

MINUTES
LDDA BOARD OF DIRECTORS MEETING
City Commission Chambers
December 18, 2008
8 00 a m

PRESENT David Hallock Joe Mawhinney Jim Verplanck Janet Tucker Jerry Herring
Chris McLaughlin Anne Furr Becky Abel Julie Townsend Glenn Higgins Edie Yates
Bruce Kistler Justin Wilson

ABSENT Ford Heacock

CALL TO ORDER David Hallock called the meeting to order

MINUTES Janet Tucker moved to accept the Minutes of the December 4 2008
regular LDDA Board of Directors Meeting Motion seconded by Jim Verplanck
Motion passed 5-0

UPDATE TO PARKING & BUILDING HEIGHTS (FORM BASED CODE) Bruce Kistler
Current Planning Manager for the City was on hand to explain two new efforts The first
begins today with Glattig Jackson touring Downtown in preparation for their part of
updating the Downtown CRA Vision Plan The goal is to update the CRA plan and also
produce a Downtown sector plan that will be tied together The second effort is that the
City plans to approve a task authorization to hire Glattig Jackson to rewrite the zoning
code to a form-based code This will be an upgrade and will not throw out all old codes
There will be more design criteria up front

Jerry Herring arrived

Parking and height limits are hot-button issues that are sensitive for staff to
change A consultant with expertise in this area will look at a larger Lakeland picture on
these issues to create a oneness throughout the City Regulations will be built in that
are special to Downtown

Bruce was asked how much discretion this would take away from the design
review boards Bruce stated that they have to make sure that what they come up with
will not fight design review He said that the process will be similar to what we have now
There will be better up-front rules rather than throwing everyone into a PUD situation
They are considering more web interaction – where proposed ideas can be put on a
website and people will be able to weigh in on those ideas but that would not eliminate
public meetings Jerry Herring mentioned that high density should be encouraged in the
appropriate areas

Bruce was also asked how LDI's earlier work on building heights will be used
He responded that Glattig Jackson will not reopen that issue but will take that input
from the public meetings into account

The time frame on getting a draft of the larger form based code effort completed
is one year The Downtown component will be sooner than that We could initiate
changes to the Downtown code sooner than the one year for the draft Those changes

could be adopted into existing code and when the remaining code is complete the Downtown changes can be brought forward

LDDA AUDIT REPORT Tracy Kimbrough oversaw the audit for LDDA Tracy was unable to attend today's report so Edie Yates gave the report The audit is clean A petty cash reimbursement error was found in the amount of \$15 91 and corrected It was recommended that all cash reimbursement receipts be cancelled to deter possibility of fraud and be periodically reviewed for accuracy \$323 370 is the audited figure for LDDA's Unappropriated Surplus line item 6950 which will appear in LDDA's December 2008 Profit & Loss report Edie explained that the income received by the Downtown Farmers Curb Market from vendors is termed shared marketing costs because the dollars from vendors are pooled to help promote the Market The LDDA as a governmental entity deposits all funds into certified public depositories What that means is that those banks have to insure that they have safe investments for our deposits Jerry Herring recommended that an evaluation of our deposit accounts should be done Banks are paying less interest now It has also been suggested that LDDA may want to consider laddering CDs to produce more income

Anne stated that she would respond to the audit with a management letter as is done every year 2009 is the final year that Baylis & Company can perform the LDDA audit before we will have to go out for new audit proposals **Janet Tucker moved and Jim Verplanck seconded the motion to accept the audit prepared by Baylis & Company Motion passed 6-0**

TREASURER'S REPORT

November 2008 – Treasurer Jerry Herring reviewed November's income and expenses Total income for November was \$2 938 69 Year-to-date income was \$4 816 12 November expenses were \$23 126 11 and year-to-date expenses were \$55 313 59 Jerry noted that the DLP's grant totaling \$30 000 for the fiscal year is being paid \$7 500 quarterly Line item 6400 Interest income–Streetscape paid just \$ 72 in November interest on the \$93 677 20 in that account Jerry stated that the LDDA needs about \$100 000 from reserves to operate during the first quarter of each fiscal year until the tax receipt money comes in

Retail Recruitment (Branding) Carryover FY 2008 FY 2009 \$90 000 was budgeted for branding last fiscal year \$36 753 99 was spent by September 30 2008 Any unspent monies from a fiscal year go into Unappropriated Surplus so \$53 246 01 automatically went into 6950 Unappropriated Surplus At this time money needs to be moved into 8920 12-Recruitment/Retention to pay invoices related to the creation of the brand The FY 2009 budget has \$50 000 in line item 9500-Brand Implementation **Janet Tucker moved and Jim Verplanck seconded the motion to move \$5,000 from 6950-Unappropriated Surplus to 8920 12 Recruitment/Retention Motion passed 6 0**

