

MINUTES

LDDA BOARD OF DIRECTORS MEETING CITY COMMISSION CONFERENCE ROOM

Thursday, July 10, 2003

8:00 AM

PRESENT: Kevin Jones, Joe Mawhinney, Janet Tucker, Chris McLaughlin, Greg Mugg, Jerry Herring, Jim Verplanck, Anne Furr, Becky Abel, David Bunch, Dan Stetson, Glenn Higgins, LeRoy Bradley, Gerry McHugh

ABSENT:

MINUTES: Janet Tucker moved to accept the Minutes of the June 26, 2003 LDDA Board meeting. Chris McLaughlin seconded the motion. Motion passed 5-0.

Joe Mawhinney and Greg Mugg arrived.

LAKE MIRROR CLASSIC AUTO FESTIVAL REQUEST: Ford Heacock of Heacock Insurance Agency gave a presentation on the Lake Mirror Classic Auto Festival scheduled for October 17-18, 2003. The Festival is growing to include more events and more cars. For the first time, Massachusetts Avenue will be closed from Orange Avenue to Main Street and there will be a golf tournament benefitting Junior Achievement on Friday. Friday evening's events will dovetail with the Lake Mirror Music Series. Ford requested that the LDDA provide help for the following needs: port-a-johns, traffic control, garage security, insurance coverage for the event and money to help pay Parks & Recreation staff for clean up. **Janet Tucker moved to designate up to \$5,000 for the event. Motion seconded by Joe Mawhinney. Motion passed 7-0.** The Finance Committee will allocate this money in the FY 2004 budget.

DLP REQUEST FOR MARKETING FUNDS: LeRoy Bradley shared the needs of the DLP for their budget. They request a total of \$35,000 - \$14,000 for billboards, \$7,000 for brochures, \$10,000 matching funds, and \$4,000 for *The Ledger* tabloids. The request was referred to the Finance Committee for allocation in the FY 2004 budget.

MOLLY MCHUGH'S CONDITIONSL USE: Ordinance 3665 from 1995 required Molly McHugh's to offer a full lunch and dinner menu to its patrons. Since the new smoking ban has been enacted as of July 1, 2003, Gerry McHugh made a decision not to serve lunch at Molly's in order to keep his food receipts under the 10% required by law for smoking to be allowed in the restaurant. The LDDA was asked for a recommendation to the City Commission to find a resolution to this issue. LDDA's concern is to have the business open during the day to continue a vibrant look for that part of downtown. After some discussion and explanation, Gerry proposed continuing to offer lunch at Molly's, but to cater the lunch from another facility. Gerry owns The Gym across the street and has been carrying some Molly's menu items on that menu. He also proposed opening Molly's at noon every day. **Joe Mawhinney moved to approve the conditional use, making lunch available from another facility and to open at noon. Motion seconded by Jim Verplanck. Motion passed 7-0.** This recommendation will be made to the City Commission. Kevin Jones suggested that the restaurant would look more "open" if the façade (dark window tint, especially) were lightened up. Greg Mugg suggested that plants or table decorations be added for the patio tables to appear livelier.

VOLUNTEER MONUMENT PRESENTATION: David Bunch, Chairman of the Volunteer Monument Steering Committee, and Dan Stetson, Director of the Polk Museum of Art provided information on the design and the selected artist for the Volunteer monument to be placed at Lake Mirror. The artist, Albert Paley, is a prominent sculptor. A committee selected him from 160 applications. The committee has raised about \$75,000 of the \$100,000 needed for the monument. There

will be about \$25,000 in incidental costs on top of the \$100,000 that will be donated through services. Mr. Bunch was asked if maintenance of the structure had been figured in and he said that it had not, but that little would be required over the years in maintenance. Anne Furr asked if he thought that donations in excess of what would be needed for the actual erection of the monument would be designated as a trust for maintenance.

After Mr. Bunch and Mr. Stetson left the meeting, the Board discussed a possible donation to support the monument. The Board felt that at least a token of support from LDDA was desirable. **Chris McLaughlin moved that \$3,000 be designated for a maintenance trust fund for the monument. Janet Tucker seconded the motion. Motion passed 7-0.** The Finance Committee will allocate these dollars in the FY 2004 budget.

COMMITTEES:

Park & Ride – Jerry Herring reported seeing more mothers and children riding the trolley. Anne stated that the brochure rack in the trolley was empty again, so the LDDA office will take on the responsibility of periodically restocking the racks. Anne stated that the permitting for the shelter should be complete by the end of this week. Jerry would like the slogan “Meet Me on the Trolley” used as people have meetings in downtown.

