

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

PRESENT: David Hallock, Janet Tucker, Jerry Herring, Joe Mawhinney, Chris McLaughlin, Anne Furr, Becky Abel, Julie Townsend, Justin Wilson, Lynn Schindler, Tamara Sakagawa, Glenn Higgins, LeRoy Bradley, Ellen Simms, Tim McCausland, Doug Thomas, Heather Huebner, Abby Starkey

ABSENT: Ford Heacock, Jim Verplanck

CALL TO ORDER: David Hallock called the meeting to order.

MINUTES: Janet Tucker moved to accept the Minutes of the July 17, 2008 regular LDDA Board of Directors Meeting. Motion seconded by Jerry Herring. Motion passed 4-0.

Chris McLaughlin arrived.

LDDA MILLAGE: Mike Brossart, Assistant City Finance Director, showed options for the rate of millage the LDDA will adopt. The existing rate is 1.9366 mills. If this rate is adopted, it would require a super-majority and would have to be advertised in the second budget hearing notice as a tax increase because there would be a revenue increase of \$3,023. The rolled-back rate would be 1.8744 mills (millage decrease). If that rate is adopted, it would require a super-majority vote and would have to be advertised in the second budget hearing notice as a tax increase because there would be a \$39 increase in revenue. The maximum rate allowed is 1.9412 mills (millage increase). If LDDA adopted that rate, it would require a super-majority and would have to be advertised as a tax increase since the revenue would increase by \$3,244. The statutory requirement of advertising a tax increase does not allow any explanation or text added to the form; it simply states that there is a tax increase no matter the amount or reason. The LDDA could adopt a "No-Increase" rate of 1.8735 (millage decrease - the highest millage possible with no increase in revenue). If this rate were adopted, a simple majority vote would be required. Since it is not an increase in revenue, there would not be an advertisement for a tax increase. The maximum millage allowed the LDDA is 2.0 mills.

STRONGMAN COMPETITION: Abby Starkey, The Chop Shop owner, shared information on the Strongman competition that The Chop Shop is organizing. It is a sanctioned athletic competition to be held on Saturday, August 9 from 11 a.m. to 6 p.m. This is a free event. The Board thanked her for her efforts sponsoring an event that brings more people Downtown and can be good for everyone.

Anne noted that this is the first event where there is a requirement that everyone who is affected by a street closure must provide a signature to show that they have been notified (whether they approve or not) of the event.

CSX UPDATE: Tim McCausland, City Attorney, and Doug Thomas, City Manager, were present to give a status report of the City's efforts in the CSX issue. The City has moved forward with hiring David Theriaque of Theriaque, Vorbeck and Spain to provide legal help for the DRI process. He is quickly getting up to speed with tours and education about the stakeholders. A presentation will be given to the region next Wednesday (8/13), which will be fairly limited in scope so we can be as effective at the region as possible. Secondly, beyond his

scope, the better opportunities for a good outcome for Lakeland lie in Tallahassee and in Washington, D.C. The City has been very active with its legislative delegation.

Doug Thomas stated that there is both a legal and a political strategy. There have been a variety of conversations with Mayor Buddy Dyer or Orlando, Senator Paula Dockery and Representative Dean Cannon the last few weeks and having joint discussions to make sure Lakeland's concerns are understood and trying to find common ground on solutions that will be a win-win situation for all concerned. Five points the City articulates are:

1. We are talking about a common effort, which is to connect Lakeland/Polk County, Tampa, and Orlando with an inner city commuter rail transportation system and communication of that support to the entire I-4 corridor. We are talking about the same efforts, not having one come at the expense of another.

2. State or Federal funding that acquires or develops rail corridors to reduce or eliminate long-term freight traffic through Downtown Lakeland. We continue to believe that the solution to that is to separate commuter from freight rail. The more freight on the rail, the less potential capacity there is for commuter rail.

3. In the event alternate routes for freight are found, we believe that will take some time. In the interim, we are looking to secure full funding of quiet zones, which will be about \$2 million dollars.

4. There is a definite disconnect between District 5, District 1 and FDOT central in Tallahassee. There has not seemed to be any coordinated planning efforts. We have asked for assistance legislatively and politically to have communication improved so that the districts and Tallahassee are not working at cross purposes.

5. We have asked for a definitive timetable in legislation and funding to accomplish the above tasks.

We are working to be as clear as possible about what our message is and to build consensus and coalitions. There has been activity all along, but we are in a breathing mode now so everyone is trying to step back and try to craft a solution that is in the best interests of everyone.

A question was asked if the effort to build consensus assumed the ILC would be located as proposed in Winter Haven. Doug said that there has been some legislative interest in expanding the District 1 study to consider the costs of rerouting if the ILC were located elsewhere. However, that is purely conceptual at this time.

