

MINUTES

LDDA BOARD OF DIRECTORS MEETING City Commission Conference Room Thursday, February 5, 2004 8:00 AM

PRESENT: Chris McLaughlin, Jerry Herring, Jim Verplanck, Greg Mugg, Joe Mawhinney, Kevin Jones, Janet Tucker, Anne Furr, Becky Abel, Rachel Pleasant, Randy Mathews, Pete Sechler, Bill Kercher, Doug Thomas, Bruce Kistler, LeRoy Bradley

ABSENT:

MINUTES: Jim Verplanck moved to accept the Minutes of the January 8, 2004 regular Board Meeting. Motion seconded by Jerry Herring. Motion passed 5-0.

Greg Mugg and Kevin Jones arrived.

COMMITTEE REPORTS:

Design Review

Certificate of Review issued since January 8, 2004 – 26 Lake Wire Drive – MARCOBAY Office, ramps, stairs, doors, windows, entrances – Jim Verplanck reported that this is the old Police warehouse building where MARCOBAY and Viasys will have new offices. Since it is a change of use, a site plan is required. The Committee approved the design as submitted. MARCOBAY will come back with color selection and signage for approval.

Committee Assignments

Container Gardens – Janet Tucker, Chairman, and Pam Page

Nominating Committee – Jerry Herring, Chairman, Jim Verplanck and Chris McLaughlin

Website – Chris McLaughlin, Chairman

Design Review – Jim Verplanck, Chairman, Greg Mugg and Jerry Herring

Finance – Joe Mawhinney, Chairman, Kevin Jones and Jerry Herring

Trolley – Jerry Herring, Chairman, Kevin Jones, Jane Yates and Steve Githens

Retail – Janet Tucker, Chairman;

Subcommittee for Signage – Kevin Jones, Chairman;

Subcommittee for Retail Incentives – Joe Mawhinney, Chairman

Property Inventory – Greg Mugg, Chairman, Chris McLaughlin

Janet encouraged each committee to feel free to bring in additional members from the LDDA community.

Kevin Jones proposed to increase Trolley usage by a program he calls “Holiday Trolley”. MIDFLORIDA Federal Credit Union would take Valentine’s Day as the kick off. Those who park at the Park & Ride lot on Friday, February 13th from 8-10 a.m. would receive free danish, coffee and a newspaper, and have a chance to win a weekend at The Terrace Hotel. All others riding the Trolley on the 13th would receive Valentine candy and a chance to win a weekend at The Terrace. Kevin proposed that different businesses take other holidays for this kind of promotion. He said that MIDFLORIDA Federal Credit Union would cover the costs for this one-day event. The Board agreed that this would be a good idea.

The Trolley Committee has discussed hiring an attendant at minimum wage, part-time, to be the Park & Ride lot “greeter” for two hours in the mornings and two hours in the evenings. This would

hopefully help people feel more secure in the parking lot. Kevin said that he has already identified an individual who would be willing to do this work. Kevin indicated that MIDFLORIDA Federal Credit Union would be willing to split the cost of the greeter with the LDDA for a trial period of three months. Some discussion was held regarding for whom this employee would work (LDDA or MIDFLORIDA or a staffing company). **Greg Mugg moved and Jerry Herring seconded that the Executive Director work out the details with Risk Management, City Attorney, and the LDDA accountant to hire a greeter for the Park & Ride lot for a three month trial period, 4 hours per day, Monday through Friday, not to exceed \$1,500 from budget line item 8920.16 – Programs. Motion passed 7-0.**

Another Trolley Committee suggestion has been made to enhance the current Trolley Stop signs by placing a smaller sign underneath on the existing pole that would give the times on the hour that the Trolley would be expected at the various stops. This would help people plan whether to ride, based on the timing, plus it would indicate how quick the route is around the downtown. Anne will follow-up with Don Nix and Lakeland Electric.

Verizon has leased space in their building for a company bringing approximately 200 employees to downtown. The daytime employees have been offered parking in the Park & Ride lot. If the Trolley route needs to be shifted slightly to accommodate the Verizon building, that could be worked out. In evening hours, the workers could park in lots closer to the Verizon building as long as they do not interfere with regular 8-5 workers who use the spaces in the daytime.

LEMON STREET CELEBRATION – People’s Choice Award: The Lemon Street Outdoor Sculpture Celebration will be held Friday, April 30, 2004, 5 – 9:00 p.m. In the past, the LDDA has allocated \$500 for the People’s Choice Award at the Lemon Street Celebration, which compliments the First, Second and Third Place Awards. **Greg Mugg moved and Jerry Herring seconded the allocation of \$500 for the People’s Choice Award at the Lemon Street Celebration. Funds are budgeted in 8920.14 – Advertising / Sponsorship. Motion passed 7-0.**

TRAVEL REIMBURSEMENT: Baylis & Company, LDDA’s accountants, has informed us that the Internal Revenue Service has changed the rate for mileage reimbursement when using a personal vehicle from \$.345 to \$.375 per mile. **Greg Mugg moved and Kevin Jones seconded that LDDA increase the reimbursement for mileage in a personal vehicle to \$.375 per mile. Motion passed 7-0.**

CITY COMMISSION REPORT: Jim Verplanck reported that the City Commission Retreat would kick off on Wednesday, February 18, 2004, and continue for the rest of that week. Goal setting has been scheduled for the following Friday, February 27.

