

MINUTES

LDDA BOARD OF DIRECTORS MEETING CITY COMMISSION CHAMBERS Thursday, March 13, 2003 8:00 AM

PRESENT: Jerry Herring, Greg Mugg, Kevin Jones, Jim Verplanck, Janet Tucker, Joe Mawhinney, Chris McLaughlin, Rick Barber, Barbara Lipscomb, Don Haver, Anne Furr, Becky Abel

ABSENT:

CALL TO ORDER: The meeting was called to order by Jerry Herring at 8:00 AM.

MINUTES: Jim Verplanck moved to approve the Minutes of the February 27, 2003 Board of Directors' Meeting. Motion seconded by Janet Tucker. Motion passed 7-0.

LAKELAND VILLAGE: Rick Barber, Drummond Company, presented the conceptual plan for the new development in southwest Lakeland called Lakeland Village. He distributed a site plan map indicating the general layout of the development which plans to include large and small retailers, restaurants, a Cobb Cinema, a grocery store and other amenities. Future plans include additional outparcels and a housing component (apartments or condominiums). The development will be located behind the existing two hotels on the west side of Harden Boulevard, across from Oakbridge Shopping Center, and north of Frontage Road by the Polk Parkway. There would be a connector on Frontage Road and an entrance to the north of the existing hotels on Harden Boulevard. Board Members noted that the new development is 5-10 minutes from downtown. Many comparisons of this project were made to the Winter Park project, Winter Park Village. In particular, the city of Winter Park had at first been concerned that the new Winter Park Village would draw visitors who would otherwise visit Park Avenue. Time has shown that after an initial decline, the new development inspired some improvements and a rebound of business in the established Park Avenue area. Mr. Barber promised to keep in mind that prospects that are unable to commit to his new development might be interested in the downtown as an alternate location. Mr. Barber expects ground to be broken in early 2004 on this new development.

COMMITTEE REPORTS:

Downtown Park and Ride – The new fence bordering the property is up, and we are moving toward the construction of the shelter. Jerry asked that the Board grant Anne and Jerry permission to select a contractor to construct the slab and sidewalks to be associated with the shelter. Bids are currently out for that work. **Janet moved to allow Jerry and Anne to select a contractor for the slab and sidewalk from the bids received. Motion seconded by Joe Mawhinney. Motion passed 7-0.** The brochure describing the Park & Ride is in the draft stage and should be complete soon. It will go home with employee paychecks. It is designed with an insert that contains a map and details about the stops and trolley schedule. Anne had been investigating the purchase of brochure holders for businesses to display the new brochures. Janet stated that she thought the DLP had previously bought some holders and she would investigate. The sign materials are on order, and once the materials arrive, it would take two weeks to get them fabricated, placed and begin the Park & Ride service. It was suggested that the west side gate be locked and the church be given the combination or a key so that they would have access to the lot after hours or on the weekend.

Flags and Flowers – Jim Luna, his partner Russell, Anne, Janet, and Pam Page walked Main and Pine Streets to decide where the expanded project's 80 containers should be placed. There will be 32 containers on Pine and 48 on Main, running from Massachusetts to Florida Avenues. The maintenance costs had previously been underestimated. Janet requested permission from the Board to amend the CRA budget for maintenance (operating) to reflect the new costs through this fiscal year. **Kevin Jones moved that we move \$7,000.00 from CRA unappropriated funds to container garden maintenance. Motion seconded by Jim Verplanck. Motion passed 7-0.** The provision for businesses that wish to add containers before their street is due to have the containers placed can go into

effect by request. A letter will be created that will explain the details. The cost for a business would be \$200 for a container and \$100 for maintenance. When the project reaches its street, the business would be reimbursed the \$200, but not the maintenance fee.

