

MINUTES
LDDA BOARD OF DIRECTORS
City Commission Conference Room
April 15, 2010
8:00 a.m.

PRESENT: Ford Heacock, Janet Tucker, Patricia Hendler, David Hallock, Joe Mawhinney, Jim Malless, Don Selvage, Anne Furr, Becky Abel, Steve Scruggs, Kay Morgan, Hank Morgan, Margaret Stephens, Karen Kovach, Julie Townsend, Gloria Brooke, Tamara Sakagawa, Bruce Lyon

ABSENT:

CALL TO ORDER: Ford Heacock, Chairman, called the meeting to order.

CONSENT AGENDA: Items listed with an asterisk (*) were considered routine by the LDDA Board and were enacted by one motion. There was no separate discussion of these items unless an LDDA Board Member or other person so requested, in which event the item was removed from the consent agenda and considered in its normal sequence. Janet Tucker requested removal of the Board Meeting Minutes of March 18, 2010 from the Consent Agenda. **Joe Mawhinney moved approval of the Consent Agenda with the removal of the March 18, 2010 Minutes. Motion seconded by Jim Malless. Motion passed 6-0.**

BOARD MEETING MINUTES: Janet Tucker stated that the company name Alphagraphics is one word, not two. The correction will be made in two places on the March 18, 2010 Minutes. **Janet Tucker moved approval of the March 18, 2010 Minutes after the correction. Motion seconded by Joe Mawhinney. Motion passed 6-0.**

TREASURER'S REPORT: Patricia Hendler, Treasurer, reported that at the end of March, the budget is at 48%. The total income for March was \$7,303.10. Year-to-date income was \$237,069.98. Expenses for March were \$21,670.03 and year-to-date expenses, \$177,857.18. Net ordinary income for March was \$-14,366.93 and year-to-date was \$59,212.80. She noted that 1100-Petty Cash was increased to \$300 from the usual \$200 in order to pay Downtown Farmers Curb Market musicians a total of \$100 in cash on April 14th. A budget change was made in March, moving \$400 from 6950-Unappropriated Funds to 8360-Computer Services for the purchase of a new printer for Anne. The Treasurer's Report will be filed for audit.

HIGH WAGE/HIGH SKILL CITY VISITS – REPORT FROM STEVE SCRUGGS, EXECUTIVE DIRECTOR, LEDC: Of one hundred forty total members, seventy members pay \$2,500 membership dues per year. Seventy others are \$5,000 members of LEDC. Some of those also pay \$10,000 to be part of the high skills effort. There are three people on the LEDC staff. 2009 was a great year. 2010 won't be quite as rosy, but several local companies are expanding and new announcements will be made at the LEDC Annual Meeting on May 26th. The LEDC High Wage Initiative was founded in 2003. City visits have been made to Orlando and Jacksonville in Florida and to Memphis, TN, Austin, TX and Raleigh/Durham, NC. Steve highlighted the best economic and redevelopment ideas and implementations from those city visits.

Don Selvage arrived at the Meeting.

HIGH WAGE/HIGH SKILL CITY VISITS – REPORT FROM STEVE SCRUGGS, EXECUTIVE DIRECTOR, LEDC (cont.): Downtowns need connectivity and nightlife. The most pressing obstacle to more development in Downtown Lakeland is the lack of quiet zones at the railroad crossings. Steve also stated that the proposed residential area north of LPD should be as dense as possible – not 500 but 1,500 units.

Tamara Sakagawa reported that at the request of the Downtown CRA, the Downtown CRA Advisory Board has appointed Bill Mutz to sit on the Board as a representative of the LEDC.

SPRING OBSESSION REPORT WAS RESCHEDULED TO May 20, 2010.

ONCOLOGY ON CANVASS REPORT WAS POSTPONED.

TAX INCREMENT FINANCING: On behalf of the 229 N. Tennessee LLC, Bruce Lyon has requested tax increment financing for 229 N. Tennessee Avenue. Board Members were reminded of the CRA Goals for the district, and which goals are met by the project. **David Hallock moved that TIF be granted on a 10-year graduated scale and recommends to the LCRA for approval. Janet Tucker seconded the motion. Motion passed 7-0.**

SIGN GRANT: David Hallock moved and Janet Tucker seconded the motion to reimburse 229 N. Tennessee LLC \$250 for sign design and will reimburse up to \$1,000 after the sign is fabricated for the building at 229 N. Tennessee Avenue. **Motion passed 7-0.**

COMMITTEES:

Brand Campaign Review Committee –

Interstate Commerce Trademark Use, Atlanta Area Reporter Series – Anne reported that the Intellectual Property Matters attorney said that we must use the trademark in another state to validate the Interstate Commerce status of the trademark. An ad was purchased in a publication targeted to a high income area in Atlanta on April 9th. The ad promoted Sun 'n Fun Fly In participants to come to Downtown Lakeland and cost \$820. **Janet Tucker moved and Patricia Hendler seconded the motion to retroactively approve the expenditure of \$820 from 8920.14-Advertising, Sponsorships / PR for the Interstate Commerce Trademark Use. Motion passed 7-0.** It was noted that next year, we hope to advertise in Michigan early enough to reach Tigers baseball fans.