The Regency (Lake Mirror Tower) has reportedly leased all of the two-bedroom units.

The eastern leg of the In-Town ByPass should be open before the end of February 2004.

CHAIRMAN’S REPORT: Janet Tucker reported that the Parking Committee would meet Tuesday, February 10, 2004, 3 p.m. in the Public Works Conference Room. Janet invited LeRoy Bradley, DLP, to report. LeRoy stated that the Partnership had 98 members. The Arts on the Park building would be treated for termites. The Spring Walkabout is scheduled for April 2, 2004.

DIRECTOR’S REPORT:

Board Retreat Summary – Anne included the summary in agenda packets.

Mini Retreat – The Mini-Retreat is tentatively scheduled for Thursday, March 18, 2004, 8:00 – 11:30 AM. Larry Ross’ charge would be \$350.00 (meeting to set the agenda and the mini retreat). Board Members had no objection to the date or the extended time to meet that day. (The meeting is scheduled for the Employee Relations Conference Room.) **Jerry Herring moved and Greg Mugg seconded scheduling the Mini-Retreat for March 18, 2004 from 8-11:30 a.m. The \$350 for Larry Ross’ services would come from 8270 – Contract Services. Motion passed 7-0.**

Park & Ride Property – A local realtor brought an offer to LDDA for this property. The purpose was to build an 8,000 square foot office building for the Internal Revenue Service and US Probation. Anne took the offer to the Assistant City Manager and a meeting was called to include Community Development. It was decided that since the LDDA has a contract with Glatting Jackson for a redevelopment plan of the area from Lake Wire to the InTown Bypass on the east that the timing is not right. It is premature without the plan for the area. The offer was turned down.

Midtown Small Area Study – Glatting Jackson has been hired by the Midtown CRA to complete a study in the area bounded by the map in your packet (the InTown Bypass on the south, N. Florida Avenue on the west, E. Memorial Blvd on the north and Iowa Ave on the east). As the study progresses we will have a presentation.

Parker Street Area Study - Glatting Jackson has been hired to complete a study for the remainder of the Parker Street area that remains on the north side of the InTown Bypass. The LDDA will have a presentation on this study as it moves forward.

Train Whistles in Downtown - A meeting was held last week to discuss alternatives to the train whistles in downtown Lakeland. Arlene Barnes, the District Rail Administrator with the DOT out of Bartow, attended along with Jerry Herring and Steve Bissonnette. The LDDA office is researching the “wayside horn system” (automated horn system – AHS) that has been discussed in other Florida communities (Boca Raton, Palm Beach Gardens). As of December 18, 2004 a Rule will become law that allows for a Quiet Zone where cities request the quiet zone and trains do not blow their horns unless it is an emergency. First is an evaluation of the grade crossing and depending on its safety record it may or may not require improvements to implement a Quiet Zone. We will continue to work on this problem.

Design Review Authority – Anne has included in agenda packets the Land Development Regulations (21.16.00.00) that state where the LDDA gets its authority to do design review in the downtown and a map showing C-6 zoning.

Events in Munn Park – February 7, 2004 is Hemp Fest in Munn Park from noon to midnight. The Lakeland Police Department has been alerted and will be present. This is in contrast to what we want to see promoted in downtown. The City is not able to pick and choose who is able or unable to lease Munn Park.

CommUnity Celebration Luncheon - A reservation form was included in agenda packets.

SPCA – Stray Cats – Anne shared that the SPCA will provide traps for businesses that are bothered by stray cats during February 24-27, 2004. If the cats are adoptable, then they will be offered for adoption. Contact the SPCA for details.

510 E. Peachtree Street – The City Attorney’s Office has made Anne aware of this parcel that is going to be sold at auction for unpaid taxes. The property is vacant and is located in the expanded area of LDDA. The assessed value of the property, according to the Property Appraiser is \$8,370.00. The back tax amount is \$3307.62. After some discussion, the Board agreed that it would be a good idea to pursue this purchase. **Greg Mugg moved and Joe Mawhinney seconded that the LDDA should bid on the vacant property at 510 E. Peachtree Street for a total cost not to exceed \$8370. Money for this potential purchase would come from 6950 – Unexpended funds. Motion passed 7-0.**

LDDA EXPANSION AREA CRA PLAN: Bill Kercher and Tom Sechler presented the draft of the Blight Study and Redevelopment Plan to the Board. Bill stated that this is a draft and several items need to be added and changes need to be made. He solicited comments from the Board for additions and corrections. Some Board Members expressed concern that the “low-end scenario” was too ambitious, while others were concerned that the “low-end” calculations of future TIF were not ambitious enough. It was suggested that more text detail be included in the final plan that would explain the rationale for the calculations.

When the report is finalized, it would be submitted to the City Commission for approval at a workshop with two public hearings to follow.

NEW BUSINESS:

Quarterly Report to the City Commission – This is scheduled for Monday, February 16, 2004, 9:00 a.m., City Commission Conference Room, City Hall. All are encouraged to attend if possible. Janet Tucker will present the report.

DLP Retreat – The DLP has engaged Larry Ross to facilitate a retreat for the Partnership. This retreat will be held on Wednesday, March 10, 2004.

The meeting was adjourned at 10:25 a.m. **The next regular LDDA Board Meeting will be held on February 19, 2004 in the City Commission Conference Room from 8 a.m. to 10 a.m.**