

**MINUTES**  
**LDDA BOARD OF DIRECTORS**  
**DOWNTOWN CRA ADVISORY BOARD**  
**City Commission Conference Room**  
**September 17, 2009**  
**8:00 a.m.**

**PRESENT:** Janet Tucker, Ford Heacock, Patricia Hendler, Jim Verplanck, Anne Furr, Becky Abel, Tamara Sakagawa, Jim Malless

**ABSENT:** Jerry Herring, David Hallock, Joe Mawhinney

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

**MINUTES:** Jim Verplanck moved to accept the Minutes of the September 10, 2009 regular LDDA Board of Directors / CRA Advisory Board meeting. Motion seconded by Ford Heacock. Motion passed 4-0.

**TREASURER'S REPORT:** Treasurer Joe Mawhinney was absent. Anne Furr gave the Treasurer's Report. In the Percent of Budget column, most items were in an appropriate percent range. 8700-Printing and Reproduction total budget is \$6,000 which we had planned to use in the process of printing new stationery and other items related to the new brand, but those dollars were not spent. Income for August was \$1,024.44 and year-to-date income was \$572,689.04. Expenses for August were \$16,679.74 and year-to-date expenses were \$560,002.03. The Treasurer's Report will be filed for audit.

**COMMITTEES:**

**Brand Campaign Committee:** Ford Heacock, Chairman, reported that fifteen proposals were received in response to the RFP for the campaign. The Committee met on Monday, September 14, 2009 to score the proposals. Three firms - Madden, SmartCreative and Third Wing - were short-listed and they will make presentations to the Committee on September 30<sup>th</sup>. Letters have been mailed to the twelve firms that were not selected and the three that were short-listed have also been notified.

**Downtown Farmers Curb Market Committee:**

**Insurance** – Ford Heacock would need to abstain from voting since his firm has offered a proposal for liability coverage of the Market. Without Ford, there is not a quorum for a vote, so this item is tabled until the next LDDA Board Meeting.

**DLP REPORT:** No report

**CITY COMMISSION REPORT:** Jim Verplanck reported that the City Commission had its final budget hearing on September 21<sup>st</sup> and that the police helicopter stayed in the budget, albeit with limited planned usage.

**CHAIRMAN'S REPORT:** Janet Tucker asked about scheduling a meeting with Don Nix, concerning street signs in Downtown with the new brand.

**DIRECTOR'S REPORT:**

**Grant Program for Signage** – The work on the mission and guidelines for a sign grant program has been on the shelf waiting for the addition of projecting signs to be approved in the Downtown. The guidelines call for reimbursing for the full cost of the design work, up to \$250, and for matching dollar for dollar the cost of fabrication, up to \$1,000. Local firms have stated that they would love the opportunity to design creative signs that, with the help of a grant, would be affordable to property owners. Under 8920.16-Programs, \$25,000 is set aside for this type of program. Anne has proposed that we use the sign grant program as a pilot on the

Cleghorn Building, 301 S. Florida Avenue. We should provide them with a list of eligible designers. We should add S. Florida Avenue as a preferred street for the selection process for the grant. The grant must be for a primary sign only. The sign must be removed if the business moves. The next step to move forward with a pilot is to contact Jack Cleghorn. **Patricia Hendler moved and Jim Verplanck seconded the motion to move forward with the Grant Program for signage on the Cleghorn Building as a pilot, with the changes, for a total cost not to exceed \$1,250. Motion passed 4-0.**

**Wayfinding RFP** – Anne reported that the final guidelines have been received from Kiku Obata, along with the workbook for signage. The workbook is what we'll give to designers. There is \$220,000 in the CRA budget to do the wayfinding system. Janet Tucker mentioned that she thought the term "Free Parking" should be "Public Parking".

**New Citrus Connection Bus Stops** – It was reported that the new covered bus stops in a couple of locations around the City are privately funded.

**Downtown Shopping Bags** – Anne would like to offer the DLP 300 bags for their luncheon and the Classic Car Show 500. **Patricia Hendler moved and Jim Verplanck seconded the motion to provide the bags. Motion passed 4-0.** Currently, the bags are being given out free to Farmers Curb Market customers who complete a survey. Anne asked that we delay giving out remaining bags to Downtown businesses until after the DLP Luncheon (October 7<sup>th</sup>).

**High Speed Rail Information Meeting** – Anne attended the meeting on September 16<sup>th</sup>. Display boards and a video made up the informational meeting. The Lakeland stop is to be decided.

**DOWNTOWN CRA ADVISORY BOARD:**

**Federal Building** – Tamara reported that two proposals were received in response to an RFP for the redevelopment of the Federal Building – one from Arabella's restaurant and the other from MidFlorida Credit Union. A committee has been appointed to review the proposals.

**NEW BUSINESS:**

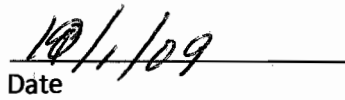
**Platform Art** – The theme of Platform Art Party #14 to be held on September 26<sup>th</sup> on Cedar Street in Downtown is Art and Architecture. USF Art and Architecture students were asked to design creative infill buildings in the older residential area of the Parker Street neighborhood. Platform Art will be leasing office space at 229 N. Tennessee Avenue.

**Eminent Domain** – A pre-trial hearing has been set and the trial is set for the week of October 5<sup>th</sup> concerning Beall's and Whitesides' properties. They have already received a payment but a jury will determine the value of their property. A third individual, Mr. Knight, has a problem with the title to his property and has been appointed an attorney ad litem.

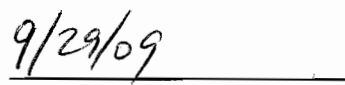
The meeting adjourned at 9:06 a.m.

The next regular LDDA Board of Directors meeting is Thursday, October 1, 2009 at 8:30 a.m. in the City Commission Conference Room.

  
Janet H. Tucker, Chairman

  
Date

  
Becky Abel, Administrative Assistant

  
Date