

MINUTES
LDDA BOARD OF DIRECTORS MEETING
City Commission Conference Room
May 1, 2008
8:00 a.m.

PRESENT: David Hallock, Janet Tucker, Jerry Herring, Joe Mawhinney, Chris McLaughlin, Jim Verplanck, Anne Furr, Becky Abel, Heather Huebner, Julie Townsend, LeRoy Bradley, Justin Wilson, Bruce Lyon, Bruce Kistler

ABSENT: Ford Heacock

CALL TO ORDER: David Hallock called the meeting to order.

MINUTES: Janet Tucker moved to accept the Minutes of the April 17, 2008 regular LDDA Board of Directors Meeting. Motion seconded by Jerry Herring. Motion passed 6-0.

DOWNTOWN CRA ADVISORY BOARD

C-6 and C-7 Uses – Justin Wilson updated the Board that senior staff in Community Development had met and evaluated C-6 and C-7 uses based on suggestions from the LDDA Board. Justin discussed the document with the changes. Generally the two zones are the same except C-6 can allow larger scale uses (like department stores for example). The Munn Park Historic District is C-7. C-7 is more restrictive than C-6. After some discussion, the LDDA Board felt that the document included the changes that needed to be made. **Jerry Herring moved that a letter be sent to Planning and Zoning stating our recommendation that the changes to C-6 and C-7 uses be approved. Janet Tucker seconded the motion. Motion passed 6-0.**

LDDA GOALS AND OBJECTIVES – David Hallock shared that he and Anne have worked on the identified LDDA Goals and Objectives (from the 2008 LDDA retreat) in an effort to assign responsibility to staff, individuals, committees or the entire board for the action steps needed to accomplish the goals and objectives. Chris McLaughlin suggested that Anne create a list of those responsibilities and bring it back to the Board at the next meeting. David asked Janet to be on a committee to review. By consensus, the Board agreed that should be done.

In Goal II, Bruce Kistler asked if there was already a plan for mixed use between Bay, Tennessee, Peachtree and Kentucky Avenues. The Board's intention is to refine the existing plan for that area created several years ago by Cy Paumier.

COMMITTEES

Design Review Approval since April 17, 2008 Meeting: 126 West Main Street, The Pit, Screened-in enclosure for BBQ cooking – Not yet approved. Committee will meet following today's Board meeting to discuss how the enclosure could be hidden from common view and whether to allow such an enclosure. The Committee does not want to impede business.

Downtown Farmers Curb Market, Spring Art Festival – Janet Tucker reminded everyone of the Spring Art Festival on Saturday from 10 a.m. to 4 p.m. She distributed small fliers on the event.

For information purposes, Janet shared a detailed year-to-date report of the Downtown Farmers Curb Market expenses and income for this fiscal year.

Retail Recruitment Committee – On behalf of Chairman Ford Heacock, Jerry Herring summarized the most recent meeting of the Committee. Tim Cox, a concerned citizen who has experience as a creative director with Publix attended the meeting and gave an overview of branding. Branding is much more than a logo and colors – it is a position statement about what Downtown is and what we want Downtown to be. A successful firm should be able to come up

with a positioning statement, color standards and logo icons. It should reinforce existing and disparate components of Downtown that are compatible with the position statement while integrating updated components to create a unified big picture. Places like Downtown are complex and challenging because of their diversity.

The Committee selected Kiku Obato as the firm with which to begin negotiations. A representative of that firm was contacted to talk about moving forward with an agreement to do the work. That representative suggested that a conference call with principals be held to clarify the deliverables and the timeline and then a written proposal could be created. Chris McLaughlin questioned whether branding is the best use of our money; that it seems like a priority that a recruiter be hired. It was clarified that a recruiter also will be hired and that is on the agenda to finalize at the next committee meeting. At the recommendation of the committee, we need to allocate up to \$75,000 for the work and between \$12,000 and \$20,000 in travel and expenses for the branding project. **Jerry Herring, as representative of the Retail Recruitment Committee, moved to approve that \$60,000 from 6950-Unappropriated Surplus be added to line item 8920.12- Retail Retention for the project total of \$90,000. Anne will bring the agreement back to the Board for final approval. No second required. Motion passed 6-0.**

DLP REPORT: Executive Director Julie Townsend noted that First Friday was coming up, and Public Works will be a partner for the evening, showcasing the City's Public Works Department. The CSX issue is not over. CSX still says it will build the ILC and Downtown's train traffic will likely increase. The historic walking tours have been very popular.

