

MINUTES
LDDA BOARD OF DIRECTORS MEETING
City Commission Conference Room
Thursday, August 2, 2007
8:00 AM

PRESENT: Ford Heacock, Joe Mawhinney, Janet Tucker, Jerry Herring, Jim Verplanck, Chris McLaughlin, Anne Furr, Becky Abel, Mike Brossart, LeRoy Bradley, Tamara Sakagawa, Pam Page, Heather Huebner, Ellen Simms, Jim Studiale, Holly Vreeland, Justin Wilson, Bruce Lyon

ABSENT: David Hallock

MINUTES: Janet Tucker moved approval of the Minutes of the July 26, 2007 regular LDDA Board of Directors Meeting. Motion seconded by Jerry Herring. Motion passed 5-0.

Chris McLaughlin arrived.

MULCH PRODUCT FOR TREE WELLS: A motion to purchase the mulch product was tabled at the July 26, 2007 meeting so more information could be gathered. The product has a 10-year guarantee. Anne has counted eligible trees, and at \$80 per tree, the cost would be approximately \$8,000. **Janet Tucker moved and Jerry Herring seconded the motion to approve up to \$8,000 for the poured-in-place mulch, with the dollars coming from 1160-Restricted Streetscape. Motion passed 6-0.**

MILLAGE RATE: The City's Assistant Finance Director Mike Brossart was present at the meeting to explain the effects of the LDDA's millage rate. We need to set our rate so the Property Appraiser can send out notices of the first public hearing. At the public hearings, we are able to lower the millage rate, but may not raise it. As a summary, the following comparison was offered:

	FY 07 1.9560 mills	FY 08 1.9560 mills	FY 08 1.9366 mills	FY 08 1.8785 mills
Total Proceeds	\$332,861	\$336,806	\$333,465	\$323,531
Less CRA Payment	<u>223,964</u>	<u>225,660</u>	<u>223,422</u>	<u>216,766</u>
LDDA Adjusted Proceeds	108,897	111,146	110,043	106,765

Janet Tucker moved and Joe Mawhinney seconded the motion to instruct Anne to report the LDDA millage rate as 1.9560 mills, the same as last year. Motion passed 6-0.

LAKE MIRROR CLASSIC AUTO FESTIVAL: Ford Heacock asked the Board to support the Lake Mirror Classic Auto Festival at the same level as last year, not to exceed \$6,000. **Janet Tucker moved and Jerry Herring seconded the motion to recommend the Lake Mirror Classic be funded in FY 2008. Motion passed 5-0. Ford Heacock declared a conflict of interest and abstained from voting. Ford will file a Conflict of Interest form within 15 days as required.**

GUIDING PRINCIPLES: Jim Studiale, Community Development Director, explained why he thought the LDDA should develop Guiding Principles within our boundaries. It is important to try to maintain a goal oriented focus, being proactive on projects and proposals as opposed to accepting or reacting. The LDDA work is stated in the enabling statute about a participative and catalytic role with stakeholders and the city, a catalyst to improve the downtown and its image. But most often the day to day business of downtown---solving problems, image beautification, traffic, parking, signage, operational issues---takes a lot of administrative energy, managing and problem solving to maximize the operation of our downtown. The other work of LDDA is the constant need for long range planning, evaluation of proposals and plans and the implementation of

projects and plans once adopted or endorsed. In addition to managing Downtown, which is central to continued success in Lakeland, we need to articulate more specifically principals of our desires for the next batch of improvements that help us to maximize what we want to protect, to change and to become. Any guidance and assistance Jim and his department can give in that effort is offered.

Ford asked Anne to come up with a list of Guiding Principles that the Board could consider and make recommendations.

COMMITTEES:

Farmers Curb Market – Janet Tucker reported that the Farmers Curb Market will be closed in August, reopening September 1st, with sixteen confirmed vendors on that date. The Dr. Scissorhands event is set for October 27 and a Fall Art Festival is set for November 17th. Santa visits have been planned for two Saturdays in December. Three “Friends of the Market” supporters have been recruited and they donated \$500 each to incentivise the Market. 100 free Market bags will be given away at the September 1st opening.

Should the Market continue to be funded in 2008? Revenue is about \$11,000. About \$35,000 has been spent. **Chris McLaughlin moved and Jerry Herring seconded the motion to move forward with funding the Downtown Farmers Curb Market in FY 2008. Motion passed 6-0.**

DLP REPORT: Holly Vreeland, DLP President, shared the FY 2008 DLP budget, with a \$30,000 request for LDDA funds – the same dollar amount as last year. The DLP plans a bimonthly newsletter to its membership. On November 3, DLP is partnering with the Lake Morton Neighborhood Association to do a historic walking tour, which they’d like to do at least twice a year initially. **Jim Verplanck moved and Jerry Herring seconded the motion to recommend funding of the DLP at \$30,000 for FY 2008. Motion passed 6-0.**

DLP has organized a protest to the proposed new CSX project in Winter Haven. It is their hope to inform interested citizens of the facts of the project and of the expected increase in train traffic in Downtown Lakeland.

CITY COMMISSION REPORT: There was no report.

CHAIRMAN’S REPORT: There was no report.

DIRECTOR’S REPORT:

Retreat – March 6, 2008 will work as a retreat date.

Copier – The Board suggested that Anne contract with Boring.

Wayfinding Directory Sign – The sign will be installed August 8th at the northwest corner of Main Street and Kentucky Avenue.

NEW BUSINESS:

Bags for Car Show – LeRoy Bradley asked about bags for the auto festival. Ford Heacock said he would work that out with LeRoy.

DLP statement opposing CSX – The LDDA has no objection to actions the DLP has taken to express their concern about train traffic and the proposed CSX project. Like any other entity, they are free to take whatever action they deem appropriate.

Meeting was adjourned at 9:50 a.m. The CRA Strategy Committee meeting followed this meeting.

The next LDDA Board Meeting will be Thursday, August 16, 2007 in the City Commission Conference Room, 3rd floor, City Hall.