

MINUTES
LDDA BOARD OF DIRECTORS MEETING
City Commission Conference Room
Thursday, June 3, 2004
8:00 AM

PRESENT: Chris McLaughlin, Jerry Herring, Greg Mugg, Janet Tucker, Joe Mawhinney, Anne Furr, Becky Abel, Glenn Higgins, Jim Studiale, Doug Thomas

ABSENT: Kevin Jones, Jim Verplanck

MINUTES: Jerry Herring moved to accept the Minutes of the May 20, 2004 Regular Board Meeting. Motion seconded by Greg Mugg. Motion passed 5-0.

WAYFINDING RFQ: Qualification packages are due on June 5, 2004. Once the packages are in, a review committee will shortlist and conduct presentations to rank the firms and negotiate a contract. A steering committee will be formed once the consultant is on board. Anne recommended that a review committee consisting of seven people be formed. **Greg Mugg moved and Jerry Herring seconded that the seven-member committee be formed. Motion passed 5-0.** (The steering committee will include representatives from DLP, Florida Southern College, community, retail downtown, elected officials, City departments and the LDDA.)

INDIANA AVENUE STREET DESIGN: The narrow north/south street is currently two-way with no on-street parking. It runs for one block between Orange Street and Walnut Street. The City's Public Works Department proposes changing the road to one-way going north, and to add on-street parking. Even though the street is not within the LDDA boundaries, the Board was asked for comments on this proposal. Some Board members felt that the change would slow traffic down. Some Board members were concerned about the impact to residents and businesses on the road and wondered if the property owners had been contacted for their input. Some felt that property values would increase with this change and others felt that they would decrease. Anne will share the Board's comments with Robert Chen, thanking him for the opportunity for input.

COMMITTEE REPORTS:

Design Review – Certificate of Review Issued since May 20, 2004:

- a. 26 Lake Wire Drive – VIASYS colors and signs
- b. 422 Lake Mirror Drive – Mirror Image Hair Salon sign – The business actually has two front doors. This second sign will have the name of the business only and no phone number.

Anne was asked if Bumper to Bumper on Pine Street had complied with our request for a “no parking” sign on the south side of the building. The sign is not up yet. It was suggested that maybe a “no parking” sign was not necessary. Anne will talk with Lorenzo Thomas about other alternatives to the “no parking” sign. It was stated that Steve's Auto Alignment has the same type of parking. Anne pointed out that Steve's Auto has not been renovated and brought up to meet code. They also have wheel stops and the area is designated for parking.

CRA Strategy Committee: A feasibility proposal was received from Swan Development Advisors (Bruce Lyon). Phase I, Real Estate Analysis would be \$8,475.00 and Phase II, Redevelopment Feasibility would be \$8,875.00. Anne met with Greg Finch, Doug Thomas and Jim Verplanck recently to discuss a source of money for the area. Doug said that he felt comfortable with the direction we are taking with the expanded area. Other Board members felt comfortable with “new eyes” on plans for the area. **Jerry Herring moved and Joe Mawhinney seconded that we accept the proposal from Swan Development Advisors to conduct the Analysis and Redevelopment Feasibility study. Motion passed 5-0. A total of \$17,350.00 to pay for this study will come from line item 6950 – Unrestricted Reserves.**

Finance Committee – CRA Budget – A draft of the 2005 CRA budget was presented by Joe Mawhinney. Joe pointed out that Tax Increment Revenues and Tax Increment Refunds were estimates and we would have a better number once we receive notification from the Property Appraiser for revenue. The budget

shifts focus from streetscapes – making that work be project driven – toward the goal of residential development. **Greg Mugg moved and Jerry Herring seconded approval of the 2005 CRA Budget presented by the Finance Committee.**

TROLLEY GREETER: Anne stated that the pilot contract for the Park & Ride Greeter was to be for three months, ending July 30, 2004. Kenny Jackson, the Greeter, requested one month's notice if his job would not be continued at the conclusion of the contract period. Anne stated that Mr. Jackson has done a great job making people feel more comfortable at the Park & Ride lot. He has been reliable and enthusiastic and it has been an asset to have a familiar person on the lot for regular parkers. Mr. Jackson has been especially helpful in light of the new parking demands of the Verizon Call Center trainees. **Jerry Herring moved and Greg Mugg seconded that the Park & Ride Greeter contract be extended through September 30, 2004. Motion passed 5-0.**

CHAIRMAN'S REPORT: Janet Tucker stated that she had no report. Since the first meeting of the LDDA Board in July would fall on July 1, Janet suggested that meeting be cancelled. **Greg Mugg moved and Jerry Herring seconded that the regular July 1, 2004 meeting of the LDDA Board be cancelled. Motion passed 5-0.**

REVIEW OF ALCOHOL BEVERAGE LICENSE APPROVAL: Jim Studiale, Community Development Director, presented a new plan he will present to the City Commission regarding approval of alcohol licenses. Jim distributed a map that shows the C-6 and C-7 zoning areas in downtown. An overlay from Lime to Bay and from Missouri to Massachusetts would be the new Alcohol Beverage License (ABL) approval area. Restaurants with food service as the primary focus will not be reviewed for licensure for wine and beer requests. Several LDDA Board members felt that the ABL approval area should encompass the entire LDDA boundary.

The Community Development Department is considering classifying the C-7 areas as a conditional use for residential. Some Board members felt that would create an unnecessary barrier to encouraging residential development. The purpose of this consideration is to utilize C-7 for an entertainment overlay so that those moving into the area would know that this area is an entertainment district.

DIRECTOR'S REPORT:

- **Parking Committee Meeting, June 8th, 3:00 p.m., Public Works Conference Room**
- **Finance Committee, June 14th, 9:00 a.m., MIDFLORIDA Federal Credit Union Board Room**
- **Retail Incentives Committee, June 17th, 10:00 a.m., City Commission Conference Room**

NEW BUSINESS:

Colonial Square – Anne shared that a walk-up bank has been a proposed use in the Colonial Square building. The bank will go to Planning and Zoning on June 15th for a conditional use.

First Friday – “Get Downtown” will kick off this monthly event on Friday, June 4 from 6 – 9 p.m.

People's Choice Award, Lemon Street Celebration – In Friday June 4's Time Out section of The Ledger, a ballot will be printed so that people will have the opportunity to vote for their favorite sculpture. Balloting closes on June 11. The artist with the most votes will get the \$500 People's Choice award from the LDDA.

The meeting was adjourned at 9:45 a.m.

The next LDDA Board Meeting will be held on Thursday, June 17, 2004 in the City Commission Conference Room, 3rd Floor, City Hall, at 8 a.m.