Janet Tucker moved and Jim Verplanck seconded the motion to accept \$323,370 as the adjusted Unappropriated Surplus figure to be reflected on line item 6950 in December 2008 in accordance with the audit. Motion passed 6-0

COMMITTEES

Retail Committee – There was no report
Design Review –

117 Lake Beulah Drive, 5 Point Food Market, 3 wall signs The east west and north signs were approved

417 S Florida Avenue Hollywood Body Wraps, face changes The proposed sign was denied because it exceeded the allowed square footage Face changes were approved for the wall sign and the marquee with no telephone number

Transportation Advocacy – Jerry Herring Transportation Advocacy Committee Chairman and Anne have met with State Senator Paula Dockery to get recommendations on how to proceed using the funds we have for Transportation Advocacy They were energized by Senator Dockery's command of this issue She is working hard meeting individually with others in the legislature and sharing information A special session of the state legislature is called for January 5 16 2009 to cut about \$2 billion from the state budget There is a chance that the CSX rail proposal will die in the special session because of the budget crisis

Jerry stated that Rosemary Goudreau has submitted a proposal to be an advocate for the LDDA to promote strategic thinking and good public policy concerning freight and passenger rail LDDA has \$40 000 in the budget for this purpose Goudreau's proposal was for six months - \$75 000 contract with Goudreau that would include travel expenses Her proposal included additional money to be allocated for purchasing advertising and other expenses It is hoped that the Committee can negotiate the contract on a month-to-month basis The breakdown would be \$12 500 per month LDDA must be willing to be on board as the backer of Ms Goudreau's efforts Her writings and advocacy will not contain any slant only the truth and facts of the situation **Joe Mawhinney moved and Janet Tucker seconded the motion to authorize the Transportation Advocacy Committee to negotiate with Ms Goudreau within budget limits Motion passed 6-0**

DOWNTOWN CRA ADVISORY BOARD No report

DLP REPORT Executive Director Julie Townsend stated that the holiday events were over and that the Walkabout was a great success The Pansler Law Firm was pleased and talked about sponsoring the Walkabout again The January newsletter is in process First Friday's theme in January will be Celebrating Seniors In February it will be Open Mike night Also Read Lakeland has joined DLP and will sponsor the second Kiss the Pig event at the February First Friday The March First Friday theme is Back to the 80s The Lakeland Derby is scheduled to take place in April and the April First Friday will feature the Derby

CITY COMMISSIONER REPORT Jim Verplanck reported that the indoor skateboard park on Lake Mirror was approved as a conditional use Downtown investment firm Smith-Barney entered a float in the Lakeland Christmas parade and won an award

CHAIRMAN'S REPORT No report

DIRECTOR'S REPORT

Retreat Facilitator Contract – Anne shared a contract proposal from F & B Associates (Larry Ross) to be the LDDA Retreat Facilitator The contract is within budget **Janet Tucker moved and Jerry Herring seconded the motion to approve**

**the contract for \$1,700 fees for F & B Associates to facilitate LDDA's Retreat.
Motion passed 6-0**

Meeting Dates for 2009 – Anne shared a list of 2009 LDDA meeting dates

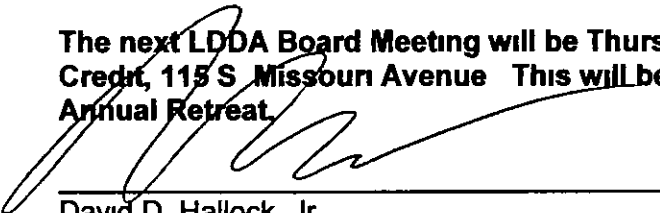
NEW BUSINESS

Nominating Committee – Joe Mawhinney Nominating Committee Chairman presented the slate of officers Janet Tucker Chairman Ford Heacock Vice Chairman Joe Mawhinney Treasurer The slate of officers will be presented at LDDA's Annual Meeting January 8 2009

Leases in Downtown – Jerry Herring reported that the Tampa Tribune and also Twistee Treat have indicated a desire to sublease their spaces in Downtown Jerry has Oppenheimer Funds coming in The Clonts Building has sold to Macon Tomlinson and Jerry will move his office to one of the lofts at Lofts on the Park

The meeting was adjourned at 9 45 AM

The next LDDA Board Meeting will be Thursday, January 8 2009 at 8 a m at Farm Credit, 115 S Missouri Avenue This will be LDDA's Annual Meeting as well as its Annual Retreat.



David D Hallock Jr
Chairman

1/8/09

Date



Becky Abel
Administrative Assistant

1/8/09

Date