

MINUTES

LDDA BOARD OF DIRECTORS MEETING CITY COMMISSION CONFERENCE ROOM Thursday, July 24, 2003 8:00 AM

PRESENT: Kevin Jones, Joe Mawhinney, Janet Tucker, Greg Mugg, Jerry Herring, Jim Verplanck, Anne Furr, Becky Abel, LeRoy Bradley

ABSENT: Chris McLaughlin

MINUTES: Jim Verplanck moved to accept the Minutes of the July 10, 2003 LDDA Board meeting, with a correction on page 1 – change “Orange Avenue” to “Orange Street”. Janet Tucker seconded the motion. Motion passed 4-0.

Joe Mawhinney arrived.

COMMITTEES:

Park & Ride –Jerry Herring stated that he had been making an effort to ride and observe the Trolley operations. The driver reported to him that she was averaging about 80 riders a day, but on a recent day, 102 riders were logged. The shelter was delivered about a week ago and is being stored at Tigertown until the site is ready. The site has been staked out and some footers poured. The City will set up a concrete column so the electrical contractor can set up a panel box, meter and pull the wires. Anne noted that she was aware of an incident reported by some employees of MidFlorida where a vagrant making threats had accosted them verbally. Anne informed Chief Boatner of the problem. Anne also made the Chief aware of an increase in panhandling and vagrants in downtown.

Kevin Jones arrived.

TREASURER’S REPORT:

June 2003 – Kevin prepared a monthly summary of finances for June 2003 to accompany the Quickbooks monthly reports produced in the LDDA office. He had highlighted items where expenditures to date were under budget; most of the items were time-sensitive, meaning that by the end of the budget year, these dollars would be spent. Some dollars from 8300-Planning and Development could be transferred to 8270-Contract Services to pay for the parts of the Blight and Redevelopment Study that would be completed before October 2003. Kevin stated that there was significant money in Unrestricted Reserves for expenditures this year should a decision be made to spend it. Anne stated that we are still waiting for the final report from Tom Moriarity (which affects 8270-Contract Services budget).

Total expense for June 2003 was \$9,798.64. Year to date expense was \$299,434.80. Net Income was <\$8,439.93> for the month and \$90,387.11 year to date. Anne shared that the LDDA plans its budget based on 95% of ad valorem taxes being collected. This fiscal year, more than that has been collected, so LDDA revenues are higher than expected.

Quarterly Financial Report, April – June 2003 – A copy of the quarterly reports produced by Baylis & Company, CPAs was provided to each Board member. Anne noted that all figures in the report agreed with the LDDA financial statements.

COMMITTEES (continued):

Design Review –

A Certificate of Review was issued for McKeel Elementary Academy to place a sign on its building at 415 N. Florida Avenue. The Design Review Committee met and recommended approval.

A Certificate of Review was requested by Rebeck Signs for 101 W. Main Street to add a required egress door at the City Center building (left side, end unit). **Jim Verplanck moved and Janet Tucker seconded a motion to approve the door. Motion passed 6-0.**

DLP: LeRoy Bradley stated that the DLP website continues to get a lot of activity and LeRoy has noted that several members of the Partnership need to update their websites that have links to the DLP site. Arts on the Park Fall Festival is getting a lot of entry applications. He also reported that things had been quiet downtown, and that several businesses have closed. A discussion followed regarding the potential of offering incentives to retailers who are well established to relocated their businesses to downtown. It was stated that people should be patient with retail as the economy is not good for marginal retail operations right now.

Janet Tucker reminded everyone of the DLP Luncheon and Auction to be held on October 1, 2003. Janet reported that the Frank Lloyd Wright display is complete in the window of Spiessel Melton on Kentucky Avenue.

CITY COMMISSION REPORT: Jim Verplanck stated that Molly McHugh's has completed an application requesting approval as a bar. It will go through the process starting with Planning and Zoning for a recommendation. The Community Development Department is working on a FDOT grant application to fund a Park & Ride project under the In-Town Bypass north of Main Street. The proposed City budget has been submitted and dates for public hearings set. There is a tax increase proposed for the purpose of funding police officers and a new fire station on State Road 33. The CRA budget is intact, as is the Lake Mirror Park Plan. Howe Whitman's proposed project at the north end of Edgewater Beach Drive on Lake Parker received approval. The Regency renovation is moving forward.

