**CRA Strategy Committee** – A meeting of this committee will follow the LDDA Board meeting today

**NEW BUSINESS**

The meeting was adjourned at 10 00 a m

The next LDDA Board Meeting will be March 19, 2009 from 8 – 10 a m in the City Commission Conference Room

  
Janet H Tucker, Chairman

3-19-09  
Date

  
Becky Abel, Administrative Assistant

3-19-09  
Date