

MINUTES
LDDA BOARD OF DIRECTORS MEETING
City Commission Conference Room
July 16, 2009
8:00 a.m.

PRESENT: Janet Tucker, Joe Mawhinney, Ford Heacock, David Hallock, Jim Verplanck, Jerry Herring, Patricia Hendler, Anne Furr, Becky Abel, Julie Townsend, Tamara Sakagawa, Heather Huebner, LeRoy Bradley, Officer Butler

ABSENT:

CALL TO ORDER: Janet Tucker called the meeting to order.

MINUTES: Jim Verplanck moved to accept the Minutes of the June 4, 2009 regular LDDA Board of Directors Meeting. Motion seconded by Jerry Herring. Motion passed 7-0.

TREASURERS REPORT:

May 2009 – Total income for May was \$3,185.13, and year-to-date income was \$497,784.21. Total expense for May was \$25,989.82, and year-to-date expense was \$490,049.86. This report will be filed for audit.

June 2009 – Total income for June was \$73,145.63, and year-to-date income was \$570,929.84. Total expense for June was \$21,929.76, and year-to-date expense was \$511,873.52. It was noted that the June 2009 Profit and Loss report shows that year-to-date tax receipts are more than 100%. This is explained because of 95% budgeting and by the fact that early payers get a discount. It is not known at this time if any penalties charged to late payers come to the LDDA. Also in June, an adjustment of +\$106.10 was made on 9750.11-General Operating Expense year-to-date total for the Farmers Curb Market. A check that had been written in April 2009 was voided in June 2009. This report will be filed for audit.

Certify LDDA Millage Rate for FY 2010: The Finance Committee met and a summary of millage options for potential property tax proceeds was explained. The LDDA's deadline to certify its millage is August 4th so a decision must be made today since our next LDDA Board meeting is August 6th. At the LDDA's first public budget hearing, the Board will be able to lower the rate if desired, but cannot raise it. The maximum allowed by law for this agency is 2.0 mills. LDDA's current millage rate is 1.8744. The rolled back rate (1.9445 mills) will give LDDA the same dollars as it had last year. The Property Appraiser determines the current taxable value (\$165,729,069) for the purposes of budgeting, but a final taxable value is received in December. For the LDDA Trust Fund payment, we will receive TIF revenues for Districts 48 & 49; there is no tax value for Districts 50 & 52. The TIF value (\$117,688,847 x millage x 95%) is what the CRA receives as the Trust Fund payment. Setting the millage at the maximum rate would require a supermajority vote. **Ford Heacock moved and Joe Mawhinney seconded the motion to certify 1.9445 mills (the rolled back rate) as LDDA's millage rate to send to the Property Appraiser. Motion passed 5-2 with Jerry Herring and David Hallock voting nay.**

DOWNTOWN CRA ADVISORY BOARD:

Downtown LRCA Capital Improvement Plan (CIP) – Tamara Sakagawa, CRA Coordinator, noted that a memo dated July 7, 2009 concerning the LCRA Capital Improvement plan for the ten-year period of 2010-2019 was in agenda packets. There was a significant drop in tax revenues for FY 2010. The LCRA has three loans financed by the City: land acquisition, the Lake Mirror Community Park contribution and streetscape. LDDA's debt cannot be extended. The loans will be paid off by 2021. **Joe Mawhinney moved and Jerry Herring seconded the motion to approve the Downtown LCRA Capital Improvement**

Plan budget as presented and recommended it be included in the COL budget for public hearings in September 2009. Motion passed 7-0.

USF Polytechnic's Blue Sky West (business incubator in Downtown Lakeland) will be located above Palace Pizza in a lease agreement with Marcobay. They are having a "soft" opening as early as August and a "hard" opening in October. Parking arrangements for those in the incubator program are still in process.

The CRA Downtown Update Plan draft will be presented at LDDA's next meeting (August 6, 2009).

COMMITTEES:

Retail Committee –

Promotional Banners and Specialty Items – Ford Heacock, Chairman, called attention to a memo included in agenda packets that described banners and specialty items ordered in support of the new brand. The items included two vinyl banners and two banner stands, temporary tattoos, refillable pet waste bag dispensers and the printing of the brand brochure for a total of \$1,966.85. **Ford Heacock moved on behalf of the Committee that allocation of funds from line item 9500-Brand Implementation be approved. Motion passed 7-0.**

It was also reported that the Committee is working on an RFP for a marketing firm to implement the brand using the standards guide in putting together the campaign. Local firms will be solicited.

Design Review Committee –

422 S. Florida Avenue – Greg Sanoba was very open to suggestions to have a lighter base color on the building and ultimately chose a color that was lighter than originally proposed by him. The trim was white. Approved.

