

MINUTES
LDDA BOARD OF DIRECTORS MEETING
City Commission Conference Room
Thursday, March 1, 2007
8:00 AM

PRESENT: Ford Heacock, Janet Tucker, Jim Verplanck, David Hallock, Joe Mawhinney, Chris McLaughlin, Bruce Lyon, Heather Huebner, Justin Wilson, Tamara Sakagawa, Julie Townsend, Holly Vreeland, LeRoy Bradley, Anne Furr, Becky Abel

ABSENT: Jerry Herring

MINUTES: Janet Tucker moved approval of the Minutes of the February 15, 2007 regular LDDA Board of Directors Meeting. Motion seconded by David Hallock. Motion passed 6-0.

INTRODUCTION: Heather Huebner, new CRA Project Manager, was introduced. She began work February 19th and will be paid by the MidTown and Downtown CRAs. To start, Heather will be working on a Tax Increment Financing study and on a Downtown property inventory.

GEORGE HARRIS MEMORIAL ARCH: Janet Tucker reported that she met yesterday with Anne and Bill Tinsley to talk about why the fund has not grown. There is currently \$30,015 in the Arch fund. A lot of people who were on the mailing list that was going to go out from the Community Foundation say they did not receive their letter. It was decided that a new/reworked letter and brochure will be sent from LDDA. Prices may go up for the construction of the arch, so the Committee is considering requesting a loan for the construction to get started, and would repay the loan as donations come in.

RECRUITMENT: As a follow up to the status of recruitment efforts in Downtown, Anne recapped what has been done to date. The International Association of Shopping Centers meeting will be in Orlando in August and she plans to attend. The CRA is a member of that organization. A packet of materials has been developed for those who inquire about bringing their business to Downtown. At this time, Downtown is mainly being promoted by events, rather than a direct marketing effort to businesses that we'd like to see in Downtown. When Chris Johansen was here last year, he got input from business owners about what kinds of retail they wanted in Downtown. From that list, a reasonable list of businesses to contact for potential recruitment efforts was created. At the DLP presentation in February, several DLP members expressed a willingness to serve on a retail recruitment committee. It was decided that the LDDA's "Retail Incentives" committee encompasses this issue. Ford appointed David Hallock Chairman of this committee, and Janet Tucker, Chris McLaughlin and himself as members. Anne indicated that a maximum number of 8 should be on this committee. Holly Vreeland will appoint 3-4 DLP members to be a part of it. The Committee should set a regular time to meet each month.

COMMITTEES:

Committee Assignments –

Banners & Flowers: Janet Tucker, Chairman; Chris McLaughlin

CRA Strategy Committee: Jerry Herring, Chairman; David Hallock, Jim Verplanck, Joe Mawhinney

Design Review: Jim Verplanck, Chairman; Jerry Herring; Janet Tucker; Ford Heacock

Finance/Audit Committee: Janet Tucker, Chairman; David Hallock; Chris McLaughlin;

Joe Mawhinney

Nominating: Joe Mawhinney, Chairman; Jim Verplanck; Jerry Herring

Retail Incentives: David Hallock, Chairman; Janet Tucker, Ford Heacock, Chris McLaughlin.

Trolley Committee: Jerry Herring, Chairman

Website: Chris McLaughlin, Chairman; Ford Heacock

Design Review approved since February 15, 2007 -
210 W Lemon Street, St. Joseph's Church, replace roof
812 E Main – Hurry Joey, wall signs
20 Lake Wire Drive, ASC Geosciences, lower windows
502 N Massachusetts Avenue- Miller Construction, paint colors

Farmers Market Update – Janet Tucker reported that the Committee had its monthly meeting yesterday. The Market seems to be going well, with 17 permanent vendors and others that come and go. For two weeks, free strawberry shortcake was offered and it was all given away both weeks. Most musical entertainment has been cut to put more dollars toward advertising. Some children's activities are planned for March 10 (during Spring Obsession in Munn Park) and April 14 (Children's Festival in Explorations V and Munn Park). A small fee will be charged to participate and the proceeds from the children's activities will go to the Common Ground Park fund.

