

MINUTES
LDDA BOARD OF DIRECTORS
DOWNTOWN CRA ADVISORY BOARD
City Commission Conference Room
May 8, 2009
9:00 a.m.

PRESENT: Janet Tucker, Ford Heacock, Joe Mawhinney, Jerry Herring, Patricia Hendler, Jim Verplanck, Becky Abel, Tamara Sakagawa

ABSENT: David Hallock, Anne Furr

CALL TO ORDER: Janet Tucker, Chairman, called the meeting to order.

MINUTES: Jerry Herring moved to accept the Minutes of the April 16 regular LDDA Board of Directors / CRA Advisory Board meeting. Motion seconded by Patricia Hendler. Motion passed 5-0.

DOWNTOWN SIDEWALK SIGNS: The sign regulation draft as of April 28, 2009 was included in agenda packets. Marni Johnson, owner of the building at 312-316 N. Kentucky Avenue, met with Bruce Kistler and Anne to discuss sidewalk signs for her property. No other situation occurs like this in Downtown with the building being long and narrow and the business not fronting the street. Bruce will get back to Anne with recommendations prior to the Planning and Zoning meeting on May 19, 2009. **Patricia Hendler moved and Jerry Herring seconded the motion to send a letter of support of the proposed sign regulation dealing with sidewalk signs.** Jerry Herring asked why we would want to restrict the sidewalk sign provisions to just retail. Upon examination, it was determined that nothing in the draft says "retail only". **Motion passed 5-0.**

COMMITTEES:

CRA Strategy Committee – Joe Mawhinney reported that a meeting was held with Feltrim Development representatives (Garrett Kenny and Greg Brown) on April 23, 2009 to determine the status of Feltrim Development's intentions with regard to the proposed residential development area north of Bay Street. He said that there were no big surprises and that the meeting was very positive. The firm is still very interested and optimistic. Banks are requiring 75% presales in order to grant financing and in this market, nobody can do that. Garrett Kenny thinks that the market has probably reached near bottom, but the foreclosure inventory needs to be exhausted before new residential is viable. He wants to revisit the issue in January 2010 – about six months from now. Joe stated that the company is an attractive partner still. There was a lot of discussion about infrastructure. How do they decide what should go underground when they don't yet know what will be above ground? Patricia asked if the existing infrastructure can be assessed. Others stated that they didn't see spending a lot of money researching what most probably needs replacement.

Jim Verplanck arrived.

DOWNTOWN CRA ADVISORY BOARD: Tamara Sakagawa, CRA Manager, stated that she had been requested to investigate the possibility of separating the LDDA from the CRA Trust Fund. Her first projections showed that LDDA would be unable to meet debt service in that case. With new assessment figures, Tamara will reassess and have an answer by the next LDDA meeting. On previous TIF agreements, no provisions were ever made if tax authorities do not pay. **Joe Mawhinney moved and**

Ford Heacock seconded the motion to add a “pay when paid” provision to future TIF agreements. Motion passed 6-0.

COMMITTEES (con’t):

Design Review – Jim Verplanck reported that the following property requests were approved by the Committee: 422 S. Florida Avenue, Gregory A. Sanoba, Esq., windows and doors; 210 S. Florida Avenue, SunTrust Bank Plaza, 2 face changes on sign; 836 W. Main Street, former Boss Crab Shack, paint; 115 S. Missouri Avenue, Farm Credit, face change on sign. Jim noted that a new law office at Cory Petcoff’s building (101 W. Main Street) had installed unapproved signs. They have been dealt with by the City and will be coming before the Design Review Committee later with their amended signs.

Downtown Farmers Curb Market – The Wednesday Market Day is doing a little better as time goes on. The vendors are still talking about their desire to shorten the hours, but Patricia reminded them that the subject will be addressed in June.

Retail Committee – Branding – Ford Heacock shared that an unsolicited favorable approval for the proposed LDDA logo and tagline came from Mark Irby (VP, Director of Marketing and Advertising at Publix). Marni Johnson likes the new design and her husband George wanted to add it to his business shirts. The launch of the product will be July 3.

Ford Heacock moved and Jim Verplanck seconded the motion to move forward with the estimate for copyright and trademark work on the brand from Lee Bennett of Gray Robinson, not to exceed \$7,800. Dollars are available in 8920.12-Recruitment/Retention now, but we don’t have the final bill from Kiku Obata & Company, so money will need to be moved at a later time. **Motion passed 6-0.** It was noted that this work does not have to go out for bids because Anne talked with Tim McCausland, City Attorney, and he recommended that we use the law firm of Gray Robinson, with which the City has a long-standing relationship, and use a number of their attorneys for various matters.

A bill was received from Gray Robinson concerning the knock-out search and conflict of interest work we requested on another proposed design. That design was subsequently dropped, but the bill is for what work was done in the amount of \$756. **Ford Heacock moved and Jerry Herring seconded the motion to pay this bill from 8920.12. Motion passed 6-0.**

Joe Mawhinney stated that he and Anne had a conference call with Lee Bennett, who suggested that we have a license agreement giving permission for use of the brand materials so that we can show that we are policing its use. **Joe Mawhinney moved and Jim Verplanck seconded the motion to create a licensing agreement including the parts and the whole logo/tagline for the purpose of controlling use of the items. Motion passed 6-0.**

DLP REPORT: No report.

CITY COMMISSION REPORT: Jim Verplanck reported that the Federal Building’s structural problems are back as a priority for the Commission. There is a tarp on the roof. Jerry suggested that information be given to brokers so they can aid in finding a tenant partner to get the building occupied and repaired. The City Commission, acting as the CRA, approved the TIF for 210 E. Pine Street on Monday. The Commission acted on impact fee reductions to follow the lead of the county.

CHAIRMAN’S REPORT: Janet Tucker reiterated her desire to follow through with setting a date for another meeting with brokers and property owners/managers about issues in Downtown. In addition, she hopes we can move forward soon with the creation of a brochure describing the benefits – including fee waivers, Enterprise Zones, etc. that are incentives for bringing business to Downtown.

DIRECTOR’S REPORT:

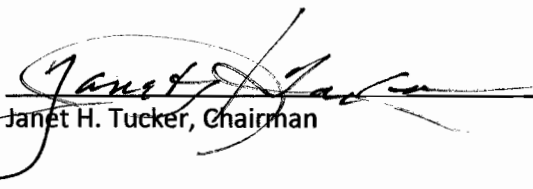
Attorney for Trademark/Copyright of Brand (See Retail Committee/Branding report above)
Approval to Pay Invoice for Knock out Search Research (See Retail Committee/Branding report above)

NEW BUSINESS:

Ford Heacock said that eight Downtown properties were shown last week to USFP officials.

The meeting adjourned at 10:06 a.m.

The next regular LDDA Board of Directors meeting is Thursday, May 21, 2009 at 9:00 a.m. in the City Commission Conference Room.



Janet H. Tucker, Chairman

5-20-09
Date



Becky Abel, Administrative Assistant

5-21-09
Date