Secondly, the Brand Campaign Review Committee recommends that a front page sticker on *The Ledger* be purchased to appear on the front page of the Thursday, April 29th edition. The 3" x 3" sticker would be on the front page and has a circulation of 27,600. The \$750 price was at a special discount. **Joe Mawhinney moved and Patricia Hendler seconded the motion to approve the expenditure of \$750 to purchase the sticker placement for *The Ledger's* April 29th edition. Motion passed 7-0.**

Wayfinding Signage System RFP – The contract from Bunting (the top rated firm) was received. **David Hallock recommended that the Mayor, on behalf of the LCRA, sign the contract with Bunting Graphics, Inc., subject to minor revisions and some details to be worked out, and subject to the approval of the City Attorney. Motion seconded by Janet Tucker. Motion passed 7-0.**

DLP REPORT: Julie Townsend, DLP Executive Director, submitted a report in writing. The DLP magazine is almost ready for publication. "Red, White and Kaboom" will be held on July 3rd. First Friday will be July 2nd with a traditional theme of family picnic, sack races, etc. She reported that a new business will go into the J. Rowan Galleries space at 123 South Kentucky Avenue that is named "Paint Along Studios". The concept is that customers will walk in and create a painting they can take home with them. The Skyward Festival as April's First Friday theme went very well and was well attended.

CITY COMMISSION REPORT: Don Selvage reported that he is concerned about making sure that we are working to get the rail crossing quiet zones. Chairman Ford Heacock appointed a Quiet Zone Committee: If there is no conflict, Don will chair that committee. Additional committee members are Janet Tucker and Joe Mawhinney. Julie suggested involving Bob O'Malley (CSX, Resident VP of Florida). Don said that concerning the noise complaint issue by a resident on North Kentucky Avenue, the business owner seems to be trying to conform to the law. It seems to be bigger than one bar versus one neighbor. Jim Malless said that the City is working on

form-based code that will help address the issue. Patricia said that she has heard the business owner saying he has trouble hiring employees to work for him because of the problems with the neighbor. David Hallock says that the problem is that the statute concerning the noise is ill-defined and does not have subjective criteria in it. David thinks that a code change will not be enough, that the noise ordinance should be addressed. Jim Malless asked if the goals and vision of Downtown are aligned with the reality of the statute.

CHAIRMAN'S REPORT: Ford Heacock reported that the 2009 Lake Mirror Classic will be featured on the SPEED channel (Bright House channel 45) on Sunday April 18th at 9:30 a.m., Monday, April 19th at 4:00 a.m., and Tuesday, April 20th at 3:00 p.m.

DIRECTOR'S REPORT:

The Ledger Contract for Advertising – Anne reported that our *Ledger* contract is up for renewal. Currently, we pay \$449 per month to purchase one Downtown Farmers Curb Market ad and get one other ad free. The purchase of this ad has enabled us to have free mentions in two or three other places in the TIME OUT section published on Thursdays. Anne met with a representative of the newspaper who presented a new contract offer to spend up to \$3,000 in the next 12-month period. It was suggested that the LDDA and DLP partner with *The Ledger* to work out a mutually beneficial contract together.

Sidewalk Signs – The City Commission is moving forward with the sidewalk sign ordinance. The first reading will be held on Monday, April 19th. Projection signs are not included in the proposed ordinance.

CRA Board – Add Additional Representative – Approval has been given to add one person to the Downtown CRA Board. Bill Mutz will be added as a representative from the LEDC. Mr. Mutz's term on the Midtown CRA Board recently expired, so he has experience as a CRA Board Member.

Wachovia Outparcel – A meeting between the owners and the Historic Preservation Board to work out a solution for the property at 113 S. Tennessee Avenue will be scheduled.

Downtown Property Appraisals – Tentative results show that property appraisals in the Downtown are down 17.85%, which would make a huge difference in LDDA's budget next year.

OTHER / NEW BUSINESS: None

AUDIENCE:

The meeting adjourned at 10:48 a.m.

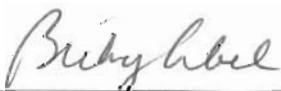
The next regular LDDA Board of Directors meeting will be Thursday, May 6, 2010 to follow the Downtown CRA Board Meeting in the City Commission Conference Room.



Ford W. Heacock, III, Chairman

5/20/2010

Date



Becky Abel, Administrative Assistant

5/25/2010

Date