

MINUTES
LDDA BOARD OF DIRECTORS
REVISED DOWNTOWN CRA ADVISORY BOARD
City Commission Conference Room
October 15, 2009
8:00 a.m.

PRESENT: Janet Tucker, Patricia Hendler, David Hallock, Joe Mawhinney, Jim Verplanck, Anne Furr, Becky Abel, Tamara Sakagawa, Ellen Simms, Karen Kovach, Jim Malless

ABSENT: Ford Heacock, Jerry Herring,

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

MINUTES: Jim Verplanck moved to accept the Minutes of the October 1, 2009 regular LDDA Board of Directors / CRA Advisory Board meeting. Motion seconded by David Hallock. Motion passed 4-0.

COMMITTEES:

Brand Campaign Review Committee: Anne Furr reported that a meeting is planned for October 19th with Third Wing and the Review Committee. Two other proposers for the brand campaign came into the office to review the other proposals.

Joe Mawhinney arrived.

TREASURER'S REPORT: Joe Mawhinney reported that Income for September was \$1,721.07 and year-to-date was \$574,410.11. Expenses for September were \$29,679.45 and year-to-date, \$589,681.48.

Budget Adjustment – It is required that any time an expenditure exceeds the budgeted amount by more than \$200, a budget adjustment must be made. Line Item 9750.11-Farmers Curb Market General Operating Expense was \$878.68 over budget at the end of FY 2009. **Joe Mawhinney moved and David Hallock seconded the motion to move \$878.68 from line item 6950-Unappropriated Surplus to 9750.11-Farmers Curb Market General Operating Expense. Motion passed 5-0.**

COMMITTEES (con't):

Design Review Approval Since October 1, 2009: At 500 S. Florida Avenue, the CenterState Bank wall sign was approved.

Downtown Farmers Curb Market: Jim Luna's Market Manager Contract is currently being updated with an amendment to include Jim's operation of the Market for FY 2010. This is the last year it can be extended and LDDA will have to advertise for proposals for a Market Manager for F Y 2011. **Jim Verplanck moved and Joe Mawhinney seconded the motion to give Anne the ability to sign the amended contract on behalf of LDDA when it is completed. Motion passed 5-0.**

Vendor Meeting – Patricia Hendler, Chairman, noted that a Vendor Meeting will be held on Friday, October 16th at Mitchell's. It will be an opportunity to introduce the Market Committee, share goals and hear ideas and concerns from vendors, and to support Jim Luna in his role as Market Manager.

DLP REPORT: Ellen Simms, DLP President, reported on the many upcoming activities in Downtown this fall and into the December holidays. Downtown at Dusk will be hosted by Wiley & Malless on October 20th.

CITY COMMISSION REPORT: Jim Verplanck reported that the City recently made the decision to switch from banking at SunTrust Bank to Wachovia Bank.

CHAIRMAN'S REPORT: No Report.

DIRECTOR'S REPORT:

Residential Area North of Bay Street – The court case concerning Mr. Whitesides' and Mrs. Beall's land value that had been scheduled for last week was continued. The Knight property case is moving forward.

Wayfinding RFP – It is expected that the Wayfinding RFP can go out in about two weeks.

Interlocal Agreement – The Finance Committee will meet after the LDDA Meeting today to discuss the interlocal agreement between the LCRA and the LDDA. The purpose of the agreement is to note how the LDDA will use the \$170,000 CRA dollars in their FY 2010 budget.

DOWNTOWN CRA ADVISORY BOARD: Tamara Sakagawa stated that staff is working to streamline the permitting process in Downtown by running sample companies with exact addresses through the process to find where the sticking points will be. Anne suggested talking with Greg Sanoba about his recent experiences. A general step-by-step guide of what to do for the permitting process for retail, residential, office and restaurants is needed, with the understanding that each project is unique.

Federal Building – Tamara reported that Tony Delgado, Assistant City Manager, has made a written recommendation to the City Manager to move forward to work with MidFlorida Credit Union to develop its proposal for the Federal Building for restaurant use. Anne said that we have been working with Arabella's since 2002 (the other contender for using the Federal Building). We should continue to help them find a space they can own in Downtown if the City is able to work out an agreement with MidFlorida.

NEW BUSINESS:

AUDIENCE:

The meeting adjourned at 8:40 a.m.


The next regular LDDA Board of Directors meeting is Thursday, November 5, 2009 at 8:00 a.m. in the City Commission Conference Room.



Janet H. Tucker, Chairman

12/3/09

Date



Becky Abel, Administrative Assistant

12-3-09

Date