

**REVISED  
REVISED MINUTES  
LDDA BOARD OF DIRECTORS MEETING  
DOWNTOWN CRA ADVISORY BOARD MEETING  
City Commission Conference Room  
Thursday, October 18, 2007  
8:00 AM**

**PRESENT:** Ford Heacock, Joe Mawhinney, Janet Tucker, Jerry Herring, Chris McLaughlin, Anne Furr, Becky Abel, Heather Huebner, Julie Townsend, Glenn Higgins, LeRoy Bradley

**ABSENT:** Jim Verplanck, David Hallock

**MINUTES:** A wording change was made on page two, under Chairman's Report, second sentence should read, "As Ford urged Mr. Elliott to appeal the rejection, Ford indicated that Tom was discouraged and may walk away from the project." **With that change, Janet Tucker moved approval of the Minutes of the October 4, 2007 regular LDDA Board of Directors Meeting. Motion seconded by Jerry Herring. Motion passed 4-0.**

**TREASURER'S REPORT:**

**September 2007** – Janet Tucker, Treasurer, reported that this is the last financial report for the fiscal year (unaudited). Income for September was \$1,118.99. Year to date income was \$541,784.13. Expenses for September were \$26,474.10. Year-to-date expenses were \$488,480.61. Net income for the year was \$44,593.85 which includes Unappropriated Surplus. Jerry questioned why we didn't spend 100% of our budget in every category. Some reasons were issues of timing. Janet Tucker moved that the September financial statements be filed for audit.

Chris McLaughlin arrived.

**DOWNTOWN CRA ADVISORY BOARD**

**TIF COMMITMENTS:** At the last Board Meeting, more specific information was requested about current Tax Increment Financing (TIF) projects. Anne Furr distributed a spreadsheet. The sheet showed the number of TIF parcels since 2001, now totaling 14 projects. (This does not include the LaneTrohn TIF arrangement for parking in the amount of \$87,000 prior to 2000.) The current criteria for TIF were developed in 2000. TIF for each budget year is based on the previous tax year. On the spreadsheet, the "COL TIF" column includes projects that were crafted by City administration and approved by the LDDA.

Questions to be asked are: 1. Did the project bring new business to Downtown? Would the project have happened without TIF?

Jerry Herring thought the data would be more easily analyzed if the City tax revenues were pulled out of the calculations. LDDA's tax revenues are based on the Property Appraiser's revenue X LDDA millage X 95%.

Anne shared that the City is looking for about 2 million dollars so they may be looking at Downtown streetscape for funds. (Downtown LCRA is paying debt on the dollars loaned from the City, but is not paying principle.) For the amount of debt LDDA has, is it worth it to give TIF away? Jerry reminded everyone of his point of view that TIF is not something that exists until the project happens, so it is not "given away".

Anne will create a new column on the spreadsheet detailing total tax increment.

**DLP REPORT:** Julie Townsend reported that *The Tampa Tribune* had an editorial in today's newspaper about the CSX project written by CSX representatives. The recent membership drive for DLP netted five new members. Gift Basket Boutique is now closed and has moved out of Downtown. Idin property needs a tenant. The Artist Within has been sold and will have a new name. Gosh! Sushi restaurant will be coming in about 6 months to the Kessler Building. The new map/brochure is circulating. The next First Friday will be an historic

tour of Downtown buildings with 25-30 people. The next Downtown at Dusk event will be November 13 at Arts on the Park.

**CITY COMMISSION REPORT:** Jim Verplanck was absent. Commissioner Glenn Higgins reported that the Commission granted a De Novo Hearing on November 5<sup>th</sup> for the proposed bar at 215 East Main Street to be owned and operated by Tom Elliott. **Janet Tucker moved and Jerry Herring seconded the motion to write a letter of support to the Commission for Mr. Elliott's proposed bar, with a copy to the Planning and Zoning Board. Motion passed 5-0.**

**CHAIRMAN'S REPORT:** Ford Heacock stated that he'd been told that the streetlamps around Lake Mirror were corroding. The Parks and Recreation Department is no longer responsible for the maintenance of the lampposts in that area and he was wondering who is. Anne will find out.

**DIRECTOR'S REPORT:**

**Letter of Support for Conditional Use for Bar** – (see Commission Report)

**Container Gardens Agreement** – A proposed agreement with the City's Parks and Recreation Department (working with Bob Donahay) for the maintenance of the container gardens was included in agenda packets. The amounts are based on last year. There is \$77,250 in the budget. Last year, almost \$10,000 was not used (that went back into the Downtown LCRA account. It is Chris McLaughlin's impression that the containers do not look as good as they should. **Janet Tucker moved and Jerry Herring seconded the motion to allow Anne to sign an agreement with Bob Donahay for the maintenance of the container gardens. The Motion gives Anne the ability to make changes to the agreement as long as it is within the understanding of the agreement. Motion passed 4-1.**

**CSX Update** – Anne sent the link from the TPO meeting to Board Members. TPO had asked CSX for a master plan for commuter rail and freight for the state. This wasn't presented. None of the news presented was different from what had already been heard.

**NEW BUSINESS:**

**The Lake Mirror Classic Auto Festival is this weekend.** "Project 48" band will be present at the Downtown Farmers Curb Market to add entertainment at that end of Downtown. David Hallock will represent the LDDA giving out ribbons and attending the Sponsor Breakfast.

**The 2<sup>nd</sup> Annual Dr. Scissorhands Pumpkin Carving Exhibition** is next weekend (October 27).

**The Meeting was adjourned at 9:27 a.m.**

**The next LDDA Board Meeting will be Thursday, November 1, 2007 in the City Commission Conference Room, 3<sup>rd</sup> floor, City Hall.**