LDDA Website – Chris McLaughlin said that the website Becky Abel has been putting together looked good and was nearly ready to go live. He requested that the Board be shown how the site looks so they will have an opportunity for input at the next meeting. At a future meeting, Chris wants to discuss some search engine options that would drive traffic to us.

REQUEST TO CHANGE REGULAR MEETING DATES: Anne shared that the LDDA’s current meeting schedule (2nd and 4th Thursdays) conflicts with the need for Jim Verplanck to attend the Transportation Planning Organization meetings. Anne had researched when other meeting dates could be and considered locations for the meetings. A consensus was reached that LDDA regular Board Meetings will be the 1st and the 3rd Thursdays of the month at 8:00 AM. The first meeting of each month will be in the City Commission Conference Room, and the second meeting’s location is to be announced later. These changes will take place beginning in August 2003.

CITY COMMISSION REPORT: Jim stated that the 4th of July fireworks show around Lake Mirror was wonderful and well attended. Once the In-Town Bypass is open, the City will be ready to move forward with the Main Street realignment.

CHAIRMAN’S REPORT: Jerry had no report, except to say that the fireworks show was great.

LDDA EXPANSION AREA BLIGHT / REDEVELOPMNET PLAN: There were no changes to report at this time.

DIRECTOR’S REPORT:

Streetscape Design

South side of Main Street – Tennessee Avenue to Florida Avenue -

West side of Tennessee Avenue – Orange Street to Lime Street –

Anne distributed drawings of the planned streetscape projects. The work will begin in August. The funds for this work are already budgeted in the FY2003 CRA budget.

Executive Director’s Review – Larry Ross’ proposal for the Executive Director’s review was shared with Board Members. His price for Anne’s review would be \$950. Chris McLaughlin stated that he felt that since he thought Anne was doing a good job, that that money should be used to evaluate the progress on the goals for the year. **Jim Verplanck moved to engage Larry Ross for the Executive Director’s Review. Motion seconded by Joe Mawhinney. Motion passed 6-1.**

Joe Mawhinney was excused.

LDDA Millage for FY 2004 - In order to receive the same dollars as FY 2003, the millage rate would need to be set at 1.8384 mills. If LDDA maintains the maximum rate of 1.956 mills, which it has historically done, we would have to advertise an *increase* in taxes in the TRIM notices. To be clear, individuals would pay no higher taxes unless their assessments have increased. **Kevin Jones moved, and Janet Tucker seconded that LDDA set its millage rate at 1.956 mills for FY 2004. Motion passed 6-0.**

Business Watch – Anne shared that a map is being created of contacts per block for the downtown Business Watch project.

Model – Chris McLaughlin has obtained information on other model makers who could make a proposal for the downtown model in the LDDA office. Anne will provide Chris with the contacts already made so that those entities can respond to our altered request for proposals.

AKA Traders Update – Anne shared that a hearing was held on June 18, 2003 to sort out some preliminary procedural issues. A second hearing will be scheduled. There are no new developments at this time.

Design Review – Peterson Building – Anne informed the Board that the Peterson State Building project would not remove the existing brick screen walls to replace the cooling tower.

Regency Review – There will be a meeting of the Historic Preservation Board on Thursday, July 17, 2003 at 7:30 AM, that will include a design review of the Regency plans. LDDA Board members are invited to attend this meeting. It will be held in the City Commission Conference Room.

Preservation Alley – There are no new developments on the issue or on moving ahead with finishing the pavers and lights on the west side of the alley's "T". Chris McLaughlin asked if Gaines Jewelers had made a decision about their building, and if Tim McCausland, City Attorney gave a deadline for their decision. Anne stated that she would contact Tim for that information.

NEW BUSINESS:

LDDA Public Budget Hearings Dates Set – The first hearing will be Monday, September 8, 2003, at 5:01 PM. The second public hearing will be Thursday, September 18, 2003 at 5:01 PM. Both meetings will take place in the City Commission Chambers, 3rd floor, City Hall.

Albritton Building – 110 E. Pine Street – Jerry Herring stated that Taylor Caffey is the new owner of the building (Landmark Mortgage). Randy Mathews, Historic Preservation Board liaison, and Anne Furr met with him to discuss design review. He will be on the Historic Preservation Board agenda for July 17, 2003. He inquired about Tax Increment Financing and Anne shared the guidelines with him. Anne reminded the Board that it is allowed to deviate from the TIF criteria if deemed appropriate to do so.

DLP Auction Letter – Included in Board packets was a copy of a letter from the Downtown Lakeland Partnership requesting donations for the DLP Auction in October. Please consider how each of you could participate.

The meeting was adjourned at 10:05 AM.

The next regular LDDA Board meeting will be held on Thursday, July 24, 2003, from 8 a.m. – 10 a.m. in the City Commission Conference Room.