It was asked whether there is anything LDDA or DLP could do to further the effort. Doug said that right now, there is not much that should be done as we are waiting for responses from the players. Jerry Herring shared that in terms of his business, every time there is media exposure, he has people shying away from purchasing or renting in Downtown and he asked if retailers had the same experience. Ellen Simms, FastFrame, said that DLP had toned down its rhetoric about the fifty-four trains to be in Downtown to focus more on the regional impact. Julie Townsend said that the media is less interested in the Downtown Lakeland impact, but more interested in the regional issues of bad planning and wasted spending. Ellen said that reporters have stopped coming to her shop since they are no longer getting feisty comments. As far as customers, she says that as more people have come to be supportive of Downtown, they are caring more about the regional impact of the proposed rail deal. Doug summed up to say that in order to have a coalition, the issue clearly has to be about more than the increased trains in Downtown Lakeland. The issue has evolved.

COMMITTEES

Finance Committee – Proposed FY 2009 Budget – Jerry Herring, Finance Committee Chairman, went through the proposed budget line by line. David asked that we show columns for each of the potential millage rates. **As Committee Chairman, Jerry moved adoption of the budget as proposed.** Discussion: There was a question about why the DLP newsletter

funding that was requested was excluded from the proposed grant to DLP. The Finance Committee stated that the \$30,000 budgeted includes \$8,000 for rebranding expenses, \$12,000 for First Fridays and \$10,000 membership matching, which is discretionary. These were the categories that the Finance Committee chose to fund. **Motion passed 5-1.**

Design Review Requests –

129 Lake Beulah Drive: The sign was approved after the phone number is removed.

115 S Missouri Avenue: The committee approved a flagpole at Farm Credit that will be 111' from grade. Anne contacted Lakeland Linder Airport to determine if a light on top would be required; it would not be. The flag will be lit at all times and will be monitored regularly for wear, to be replaced as needed.

Retail Recruitment Committee – August 1, 2008 – In Chairman Heacock's absence, David Hallock reported that the Retail Recruitment Committee had put out a Request for Proposals for demographic and other data about Downtown and potential retail. There were eight respondents that the Committee narrowed down to four. A response to the finalists will be delayed until the fourth quarter of 2008. The next meeting of the Retail Recruitment Committee will be on Wednesday, August 13 at 8 a.m. at Heacock Insurance. Kiku Obata and Kevin Flynn will be back to Lakeland on Sunday, August 24-Monday August 25. The Retail Recruitment Committee will meet with them for dinner on Sunday night. On Monday, they will meet with the DLP at 8 a.m. and the LDDA Board at 9 a.m., with other participants in the earlier focus groups having the opportunity to meet with them throughout the rest of the day and early evening. They plan to bring words and phrases back to the groups and offer the opportunity for participants to "vote" for their favorites with stickers on papers around the room. At this point in the process, there will not be colors or images – just words and phrases.

DOWNTOWN CRA ADVISORY BOARD: No action

DLP REPORT: Ellen Simms reported that August's First Friday "Dog Days" was successful. The theme in September will be a salute to educators with MidFlorida helping with give-aways. In October, the theme will include the new Lemon Street sculptures. The Downtown map reprint is underway and will be unveiled at the Oct 1st luncheon. The next *Downtown* Dish newsletter will come out in early October with a holiday emphasis. The International Male salon has closed.

CITY COMMISSIONER REPORT: Glenn Higgins, City Commissioner, reported that a first reading of a new non-solicitation ordinance took place at the August 4th meeting. There will be no exceptions for schools, clubs, public servants or anyone.

CHAIRMAN'S REPORT: David Hallock had no report.

DIRECTOR'S REPORT:

Lime Street Two-Way Conversion - The Lime Street two-way conversion started this week at Florida Avenue and Lime Street. The project is divided into three phases and each phase will take about eight weeks to complete. The project will include new streetscape sidewalks, antique street lights, landscaping, brick crosswalks, roadway resurfacing, traffic signal modifications and intersection improvements.

201 E Main Street, Wellcare – This item was withdrawn.

Recycling Computer Equipment - The LDDA had a monitor and a Gateway PC along with a keyboard and mouse that were no longer of use. The monitor had been a loaner from the City when our old one no longer worked. The equipment was sent to the City's computer

recycling. **Jerry Herring moved and Joe Mawhinney seconded the motion to approve that action retroactive to July 18, 2008. Motion passed 5-0.**

Streetscape – The Pilot Bank project included three majool palms. A Mistake was made in the planning and smaller palm will need to be planted in the southern planter due to the location of a traffic signal cross arm.

Letter – Anne distributed a letter from Bruce Lyon, Swan Development Advisors, Inc.

NEW BUSINESS: There is a contract on 229 N. Tennessee from an attorney who wants to close as soon as possible. He plans to have his office on the second floor and retail on the first. Marlon Lynn has purchased 210 E. Pine Street and plans to have his architectural office on the second floor and a restaurant on the ground floor.

AUDIENCE:

The meeting was adjourned at 9:46 AM.

The next LDDA Board Meeting will be Thursday, August 21, 2008 at 8 a.m. in the City Commission Conference Room.

David D. Hallock, Jr., Board Chairman

Becky Abel, Secretary