301 S. Florida Avenue – The owner has requested colors for the building and is deciding what work will be done on the overhangs.

640-656 E. Main Street – Old School Skate Park building color selection is in process.

DLP REPORT: Julie Townsend, DLP Executive Director reported that "Downtown at Dusk" was held on July 14th with a good turnout. On July 17th, Good Buddies BBQ is hosting "Facebook Friday" and the Lake Mirror Tower is holding a "Taste of Downtown" event with participation from many Downtown restaurants and other vendors. August 7th will be the sixth year of First Friday's "Dog Days of Summer" event. Julie stated that there were two serious inquiries for space on S. Kentucky Ave. SugaRush is moving across the street and the Chop Shop is expanding into the former Scrapbook Street space. The Quiznos space is still in negotiation. A beer festival is planned for February 2010. The next issue of "The Downtown Dish" newsletter will be 16 pages in full color. It is just a few dollars short of being completely funded by ads.

CITY COMMISSION REPORT: At the City Commission meeting on July 6, the brand as presented by Ford Heacock and Janet Tucker was well received by Commissioners. Jim updated the Board on future funding issues to be considered for the Citrus Connection.

CHAIRMAN'S REPORT: No report.

DIRECTOR'S REPORT:

VISITFlorida Grant 2009-10 – The LDDA was recently notified that the \$5,000 matching grant was awarded for next year.

Planning & Zoning Board – Sidewalk Signs & Bicycle Racks – At the June 16, 2009 Planning & Zoning Board meeting, the sidewalk sign regulations were approved. The next step is to go before the City Commission; the date has not been set and will depend on the coordination of necessary newspaper

ads. We are moving forward on wayfinding so all sign issues can be done together. A mock-up of the wayfinding sign will be done as soon as possible.

Bicycle parking regulations for private property will go to Planning & Zoning on July 21, 2009. The intent of this regulation is to provide for secure and convenient bicycle parking to facilitate the use of bicycles as an alternative means of travel. Chuck Barmby is also working on bicycle parking regulations for public property.

Public Hearings for FY 2010 Budget – Dates have been set for LDDA Budget Hearings. Please put the following dates on your calendars:

Wednesday, September 9, 2009, 5:01 PM, City Commission Chambers

Monday, September 21, 2009 5:01 PM, City Commission Chambers

Florida Redevelopment Association Annual Conference, Orlando, FL - The conference will be held on Wednesday, October 28 – Friday, October 30, 2009 in Orlando, Florida at the Hilton Orlando on International Drive (\$149 per night). Full registration is \$295 plus mobile tours on Wednesday morning (Downtown Orlando or Osceola County or Orlando CRAs or south of Orlando at \$10) and Friday (Mount Dora or Orange County at \$25). Attached is a conference registration form. The conference agenda hasn't been published as of this date. The expense for this conference is included in the LDDA budget. Anne would like to attend. She will plan to drive to the conference each day instead of having the LDDA incur hotel expense. Board members who are interested in attending will need to let Anne know, so they can be registered. Anne will get an agenda when it is available so Board Members will know what is offered.

Registration \$295

Mobile tours \$35

Gas (43 miles one way: 6 trips x 43 miles = 258 miles x 55 cents/mile - \$141.90)

Total: \$472

Jerry Herring moved and Joe Mawhinney seconded the motion to allocate a not-to-exceed amount of \$600 from line item 8400-Travel, Meals and Meetings. Motion passed 7-0.

LDDA Election - Included in the agenda packet is the LDDA Election Schedule. Please add the Canvassing Board date of Tuesday, October 6, 2009 at 6:30 PM to your calendar. We intend to send postcards in the notice of election so electors may request an absentee ballot. Janet Tucker and Jerry Herring are up for re-election. Janet intends to run for her seat, but Jerry does not intend to run for his. A candidate qualifying period was announced. {The dates announced in the meeting were incorrect. The correct qualifying period is July 27 – July 31, 2009.} Anne will find out when candidate packets will be available. Candidates must either own property in Downtown, live in and be registered to vote in Downtown, or have employment in Downtown.

Article – An article on parking in Boulder Colorado was included in agenda packets.

NEW BUSINESS: Jerry Herring mentioned that some cities are providing pluggable spaces for vehicular parking.

The meeting was adjourned at 9:53 a.m.

The next LDDA Board Meeting will be Thursday, August 6, 2009 from 8 – 10:00 a.m. in the City Commission Conference Room. There will be no meeting on Thursday, August 20, 2009.


Janet H. Tucker, Chairman

8-6-09
Date


Becky Abel, Administrative Assistant

8/10/09
Date