

MINUTES

LDDA BOARD OF DIRECTORS MEETING City Commission Conference Room Thursday, November 6, 2003 8:00 AM

PRESENT: Chris McLaughlin, Jerry Herring, Jim Verplanck, Greg Mugg, Janet Tucker, Joe Mawhinney, Kevin Jones, Randy Mathews, Steve Scruggs, Anthony Tucker, Barbara Lipscomb, Glenn Higgins, Anne Furr, Becky Abel

ABSENT:

MINUTES: Jim Verplanck moved to accept the Minutes of the October 16, 2003 regular Board Meeting. Motion seconded by Greg Mugg. Motion passed 5-0.

Chris McLaughlin and Joe Mawhinney arrived.

LEDC HIGH TECH PRESENTATION Steve Scruggs, Executive Director, and Anthony Tucker, Economic Development Director of the LEDC showed a PowerPoint Presentation on attracting high skill firms to Lakeland. Steve explained the desires of typical high-knowledge workers – clean environment, many art, cultural and entertainment opportunities, outdoor cafes, good transportation, historic neighborhoods, etc. He stated that if any place in Polk County could meet those needs, it would be downtown Lakeland, as many of those elements already exist. Steve touched on approaches he and others are taking to learn about attracting high tech firms and the implementation of some strategies. He and some City officials are in the discussion / consideration phase of “wiring” part of the downtown area so that people can operate laptops and other electronic media wirelessly. Only two other cities in the US are currently so equipped, and he felt that would be a major attraction for high knowledge people and high tech firms to Downtown Lakeland. Steve stated that when Preservation Alley is finally completed, he hopes that the City / LDDA would have “a big party” to introduce that amenity to the public in general. Redeveloped alleys with cafes and stores along the way are very attractive to the demographic Steve described.

COMMITTEES: -

Design Review –

Certificate of Review Request:

- a. 107 W. Pine Street and 230 N. Florida Avenue: Jim Verplanck stated that this project is moving along. It now has its roof on. The committee met with the developer to discuss the site plan that includes landscaping, façade of the building at 230 N. Florida Avenue and the façade of the building at 107 W. Pine Street. A memorandum with details is attached at the end of these Minutes. **Jim Verplanck moved, and Joe Mawhinney seconded the motion to approve the site plan and landscape plan as stated in the Memorandum. Motion passed 7-0.**
- b. 223, 225 S. Florida Avenue – Twistee Treat signs: This request is for two signs for “Twistee Treat”. The signs will be 3’x5’ with an almond background. One sign will be on the south side of the building and one will be on the north side. One additional sign was requested for the Tampa Tribune, 3’x5’ on the south side of the building made out of individual plastic letters the same color as the existing ones on the building. The holes from the original Tampa Tribune sign were to be sealed. **Motion to approve this request made by Jim Verplanck and seconded by Joe Mawhinney. Motion passed 7-0.**

ERA REPORT DISCUSSION: One of the Year 1 strategies recommended is to create a property inventory of buildings for retail in downtown. Jerry Herring appointed a committee including himself and Chris McLaughlin, Chairman, to develop parameters of what information would be included in the database. A suggestion was made to investigate obtaining an intern or hiring a temporary employee to compile the data needed for a database.

A second strategy is to conduct a telephone or intercept survey to determine what mix of retail people want in downtown. Anne suggested that this might be a project that Florida Southern Marketing students could undertake.

A third strategy would be to create the retail recruitment package or list of action steps in pursuing desirable retailers. Janet Tucker was appointed to a committee to head up this effort. She and Anne will make arrangements to travel to Winter Park to find out what that city does to recruit retailers to its downtown.

CITY COMMISSION REPORT: Jim Verplanck reported that the Commission approved the request to remove the requirement that Molly McHugh's serve lunches. The Planning & Zoning Board approved the request prior to it going before the City Commission. He also reported that the new City Manager would start December 1st. The Regency Hotel renovation is on schedule to begin in December 2003 and the details of the Barnett Family Park are being finalized.

CHAIRMAN'S REPORT: Jerry Herring observed that more young people who grew up in Lakeland are returning to the area to live and work after getting an education and experiencing life elsewhere.

DIRECTOR'S REPORT:

Depreciation & Capitalization Policies – This item was included in agenda packets. Auditors Baylis & Company provided the policies statement for approval. **Janet Tucker moved and Greg Mugg seconded the motion to accept the Depreciation & Capitalization Policies as stated in the document. Motion passed 7-0.**

Trolley Ridership – Steve Githens, Director of the Citrus Connection, provided several charts in agenda packets. The total cost to operate the trolley is \$107,000 per year and is shared by FDOT, the City, and LDDA. Funding from FDOT is guaranteed through April 2005, and the City has a commitment to continue funding in FY 2003-2004.

