

**MINUTES**  
**LDDA BOARD OF DIRECTORS MEETING**  
**City Commission Conference Room**  
**Thursday, July 26, 2007**  
**8:00 AM**

**PRESENT:** Ford Heacock, Joe Mawhinney, Janet Tucker, Jerry Herring, David Hallock, Anne Furr, Tamara Sakagawa, Pam Page, Heather Huebner, Ellen Simms, Jim Studiale, Holly Vreeland, Justin Wilson

**ABSENT:** Jim Verplanck, Chris McLaughlin, Becky Abel

**MINUTES:** Janet Tucker moved approval of the Minutes of the June 21, 2007 regular LDDA Board of Directors Meeting with one correction. Motion seconded by Jerry Herring. Motion passed 5-0.

**MULCH PRODUCT FOR TREE WELLS** – Pam Page, Parks Planner, reported that several options have been studied to help solve the problem of messy tree wells – i.e. cigarette and debris collectors, and the problem of street blowers blowing mulch out of the wells. A new product that is a permeable poured on rubber product has been offered as a solution. The Parks and Recreation Department does not have any dollars to install this product. 105 tree wells could use this new product for a cost of \$7,500, a discount coming into play because of the volume of tree wells. A 10-year unconditional guarantee would be offered. Pam shared a sample of the product with the Board. Anne reported that there is about \$101,000 in the Restricted Streetscape account that could be used for a project like this. **Janet Tucker moved that LDDA appropriate funds for using this rubber mulch product for all the tree wells recommended by Pam Page (105 wells) plus the tree wells on Pine Street. Motion seconded by Jerry Herring.** The motion was tabled until the next meeting when Pam will provide more information on price break points to add additional tree wells.

**TREASURER’S REPORT:**

**June 2007** – Janet Tucker, Treasurer, reported that income for June was \$12,064.88. Year to date income was \$532,930.21. Expenses for June were \$15,203.37. Year-to-date expenses were \$431,159.37.

**FY 2007 Budget** – Janet Tucker reported three budget adjustments that need to be made to the FY 2007 LDDA Budget:

1. Line Item 8500 – Insurance Liability: \$4,000 budgeted, but \$4,288.11 has been spent. We need to add \$300 to 8500 from 6950-Unappropriated Surplus. **Motion to move \$300 from 6950 to 8500 made by Jerry Herring. Motion seconded by David Hallock. Motion passed 5-0.**

2. Line Item 8800 – Audit and Reporting: \$8,200 was budgeted, but \$8,500 has been spent. We need to add \$300 to line item 8800 from 6950-Unappropriated Surplus. The scope of services had a range between \$700 and \$1,000 to prepare annual audit. **Motion to move \$300 from 6950 to 8800 made by Jerry Herring. Motion seconded by Joe Mawhinney. Motion passed 5-0.**

3. Line Item 8070 – Insurance Medical (Anne Furr): \$9,225 budgeted and \$9,236.16 has been spent. We need to add \$20 to line item 8070 from 6950-Unappropriated Surplus. **Motion to move \$20 from 6950 to 8070 made by Jerry Herring. Motion seconded by David Hallock. Motion passed 5-0.**

**CRA FY 2008 Budget** – Anne explained items on the proposed 2008 CRA Budget. **David Hallock moved and Joe Mawhinney seconded the motion to recommend this budget to the City Commission acting as the CRA. Motion passed 5-0.**

**CSX TASK FORCE UPDATE & QUIET ZONE:** Joe Mawhinney stated that copies of the letters to Tom Pelham, Secretary of the Florida Department of Community Affairs and the Mayor were included in agenda packets. Heather Huebner was asked whether recent train accidents would affect Lakeland’s effort to obtain Quiet Zones. Her thought was that they would not. FDOT has hired a consultant (John Starling of Jacobs Engineering) to work with the City to document existing conditions and what needs to be done to mitigate the train impact.

Ellen Simms, DLP, said some private citizens are running an ad to boost awareness of the train issue that should run on Tuesday, July 31.

Heather Huebner handed out an updated report on the Quiet Zones. None of Lakeland's intersections have Constant Warning Time devices and in order to move forward, all intersections must have those, which cost an extra \$200,000 per intersection. There are seven intersections that will need the mitigation. The new estimated cost for a Quiet Zone is \$1.9 million.