CHAIRMAN'S REPORT: Jerry Herring attended the Historic Preservation Board meeting last week to hear the Regency plan and to seek approval for one of his projects. He expressed some concerns about that Board's criteria. Jim Verplanck stated that he thought it would be appropriate for Anne to arrange meetings that would include Randy Mathews, Tammy Sakagawa and key people from the HPB to talk about review criteria and guidelines for both Design Review Boards (HPB and LDDA) on proposed projects.

LDDA WEB SITE: Eric Vaughn, City of Lakeland Webmaster, and Becky Abel showed Board Members the new "almost live" website for LDDA. The Board was shown how each page works. The Board asked that Becky create a calendar page similar to the one for Parks & Recreation. The Board suggested that a link be added to the Lakeland Library's Special Collections, the LEDC, Lakeland Center and terraserver.com. They also indicated that archived minutes should be cataloged by calendar year, not fiscal year.

LDDA EXPANSION AREA BLIGHT / REDEVELOPMENT PLAN: A contract with three phases has been amended per suggestions by Joe Mawhinney that protect the LDDA in the event of a lawsuit. The contract should be signed Monday with Glatting Jackson.

LDDA EXPANSION AREA: It has been suggested that the LDDA consider purchasing available property in the new expansion area. The property at 305 N. Gilmore Avenue is available for sale at the Property Appraiser's assessed value. The Board was not inclined to buy small parcels within the neighborhood. They felt that the best use of CRA dollars would be to purchase properties (like the small grocery store on Massachusetts Avenue) as they become available. It was felt that it would be more significant to purchase properties where LDDA could make a viable difference in development opportunities. Kevin Jones pointed out that there is money available in this year's budget that could be used for property purchase.

DIRECTOR'S REPORT:

Downtown Model – Anne reported that John Russell of Kissimmee Models evaluated our downtown model recently. He had two recommended courses of action to pursue. 1) Contact the

company in California to get their estimate of a refurbish / capping. Mr. Russell stated that the cost for shipping would not be as expensive as we imagined. 2) Mr. Russell stated that one approach to refurbishing the model would be to pull up usable buildings, clear the base, redo streets and green spaces, reuse buildings that have not changed, add new buildings and cap with Plexiglas that can be removed to update the model in the future. This may be the most economical solution as well as the most aesthetic.

Preservation Alley – Anne reported that there was no “drop dead date” of acceptance or refusal specified in the issue of an offer to Gaines Jewelers. The parties are continuing to communicate.

Executive Director’s Review – Larry Ross will mail surveys to the Board Members for them to fill out and return to him. He will facilitate the discussion on September 18, 2003, and all Board members need to be present.

Report on Goals for 2003 – Anne will get a 6-month update to Board Members next week.

Trolley Expansion Hours – Anne reported that the LAMTD is not interested in funding an extra ½ hour of service for the Trolley on Fridays as requested by a downtown business. If that business wishes to pay for the extended service, the cost would be \$950 per year.

NEW BUSINESS:

LDDA Meeting Schedule – Board Meetings in August 2003 (7th and 21st) will be held in the City Commission Conference Room. In September, the first meeting (September 4th) will be in the City Commission Conference Room and the second meeting (September 18th) will be in the Employee Relations Conference Room. The Board will be informed if there is any change.

Noise Ordinance Update – Anne distributed a handout from Ted Jacobson of the LPD with a report that the City Noise Ordinance was constitutional, as interpreted by Judge Raiden. The ruling gives the LPD the right to enforce the ordinance.

Hospitality Panel – Anne stated that Florida Southern College, the Chamber of Commerce, the City of Lakeland and Bernie Little Distributors hosted a Hospitality Panel with participants from downtown establishments and other restaurants and bars in Lakeland. Larry Kebberly, owner of Kau Kau Korner, talked with Anne about expanding his business into downtown.

The meeting was adjourned at 9:50 AM.

The next regular LDDA Board meeting will be held on Thursday, August 4, 2003, from 8 a.m. – 10 a.m. in the City Commission Conference Room.