

**MINUTES**  
**LDDA BOARD OF DIRECTORS MEETING**  
**City Commission Conference Room**  
**April 2, 2009**  
**8:00 a.m.**

**PRESENT:** Janet Tucker, Ford Heacock, Joe Mawhinney, Patricia Hendler, Anne Furr, Becky Abel, Julie Townsend, Tamara Sakagawa, LeRoy Bradley, Tim Cox

**ABSENT:** Jerry Herring, David Hallock, Jim Verplanck

**CALL TO ORDER:** Janet Tucker called the meeting to order.

**MINUTES:** Janet Tucker pointed out a correction on page two where the word "newsletter" was left out. **Ford Heacock moved to approve the Minutes of the March 19, 2009 regular LDDA Board of Directors Meeting with the correction. Motion seconded by Patricia Hendler. Motion passed 4-0.**

**DOWNTOWN CRA ADVISORY BOARD:** Tamara Sakagawa stated that tomorrow (April 3) is a workshop by Glatting Jackson for the City Commission. A PowerPoint presentation has been created that is a completed product for the vision plan. The presentation is 200 slides long, however, so a condensed version will be presented which explains the strategic direction. Tamara explained the handout, which addressed essential elements of the plan, including increased residential development (includes rental as well as owner-occupied), increased activity, improved coordination, a shift from regulation to facilitation, and Downtown development recruitment. There are action items for land use/physical vision, marketing/recruitment, governance, and infrastructure.

When asked, Tamara said her intention is to make the plan available online, on the [www.plandowntownlakeland.com](http://www.plandowntownlakeland.com) website under an "implementation" tab. She also said that ongoing projects that fall within the vision guidelines will be posted. Anne pointed out the Vision Statement on page two of the handout. Tamara said that was a compilation statement taken from vision statements of various entities that exist within Downtown – DLP, LDDA, LEDC, the Chamber of Commerce, etc.

**COMMITTEES:**

**Downtown Farmers Curb Market** – Janet Tucker reported that she counted eighteen vendors at the opening day of the Wednesday Market on April 1<sup>st</sup>. Anne Furr and Becky Abel also visited the Wednesday Market. There seemed to be fair attendance coming from both directions of Downtown. Janet, Becky and Anne did not notice whether the new Farmers Curb Market flag was used. It was felt that opening day was a good start and it is hoped that this weekday effort will grow in popularity with people in Downtown.

The Contract Amendment dealing with the responsibilities of and compensation for an additional Market Day for the Market Manager has been completed. An additional \$750 per month will be paid to Jim Luna for this responsibility. Also, a clause has been added that allows the LDDA to stop the Wednesday operation as it sees fit. The original Contract was for three years and allowed for two one-year extensions. The LDDA will need to seek bids for the Market Manager position in FY 2010. **Joe Mawhinney moved and Ford Heacock seconded the motion to approve (retroactive to April 1, 2009) the Market Manager Contract Amendment allowing for the Wednesday operation of the Farmers Curb Market for the remainder of FY 2009. Motion passed 4-0.**

**George Harris Memorial Arch** – Janet Tucker reported that the dedication is this evening (4/2/09) at 5:00 p.m. Anne worked hard to quickly organize the event to coincide with a planned family meeting of the Harris family. There will be a color guard and a jazz band from Florida Southern College and Andrea Oliver will sing the National Anthem.

**Naming Committee** – At this time, the Naming Committee, charged with the naming of the area north of LPD has adjourned until a later date. Since work is not expected to commence soon, it was felt that publicity concerning the naming would imply that the project was about to begin.

**Retail Committee, Branding – Ford Heacock, Chairman, said that the Committee recommends Option A for the final logo design. Motion passed 4-0.** In light of some concern about the word “artful”, Kiku Obata & Company will be asked to evaluate that term as used in the tag line. Ford would like a recommendation on how to thank the professionals and others who helped with the process. It was suggested that a “Downtown at Dusk” event may be an opportunity to thank the individuals who helped in the branding process. The Board will consider a roll out of the new logo in July at a First Friday event. He hopes to have packets created that will contain the logo in useable form to be delivered to those who will use it. Anne hopes to change out the banners that are displayed on Lemon Street toward the Lakeland Center and to consider whether to have new banners in other areas of Downtown as was done in previous years. Trademark work is yet to be done.

At some time in the near future, Ford would like the Board to reconsider the current name of this committee.

**DLP REPORT:** Julie Townsend, DLP Executive Director said that the First Friday theme for tomorrow (4/3/09) will be “Bike Night” in conjunction with the Oncology on Canvass display. Natalie Pope, a Florida Southern College intern is now on board with the DLP to work on better relations with area colleges. She’ll be researching the orientation and other event dates that would attract not only students, but also parents to events in Downtown. There are currently 148 DLP members. There are six targeted businesses and twenty-five with outstanding balances. The next issue of the “Downtown Dish” will come out at the end of April.

**CITY COMMISSION REPORT:** No report. The Downtown CRA Plan Update will be presented to Commissioners on Friday, April 3 at the Agenda Study, approximately 10:30 a.m.

**CHAIRMAN’S REPORT:** Janet Tucker, Chairman, had no report, but encouraged the Board Members to attend the Harris Arch dedication this afternoon (4/2/09).

**DIRECTOR’S REPORT:**

**Annual Traffic Counts in Downtown** – A document from Traffic Engineering on the annual traffic counts of major Downtown streets was distributed.

Parking and a bike trail have been added along Lake Wire Drive.

**Minutes 2/19/09 Correction** – Patricia Hendler moved and Joe Mawhinney seconded the motion to correct the 2/19/09 Minutes, under the Treasurer’s Report, the amount of dollars paid to the LDDA from the CRA \$203,493 (not \$204,493). Motion passed to make the correction to the record, 4-0.


**Signage – sidewalk, projecting and hanging signs** – Anne reported that Bruce Kistler will report on this at the LDDA’s regular meeting on April 16, 2009.

**NEW BUSINESS:** None.

**AUDIENCE:** None.

**The meeting was adjourned at 9:04 a.m.**

**The next LDDA Board Meeting will be April 16, 2009 from 8 – 10 a.m. in the City Commission Conference Room.**

  
\_\_\_\_\_  
Janet H. Tucker, Chairman

4-16-09  
Date

  
\_\_\_\_\_  
Becky Abel, Administrative Assistant

4-15-09  
Date