

MINUTES

LDDA BOARD OF DIRECTORS MEETING Employee Relations Conference Room Thursday, November 20, 2003 8:00 AM

PRESENT: Chris McLaughlin, Jerry Herring, Jim Verplanck, Greg Mugg, Janet Tucker, Joe Mawhinney, Bruce Kistler, Jim Studiale, LeRoy Bradley Anne Furr, Becky Abel

ABSENT: Kevin Jones

MINUTES: Jim Verplanck moved to accept the Minutes of the November 6, 2003 regular Board Meeting. Motion seconded by Janet Tucker. Motion passed 4-0.

Chris McLaughlin and Greg Mugg arrived.

TREASURER'S REPORT: Anne Furr presented the Treasurer's Report in Kevin Jones' absence. Revised reports of pages 1 and 2 were distributed. In the reports given to Board Members in agenda packets, an error was present on those two pages due to a miscoding of an expense. The changes on the revised pages include account number 8250 – Postage and Delivery (revised expense for October = \$96.23) and account number 8920.13 – Events Subsidy (revised expense for October = \$3,332.50).

Anne also called attention to account number 8500 – Insurance – Liability. This is the first and largest of three payments to occur over this fiscal year. Also, account number 9050 – Memberships and Subscriptions includes annual membership dues to the LEDC of \$1000.

In the first month (October 2003) of the fiscal year, net income was (\$27,106.48) and total expense was \$29,590.70. Due to the cash basis accounting method used, these numbers look wrong, but when additional tax receipts are received and the CRA allowance is received, the Profit and Loss comparison numbers will look more reasonable.

Anne explained that the quarterly reports for the last quarter of FY2002-03 were received. LDDA books were off by \$.07 because the end of the year depreciation was adjusted by Baylis & Co. LDDA posted depreciation quarterly; we now post depreciation monthly.

COMMITTEES:

Nominating Committee – Committee Chairman Jim Verplanck announced that on November 6, 2003, the Nominating Committee met and the following slate of officers was presented for 2004: Chairman – Janet Tucker; Vice-Chairman – Kevin Jones; Treasurer, Joe Mawhinney. The election of officers is at the annual meeting in January (January 8). All have agreed to serve. These individuals will be sworn into office on January 8, 2004.

Retail Visit to Winter Park – On November 19, Janet Tucker and Anne Furr visited Don Martin, Director of Planning and Community Development for the City of Winter Park. Winter Park does not have a strategy for luring retailers to its downtown, but has the advantage of retailers coming to them with inquiries. Janet stated that they were introduced to the City's Economic Development Director who had a lot of information. Jim Verplanck stated again that he thought that Tallahassee has developed a retail recruitment package that would be useful for us. The consensus was that LDDA should create criteria to keep the retailers we have who are successful, and have criteria to help potential and desirable retailers who are "on the fence" about their decision to locate in downtown. The Retail Incentives Committee is scheduled to meet Wednesday, December 3 at 10:15 a.m. in Kevin Jones' office at MidFlorida Tower.

GARDEN DISTRICT PRESENTATION: Bruce Kistler, Planning Manager, City of Lakeland, presented a PowerPoint report of the proposed Garden District plan. Recently, a neighborhood meeting was held at City Hall with a good turnout.

The boundaries of the Garden District are Main Street to the Bartow Highway, to Ingraham Avenue, to Walnut Street, and to Iowa Street. Two other residential areas, the Cumberland and the Biltmore neighborhoods, have expressed an interest in becoming historic neighborhoods.

Consultants have reported several findings. Land assembly will be needed for multi-family zoning requirement (current zoning). Any other uses would require a conditional use. Bruce said that traditional zoning ignores the advantages of mixed use, while addressing the issues of keeping undesirable uses away. The recommendations are to maintain residential feel, enhance pedestrian opportunities, and allow some mix of other uses. Design review would be required, and performed by the existing review board. Consultants plan to have parking in the rear of most lots. Typically the lots are deep enough to allow for that, and new development will be close to the street frontage. Side yards and courtyards will be encouraged, as well as the re-emergence of typical terraces and porches in the fronts of the buildings.

A SPI (Special Public Interest) zoning is recommended for the area. What that is, is a special zoning tool that is essentially an overlay of base zoning, which allows the area to be developed according to the plan. The City Commission has adopted this tool before in other areas of the City.

Jim Studiale said that the area is just about ready for the first “pioneers”, which are willing to invest in the plan for redevelopment of the area. The 2-laning of Lime Street, traffic calming efforts on Orange Street, the creation of the Barnett Family Park, the improvement of the Lake to Lake path and other pedestrian encouragements will speed the redevelopment of the area.

DLP UPDATE: LeRoy Bradley reported that the Holiday Walkabout would be held on Tuesday, December 2 from 6-9 p.m. Jerry Herring and Chris McLaughlin volunteered their respective companies to sponsor the horse and carriage rides that evening. Santa in the Park will happen on Saturday, December 6 and Saturday, December 13. A donation or a canned good is all that is needed for a Polaroid photo with Santa. The Snowfest is also on December 6.

LeRoy has distributed 18,000 brochures. The online version of the brochure is www.downtownlakeland.com. The annual “Nick’s Mix” party, sponsored by DLP, will be held at Janet and Jess Tucker’s home on Wednesday, December 10. Please RSVP to LeRoy.