Container Gardens Update – Janet Tucker reported that the City, under Bill Koen, is starting a new phase of replanting in the containers. There was no freeze damage to plants this winter; the freeze bags were more damaging than the weather. There continues to be a problem with trash in the planters and some vandalism. Business owners are encouraged to police the entrances to their businesses and the nearby container gardens.

Chris McLaughlin questioned why outlying areas of Downtown are getting a new push when core area planters look drab. Anne will ask Parks & Recreation to concentrate efforts on the planters in the core area.

The cigarette snuffers have been a problem as some people are breaking them open to get butts out. The City's Motor Pool came up with a design that has a sleeve and bolt through the whole unit that can be locked.

DLP REPORT: Holly Vreeland gave an update for the March First Friday event, which will have a baseball theme. She reminded everyone that the Spring Walkabout is scheduled for Friday, March 16th. The membership year has been retooled so that everyone will renew at the same time, making membership easier to manage. Kevin Jones has been appointed to serve as a Board member.

CITY COMMISSION REPORT: Jim Verplanck reported that Music on the Promenade will be on March 16 and will feature Eric Darius. He also shared that the Boards and Committees Dinner on February 26th was well-attended.

CHAIRMAN'S REPORT: Ford Heacock expressed continued concern about the CSX rail project, that it looks like a lot more freight train traffic will be routed through Downtown Lakeland on its way to Winter Haven from Plant City. It seems as though the project is moving forward even though no impact studies have been done. Anne will write a letter of concern and it will be sent to FDOT and lawmakers.

DIRECTOR'S REPORT:

\$500 People's Choice Award - In the past the LDDA has sponsored the People's Choice Award of \$500 for those attending the Lemon Street Celebration to be able to vote on their favorite sculpture. LDDA included this amount in the FY 2007 budget but didn't spell it out. Jim Verplanck moved and Janet Tucker seconded the motion to allocate \$500 from 8920.14 for the People's Choice Award at the Lemon Street Celebration. Motion passed 6-0.

Pilot Bank Streetscape Project - The owners of the office condos at the Pilot Bank Building have agreed to allow the City to put streetscape on four feet of their property so the streetscape will be ten feet wide to match the existing on Florida Avenue. The CRA for the first time will pay \$3,000 per historic street lamp. This streetscape is much more expensive than any we have done in the past, estimated at \$167,300.00.

Street Bricking – At the last LDDA meeting (2/15/07), Rick Lilyquist presented two options for adding bricks to Downtown streets. He requested an endorsement for one of the options from the LDDA. To recap, Option 1 would cost \$678,000 to completely brick Kentucky Avenue in three sections over three years. It would be a four-month project (summer) each of the three years. Option 2 would be the same amount of money to brick intersections only. It would take approximately four weeks per intersection, doing one at a time,

keeping one lane open at all times. The work could be done Monday-Thursday working 10-hour days, opening up for Fridays and the weekends. **A motion to support the bricking of intersections (Option 2) (with extra effort requested to minimize impact to the Downtown businesses) was made by Janet Tucker. Motion seconded by Joe Mawhinney. Motion passed 6-0.**

NEW BUSINESS:

Mini-Retreat – Thursday, March 15, 8:00-11:30 a.m., City Commission Conference Room

Lemon Street Celebration – Thursday, April 12, 5:30-7:30 p.m.

Order of Taking for Knight Property – The OT was February 27th. Two properties remain that still need to be acquired in the case.

The Meeting was adjourned at 9:20 a.m.

The next LDDA Board Meeting will be a mini-retreat scheduled for Thursday, March 15, 2007 from 8 - 11:30 a.m. in the City Commission Conference Room, 3rd floor, City Hall.