

MINUTES
LDDA BOARD OF DIRECTORS
DOWNTOWN CRA ADVISORY BOARD
City Commission Conference Room
November 19, 2009
8:00 a.m.

PRESENT: Janet Tucker, Patricia Hendler, David Hallock, Joe Mawhinney, Jim Verplanck, Anne Furr, Becky Abel, Tamara Sakagawa, Ellen Simms, Karen Kovach, Jim Malless, Nancy Bernstein, George Bates, Julie Townsend, LeRoy Bradley, Glenn Higgins

ABSENT: Ford Heacock, Jerry Herring,

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

MINUTES: Jim Verplanck moved to accept the Minutes of the November 5, 2009 regular LDDA Board of Directors / CRA Advisory Board meeting. Motion seconded by Joe Mawhinney. Motion passed 4-0.

TREASURER'S REPORT: Joe Mawhinney reported that Income for October was \$3,249.97 and year-to-date was \$3,249.97. Expenses for October were \$35,534.43 and year-to-date, \$35,534.43. Net income was -\$32,407.71. In November, tax receipts will begin being deposited by the Tax Collector.

Budget Adjustment – An income line item (6450.13) and an expense line item (9750.14) need to be added to the budget for the poinsettia sales activity through the Farmers Curb Market. Also, line item 8920.12- Recruitment/Retention will have some nominal expenses in FY 2010, so the line item was retained in the budget. **Joe Mawhinney moved and Jim Verplanck seconded the motion to add line items 6450.13, 9750.14 and retain 8920.12. The budget should be changed to reflect \$5,000 in 6450.13, \$1,000 in 9750.14 and \$1,000 in 8920.12. These dollars (\$7,000) will be debited from 6950-Unappropriated Funds.** The Treasurer's Report will be filed for audit.

Quarterly Report – The Quarterly Report for July-September 2009 from Baylis & Company is a draft since the LDDA audit for FY 2009 has not been conducted. There are two small compatibility changes Baylis requested that LDDA make to its internal accounting, which will be done.

DOWNTOWN CRA ADVISORY BOARD: Tamara Sakagawa stated that work continues on the Downtown Plan Update and that the staff is working to clean up things that would not be clear to the public. A goal is to emphasize communication, clarification and collaboration. The Plan will be outlining smaller development projects rather than big new splashy ones. The CRA may consider doing an RFP for development of a city property. In addition, the CRA will work to develop small programs similar to the one LDDA did for backflow preventers. On the marketing and recruitment side, an inconsistent application process for large and small special events has been noticed. It is hoped that the Community Development Department will be a "test case" for a new website interface by June 2010 that will incorporate more modern capabilities than are currently doable. A comprehensive brochure that outlines the available incentives in the CRA area will be created. In governance, a road trip to a place like Delray, which is a good model, would be useful. An analysis of the review and permitting processes is planned. Concerning Infrastructure, there is little capital; the plan is to remain optimistic and open to new ideas and opportunities.

Tamara stated that she would prefer to have the CRA items on the agenda at the first meeting of each month so she won't have to rush back and forth from the Historic Preservation Board Meeting.

Patricia Hendler arrived at the meeting.

COMMITTEES:

Brand Campaign Review Committee: Karen Kovach, Third Wing, introduced George Bates, Third Wing's Creative Director, to give examples of the goals and objectives that Third Wing intends to accomplish with the Brand Campaign. The primary objective is to foster and grow the brand, bringing diverse groups together. George explained what is meant by the term "brand", that it is more than a logo, but an experience. The new logo to express the brand is not intended to be the LDDA's or any other group's logo, but rather a logo representing the Downtown experience. It will work almost like a way finder representing opportunity within a defined area. Any entity that has created its own logo will not need to give it up in order to incorporate and benefit from the Downtown logo. Third Wing will convey desirability and opportunity in a brochure and in an update to the look and connectivity of the LDDA website. Street banner designs ideas were shown. A poster template will be created that can be used as a direction and tool going forward. Other examples of the activities in the campaign being discussed are an affinity card program, bumper sticker prize patrol, and a geocaching program. These are examples of tactics that work well with stretched resources. Board members expressed the opinion that these efforts seem to be on the right tract to accomplish the brand implementation.

