

REVISED M I N U T E S
LDDA BOARD OF DIRECTORS MEETING
City Commission Chambers
October 2, 2008
8 00 a m

PRESENT David Hallock Jim Verplanck Jerry Herring Chns McLaughlin Ford Heacock Joe Mawhinney Anne Furr Becky Abel LeRoy Bradley Julie Townsend Tamara Sakagawa Justin Wilson Heather Huebner Bruce Lyon Ellen Simms Fred Koehler Lori Powell Glenn Higgins Dan Stetson

ABSENT Janet Tucker

CALL TO ORDER David Hallock called the meeting to order

MINUTES Joe Mawhinney moved to accept the Minutes of the September 18, 2008 regular LDDA Board of Directors Meeting Motion seconded by Jerry Herring Motion passed 5-0

Chris McLaughlin arrived

COMMITTEES

Retail Committee - Committee Chairman Ford Heacock reported that a teleconference call was held with Tim Cox Anne Furr Ford Kevin Flynn and Kiku Obata following the review of the initial positioning statement with the Retail Committee on September 15th The Committee had felt that the initial position statement had not hit the mark and talked with the consultants about their concerns Kiku Obata & Company revised the position statement presentation that was shown to the Retail Committee on September 29th Ford walked the Board through the position statement with a revised First Person statement The Committee thinks it is a great leap forward Discussion The language in the presentation is aspirational – what we aspire to be There were descriptive statements of Downtown Lakeland in the presentation from the voices of both a resident and of a visitor The reference to Downtown Lakeland as a third place as distinguished from a person's work and home was a term that was liked It was suggested that we should be careful not to buy a package that sells Downtown to only one demographic young adults may need a soft sell emphasizing discovery and urban coolness while older adults may place more value on tradition and heritage The word authentic may be too strong of a sell for people who can determine authenticity on their own One person expressed concern that the statement Rich Traditions Artful Energy was not memorable Another person said to be careful not to be so trendy that when the trends evolve we would not be perceived as passé **Joe Mawhinney moved and Jim Verplanck seconded the motion to give a vote of confidence to the direction this presentation takes the branding process Motion passed 6-0**

TREASURER Jerry Herring stated that an estimate for eighteen new banners with the new name for the Lemon Street sculpture exhibit would cost \$836 42 Dollars would come from the 1160 Restricted Streetscape Expense **Jerry Herring moved and Jim Verplanck seconded the motion to purchase eighteen new banners on Lemon Street for \$836 42, with dollars from 1160 Restricted Streetscape Motion passed 6-0**

Jerry Herring moved that LDDA rescind the motion to partially fund LPD officers \$956 for the Downtown bike race that was cancelled Motion seconded by Joe Mawhinney Motion passed 6-0 The bike race was moved to Bartow this year due to a conflict with another event but the organizers would like to come back to Lakeland next year It is recommended that discussions start early so obstacles can be avoided The LDDA made a good effort to bring people together to work this event out In the future it is hoped that there will be fewer difficulties in approving events such as this one

DOWNTOWN CRA ADVISORY BOARD No Business

DLP REPORT Executive Director Julie Townsend stated that the Annual Luncheon and Auction was the day before and early calculations are that proceeds from the auction are on target to make their fund raising goals. On Friday October 3 First Friday's theme is Art Walk and has partnered with the Lakeland Outdoor Sculpture Invitational for the evening. Participants will be able to vote for their favorite sculpture. Additional activities include an art reception at Arts on the Park, the Oncology on Canvas show at J Rowan Galleries, and an oversized canvas on Kentucky Avenue for First Friday attendees to express themselves artistically. Kentucky Avenue will be closed between Lemon Street and Main Street and as usual shops will stay open late and there will be entertainment. There will be an historic walking tour on Saturday October 4. Keller-Williams Realty is sponsoring haunted houses for adults and kids on Friday October 24th. At that event DLP is participating by sponsoring a costume contest. There will be trick or treating at area businesses.

Ford Heacock said that registrations for participation in the Lake Mirror Classic were more than expected at this time and he is near capacity. He was very pleased. As the deadline nears he may have a waiting list of entrants.

Dan Stetson stated that the Polk Museum of Art has two upcoming events, one taking place the same evening as ArtWalk on Friday October 3 – Red White & the Blues – on Lake Mirror. He encouraged everyone to come on over after enjoying First Friday. Their other event is Death by Chocolate to be held on November 1st.

Dan suggested that the Mayfairies (who plan the annual Mayfaire event for the Museum) and Ford (for the Classic Auto Festival) collaborate on creating a handbook for people to use in planning large Downtown events.

CITY COMMISSIONER REPORT Jim Verplanck had no report.

CHAIRMAN'S REPORT David Hallock had no report.

DIRECTOR'S REPORT

Canvassing Board – The Canvassing Board (everyone but Joe Mawhinney who is a candidate for re election) will meet at 6:30 p.m. on October 7th in the City Commission Conference Room to count the ballots. All voters should get an absentee ballot between now and voting day or vote in the City Clerk's office on Tuesday October 7th.

Farmers Curb Market Insurance Proposal – Jim Luna has been added as an additional insured along with the city and the state building. The annual premium is \$1,151.19. There have never been any claims on the Farmers Market operations. Ford Heacock stated he had no problem with LDDA rejecting the terrorism coverage. The proposed coverage is effective October 15, 2008 – October 15, 2009. **Joe Mawhinney moved and Jerry Herring seconded the motion to approve the liability insurance proposal in the amount of \$1,151.19 offered by Heacock Insurance. Motion passed 5-0** (Ford Heacock abstained.)

Annual Audit Engagement Letter – Baylis & Company has sent an engagement letter for the performance of LDDA's FY 2008 audit. This is the last year that we are able to use Baylis & Company for our audit without going out for bids again. (Since Baylis & Company principal Edie Yates is a City Commissioner we will need an opinion from the City Attorney on whether Baylis can be considered for the audit in FY 2009.) Their fees are in line with last year and are not to exceed \$8,500. **Jim Verplanck moved and Jerry Herring seconded the motion to sign the engagement letter allowing Baylis & Company to perform LDDA's audit for FY 2008. Motion passed 6-0**

FRA Award – Anne said that if anyone would like to attend the FRA Awards Luncheon on October 22nd in Tampa for the Roy F. Kenzie Award the residential redevelopment project was

awarded for its approach funding and partnerships LDDA would pay Anne will find out who may be going for the lunch

NEW BUSINESS The Oats Building has been sold by Jerry Herring to Lakeland Regional Medical Center LPMC will be moving its Downtown operations from the MidFlorida Tower and will add other LPMC offices Seventy-one parking spaces in the Suntrust parking garage and eighteen spaces on site total eighty-nine parking spaces for the building Jerry was pleased that the building would have an owner that would care for and preserve the historic building

Jerry has leased the Coyne Laundry Building on the north side of Lake Mirror to a tenant who will have an indoor skateboard park and BMX facilities

The meeting was adjourned at 9 01 a m

The next LDDA Board Meeting will be Thursday, November 6, 2008 at 8 a m in the City Commission Conference Room The October 16, 2008 meeting has been cancelled


Janet H Tucker, Chairman 1-22-09
Date


Becky Abel, Administrative Assistant 1-26-09
Date

REVISED 1/20/09