Anne has spoken with Traffic Operations for the City and they are pulling together a study on the train traffic.

#### **COMMITTEES:**

**Design Review Committee – Approved since June 21, 2007 Meeting:**

**225 E Lemon Street, Chase Home Loans, awning**

**205 S Florida Avenue, MIDFLORIDA, façade and signage**

**Retail / Recruitment Development Committee** – August 22 is the Town Meeting to discuss the activities of the Retail Recruitment Committee. A White Paper will be distributed. MidFlorida Federal Credit Union is the sponsor of the meeting and it will be held in the Terrace Hotel Ballroom at 6 p.m.

**Farmers Curb Market** – There will be a Farmers Market Committee meeting next week. The Market will be closed for August. The fall art festival has been scheduled. Janet thanked those who have contributed to the "Friends of the Market" program.

**DLP REPORT:** Holly Vreeland, DLP, shared that Tuesday, July 31 is the 2<sup>nd</sup> "Downtown at Dusk" event at Brooke Pottery from 5:30-7 p.m. Please RSVP if you plan to attend. First Friday on August 3<sup>rd</sup> will have the theme "Dog Days of Summer". The DLP Budget has been created and Holly will bring the DLP request to the LDDA next meeting. DLP elections are coming up and if anyone is aware of any potential candidates, please let Holly know. The next General DLP Meeting is scheduled for August 1<sup>st</sup>, 8 a.m. at the SunTrust Bank Community Room. The program will be the CSX issue and will provide the general membership an opportunity to learn more about the train situations.

**CITY COMMISSION REPORT:** There was no report.

**CHAIRMAN'S REPORT:** Lake Mirror Classic Auto Festival brochures were distributed. Ford will bring a request for support to the next LDDA Board Meeting.

#### **DIRECTOR'S REPORT:**

**Executive Director's Review – Janet Tucker moved that there be a biannual review, using the same evaluation format as has been used in recent years. Anne will schedule one-on-one meetings with Board Members on the alternate year. Motion seconded by David Hallock. Motion passed 5-0.**

**2008 Retreat** – The City of Lakeland rescheduled its retreat to February 21, 2008 which was the date for the LDDA retreat. March 6 is a proposed new date. Please get back with Anne concerning availability.

**2007 ICSC Florida Conference** – The International Council of Shopping Centers 2007 Florida Conference will be held in Kissimmee at the Gaylord Palms and Conference Center on August 13<sup>th</sup> and 14<sup>th</sup>. It is \$225 for a member and \$325 for non-members. LDDA/CRA is a non-member at this time. We have the money budgeted in line item 8400. Jerry Herring moved approval of this budgeted item. Motion seconded by David Hallock. Motion passed 5-0.

**Impact Fee Exemption** – The Board of County Commissioners voted to approve an interlocal agreement with the City of Lakeland to exempt properties in the core area of Downtown and historic districts from impact fees. Anne thanked Jim Studiale for his hard work in educating the County Commissioners concerning impact fee exemptions and how it encourages urban development.

**Shelves in Director's Office** – LDDA budgeted \$1,504 for the shelves, but the actual cost was \$934.02 from Office Furniture Depot. The money was moved from 6950-Unappropriated Surplus to 8760-Miscellaneous.

**NEW BUSINESS:**

**LDDA Election Schedule** – Ford’s and David’s seats are up for re-election. Anne has distributed a schedule for the election process.

**St. Petersburg Times Travel Article** – The article was distributed to the Board.

**LDDA Public Budget Hearings** - The hearings will be held on Wednesday September 5 at 5:01 p.m. and on Tuesday September 18 at 5:01 p.m. in the City Commission Chamber.

**City Commission Candidate Forum** – Joe Mawhinney has been asked to host a candidate forum and would like help thinking of questions that will be posed to candidates. Please e-mail suggestions to Joe.

**The Meeting was adjourned at 10:10 a.m. The Finance Committee to follow this meeting was cancelled.**

**The next LDDA Board Meeting will be Thursday, August 2, 2007 in the City Commission Conference Room, 3<sup>rd</sup> floor, City Hall.**