Design Review – Certificate of Review Requests

- a. 225 E. Lemon St., Peterson & Myers – two wall signs. One sign is located on the east side of the building, facing Kentucky Avenue, and the other sign is located on the south side of the building, facing Orange Street. In both instances, the letters are to be black. The committee recommends approval. So approved 7-0.
- b. 307 W. Main St., Turkish Rugs Direct. Owner Don Haver was present to agree to the suggestion that the verbiage be reduced on the requested wall sign. The sign is 25 square feet in size. The committee recommends approval as revised. So approved 7-0.
- c. 510 N. Florida Avenue, DeReus Groves. The sign is a message board (4' x 10') with a white plastic background to be placed on the east side of the building facing Florida Avenue. Randy Mathews suggested that DeReus paint the east door the same color as the building to provide better visibility without as many distractions. The committee recommended approval of the sign. So approved 7-0.

LDDA ACTION PLAN:

Retail Study – Janet Tucker reported that she, Anne, and Tammy Sakagawa met with retail consultant Tom Moriarity last week. Several elements of the proposal are not complete. Tom tentatively plans to be at a future Board meeting to explain final findings, but the date has yet to be determined. Joe Mawhinney and Anne will collaborate to write a letter requesting completion of the work to be moved forward. One concept that has been emphasized is that locally successful businesses be encouraged to come to Lakeland's downtown, instead of considering chain or "big box" retailers. Janet suggested that Greg's Hallmark would be a nice downtown addition, and she has a contact with that store and she will pursue it.

Website – Chris McLaughlin reported he, Anne and Becky Abel met with Steve Long, Eric Vaughn and Mike Kennon concerning options for the LDDA website. A second meeting was held with Eric, Mike, Chris and Becky and others on the City IT staff concerning a demonstration and the possibility of using Novagov, the software the city purchased for its website. The hope is that the LDDA can "piggy-back" onto the license the city owns for this software, while creating an independent site for LDDA with our current domain name. Joe Mawhinney stated that the Special Act that created the LDDA specifies that the LDDA is an agent of the city, and therefore should be considered eligible to be a part of the license agreement. Negotiations will proceed to reach that agreement. Otherwise, the separate licensure agreement for LDDA to use the software would be \$19,000. Chris and Becky were given a demonstration of how the software works and had questions answered. If the LDDA wants a different home page layout from the city's template, then there would be a \$2,500 cost to work up a design. If LDDA chooses to use the same layout with just different text, graphics / pictures, colors, etc., then there would not be a set-up charge. There would be no hosting fees. (LDDA currently pays Allnet Consulting \$50 per month for hosting and hourly fees as necessary for upgrade and certain data entry.) There would be no software upgrade fees with Novagov, as the city is on an annual update plan with the software provider. Technical questions could be answered by in-house personnel and would not incur a charge. Chris suggested that we might choose to spend some money on metatags, which would direct people to the LDDA site via keyword combinations. Janet suggested that we make sure that we are registered with various search engines like "Google". Further discussing and information gathering will continue.

Parking on Tennessee – Kevin Jones reported that the proposal by the DLP parking committee to create angled parking on Tennessee was deemed "not possible" by the city, due to various concerns. Kevin stated that he had done some research concerning the potential of demolishing the Federal Building and making it into a parking garage. His idea is to have lower level retail with a couple of parking levels above. He anticipates that architecture could be construed to match neighboring buildings so there would be a contiguous look, with entry off of Preservation Alley. When the Federal Building is released as surplus by the government, it is first offered to homeless services, then to local area governments. If it came into the hands of local officials it is anticipated that there would be a good deal of opposition to demolition of the building, including those on the LDDA Board. This issue will be discussed as issues develop in coming months.

Chris McLaughlin brought up that the parking area property behind the Terrace Hotel is required to be landscaped, but that requirement has never been enforced. He stated that the time had come that enforcement should be carried out. The Board agreed by consensus.

CHAIRMAN'S REPORT: First, Jerry Herring reported that *The Maddox Report* magazine had a very good article recently about Polk County. He passed around a copy. Second, Jerry indicated that it is a good time for a field trip for the Board and appropriate city personnel. Winter Park would be a good location to visit. This will be explored for the near future. Finally, Jerry asked that each Board member give a report on his / her area of responsibility at the next meeting. The areas of responsibility were assigned at the retreat in January.

