

**MINUTES**  
**LDDA BOARD OF DIRECTORS MEETING**  
**City Commission Conference Room**  
**February 19, 2009**  
**11 30 a m**

**PRESENT** Ford Heacock Jerry Herring Joe Mawhinney David Hallock Jim Verplanck Anne Furr Becky Abel Julie Townsend Tamara Sakagawa Bruce Kistler Gregory Sanoba

**ABSENT** Janet Tucker Patricia Hendler

**CALL TO ORDER** Ford Heacock called the meeting to order

**MINUTES** Jerry Herring moved to accept the Minutes of the February 5, 2009 regular LDDA Board of Directors Meeting Motion seconded by Jim Verplanck Motion passed 5-0

**DOWNTOWN CRA ADVISORY BOARD**

**TIF Request – 422 South Florida Avenue** – Gregory Sanoba presented his plan for the renovation of 422 South Florida Avenue that he has recently purchased There will be an approximate \$275 000 in improvements inside and out He will gut the building and will have a new façade The proposed work meets the objectives for its district in LDDA s TIF Considerations **Jerry Herring moved and David Hallock seconded the motion to approve the granting of TIF for this project. Motion passed 4-0 (Jim Verplanck stepped out of the room during the vote )**

The LDDA Design Review Committee will be the entity to review the exterior design and signage at a later date

Arthur Mattson the former tenant in this property is reportedly looking for other Downtown property to lease

**DOWNTOWN SIGNAGE**

**Sidewalk and Projecting Signs** – Bruce Kistler Current Planning Manager for the City presented the draft of the sidewalk and projecting signs ordinance Today is Justin Wilson s last day with the City and he has worked on this project up to now This would be a change in land use regulations and will go to Planning and Zoning and then to the City Commission for approval

Projecting signs have been done in Dixieland and we should be able to mimic that As for the sidewalk signs the LDDA would like to offer two choices 1) Choose the standard sidewalk sign and choose one of the approved sign manufacturers OR 2) design your own sign within the approved criteria and the LDDA will review The size standards would be no larger than 6 feet total and between two and four feet tall They would be allowed only on a sidewalk that is a minimum of 10 wide They can be movable and should be able to withstand a modest wind speed They cannot block or restrict pedestrian traffic or restrict visibility of traffic They cannot be erected in bad weather Changeable copy may only be white board or chalkboard They may have a sleeve that can hold temporary promotional material They cannot have balloons or other items attached A hold harmless agreement will have to be signed with the City Signs on South Florida Avenue would be subject to DOT approval (The more restrictive of rules would apply if both the DOT and the LDDA have jurisdiction )

The Board suggested that there should be a start date and a transition period toward the new regulations Julie Townsend DLP stated that the DLP had nothing to add to the considerations Anne will report to the DLP board at their February 25<sup>th</sup> meeting so they will be aware of the criteria

**COMMITTEES**

**Design Review**

**115 South Missouri Avenue, CRF VII, LLC, renovation of building** – The south side of the building being renovated will house the Florida Department of Revenue. The work is being done by Folsom Construction. The colors and the stucco will remain the same. Windows are to be added on the south, east and west sides. The committee approved the work. Signage and landscaping will come later.

**Naming of Residential Redevelopment Area** – No report. The Naming Committee will meet on Friday, February 20.

**Retail Committee** – Ford Heacock, Chairman, stated that the committee had not been comfortable with any of the Kiku Obata designs to date. They were concerned about copyright infringement if the committee decided to go with a design that mimicked the style of a well known graphic artist. Kiku Obata and Company asked to have a little more time, at no cost to the LDDA, to try to produce a logo that the committee would accept. They said they would have something by March 5 for review. The LDDA has an attorney lined up to begin work on a knock out search and copyrighting a new design, awaiting our decision on the direction the logo will take.

**Transportation Advocacy** – Jerry Herring, Chairman, stated that an agreement to release Rosemary Goudreau (Stang) from all work for the LDDA was signed last week. The only change in the prepared release agreement was that Ms. Goudreau crossed out references to the City of Lakeland. Anne read the text of the release to the Board.

An e-mail was received this morning from a communications consultant who asked what action the LDDA took regarding the release of Ms. Goudreau. An excerpt of the unapproved Minutes of the LDDA meeting of February 5 where the issue was dealt with was sent to that consultant.

