

MINUTES
LDDA BOARD OF DIRECTORS MEETING
DOWNTOWN CRA ADVISORY BOARD MEETING
City Commission Conference Room
Thursday, December 7, 2007
8:00 AM

PRESENT: Ford Heacock, Jerry Herring, David Hallock, Jim Verplanck, Janet Tucker, Joe Mawhinney, Chris McLaughlin, Anne Furr, Becky Abel, Heather Huebner, Julie Townsend, Ellen Simms, Justin Wilson, LeRoy Bradley, Tamara Sakagawa, Bill Tinsley

ABSENT:

MINUTES: Jim Verplanck moved approval of the Minutes of the November 15, 2007 regular LDDA Board of Directors Meeting. The motion was seconded by Jerry Herring. Motion passed 4-0.

LAKE MIRROR COMMUNITY PARK UPDATE: Bill Tinsley, Parks & Recreation Department Director reported on the progress of Lake Mirror Community Park. Completion by December 2008 is anticipated. An entry feature is being created by the Lakeland Electric Garage to connect the park to the parking facility. There will be wayfinding signage and columns. The long green is being graded now. There will be pedestrian access with tall palm trees defining the long green. North of the long green will be the area known as "The Mirrors", which will be a quiet area with trellises and seating overlooking the lake and a nice view of Downtown Lakeland. There will be nine vases in the center of The Mirrors donated by the Community Foundation, which will tell the history of Lakeland (citrus, phosphate, etc.). Artist(s) are being sought for "The Mirrors" sculptures and each sculpture will cost \$10,000. There will be a 10' wide bridge path over a water recharge area that will blend, but not be the same material as the promenade. There will be a Train Station Overlook with a connection across the roadway. The sidewalk will terminate with the Main Street Overlook on the west side of the park. A unique bronze statue of a swan with cygnets is planned for the Main Street Overlook; the \$350,000 for funding the sculpture is not in place at this time.

The worst of the historic lights around the promenade are being replaced. There was some deferred maintenance of the lampposts and they are being handled on a case-by-case basis.

David Hallock and Chris McLaughlin arrived.

COMMITTEES:

Design Review Approval Since 11/15/07 Meeting

26 Lake Wire Drive, O.M.S., arches, color approved.

123 Lake Beulah Drive, J & K Heating & Cooling, signs, with removal of phone number, approved.

The Design Review Committee for the Historic Preservation Board has recently instituted a fine for businesses that erect signage without review. It was suggested that we consider combining the LDDA and HPB design committees.

DLP REPORT: Julie Townsend reported that the Holiday Walkabout this week (12/4) was well-attended. Pansler Law Firm was the sponsor. There is a lot of activity in Downtown this week with the parade and First Friday. Tuesday, December 11, 2007 is the Neighborhood DLP party at Lofts on the Park and Friday, December 14 is the Holiday Art Fest. Julie reported that it is her understanding that a tattoo business is going in on S. Kentucky Avenue.

COMMITTEES (con't):

Retail Recruitment Committee – David Hallock reported that the Committee suggests that an RFP be created for development north of Oak Street. The Committee also recommends the hiring of a retail recruiter by raising money to pay for this position from sources other than the LDDA.

CITY COMMISSION REPORT: Jim Verplanck had no report. His understanding is that Tom Elliott is moving forward with his neighborhood bar project.

CHAIRMAN'S REPORT: Ford Heacock appointed Jim Verplanck as Chairman of the Nominating Committee. Jerry Herring and Chris McLaughlin were appointed and agreed to serve as committee members. The slate of officers will be presented at the December 20 Board Meeting.

DIRECTOR'S REPORT:

Container Garden Agreement for FY 2008 – The agreement has been signed by Ford Heacock with the Parks & Recreation Department. Minor changes were made that were within the understanding of the agreement presented at the LDDA meeting of October 18, 2007.

Wayfinding Prototype Sign – The graphic for the sign has been updated and Dixie Signs will produce the new vinyl to go on the sign. The cost will be around \$160. **Jerry Herring moved and Janet Tucker seconded the motion to move \$200 from 1160 Restricted Streetscape to 9770 Restricted Streetscape-Expense for this expense. Motion passed 7-0.**

Gosh! Asian Bistro & Sushi – Anne spoke with Dr. Vo, owner, and found that the restaurant has been paying rent to the Kessler's since October 2007. They have a contractor and an architect and expect to open the restaurant by February or March of 2008.

Feltrim would like an agreement (rather than the D & D) for 18 months due to the conditions of the market. The agreement would bind us to the firm as the market improves, but allows for the delay. The agreement will insure that the entitlements, etc. are in place.

It is not uncommon in the real estate market that if the buyer walks, the owner should get the original engineering or other site specific documents and the right to use them at no cost. It was felt that this language should be included in the agreement. We should also add to the agreement that the LCRA receive copies of expenses as they move forward so we know what was spent and have that documentation. A draft of the agreement will be brought back to the CRA Strategy Committee and then the LDDA for approval.

DOWNTOWN FARMERS CURB MARKET: Janet informed the Board that Santa will be present at the Downtown Farmers Curb Market between 10 and noon on Saturday, December 8. For \$1 or a canned good, pictures with Santa will be available.

DOWNTOWN CRA ADVISORY BOARD:

TAX INCREMENT FINANCING – INCREMENT REVENUE: Heather asked for comments on the goal set so far, with changes from the last meeting. Texas Cattle Company should be in the Munn Park Historic Subdistrict. The white area east of Lake Mirror, on East Main Street, should be in the yellow area.

Do we want a broad statement that takes scale into account?

Keep 50% improvement criteria threshold, but not in goals. Must be consistent with the following goals – Remove “any and all of” in Downtown CRA Goals.

“Promote a pedestrian-oriented downtown.”

“Maintain the historic and pedestrian character of Downtown.”

In the Garden Subdistrict, change selection “criteria” to “considerations”. Remove the phrase “create new alleys”. Strike “workforce housing.”

Create an opportunity to consider “one shot deals” as they would relate to TIF.

Jim Verplanck left the meeting.

David Hallock moved that TIF agreements go with property owner of record. Motion seconded by Jerry Herring. Motion passed 6-0.

NEW BUSINESS:

DATES TO REMEMBER:

- 1. Christmas Parade, Thursday, December 6, 2007, 7 p.m., Downtown Lakeland**
- 2. FDOT Secretary Stephanie Kopelousos (CSX), Friday, December 7, 2007, 2-4:30 p.m., City Commission Chambers, City Hall, 3rd Floor**
- 3. First Friday, Friday, December 7, 2007, 6-9 p.m., Downtown Lakeland**
- 4. Holiday Art Fest, Friday, December 14, 2007, noon until 9 p.m. Kentucky Avenue**

The Meeting was adjourned at 10:23 a.m.

The next LDDA Board Meeting will be Thursday, December 20, 2007 in the City Commission Conference Room, 3rd floor, City Hall.