

MINUTES
LDDA BOARD OF DIRECTORS MEETING
FOLLOWING DOWNTOWN CRA ADVISORY BOARD
City Commission Conference Room
March 4, 2010
9:20 a.m.

PRESENT: Ford Heacock, Janet Tucker, Patricia Hendler, Jim Malless, David Hallock, Anne Furr, Becky Abel, Karen Kovach, Mike Miller, Tamara Sakagawa

ABSENT: Don Selvage, Joe Mawhinney,

CALL TO ORDER: Ford Heacock, Chairman, called the meeting to order.

DOWNTOWN FARMERS CURB MARKET:

Replace US and DFCM flags: The United States and Downtown Farmers Curb Market (DFCM) flags were recently stolen. The flags had been taken down and folded in a bag to take to storage when someone walked away with the bag. The DFCM Committee recommends that the flags be replaced. They are flown over the Market on the days that it is open. It is less expensive to use the same vendor, Bob's Flags, that was used in 2009 to purchase the flags because there is no set up fee.

5x8' US, Nylon, HG: \$58.00
5x8' Farmers Curb Market, Custom: \$210.00
Set-up: Waived
Shipping: \$8.00
Total: \$276.00

Janet Tucker moved and Jim Malless seconded the motion to approve the expenditure of \$276 from 9745.11-General Operating Expense to replace the stolen flags. Motion passed 5-0.

RFP WAYFINDING REVIEW COMMITTEE:

David Hallock, Chairman, reviewed the work of the Wayfinding Committee. The Committee met on March 3, 2010 to review the additional information provided by the five shortlisted firms. They ranked the firms according to the cost to do the work:

#1 Bunting Graphics Inc., Verona, PA
#2 Signs Etc., Charlotte, NC
#3 SignStar, Tampa, FL
#4 Dixie Signs, Inc., Lakeland, FL
#5 Design Communication LTD, Orlando, FL

The Committee recommended that the LDDA approve the ranking of the firms. **David Hallock moved on behalf of the Committee to approve the ranking of the firms and that a recommendation be made to the CRA that the LDDA begin negotiations with Bunting Graphics, Inc. to fabricate and install the wayfinding signage. If we are not able to negotiate with Bunting Graphics, Inc., we will go to the #2 firm, etc. Motion passed 5-0.** There will be updates to the directional signage one time per year if necessary and LDDA will be responsible for those updates.

BRAND IMPLEMENTATION:

Approval to purchase banners: Considering the total number of lampposts and including banners from Florida Avenue to the Lakeland Center, there are 242 banners needed. Sixteen would say "Welcome" and the remainder would be an assortment of banners that say "shop", "play", "dine", and "stay". A few extra banners would be ordered as spares. Third Wing received bids from several vendors for various quantities, but now that an exact number needed is known, the Board wants Third Wing to go back to vendors and ask for a price for the specific number. **Jim Malless moved and David Hallock seconded the motion to allow Anne to move forward with ordering the banners, not to exceed \$9,000 once exact prices are known. Motion passed 5-0.** The hardware that holds the banners has also been priced and the highest bidder to date was approximately \$17,000 for 242 hardware sets. These dollars should come out of the CRA Budget, not LDDA's Restricted Streetscape account. The recommendation may need to go to the City Commission for approval or the City Manager may be able to sign off on the purchase if it is \$25,000 or below. The vendor for the hardware will be determined once the samples are evaluated.

GREEN CELEBRATION:

Request for Downtown bags: Anne shared a letter sent from Furr & Wegman requesting 500-1000 reusable bags for their event, Green Celebration, to be held on April 16, 2010 on Lake Mirror Promenade. There was some discussion about creating/obtaining items to stuff in the bags ("swag"), e.g. Farmers Curb Market flier, Walking Tour brochures, Pathways and Trails brochure, maps, branding elements, etc. **Jim Malless moved and Patricia Henderl seconded the motion to grant 500 bags for the event and provide "swag" to stuff them.**


NEW BUSINESS:

Magnets: Mike Miller mentioned that Third Wing had been considering the creation of a magnet with the brand logo on the top and phone numbers for the fire department, police department, Lakeland Electric and others. There was some discussion about what phone numbers and how many blank lines should be included for people to personalize the magnet. The current consideration is for 3.5" x 6" magnets and early price inquiries reveal that 2000 magnets could be produced for \$1100-\$1200. There is money budgeted that could be available in 8920.14-Advertising/Sponsorships/PR for the purchase. **This matter was tabled until the next LDDA Board Meeting.**

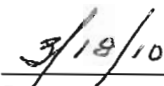
AUDIENCE:

The meeting adjourned at 9:50a.m.

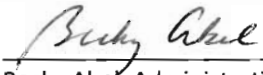
The next LDDA Board of Directors meeting is scheduled for Thursday, March 18, 2010 from 8:00 to 10:00 a.m. in the City Commission Conference Room.



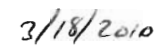
Ford Heacock, Chairman
JOSEPH P. MASHUNNY, VICE CHAIR



Date



Becky Abel, Administrative Assistant



Date