

## MINUTES

### LDDA BOARD OF DIRECTORS MEETING CITY COMMISSION CONFERENCE ROOM Thursday, August 7, 2003 8:00 AM

**PRESENT:** Kevin Jones, Joe Mawhinney, Janet Tucker, Chris McLaughlin, Greg Mugg, Jerry Herring, Jim Verplanck, Anne Furr, Becky Abel, LeRoy Bradley

**ABSENT:**

**MINUTES:** Jim Verplanck moved to accept the Minutes of the July 24, 2003 regular Board Meeting. Motion seconded by Janet Tucker. Motion passed 4-0-1 (Chris McLaughlin abstained).

Joe Mawhinney and Greg Mugg arrived.

#### **COMMITTEES:**

**Finance\* - Proposed FY 2004 LDDA Budget** – Kevin Jones went over the FY 2004 budget proposed by the Finance Committee. Several items were highlighted. Tax Receipts: The preliminary value of taxable property in the LDDA area (supplied by Property Appraiser) is \$117,028,846. This figure is multiplied by 95% and applied to the millage rate of 1.956 mills. Final figures from the Property Appraiser will be out in mid-October. FY 2003 Tax Receipts are higher than budgeted due to 100% of payments collected from taxpayers. Changes from last year include Salaries: Executive Director's salary would be increased by 1% to reflect the City's COLA, and 5 additional paid vacation days. Administrative Assistant's salary would be increased a total of 6% - 1% COLA and 5% equity. Retirement: Employer's contribution would be raised to the maximum of 15% from 10.99%, with a cap of \$9,000. Contract Services: This category includes \$1,500 for Retreat Facilitator, Part I - Blight Study - \$17,700, Part II – Expansion Area Redevelopment Study - \$22,730, and Part III- \$6,360 for redevelopment plan from Florida Avenue east to the In-Town Bypass), and \$1,500 for the Executive Director's review. Computer Services will be a new line item that will include updating the Quickbooks software, networking for two office computers, the purchase of a laptop, and a new P.C. and monitor through the City. Marketing: Includes \$31,000 request from DLP, \$10,000 for four *Ledger* tabloid ads and four ads for the new *Lakeland Magazine* that *The Ledger* will be printing and mailing quarterly to high-end homes in Lakeland. Tenant recruitment in the amount of \$30,000, and Programs, \$20,000 include the Volunteer Monument Maintenance Trust Fund, signage and internet marketing. Events include the Fall Festival and the Lake Mirror Classic Auto Festival.

#### **Design Review\***

##### **Certificate of Review Request:**

- a. **101 W. Main Street – Amedisys sign** – A request had been submitted by Dixie Signs for Amedisys Home Health Care. Chris Smith of Dixie Signs simplified the design and logo of the company to read “Amedisys” in greenish trovicel letters with a gold circle design and a green dot. The sign would be placed on the north side of the building. The Committee recommends approval. **Jim Verplanck moved to approve the request. Greg Mugg seconded the motion. Motion passed 7-0.**

**Downtown Park & Ride** - Anne Furr stated that the site is ready, but due to all of the recent rain, they are behind schedule. Jerry Herring reported that it looks like more people are riding the trolley as time goes by. Anne stated that she would like to reconvene the original committee to evaluate the Park & Ride plan now that more than three months of operation has been completed. (Where are we? Where do we want to be?) A meeting will be scheduled. Kevin stated that some people had related to him that the site did not feel as secure as they would like. It was thought that with the increased activity

of the new elementary school in the vicinity that vagrants would be discouraged from hanging around the area of the parking lot.

**CITY COMMISSION REPORT:** Jim Verplanck reported on the most recent City Commission meeting. He shared some detail about the Regency redevelopment and that the Mercer Group had been hired as a search team for a new City Manager. He expects the City Manager search process to go very quickly. The In-town Bypass is still scheduled to have Phase I complete between Thanksgiving and Christmas this year. Rodda Construction has been selected to do the work for the Lake Mirror Park and for the Peggy Brown Building. Kevin Jones had some concerns about the eastern entrance to downtown after Main Street is closed around the north of Lake Mirror. Jim said that some improvements would be made as Lime Street becomes two-way. Anne will contact Public Works about signage for downtown off of the In-Town Bypass.

**CHAIRMAN'S REPORT:** Jerry Herring asked that Becky reconvene the Trolley Committee to meet in the near future. Jerry appointed Joe Mawhinney to head a committee to create criteria for an incentive program to recruit successful retailers to downtown.

**DIRECTOR'S REPORT:**

**Florida Redevelopment Association Annual Conference – Tampa**-Included in agenda packets was information about this conference. Anne stated that she would attend and that Tammy Sakagawa was planning to attend. Any Board members who are interested in selected workshops should let Anne know so she can coordinate registration.

**Blight & Redevelopment Study** – A kick-off meeting with Glatting Jackson has been scheduled for Monday, August 18 at 2:30 PM. Joe Mawhinney and Jerry Herring have been asked to attend, along with Anne and other key staff.

**Executive Director's Review** – All Board members should have received a survey in the mail from Larry Ross. Please remember that he will be at the September 18, 2003 meeting to present his results and all Board members need to be present for that meeting.

**LDDA Board Election** – Copies of the letter sent to property owners from the City Clerk were included in agenda packets. Anne reported that Jerry Herring and Janet Tucker have decided to run for re-election to the LDDA Board. A few other people have inquired about the Board positions and the election. There will be an election only if there are more than two candidates who qualify for the two positions. Candidate qualifying is from noon August 18 – noon August 22. The ballots will be mail-in ballots, and must be received at City Hall by 5:00 PM on Tuesday, October 7. Board members (except Janet and Jerry) will act as the Canvassing Board. Anne will keep Directors informed as people express interest in the Board positions.

**Design Review** – Anne met with Randy Mathews, Lynn Ann Schindler, Tammy Sakagawa and Steve Bissonnette regarding procedures for the various design review boards. Palmer Davis, Assistant City Attorney, will be meeting with the group tomorrow.

**NEW BUSINESS:**

**Tax Receipts:** As noted above, tax collections are at 100%.

**The meeting was adjourned at 9:25 AM.**

**The next regular LDDA Board meeting will be held on Thursday, August 21, 2003, from 8 a.m. – 10 a.m. in the City Commission Conference Room.**