

**MINUTES**  
**LDDA BOARD OF DIRECTORS MEETING**  
**DOWNTOWN CRA ADVISORY BOARD MEETING**  
**City Commission Conference Room**  
**Thursday, November 15, 2007**  
**8:00 AM**

**PRESENT:** Ford Heacock, Joe Mawhinney, Janet Tucker, Jim Verplanck, David Hallock, Anne Furr, Becky Abel, Heather Huebner, Julie Townsend, Glenn Higgins, LeRoy Bradley, Ellen Simms, Tamara Sakagawa, Steve Bissonnette, Justin Wilson, Jim Studiale

**ABSENT:** Chris McLaughlin, Jerry Herring

**MINUTES:** Janet Tucker moved approval of the Minutes of the November 1, 2007 regular LDDA Board of Directors Meeting. Motion seconded by Jim Verplanck. Motion passed 5-0.

**TREASURER'S REPORT:**

**October 2007** – Janet Tucker, Treasurer, reported that income for October was \$1,622.57. Year to date income was the same, since this was the first month of the fiscal year. Expenses for October were \$27,167.02. Net Income was -\$25,544.45. 8960-Miscellaneous expense of \$570.30 will be reimbursed from 9770-Restricted Expense-Streetscape for equipping lamp posts on Lemon Street with electricity. 8920.13-Events Subsidy includes most expenses spent on the Lake Mirror Classic Auto Festival. The invoice for police security has not yet been received and will also be posted to this account. LDDA used a mailing house for the George Harris Memorial Arch, and the expenses for that are posted to 8920.19. Janet Tucker stated that the October financial statements will be filed for audit.

**Quarterly Report September 30, 2007** – This report is a draft from Baylis & Company. Anne's comments: three items were moved by Baylis & Company from purchases to assets. One was the computer and monitor for Becky Abel, one for the new copier, and one for the shelves in Anne's office. This report will become final when the audit is completed for FY 2007.

**DESIGN REVIEW:** Chairman Jim Verplanck reported that the Saxenas have purchased the property formerly known as The Scottish Inn at 244 N. Florida Avenue and have changed the name to the Lake Wire Inn. A face change to the four signs has been approved.

**DLP REPORT:** Julie offered copies of the magazine featuring Gloria Brooke. The DLP is sponsoring the public forum on the CSX issue tonight. The goal is to share the facts and goals with attendees.

**CITY COMMISSIONER REPORT:** Tom Elliott (Sarasota bars) has a contract to purchase the property at 209 E. Main Street (former Dona Maria), owned by Jeff Holden. This contract is scheduled to close on January 15, 2008. The Commission held the De Novo Hearing and heard the first reading on a conditional use at 215 E. Main Street (former Lillian's). If the closing occurs as planned, there's no need to approve a conditional use for the 215 E. Main property because a conditional use was already approved for Mr. Elliott at 209 E. Main. If the closing on 209 E. Main Street doesn't happen, Sarasota Bars will come back for a second hearing before the City Commission on January 22, 2008. Justin Wilson noted that Jeff Holden has withdrawn his application for a conditional use at 207 and 209 E. Main Street. Anne stated that the owners call it a "neighborhood bar" and not a "sports bar".

**CHAIRMAN'S REPORT:** Ford Heacock reported that Brooke Pottery was robbed and the police were on site almost immediately and caught the robber. Tomorrow is the Realtor Breakfast, planned by the Retail Recruitment Committee. 32 are planning to attend. The agenda includes sharing with realtors what the Retail Recruitment Committee is and what its goals are, what kinds of businesses we are looking for in Downtown, parking solutions, and potential incentive packages. Discussion will follow.

**DIRECTOR'S REPORT:**

**Bookmarks** – LDDA printed bookmarks advertising the Downtown Farmers Curb Market to be stuffed into 1400 bags with other promotional materials from Downtown businesses in partnership with DLP for the “Just Around the Corner” promotion with the Lake Morton Historic District. This partnership appears to be a great way to get information out directly to people in the surrounding neighborhood. She encouraged participation with other neighborhoods in the future.

**Sidewalk and Curb Work on West Main** – The utilities are not undergrounded on the 300 block of West Main Street, where the Florida Dance Theatre is located. The cracked and broken sidewalk and haphazard parking arrangements have been a problem. Marcobay has agreed to redo the sidewalk. The Public Works Department of the City will add curbing and on-street parking. Later, when budgets allow for undergrounding in that area, streetscape pavers and historic lights can be added.

**Dates to Remember –**

**Realtor/Property Managers' Breakfast**, Friday, November 16, 2007, 7:30-9 a.m., Terrace Hotel, Lake Mirror Room.

**CSX Task Force** – Friday, November 16, 2007, 2-4 p.m., City Commission Chambers

**Downtown Art Festival** – The Festival is this Saturday, November 17th, from 10 a.m. – 5 p.m. There are more than 25 artists expected, 11 restaurants, and entertainment all day.

**DOWNTOWN CRA ADVISORY BOARD:**

**TAX INCREMENT FINANCING – INCREMENT REVENUE**

Heather Huebner, stated that at our last meeting, the Board had indicated that it liked the way Gainesville treated increment, by creating subdistricts for which unique criteria are developed. So, with that in mind, staff has drafted a subdistrict plan for Downtown Lakeland, consisting of seven subdistricts: The Garden District, Munn Park District, Lakeland Center District, West District, South District, Lake Wire District, and the North District. Some discussion occurred concerning the boundaries of these subdistricts.

First, a minimum set of selection criteria and goals for Tax Increment Revenue should be set for the entire Downtown that would apply to all. Then, specific additional criteria can be created for each individual subdistrict. What follows are notes from the discussion of the overall criteria / goals and the criteria / goals for each subdistrict. Staff will provide a synopsis of the revised document.

Tamara Sakagawa walked the Board through options for the goals and criteria for the entire Downtown. (See handout) All applicants for incentives would need to be *consistent* with the basic goals. In addition to the goals stated on the handout, the Board would like to add some language that speaks to a project being a catalyst for additional development (redevelopment). It was also discussed that emphasis should be on “maintaining character of Downtown” rather than hard line “historic preservation”. Additional consensus followed:

The Board decided to remove The Lakeland Center Subdistrict from consideration for incentives at this time.

In the North Subdistrict, it should provide workforce housing, but not state a percentage.

In the South Subdistrict, identify both Verizon lots and the Citrus Mutual lot as opportunities for redevelopment.

In the West Subdistrict, redescribe properties called “South side of West Orange”. Most of the lots need redevelopment.

In the Lake Wire Subdistrict, there is already a plan in place.

In the Munn Park Subdistrict, it is not necessary to incentivize second story redevelopment. Redefine “retail” in terms of the 60/40 area. No need to name “underutilized” lots.

TIF discussions will continue at the next LDDA meeting.

**NEW BUSINESS:**

**The Meeting was adjourned at 10:54 a.m.**

**The next LDDA Board Meeting will be Thursday, December 6, 2007 in the City Commission Conference Room, 3<sup>rd</sup> floor, City Hall.**