

M I N U T E S
LDDA BOARD OF DIRECTORS
DOWNTOWN CRA ADVISORY BOARD
City Commission Conference Room
November 5, 2009
8:00 a.m.

PRESENT: Janet Tucker, Ford Heacock, Joe Mawhinney, Jerry Herring, Patricia Hendler, David Hallock, Jim Verplanck, Jim Malless, Anne Furr, Becky Abel, Tamara Sakagawa, Rick Lilyquist, Jeff Wood, Gordon Harper, Karen Kovach, Mike Miller, Soloman Wassef, Gerry McHugh, Eric Belvin, Teresa Maio, Julie Townsend

ABSENT:

CALL TO ORDER: Janet Tucker called the meeting to order at 8:00 a.m.

MINUTES: Jim Verplanck moved and Joe Mawhinney seconded the motion to approve the Minutes of the October 15, 2009 regular LDDA Board of Directors / CRA Advisory Board meeting. Motion passed 7-0.

HOOKAH: Janet Tucker recused herself as chairman and from any vote on this issue, citing a conflict of interest. The Planning and Zoning Board requested that the LDDA make a recommendation concerning Solomon Wassef's request to have his proposed hookah establishment stay open until 3 a.m. on Friday and Saturday nights and a recommendation concerning age restrictions. 3 a.m. is one hour later than stand-alone bars in Downtown stay open on weekend nights. Gerry McHugh (Molly McHugh's) had a concern about the ability to regulate and enforce the rules about the service of alcohol after 2 a.m. and also a concern about the 18-21 age group. Eric Belvin (Linksters) stated that having coffee available for people who have had too much to drink does not make them any safer to drive, just more awake. There is no law that bars must close at 2 a.m., but alcohol may not be served after that time. **Joe Mawhinney moved and Jerry Herring seconded the motion that the LDDA Board recommend to the Planning and Zoning Board that the 2 a.m. closing time be part of the conditional use and that the age restriction of under 21 be imposed only if the City Commission makes it a universal condition for all bars in the Downtown area. Motion passed 6-0.**

DOWNTOWN CRA ADVISORY BOARD: Tamara stated that Heather Huebener's last day was October 30. The Downtown CRA is working on a one-page document that will describe all of the development incentives in the CRA and the Enterprise Zone. Work is continuing to improve the process for development permitting. Tamara asked the Board what they would like to see. Comments were that the City's website where the process is described currently seems to be residentially oriented, but it is not as finely tuned for commercial developers. At the next LDDA meeting Tamara expects to have discussion on the Update Plan for Downtown and how to proceed.

COMMITTEES:

Brand Campaign Review Committee - Ford Heacock, Chairman, introduced Karen Kovach and Mike Miller from Third Wing Business Strategies, LLC, who were present to share their project plan, budget estimates and time line for the approval of the LDDA Board dealing with the brand campaign.

Third Wing Business Strategies, LLC – The most important goal to achieve is collaboration and coordination. Estimates on the budget were presented. The launch of the campaign will take about three months. During that period, collateral will be created for the post launch period. During the launch, the objective will be to get buy-in from stakeholders, and the post launch period will be to carry out the campaign. The budget will be between \$5,000 and \$10,000 during the launch in the first three months. The total estimated budget is \$43,200. Costs do not include any production, but it is planned that production will be sourced locally. Third Wing will be engaged in this project through September 2010. Billing will be

monthly and there will be a reduced hourly rate for the low-skill activities performed. Third Wing will meet again with the Brand Campaign Committee on November 18th. At that time, they will have estimates on new business cards and stationery. **Ford Heacock moved and Jerry Herring seconded the motion to approve the budget as presented. Motion passed 7-0.** At the next LDDA Board Meeting, an Agreement for this work between LDDA and Third Wing will be presented.

DOWNTOWN COMMERCIAL RECYCLING: Rick Lilyquist, Public Works Director, said that the City of Lakeland is submitting a pilot plan to offer commercial recycling in the Downtown starting in January 2010. Up to present, only cardboard recycling has been offered. Rick's department has worked out a plan that would be a pilot for which Downtown businesses can participate in the voluntary program. During the pilot period, there will be no cost to participants; at this time, there is not an estimate for costs after the pilot period is over. Evaluation of the pilot program will give the City information on whether recycling will help to offset some of the cost to pick up solid waste. There will be lockable 90-gallon containers provided at various locations in Downtown which will be picked up one time per week. The DLP has been briefed and Rick will take the idea to the City Commission on November 14th. **Ford Heacock made a motion to endorse the pilot commercial recycling program in Downtown. Motion seconded by David Hallock. Motion passed 7-0.**