Janet Tucker stated that she would like to go on record to commend Julie for her hard work on the CSX issue.

CITY COMMISSIONER REPORT: Jim Verplanck stated that Linksters on Main has opened and is doing well.

CHAIRMAN'S REPORT: David Hallock had no report.

DIRECTOR'S REPORT:

LDDA Parcels to City of Lakeland - In reviewing LDDA's Commercial Liability Insurance Policy, Anne questioned the coverage of three parcels that are part of the Lemon Street Promenade between Massachusetts Avenue and Florida Avenue and a parcel that is a park on the corner of Kentucky Avenue and Orange Street. In talking with Risk Management and the City Attorney's office it was thought that the LDDA should consider whether the following parcels should be quit claimed to the City of Lakeland:

24-28-18-201000-020011

24-28-18-201000-021021

24-28-18-201000-021011

24-28-18-210000-021043.

All 4 parcels are used as park land and are maintained by the City of Lakeland. **Moved that LDDA quit claim the above four parcels from LDDA to the City of Lakeland. Jim Verplanck seconded the motion. Motion passed 5-0.** (Chris McLaughlin temporarily had left the meeting.)

Peterson Parking Garage – The City of Lakeland has a lease through August 31, 2015 with the option for renewal of 10 years. The City of Lakeland dropped the lease rate to \$35 per month and still no one is leasing any space. With budget restraints, Public Works has got to cut its losses within 60 days. There are 75 spaces. The City is paying the state \$20/space/month and has the responsibility to have a part time parking attendant on site between 8:00 AM – 2:00 PM Monday - Friday. We hear all the time that there is a parking problem; we have these spaces and no apparent interest in leasing them. It is possible that the garage will go back to the State if no users are found.

LDDA fees paid to Tax Collector and Property Appraiser – The Property Appraiser submits a budget to the Department of Revenue. LDDA is required to pay a pro rata share of the Property Appraiser’s budget based on services provided. For the fee paid to the Tax Collector, LDDA is required to pay up to 3% of funds collected for services (postage, mail out for original bills, and commission on collecting the taxes according to the Florida Statutes).

Shopper Ad – Anne stated that LeRoy Bradley of Showcase Publications has arranged for the Downtown Farmers Curb Market to receive free advertising in all of their publications when space is available. The LDDA appreciates that service.

Sale Insurance – Our recent business casualty renewal invoice showed an increase from \$350 to \$1000 for coverage of up to five events. Anne said we may want to do an RFQ for other insurers if we cannot get that price down to a more affordable level.

Zorah’s Restaurant – As you know, Zorah’s closed recently, but will re-open for Mother’s Day. A meeting was held with Steve Bissonnette, Seher Bajwa and Anne on site to discuss the street lighting and replacing a driveway on Virginia Avenue. The City is adding signage and addressing the street lighting and entry off Virginia Avenue thanks to Steve Bissonnette’s work on this project. A requested business plan has not been submitted. However, the owner says that she wants to add a bakery and do something at that location with flowers and plants.

Brick Crosswalks – Notices have been delivered to the affected parties in Downtown concerning the addition of brick crosswalks beginning next week on Bay Street at Tennessee Avenue and Kentucky Avenue. Each intersection will take one week.

Feltrim Development – The company would like to move forward with a D & D agreement. Staff will meet and add needed language and send them the draft.

Prior to the taking of 503 North Iowa, the Knight property, an agreement was made to assist the occupants with rent. One party needs three more months of assistance at the cost of \$750 (\$250 per month) and that has been granted to the property manager because of some unforeseen hardships.

The meeting was adjourned at 9:30 AM.

The LDDA Board Meeting originally scheduled for Thursday, May 15 has been cancelled. The next LDDA Board Meeting will be Thursday, June 5, 2008 at 8 a.m. in the City Commission Conference Room.