Design Review Approval Since November 5, 2009:

231 S. Florida Avenue, HomeBanc, wall sign on the east side, face changes on the north and south sides, approved.

Downtown Farmers Curb Market: Patricia Hendler, Chairman, stated that more farmers are beginning to show interest in coming to the Curb Market and we are continuing to work toward this outcome. She found a source for "heirloom pork" and would like to have eggs on a regular basis at the Market. She stated that the most recent Saturday Market had a lot of activity and looked busy.

DLP REPORT: Julie Townsend, DLP Executive Director, shared details of the many holiday events planned in Downtown including the Walkabout, Nick's Mix, First Friday, Holiday Fest, and photos with Santa and The Grinch. DLP is working with The Maguires of Lakeland to produce some videos with voiceover that can be used on the website. There are twelve new members in the last six weeks, which is a result of working hard to build membership. DLP is pushing an effort to have stores agree to be open on Sundays during the holiday season by planning activities and "church bulletin tweets", etc.

CITY COMMISSION REPORT: Jim Verplanck had no report.

CHAIRMAN'S REPORT: Concerning Janet's request that LDDA consider changing banks to a community based Downtown bank, a meeting has been scheduled with Joe Mawhinney and Anne to meet with the City Investment Manager Jeff Stearns on December 1st to discuss the issues related to changing banks and LDDA investments. Janet reminded everyone that the pick-up for the pre-ordered poinsettias is Monday, November 30th.

DIRECTOR'S REPORT:

Retreat – The Retreat is set for January 21, 2010, location to be announced. The Board felt that it should use Larry Ross as a facilitator again. Anne will contact him.

Hookah – Solomon Wassef attended the Planning and Zoning Board and a decision was made that his establishment should stay open no later than 2 a.m. on Friday and Saturday nights. There was no condition placed on an age limit. The conditional use was for Mr. Wassef at that specific location. He can't sell or relocate the establishment without coming back to the City for approval. He will go before the Commission at its December meetings for public hearing.

Traders Alley Dumpster Location – We are continuing to work on an arrangement for a Traders Alley dumpster. It has been determined that it does not have to have an enclosure.

Wayfinding RFP – A notice for the RFP for wayfinding appeared in *The Ledger* and appears on the LDDA website. Proposals are due back at 2 p.m. on December 11th to the Purchasing Department. The Wayfinding Review Committee will meet at 8 a.m. on December 18th to rank the proposals.

Commercial Recycling - A meeting concerning the Downtown pilot recycling program is planned for the January DLP general meeting. Public Works will have containers and discuss the plans. After that, block meetings with keys to the locked containers will be held to move the project forward toward a January 25, 2010 kickoff.

OTHER / NEW BUSINESS:

Mediterranean Restaurant – The property on the corner of S. Kentucky Avenue and Lemon Street (former Quiznos) should be open by mid-December.

Wayfinding – Karen Kovach asked if the new brand colors will be used in the wayfinding signs. The answer is yes, and the sign guidelines will be forwarded to Third Wing.

Downtown Street Signs – In thinking about branding Downtown, Anne met with Don Nix, Traffic Operations Manager. He said that an attachment could be placed on top of existing street identification signs that could contain the new Downtown brand. Another idea is to create a durable sticker of the brand and use it to cover the City’s swan logo on existing signs in the Downtown area. We will continue to explore street sign options.

AUDIENCE:

The meeting adjourned at 9:40 a.m.

The next regular LDDA Board of Directors meeting is Thursday, December 3, 2009 at 8:00 a.m. in the City Commission Conference Room.



Janet M. Tucker, Chairman

12-3-09

Date



Becky Abel, Administrative Assistant

12-3-09

Date