Design Review Approval Since October 15, 2009:

115 S. Missouri Ave., FL Department of Revenue, wall sign, and face change on pole sign, approved.

101 W. Main St., Results Weight Loss, wall sign at entrance, approved.

225 S. Florida Ave., J.R.'s bistro, 3 wall signs, approved.

Downtown Farmers Curb Market:

Vendors Meeting – Patricia Hendler, Chairman, reported that we had good attendance at the vendor meeting where issues of vendor equity were discussed. We thought the meeting went well, but may have offended some of the vendors, so efforts are underway to reach out to them. There is a special emphasis to be pursued to buy locally grown fresh produce from farmers. Patricia stated that she'd been in contact with Urban Flats' chef, who would share contacts for local produce, and she's also initiated contact with the Combee farm in north Lakeland.

Dr. Scissorhands Carving Exhibition – The event raised over \$500 for Volunteers in Service to the Elderly, with auctioneer Steve DeBats of Lloyd's of Lakeland skillfully heading up that effort. Seven enthusiastic doctors carved 13 impressive pumpkins and their efforts are appreciated very much. Hall Communications provided activities for children and hosted a costume contest.

DLP REPORT: Julie Townsend, Executive Director, stated that the auction proceeds at the Annual Luncheon exceeded expectations. November's First Friday event theme is "Honoring Service", which includes not only veterans but other community volunteers. A Veterans Day celebration will be held Saturday. The newest "Downtown Dish" is being bound now and should be out very soon. Tuesday, November 10th will be a rally in Munn Park for Paula Dockery's campaign for governor. The "Brewz Crewz" event scheduled for February 2010 is being planned. Eric Belvin of Linksters is Chairman of the event committee. The Partnership currently has 143 members.

CITY COMMISSION REPORT: Jim Verplanck reported that the Lakeland Center has switched to Ovation Food Service as the new food provider at the Lakeland Center as of November 1, 2009.

CHAIRMAN'S REPORT: Janet Tucker, Chairman, would like LDDA to switch to use the services of local banks that have offices in Downtown. At Janet's request, Anne has initiated an inquiry concerning the rules under which the LDDA is bound.

Poinsettia Sales - Poinsettia ordering continues. There is still time to place orders. The proceeds of this sale will go toward a music budget for the Downtown Farmers Curb Market.

Nominating Committee - Janet appointed a Nominating Committee to select a slate of officers for the 2010 LDDA Board: Jim Verplanck, Jerry Herring, and Joe Mawhinney agreed to serve, with Jim as Chairman. The slate will be presented at a December LDDA meeting.

Executive Director's Review - The results of the Executive Director Review were very positive in favor of Anne's work in her position. David Hallock stated that he thought she should be cautious about carrying Board Members too much and he would like her to focus on the vision. Joe talked about selling what we have, with infrastructure in place, and focusing on the last 10% of Downtown details.

DIRECTOR'S REPORT

Wayfinding RFP – The RFP will go out November 10th and will be due December 10th. The Evaluation Committee will meet December 18th and the contract should be awarded in January. The requirements are very explicit. Respondents will fabricate signs across a range of styles. They will break down the costs for fabricating and installing each type of sign. Directory signs may be changed out once per year to update destinations. It is suggested that we add a production schedule for the signs. Directors suggested that some point values on the evaluation form be adjusted and to combine items "B" and "C". Janet Tucker appointed David Hallock, Joe Mawhinney, Jim Malless, and herself (as Chairman) to the Evaluation Committee.

Interlocal Agreement - The agreement between the CRA and the LDDA concerning LCRA dollars to the LDDA for work Downtown is being drafted by the City Attorney's office.

Molly McHugh's Off-Premise License for 11/25/09 Event – The city has a new process for off-premise alcoholic beverages. The LDDA is included in the approval process. Molly's will host a "Thanksgiving Eve" party on Kentucky Avenue, which will be closed between Main Street and Lemon Street. They will have a stage and a band but sidewalks will be open. Anne, on behalf of the LDDA, signed the application that LDDA is aware of the event and has no objection to its moving forward.

TRIM Compliance – Anne shared that LDDA received the letters from the state indicating that we met the requirements to be in compliance with the "Truth in Millage" act.


NEW BUSINESS:

AUDIENCE

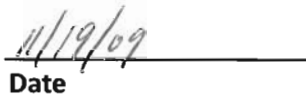
The meeting adjourned at 10:00 a.m.

The next regular LDDA Board of Directors meeting is Thursday, November 19, 2009 at 8:00 a.m. in the City Commission Conference Room.


Janet H. Tucker, Chairman


Date


Becky Abel, Administrative Assistant


Date