The poinsettia sale netted \$1,200.

CITY COMMISSION REPORT: Jim Verplanck reported that a not-to-exceed construction cost was agreed upon for construction management on the Barnett Family Park. This week, demolition began on the old shuffleboard courts. Jim reminded everyone of the Christmas Parade scheduled for Thursday, December 4.

CHAIRMAN’S REPORT: Jerry Herring said that he continues to see new faces in downtown. He is beginning to see young adults who grew up in Lakeland return to make this their home.

DIRECTOR’S REPORT:

Codification of LDDA Charter - In August, Anne received a letter from the Florida House of Representatives that section 189.429, Florida Statutes requires the codification of special districts’ charters. The LDDA was enacted by the Special Act of the Legislature in 1977 and further amended in 1978. In working with Palmer Davis, Assistant Lakeland City Attorney, he researched what needed to be done to codify the special acts so it would create a single act for re-enactment of the Legislature. He has written the bill and it is included in the City’s 2004 Legislative Policy Statement that will be presented to the Legislative delegation by the City’s lobbyist, David Shepp.

Park & Ride - Anne received an e-mail from a downtown user of the Park & Ride requesting that the gate on Tennessee Avenue be opened each day so it would be easier for them to walk to their

office on Tennessee Avenue. She explained the thinking behind the locked gate (safety of vehicles, to keep out those just walking through the lot), and also explained that we do not have the manpower to unlock/lock the gate each day. The Board felt that the gate should remain locked.

DLP Membership Dollar Match of 1 to 3 - It has been Anne's understanding that the agreement between the DLP and the LDDA is that a membership match of 1 to 3 would be paid annually by the LDDA to the DLP not to exceed \$10,000. The LDDA received a bill from the DLP for \$10,000 for the membership match. LeRoy Bradley provided a current membership list, which now stands at 96 members. Additionally, a membership committee has been formed. The Board's consensus was to move forward with the payment to DLP of the \$10,000.

Florida Redevelopment Association Conference – Anne shared that one of the four workshops she attended had to do with streetscape. The group who presented recommended a “streetscape kit”, which would include a telephone contact person and number, a calendar for the project, a plan for communication and conflict resolution, and a kick-off meeting. She thought that sort of plan would be easily implemented for Lakeland streetscape projects. She also attended a housing workshop that focused on housing for artists – living area upstairs with showroom / workroom downstairs. The third workshop concerned legal issues in community development. Finally, the last workshop was for CRAs dealing with affordable housing. One community created a subsidy to encourage the housing they wanted, but tied the subsidy in with a deed or contract. This would be a good tie-in for our retail incentive planning.

LDDA Expansion Area (Blight and CRA Redevelopment Plan) - City staff, LDDA staff, Jim Verplanck, Janet Tucker, Jerry Herring and Joe Mawhinney met with Pete Sechler (Glating Jackson), Tom Kohler and Owen Beitsch (Real Estate Research Consultants, Inc.) to discuss the Findings of Necessity (Blight Study) and the CRA Plan. We talked about our vision for the area, the density, what is allowed today, the obstacles for the property - the assembly of property, a plan for the assemblage, have key parcels been noted for purchase, a need for a policy for handling the relocation of residents. What other projects can we tie into for relocation? They usually use 7 months of occupancy for residency in their policy for assistance. Glating Jackson will move forward with MF 22 for density and changes can be made as is necessary depending on the housing demand. The neighborhood meeting for November 25th was discussed. It will be a time to ask residents if they want to remain in the area and what is their vision for the area/what are their concerns. Tom said that we needed an assemblage plan and policy for relocation. He said that he would send us a proposal from RERC to do the work. It was felt that we need to have a strategic implementation plan to move forward that would include the City Commission. For new development to occur we would need the plan to include: a strategic plan, financial tools, a plan for assemblage of property, incentive strategy, engage development and implementation.

Neighborhood Meeting, November 25th, 7:00 PM - Lakeland Police Department Community Room, 2nd floor to discuss CRA Plan.

LDDA Update to City Commission - Jerry Herring reported to the City Commission on Monday, November 17 with an update of the LDDA. He represented us well!

NEW BUSINESS:

Articles in agenda packets – Tampa survey.

Planning and Zoning – Anne attended the Planning and Zoning meeting this week, where the proposed teen half-way house was to be on the agenda. The item was tabled because the representatives of the halfway house failed to appear. Anne sent a letter on behalf of the LDDA that states the use would not be a good one for the area.

The Purple Onion Deli and Grill – This new restaurant opened on Monday, November 17 north of Bay Street on Kentucky Avenue. Jerry Herring said he was impressed with the food.

Florida Tile – The business recently announced closure of the property west of the LDDA boundaries. Jim Verplanck recommended studying the acquisition of this property.

The Lakeland Poinsettia Club – This garden club chapter has donated \$350 to add poinsettias to the downtown container gardens. Jim Luna will coordinate the planting of the 117 plants for the holiday season.

The meeting was adjourned at 10:00 a.m. The next LDDA Board Meeting will be held in the City Commission Conference Room on Thursday, December 4, 2003.