

**LDDA BOARD OF DIRECTORS MEETING AGENDA  
THURSDAY, FEBRUARY 18, 2010  
CITY COMMISSION CONFERENCE ROOM  
8:00 AM**

**Consent Agenda: All items listed with an asterisk (\*) are considered routine by the LDDA and will be enacted by one motion. There will be no separate discussion of these items unless someone so requests, in which event the item will be removed from the consent agenda and considered in its normal sequence.**

- |     |   |                             |          |
|-----|---|-----------------------------|----------|
| 1.  | CALL TO ORDER   | Ford Heacock                | 1        |
| 2.  | CONSENT AGENDA (*)  | Ford Heacock                | 2        |
| 3.  | MINUTES<br>January 7, 2010**<br>February 4, 2010**  | Ford Heacock                | 5        |
| 4.  | TREASURER'S REPORT<br>December 2009<br>January 2010   | Patricia Hendler            | 10       |
| 5.  | COMMITTEES<br>Brand Campaign Review Committee<br>Design Review Approval Since January 7, 2010:<br>500 S. Florida Avenue, Center State Bank, window tinting<br>225 E. Lemon Street, Amedisys, re-skin existing awning & add name to monument sign<br>Downtown Farmers Curb Market<br>Wednesday Market, 11:00 AM – 3:00 PM<br>Field Trip to Tampa | Ford Heacock<br>Jim Malless | 10<br>10 |
| 6.  | DLP REPORT  | Patricia Hendler            | 10       |
| 6.  | DLP REPORT  | Julie Townsend              | 5        |
| 7.  | CITY COMMISSION REPORT  | Don Selvage                 | 5        |
| 8.  | CHAIRMAN'S REPORT   | Ford Heacock                | 5        |
| 9.  | DIRECTOR'S REPORT<br>Retreat Summary<br>* Traders at 210<br>* Rocky Horror Show<br>* Wayfinding RFP<br>* Day & Night VISIT Florida Brochure<br>* Mileage Reimbursement - \$.50 per mile**<br>* Elder Point Ministries of Greater Lakeland, Temporary Sale of Alcohol<br>Public Works Week, May 2010   | Anne Furr                   | 10       |
| 10. | NEW BUSINESS  |                             |          |
| 11. | AUDIENCE  |                             |          |

\*\*Requires Official Action

MISSION  
To Improve and Stimulate the Environment for Economic Development  
In a People-Oriented Downtown Community