Preservation Alley Cleaning - The alley is in dire need of cleaning. Hydraulic fluid has leaked from vehicles and some garbage has been thrown into the alley and has gotten ground into the pavement. Rick Lilyquist, Public Works Director, requested a quote for pressure washing the alley from the contractor that is under contract to do the streetscape cleaning and he was quoted \$600. Rick looked at the streetscape budget and felt that we had the money in the account to pressure wash the alley 4 times a year. We will need to include this cost in our CRA FY2005 budget if we want the cleaning to continue after this year.

Two-way Conversion of New York Avenue - The cost estimate totals \$132,235 (Lime to Main is \$86,860 and Main to Lake Wire is \$45,375). It is planned to include this project within the first five years of the new ten-year program, if feasible.

November Calendar – In agenda packets. Please note the second meeting in November (11/20) will be held in the Employee Relations Conference Room, next door to the LDDA offices.

Downtown Brochure – Brochures were distributed in agenda packets. The DLP produced the brochure with the help of Gus Palas and Crown Printing. 52,000 were printed. The cost was \$7,000.00, which was paid for by the LDDA from the monies budgeted in the FY2003 budget. Janet stated that the brochure was a bigger task than expected due to the large number of businesses in downtown. Please e-mail LeRoy Bradley at DTLKPS@aol.com with any corrections and additions. Because there are so many listings, Janet suggested that it might be a good idea to do a new map / brochure just for retail. No action was taken.

Chris McLaughlin was excused.

Florida Redevelopment Association 2003 Annual Conference – Jim Verplanck and Anne Furr attended. Jim felt that Tallahassee had a good recruitment packet for retail. We will try to obtain a copy from them. Jim stated that the consensus on the homeless issue is that agencies and cities need to work together to find solutions.

NEW BUSINESS:

Nominating Committee – Jerry Herring appointed Jim Verplanck as chairman and Greg Mugg and himself as additional committee members. The Nominating Committee met following the LDDA Board meeting.

Veterans' Parade – The parade kicks off at the Lakeland Center with a dedication of the Korean War Veteran Monument at 10:00 a.m., and will proceed along its route at 11:00 with activities in Munn Park till 1:00 PM.

Thank You from *TheLedger* – The Ledger thanked the LDDA for its participation in advertising in the new “Lakeland Magazine”.

Poinsettia Sale – As of this date, there are just two more days to order poinsettias from the DLP.

January 2004 dates – Because the first Thursday of the month is New Year’s Day, Anne proposed having the first LDDA Board meeting on Thursday, January 8 and the annual retreat on Thursday, January 15. Anne or Becky will follow up with Board Members to confirm that these dates will work for all.

Halfway House – Bruce Kistler informed Anne that a request had been made to have a halfway house for teens at 302 W. Magnolia. This is not in the LDDA boundaries, but one day will be. If approved, this would be a conditional use. **Joe Mawhinney moved and Jim Verplanck seconded that Anne Furr go to the Planning and Zoning hearing to state the LDDA position that a half-way house would not be a good use in or around the downtown. Motion passed 6-0.**
The meeting was adjourned at 10:10 AM.

The next regular LDDA Board meeting will be held on Thursday, November 20, 2003, at 8:00 a.m. in the Employee Relations Conference Room.

MEMORANDUM

TO: LDDA Design Review Board
FROM: Anne Furr
DATE: November 6, 2003

SUBJECT: 107 West Pine Street & 230 North Florida Avenue

Site Plan -

1. Required by City: wheel stops, irrigation system for all landscaped areas and trees shall be 8' high at time of planting
2. Fill in with viburnum or holly plants in beds where plants have died.
3. Move one magnolia from site on N. Florida Avenue to a site closer to the corner of N. Fl Ave and Pine St. (see drawing).
4. Add one Magnolia to holly hedge near the 4 parking spaces off of Pine Street.
5. Add yellow lantana to bed at corner of N. Florida Avenue and Pine Street, near asphalt fill in at back of bed with liriopse

6. Add viburnum to hide area around concrete pad for mechanical equipment near building at 230 N. FL Ave.
7. Add oleander plants in the planter box at southwest area of building.
8. Add two large container gardens with plants at south side (front) of building
9. All planting beds need to be cleaned of dead plants, plants fertilized and watered on a regular basis.

230 North Florida Avenue - Changes for the stand-alone building include:

1. Removal of all windows on north and south sides of the building
2. Close up two garage openings and remove support on east side of building (N. FL Ave)
3. Add new support beam to allow for two retail windows and door on east side of building (N. Florida Avenue). Two new windows will be two block courses higher than the floor level.
4. Design features added to roofline of building. Stucco corners will be built out to give some dimensional design.
5. Paint colors, awning and signage will be decided at a later date.

107 West Pine Street -

1. Paint colors to be approved: light gray for building, dark gray for accent on tall panel in the front of the building.
2. Stucco all areas of building that were painted block on the east side of the building