

MINUTES
LDDA BOARD OF DIRECTORS MEETING
City Commission Conference Room
Thursday, February 7, 2008
8:00 a.m.

PRESENT: David Hallock, Janet Tucker, Jerry Herring, Ford Heacock, Joe Mawhinney, Chris McLaughlin, Jim Verplanck, Anne Furr, Becky Abel, Justin Wilson, Heather Huebner, Julie Townsend, Glenn Higgins, Palmer Davis, Bruce Lyon, Eddie Kleissler

ABSENT:

MINUTES: Janet Tucker pointed out a typo where “the” should be “they” in the Design Review section of the January 17th Minutes. **Jim Verplanck moved to accept the Minutes of the January 17, 2008 regular LDDA Board of Directors Meeting with the correction. Motion seconded by Janet Tucker. Motion passed 5-0.**

DOWNTOWN CRA ADVISORY BOARD: Anne distributed a copy of the final Tax Increment Financing Selection Considerations. She asked the Board to review them to make sure there were no other comments or suggestions. There were no comments.

Chris McLaughlin and Ford Heacock arrived.

COMMITTEE REPORTS:

Design Review – 205 S. Florida Avenue, MIDFLORIDA FEDERAL CREDIT UNION, three wall signs approved.

DLP REPORT: Julie Townsend reported that ideas for a DLP newsletter were discussed at the most recent general meeting. A quarterly issue will be developed. The Spring Walkabout is scheduled for March 14. Pics on the Promenade is February 8th. In March, the First Friday will be in conjunction with Arts on the Park. Julie called attention to articles concerning the CSX issue in both *The Tampa Tribune* and *The Ledger*.

CITY COMMISSION REPORT: Jim Verplanck shared that the City Commission’s position on the CSX issue was clearly transmitted to the legislative delegation. The primary focus is to look at options for relocating the rail line out of Downtown Lakeland. The City Commission has asked that a resolution be drafted that is strongly worded and stated the community’s wishes for a comprehensive plan. As far as hiring a lobbyist – the LDDA does not have the dollars to work on that alone. Jim continues to feel that David Shepp has been doing a good job representing the City so far.

Jim reported that the zoning boundaries to the south of the Intown Bypass have been cleared up. C-6 zoning has been expanded to the east to include the former Coyne Laundry site all the way south to include Texas Cattle Company.

\$90,000 for Lakeland Vision has been approved. The Commission continues to believe that the visioning process is the best way to get a good snapshot of the will of the people for the direction of the City of Lakeland.

CHAIRMAN’S REPORT:

Ad Hoc Committee Assignments – Committee assignments were included in agenda packets.

CRA Strategy Committee – The Committee will meet immediately following this meeting.

DIRECTOR’S REPORT:

VISITFLORIDA Grant Budget – The memo from Craig Advertising itemized the costs for development and production of the envelopes, brochures and gift cards was included in agenda packets. The dollars for the final pricing are budgeted. **Motion to approve the budgeted expenditure of \$10,000 (line item 8920.18) – with \$5,000 from LDDA and \$5,000 to be matched in a grant from VISITFLORIDA made by Joe Mawhinney and seconded by Janet Tucker. The motion passed 7-0.**

Craig Advertising was not able to include the amount of money needed for professional photography, so Anne would like to use line item 8920.11-Photography to hire Scott Wheeler to perform this service. **Janet Tucker moved and Jim Verplanck seconded the motion to approve the use of line item 8920.11 for Scott Wheeler’s professional photography. Motion passed 7-0.**

Swan Development Advisors, Inc., Contract Extension – Task 1 and Task 3 were not completed last year and it is requested that the contract with Swan Development Advisors be extended until the end of FY 2008. The monies to cover the contract extension are in the CRA budget expenditures. The CRA has title to all the properties north of LPD. Task 1 included the completion of the eminent domain case. In March, a two week court block has been set aside for a jury trial to decide the value of Mrs. Beal’s property. Mr. Whitesides currently does not have an attorney. Mrs. Beall’s house has been moved to 418 E. Oak Street, because no permits were pulled for the foundation work on the destination property. Task 3 includes the D & D Agreement. **Joe Mawhinney moved and Chris McLaughlin seconded the motion to extend the Swan Development Advisors, Inc. contract through September 30, 2008 to complete the Tasks. Motion passed 7-0.**

Explorations V Children’s Museum Banners - Eddie Kleissler from Explorations V was present to share a redesign of the Children’s Museum banners, approved in concept at the last meeting. There was considerable discussion concerning the length of time the banners would be approved, how many lamp poles could be used, whether to allow banners on both sides of the street, and who would pay for what. **Jim Verplanck moved and Joe Mawhinney seconded the motion to allow the use of up to three streetlight poles on the east side of Kentucky Avenue (the same side of the street as the building). LDDA will provide the hardware. Explorations V will pay for the banners and the labor to put up the banners and supply maintenance. The approval will be renewable every two years. Motion passed 6-1.**

Reminders: Anne reminded everyone that the Boards and Committees Dinner is on February 19th at 6 p.m. Please RSVP either directly or to LDDA. The LDDA Retreat is scheduled for March 6th, 8 a.m. – 4 p.m. The location will be announced soon.

Ford Heacock stated that Drew Smith has committed to attend the next LDDA Board meeting scheduled for Thursday, February 21st to talk about what his company has done in other downtowns with infill projects.

NEW BUSINESS:

The meeting was adjourned at 9:01a.m. The CRA Strategy Committee convened following this meeting.

The next LDDA Board Meeting will be Thursday, February 21, at 8 a.m. in the City Commission Conference Room, 3rd Floor, City Hall.