

**MINUTES**  
**LDDA BOARD OF DIRECTORS MEETING**  
**Employee Relations Conference Room**  
**Thursday, July 15, 2004**  
**8:00 AM**

**PRESENT:** Chris McLaughlin, Jerry Herring, Janet Tucker, Joe Mawhinney, Kevin Jones, Greg Mugg, Anne Furr, Becky Abel, Rachel Pleasant, Anthony Tucker

**ABSENT:** Jim Verplanck

**MINUTES:** Jerry Herring moved and Joe Mawhinney seconded the motion to accept the Minutes of the June 17, 2004 Board Meeting. Motion passed 5-0.

**LAKE MIRROR CLASSIC AUTO FESTIVAL:** Ford Heacock was unable to attend this meeting, but prepared a letter of request to the LDDA for funds to help with the Lake Mirror Classic Auto Festival, scheduled for October 15-17, 2004. Support requested: 1) Traffic Control as needed Friday and Saturday; 2) Overnight security on Friday at Lake Mirror Park; 3) Overnight security at the Orange Street Garage on Friday and Saturday; 4) Port-a-Johns as needed on Friday and Saturday; 5) Include the event on the LDDA Special Events Insurance Policy. Anne Furr stated that the event brought an estimated crowd of 25,000 people to the downtown last year. **Jerry Herring moved and Joe Mawhinney seconded the motion to approve the request as written, not to exceed \$5,000. Motion passed 5-0.**

**TREASURER'S REPORT:**

**June 2004** – Ordinary Income for June was -\$8715.22. Year-to-date income was \$60,542.33. Expenses for June were \$9,419.62. Year-to-date expenses were \$339,001.05. Anne pointed out that there was a change in the budgeted income for 6100-Tax Receipts. The correct figure should be \$216,788.00 and will be reflected on the July budget statement.

Some discussion occurred regarding the format of monthly Profit and Loss reports to the Board. A suggestion was that the budget and the variance may not need to be included each month, but included on a quarterly basis. It was decided that some samples of the types of reports available would be produced for the Board to examine and decide on which report format would be most useful. Becky will create sample reports for the next Board meeting.

**COMMITTEES:**

**Finance** – The Finance Committee has not completed the FY05 Budget and will meet again soon to finalize it. Becky will arrange a date and time. Joe Mawhinney said that the Committee recommends authorizing Anne Furr to negotiate for fees for the annual audit with Baylis & Company. **Greg Mugg moved to accept that recommendation. Motion passed 6-0.**

**Design Review Issued since June 17, 2004: 205 E. Orange Street, SouthTrust signs** – Anne reported that an approval was granted by the Design Review Committee to change the FloridaFirst signs to read SouthTrust. It is unclear how soon the Wachovia take-over of SouthTrust will be accomplished.

**DLP UPDATE:** In LeRoy's absence, Anne reported that the First Friday event in July was fairly well-attended. The block of businesses along Kentucky Avenue from Main Street to Lemon Street contributed about \$1500 of their own money to hire street performers, place an ad in *The Ledger* and create extra atmosphere in that area. There was less activity north of Main Street.

Anne also reported that J.J.'s restaurant does not plan to close, contrary to some rumors. The south portion of the old Jannabelle's will soon house a Blimpee's restaurant.

**CHAIRMAN'S REPORT:** Janet Tucker will compile the Executive Director Review comments into a summary and share the results with the Finance Committee as soon as possible. It is hoped that the results can be discussed at the August 5, 2004 Board meeting and voted on August 19. Janet requested that Anne conduct a review of Becky Abel in her position as Administrative Assistant.

**DIRECTOR'S REPORT:**

**Conferences** – Anthony Tucker of LEDC presented information concerning the Annual Leadership Trip scheduled for October 2004. Steve Scruggs traveled last year with The Tampa Bay Chamber of Commerce on the Annual Leadership Trip to San Diego, California to learn about their community. Steve was so impressed that he is returning this year with Anthony Tucker and asked Anne to go along with the Jacksonville Regional Chamber of Commerce. The trip will be a five day trip including travel October 18 – 22, 2004 (Steve is requesting that we travel on our own from Tampa and go on the 18<sup>th</sup> of October, the Leadership Trip actually begins on the 19<sup>th</sup>). The cost of the full fare with Jacksonville is \$2,095 (this includes 3 nights, if approved there would be 4 nights). There will be some price changes, so Anne is unsure at this time what the exact cost will be. If approved, the expense would come out of FY2004 which would require additional funds to line item #8400 from Unexpended Funds. LEDC would pick up some of the expenses like some meals and a rental car. **Kevin Jones moved and Joe Mawhinney seconded the motion to approve Anne's participation in this Leadership Conference not to exceed \$3,000.00. Motion passed 6-0.**

Secondly, the Florida Redevelopment Conference will be held in Hollywood, Florida September 22-24, 2004. Sessions cover retail recruitment, downtown housing, real estate acquisition for redevelopment and New market Tax Credits. Costs would include registration, hotel, parking, travel and meals. Board Members who would like to attend need to let Anne know.