CITY COMMISSION REPORT: Jim Verplanck reported that the motel on Lake Mirror is almost totally gone and that soon the surrounding properties the city obtained would be razed also. The Regency project is continuing to move forward.

DIRECTOR'S REPORT:

Property Database – We are continuing to explore options. Brent Philpot is no longer available to do the work for us. When we have determined how to do the task, we will then decide who will perform the work and decide on a budget.

LDDA Website – See above. Anne noted that a proposal was received from Allnet Consulting. We have investigated the Microsoft Front Page software and Becky has seen a demonstration of the LEDC website and administrative function (using Front Page). These options will be explored further if the option with the City does not work for us.

Lime Street Two-Way FY 2005 – The City has provided dollars in fiscal year 2005 for two-way traffic on Lime Street.

Demitri's Deli – A new restaurant on South Florida Avenue came before the City Commission on March 3rd to request permission for a beer and wine license. The City approved the request.

Lemon Street Promenade banners – Lemon Street has banners on every other pole between Massachusetts Avenue and Florida Avenue (18 total). Some of the banners need to be replaced because they have been removed. Each banner costs \$48.00. Dollars need to be allocated for the banners, brackets, poles and man-hours to replace these banners. The money would come from the streetscape savings reserve – line item 1180. **Jim Verplanck moved and Janet Tucker seconded that \$200 be appropriated from unappropriated surplus for banners, material and labor. Motion passed 7-0.**

Streetscape Tennessee Avenue – Between Pine & Bay – The work began on Monday, March 10th on the north end of Tennessee at Bay. They began on the west side constructing new curbs. The streetscape will be a 12' sidewalk with pavers, trees and historic streetlights. The angled parking will be replaced with parallel parking. A machine that measures the levels of vibration from the equipment is monitoring the work. Pictures and videos have been taken inside and outside the buildings to establish the existing condition of the buildings. Anne has met with owners to keep them informed. This is part of the intermodal, so does not come from CRA dollars. There was some concern about a driveway on the east side of Tennessee. Anne has discussed options with the property owner.

NEW BUSINESS:

Ledger Tabloid March 6, 2003 – Anne showed the tabloid insert that appeared in *The Ledger* on March 6th. The focus of the LDDA article was the upcoming Lemon Street Celebration.

Presentation Board Relating Downtown to Lake Mirror Park Plan – Glating Jackson is creating a larger map of the Lake Mirror Park Plan that relates the downtown to the park. The total cost of the presentation board would be \$1160. Anne recommended that we ask that the CRA allocate half of that cost (\$580.00) to help pay for the board. **Greg Mugg moved and Jerry Herring seconded that we allocate \$580.00 to pay half the cost for Glating Jackson to create a presentation board that includes downtown in relation to the Lake Mirror Park Plan. Motion passed 7-0.** These funds would come from unappropriated surplus funds in the CRA.

Conference in Winter Haven – Anne asked the Board for permission to register for the conference scheduled for April 10-11, 2003. The cost for both days is \$50. **Greg Mugg moved and Jerry Herring seconded authorizing Anne's attendance at the Main Street Winter Haven conference. Motion passed 7-0.**

Conference in Memphis – Anne asked for Board permission to attend the spring conference in Memphis for the International Downtown Association April 26-28, 2003. The cost would be \$1,255.00, not including taxes and meals. **Janet Tucker moved and Kevin Jones seconded authorizing Anne’s attendance at the IDA Conference in Memphis. Motion passed 7-0.**

Resolution of Gaines Jewelers’ Concern in Preservation Alley – Jerry Herring disclosed that he had been contacted to find a possible new location for the Gaines Jewelry business.

The meeting was adjourned at 9:40 a.m.

The next regular LDDA Board meeting will be held on Thursday, March 27, 2003, from 8 a.m. – 10 a.m. in the City Commission Conference Room.