

MINUTES
LDDA BOARD OF DIRECTORS MEETING
City Commission Conference Room
Thursday, September 2, 2004
8:00 AM

PRESENT: Jim Verplanck, Jerry Herring, Greg Mugg, Janet Tucker, Joe Mawhinney, Chris McLaughlin, Anne Furr, Becky Abel, Randy Mathews, David Hallock, Rachel Pleasant

ABSENT: Kevin Jones

MINUTES: Jim Verplanck moved to accept the Minutes of the August 19, 2004 Regular Board Meeting. Motion seconded by Jerry Herring. Motion passed 6-0.

INTRODUCTION TO RENAISSANCE CENTER: No report

TROLLEY RIDERSHIP: Anne Furr presented data provided by The Citrus Connection concerning Trolley ridership. The City of Lakeland has included funding for FY 2005 in its budget, but stated that LDDA would need to find other funding sources for the future. The cost per operation hour in FY 2005 will increase from \$37.64 to \$41.26. FDOT will continue to pay a percentage of "new hours" through April 2006.

CITY COMMISSION REPORT: Jim Verplanck had no report.

CHAIRMAN'S REPORT: Janet Tucker reminded the Board of the DLP Annual Luncheon on Wednesday, October 6 at 11:30 a.m. with new president Dr. Anne Kerr of Florida Southern College as the speaker. She reminded the Board also of the nomination forms for Golden Swan, Partnership and Dudley Uphoff Awards, and that the order forms for the poinsettias were available. The next Parking Committee meeting will be held on Tuesday, October 12 at 3:00 p.m. in the Public Works Conference Room. First Friday will be postponed to September 10th due to the approaching Hurricane Frances.

DIRECTOR'S REPORT:

Wayfinding Design Consultant – The proposal from Cloud Gehshan was received yesterday. Anne has not had a chance to review.

Smokeless Containers – The black cylinder-shaped smokeless container was attached to the trash receptacle on the NW corner of Lemon Street and Kentucky Avenue. We will monitor the use and the ease of emptying the container and evaluate how well it holds up. If the container works will, we will discuss expanding the project to the full block between Lemon and Main. One container costs \$105.00 including shipping. Anne will find out if we could buy just the lid of the container in case lids are stolen.

RFP for Downtown Marketing/PR – No action has been taken yet.

LDDA Election – The following candidates qualified for the election that will be held by mail ballot September 22-October 12, 2004: David Bunch, Duke Chadwell, David Hallock, Ford Heacock, and John Tubb. Those eligible to vote are property owners (can vote once for each parcel owned) and electors (individuals who reside in and are registered to vote in Districts 48, 49 and 50). Properties owned by entities such as corporations, partnerships or the City have one designated voter representative per parcel.

DR420 Explanation – Anne shared an explanation of the form that LDDA is required to complete. The current year taxable value (\$117,632,874) is less than last year's value (\$118,944,925) because of some exemption changes and properties not fully leased. Since our millage rate will remain the same (1.956 mills), our proposed rate as a percent of change will be -1.7037%.

Business Burglaries – Bill LePere has kept Anne apprised of recent break-in / burglary downtown – Brooke Pottery and Peacock Antiques.

NEW BUSINESS:

Safety – Janet Tucker pointed out that there had also been a car theft in downtown. She asked about the progress of leasing the State Garage on Tennessee and Pine streets. There has been no new movement on the transfer of that garage management to the City. Anne will check with the Peterson facility about parking

signage for their customers. The Board requested that she follow up with a letter concerning the need to talk with the State representative for lease of the unused parking spaces on the top floor of their garage.

Budget Hearings – The Board was reminded of the two upcoming budget hearings:

Tentative Budget Hearing: 5:01 p.m., Wednesday, September 8, 2004

Final Budget Hearing: 5:01 p.m., Tuesday, September 21, 2004

Container Gardens – Anne reported that Jim Luna Landscaping relocated all of the downtown container gardens to safe locations for Hurricane Charley, which took Jim and Russell 28 hours. This extra work was provided for in the contract and did not cost extra money. The City will allow the use of a City forklift with a City driver, after hours, for the relocation of the container gardens to prepare for Hurricane Frances. The cost will be approximately \$500 (\$20 per hour for the forklift driver), which will be taken from CRA streetscape dollars.

The meeting was adjourned at 9:20 a.m.

The next LDDA Board Meeting will be held on Thursday, September 16, 2004 in the City Commission Conference Room, 3rd Floor, City Hall, at 8 a.m.