**Kevin Jones moved and Greg Mugg seconded that Anne Furr attend the conference, not to exceed \$1,000.00. In addition, money shall be transferred from 6950 – Unexpended Funds to meet the cost of these two conferences. The amount to be transferred from 6950 to 8400 will be \$660.00, increasing the 8400 budget to an annual total of \$4,660.00. Motion passed 6-0.**

**Wayfinding Report** - The Review Committee short listed the 10 responding design consulting firms to three. Presentations before the Review Committee will be Friday, July 30, 2004 starting at 1:00 PM. The three firms are Cloud Gehshan Associates, Coco Raynes Associates, Inc. and Guidance Pathway Systems. Some Board members were unhappy with the process (Professional Negotiation Act) that is required for negotiating with the shortlisted firms. Anne will find out from Purchasing if it is possible to return to one of the firms if acceptable agreements are not reached going through the process with #1, #2, #3.

**Dates for Public Hearings on the LDDA Budget** – Tentative Budget Hearing –Wednesday, September 8, 2004 at 5:01 PM. Final Budget Hearing – Tuesday, September 21, 2004 at 5:01 Location – City Commission Chambers. It is imperative that all Board Members attend. Please put these dates on your calendar.

**315 West Peachtree Street** – An application for a conditional use to provide conforming zoning status for an existing 44 bed assisted living facility has been submitted to Planning & Zoning. The property is on the corner of Peachtree (Peachtree and Lake Wire Drive meet) and New York Avenue. The LDDA boundary stops at New York Ave., so the property is next to the LDDA. It would be in the area that we eventually will take into our boundary. A map with additional information was included in the agenda packet. The owners are concerned that the legal non-conforming use status of this business would be a problem if the building burned down. After some discussion, it was decided that the current usage is not in the best interest of the downtown. **Joe Mawhinney moved and Jerry Herring seconded the motion to direct Anne to write a letter to the Planning and Zoning Board expressing that we feel this would not be consistent with our vision of the area or surrounding uses. The motion passed 6-0.** Anne will attend the Planning and Zoning Board meeting where this topic will be discussed.

**Charter Real Estate Investment Group** – We received a letter from this group expressing their interest in the purchase or long term lease of our property at 321 S. Kentucky Ave. The Board recommended ignoring this letter.

**Southern Family Properties** – This property has been sold and is now owned by Barfield Bay Properties. Anne is attempting to make contact with the new owners to find out their vision for the properties.

**Hot Dog Vendor** – The LDDA office received a letter concerning the hot dog vendor in Munn Park. The cart is falling apart and a man named Ron Murphy has found that a new cart for the vendor would cost \$2,500.00. The LDDA does not have a way to assist the vendor at this time, but may have a process in the future. Anne will contact Mr. Murphy. The LDDA feels that this vendor is an asset to downtown.

**Herald Tribune Article** – An article from the Sarasota Herald-Tribune concerning a noise ordinance was included in agenda packets.

#### **NEW BUSINESS:**

**Platform Florida** – Anne received a thank you letter from Platform Florida. The group is planning to secure a venue in downtown for their September event. Any suggestions would be appreciated.

**205 E. Main Street** – The work on Dr. Kahn’s building is progressing. The plan is to have retail downstairs and office upstairs.

**117 S. Kentucky Avenue (formerly Helen’s)** – Some activity is occurring with this property – a potential lessor whose identity cannot be revealed yet. Anne shared that this may be the first business that may offer some service in Preservation Alley.

**Retail Suggestions** – Anne suggested that at the August 5<sup>th</sup> LDDA Board Meeting, Members be prepared to brainstorm suggestions for retail needs in our downtown. This would also include the retail needs of the Lake Mirror Tower.

**New Businesses in Downtown** – A staffing company is now occupying the space behind Twistee Treat – Envision HR. There is also a new staffing agency at 316 E. Pine Street. Gloria Brooke’s Garden Gallery will trade places with Fitz Gallery to allow Gloria’s two stores to be contingent. There is a new counseling business in the Mitchell’s building on the second floor.

The meeting was adjourned at 9:45 a.m.

**The next LDDA Board Meeting will be held on Thursday, August 5, 2004 in the City Commission Conference Room, 3<sup>rd</sup> Floor, City Hall, at 8 a.m.**