#### **TREASURER S REPORT**

**January 2009** – Joe Mawhinney presented the Treasurer's report. Total income for January was \$40,807.11. Expenses were \$61,636.85. Net ordinary income was \$20,824.74. About 55% of tax increment receipts have been distributed. The second quarterly payment to the DLP was posted on this report. A year to date expenditure adjustment of +\$1,851.13 Payroll Taxes was paid and reported in January due to an underpayment of payroll taxes in the last quarter of 2008. The Treasurer's report will be filed for audit.

**Budget Changes** – The LDDA budget line item 9300 shows \$238,679 to be paid to the Trust Fund. Since the final taxable values of properties were greater than anticipated, the Board needs to adjust the LDDA budget to reflect this change, which is a difference of \$8,029. **Jerry Herring moved and Jim Verplanck seconded the motion to move \$8,029 to line item 9300 Tax Increment to Trust Fund, for a total of \$246,708. The \$8,029 will come from line item 6900 Unappropriated Surplus. Motion passed 5-0.**

The annual budget for 6100 Tax Receipts is \$325,426. The LDDA needs to add \$6,748 to that amount to reflect the increase in total taxable value. **David Hallock moved and Jerry Herring seconded the motion to adjust FY 2009 budget line item 6100-Tax Receipts to \$332,174. Motion passed 5-0.**

Anne clarified that the difference between the \$246,708 and \$332,174 is \$85,466, which is the real figure that the LDDA gets from the millage of 1.8744 mills. Essentially, the LDDA trades checks with the CRA (City Finance Department) when LDDA pays \$246,708 into the CRA Trust Fund and the CRA cuts a check to the LDDA for the allowance of \$203,493.

**December 31, 2008 Quarterly Report** – The quarterly accounting report from Baylis & Company was received and was in agreement with LDDA's records with the exception of \$1,851 in payroll taxes. See January 2009 above.

**DLP REPORT** – Julie Townsend reported that the theme for First Friday on March 6 is 80s Night. The winter edition of the DLP newsletter has been published and planning is underway.

for the next issue DLP is continuing talks on the redesign of its website Current membership is 150

**CITY COMMISSION REPORT** Jim Verplanck reported that the City Commission approved the TIF request for 115 S Missouri Avenue that was recommended by the LDDA acting as the advisory to the CRA

**CHAIRMAN'S REPORT** No report

**DIRECTOR'S REPORT**

**VisitFlorida Grant** – The Downtown Day and Night brochures will be mailed out this week A sample was included for Board members in agenda packets It highlights Downtown events and offers a variety of special promotions from Downtown vendors from March 1 through April 30

**Street Closing Meeting for 100 Block of South Kentucky Avenue** – The property owners and business owners met this week to talk about events and rules for street closures They will continue work to make events where streets are closed work as well as possible

**Retreat Summary** – Anne will review the summary to verify what work is to be done this year

**Bicycle Race** – Anne reported that Chris Bishop wants to do a Downtown bike race on May 16 A meeting will be held Tuesday February 24<sup>th</sup> to bring City staff (LPD Traffic Operations Parks & Recreation and Parking) together to hear Chris presentation

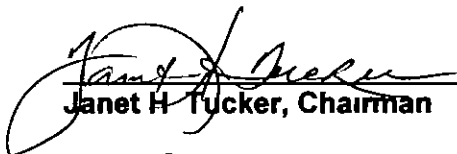
**Business Concern** – There has been some concern that a Downtown business is not in compliance with its operation plan that was presented to the City prior to opening Communication with that business about the issue has already occurred and it will be addressed again

**Ethics Violation Charge** – *The Ledger* reported in yesterday's paper that a union is alleging an ethics violation of Commissioner Edi Yates with regard to her firm's audit contract with the LDDA The union had requested numerous public documents from LDDA regarding the contract and those items were provided *The Ledger* did not contact the LDDA for comment on the story The LDDA feels that the accusations are baseless The LDDA has since received a public records request from *The Ledger* for the RFP and engagement letters

**NEW BUSINESS**

The meeting was adjourned at 1 00 p m

The next LDDA Board Meeting will be March 5 2009 from 8 – 10 00 a m in the City Commission Conference Room

  
Janet H Tucker, Chairman

3-11-09  
Date

  
Becky Abel, Administrative Assistant

3-6-09  
Date