

MINUTES
LDDA BOARD OF DIRECTORS MEETING
City Commission Conference Room
March 19 2009
8 00 a m

PRESENT Janet Tucker Joe Mawhinney David Hallock Jim Verplanck Anne Furr Becky Abel Julie Townsend Glenn Higgins Doug Thomas

ABSENT Ford Heacock Jerry Herring Patricia Hendler

CALL TO ORDER Janet Tucker called the meeting to order

MINUTES Jim Verplanck moved to accept the Minutes of the March 5, 2009 regular LDDA Board of Directors Meeting Motion seconded by David Hallock Motion passed 4-0

TREASURER'S REPORT

February 2009 – Joe Mawhinney presented the Treasurer's report Total income for February was \$8 551 16 Expenses were \$22 652 59 Net ordinary income was \$14 101 43

It was noted that tax receipts were lagging compared to previous years In expenses a credit was shown in 8500 Insurance Liability following an audit 8760-Miscellaneous was credited \$46 47 for a banner that was paid out of 9770-Restricted Streetscape Expense The Treasurer's Report will be filed for audit

DOWNTOWN CRA ADVISORY BOARD Tamara Sakagawa was unable to attend today's meeting Anne reported that on Friday April 3rd Glatting Jackson's update of the Downtown Plan will be presented at the City Commission's agenda study at 10 30 a m (Jim Verplanck and David Hallock said they would be out of town) Bruce Kistler and staff will complete the Downtown sector plan and combine it with Glatting Jackson's update for a final report

COMMITTEES

CRA Strategy Committee Meeting Update – David Hallock reported that the Committee discussed the Glatting Jackson findings about future development being smaller scale and also the implications for the project north of the police station and the CRA's relationship with Feltrim Representatives from the CRA Strategy Committee will meet with Feltrim Group representatives to talk about the steps for moving forward The meeting will be in April after the Downtown Plan is completed

Design Review – 123 South Tennessee Avenue - Existing signs for DMA Engineering were approved to replace old signs in the same size and shape as before

Greg Sanoba requested a review of doors he proposed for his property Anne made a suggestion to Greg via e mail but has not heard back from him

Downtown Farmers Curb Market – The LDDA has received approval from the state to use the Peterson Building plaza for a Wednesday weekday market beginning Wednesday April 1 from 11 a m to 6 p m It is hoped that this offering will fulfill the needs of Downtown workers and weekday visitors Trinity Presbyterian Church has offered parking for vendors so we will be adding them as an additional insured We anticipate that many of our same vendors will participate in the weekday market as now participate on Saturdays

An incident occurred at the Market on February 28th where a vendor ultimately was asked to leave the Market as a result of his behavior An investigation was conducted consulting the Market Manager the vendor in question the Lakeland Police Department and several vendors who were present and near the area where the conflict occurred It was determined that the actions of Jim Luna Market Manager were appropriate in handling the situation A letter to the

vendor explaining the resolution of the situation has been sent by Palmer Davis Assistant City Attorney

George Harris Memorial Arch – Janet Tucker reported that an April 2 2009 dedication is planned at 5 p.m. Donors City Administration the Mayor and City Commission will be invited. A general invitation advertisement to the public will be published in The Ledger and promoted on the City's website and internally to all City staff. Music cookies and punch will be provided.

Retail Committee – Anne stated that the Board expressed a preference for its logo at the March 5 2009 meeting. Kiku Obata & Company created a detail study of the logo with two options for the font choices. Anne polled everyone in the room as to their preference. David Hallock liked option B but didn't feel very strongly either way. Julie Townsend also liked option B. Glenn Higgins Joe Mawhinney Becky Abel Janet Tucker and Jim Verplanck liked option A. Anne will get the preference of Ford Heacock Jerry Herring and Patricia Hendler. Once a preference is determined Kiku Obata & Company will create the standards book.

It was suggested by them that an unveiling event be planned where attendees will have an item with the new logo on it to take away from the unveiling. Janet thought it should be a grocery-style bag as requested some time ago by Downtown retailers.

Julie stated that it didn't sound to her as though anyone was excited about this logo. She thought that some seem to have just grown tired of the process and would accept anything just to get it over with. She suggested that people will not understand the design and that the LDDA should do a market test of the new logo and tag line. Board members agreed that the process had been drawn out and difficult. The latest design proposal was a different direction than we had been going and took a little time to embrace but all Board members present stated that the design appealed to them and could be interpreted in many positive ways. It appears as though it will reproduce well on a number of practical applications and has the ability to become a recognizable Downtown symbol. The DLP members who were on the Retail Committee in earlier months withdrew from the decision process and asked that the decision be made by the LDDA.

DLP REPORT Julie Townsend reported that although Spring Obsession was not a DLP event the DLP was pleased that it went well on March 14th. The theme for the April 3rd First Friday event is Bike Night and the Oncology on Canvas event on South Kentucky Avenue will also occur that night. FDOT will give out bike lights and helmets. There will be a children's bike parade around the Munn Park sidewalk hosted by Explorations V. Other related activities are in the works. The DLP is still working on its new website which will incorporate a searchable frequently asked questions feature. Julie has asked people to submit questions that should be included. The next issue of the DLP newsletter will be out soon. April 7th is the deadline to get information to Julie. Downtown at Dusk will be Tuesday April 14th at Linksters in conjunction with their one year anniversary.

CITY COMMISSION REPORT Jim Verplanck had no report.

CHAIRMAN'S REPORT Janet Tucker had no report.

CSX UPDATE Doug Thomas City Manager showed a DVD that was created to explain the summit on rail connectivity held by the City of Lakeland. Copies of the 10-minute presentation were shared with House and Senate members. Doug provided an update of legislative efforts in the House and the Senate. The House is proceeding with language that would remove the freight from Downtown Lakeland within eight years. There are several stops before the Senate bill gets to the floor and the City is watching this process carefully advocating for a date certain to remove freight. The Judiciary Committee has considered the language of alleviating freight in Downtown within ten years of the start of construction of the ILC in Winter Haven. CSX has said that the ILC will be built regardless of other action.

DIRECTOR'S REPORT

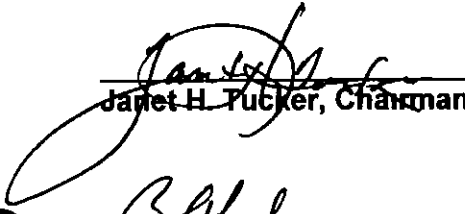
VisitFlorida Grant – The VisitFlorida \$5 000 matching grant has been received for the past three years. The dollars allow for the promotion of Downtown businesses in conjunction with activities of the area's museums in the form of discounts offered to participating customers. Applications are now being accepted for the FY 09-10 grant and Anne requested a vote by the Board on whether to move forward with this grant. It would mean that \$5 000 would be budgeted in LDDA's FY-09-10 budget for the matching dollars. **Jim Verplanck moved and Joe Mawhinney seconded the motion to approve the grant application. Motion passed 4-0.**

Winter Park Retail Article (Orlando Sentinel) – The article detailed some of the empty storefronts in Winter Park which has had a strong and enviable Downtown. The economic downturn is affecting even the strongest retail centers.

NEW BUSINESS None

The meeting was adjourned at 9:28 a.m.

The next LDDA Board Meeting will be April 2, 2009 from 8 – 10:00 a.m. in the City Commission Conference Room.



Janet H. Tucker, Chairman

4-2-09
Date



Becky Abel, Administrative Assistant

4-2-09
Date