

**MINUTES**  
**LDDA BOARD OF DIRECTORS MEETING**  
**City Commission Conference Room**  
**February 5, 2009**  
**8 20 a m**

**PRESENT** Janet Tucker Jerry Herring Joe Mawhinney David Hallock Jim Verplanck Anne Furr Becky Abel Julie Townsend Tamara Sakagawa Pete Sechler George Kramer Jim Studiale Justin Wilson Glenn Higgins LeRoy Bradley

**ABSENT** Ford Heacock Patricia Hendler

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

**MINUTES** A correction on page two was noted **Jim Verplanck moved to accept the Minutes of the January 22, 2009 regular LDDA Board of Directors Meeting with the correction Motion seconded by Jerry Herring Motion passed 5-0**

**COMMITTEES**

**Design Review**

**210 W Lemon Street St Joseph s Church, demolish building and add landscaped parking lot** This action was approved by the Design Review Committee  
**115 S Missouri Avenue, Farm Credit Building –** Jim Verplanck noted that the

Design Review Committee had met at the site to review the future Department of Revenue building at 115 S Missouri Avenue

**Naming of Residential Redevelopment Area –** No report

**Transportation Advocacy –** Jerry Herring Chairman stated that the Committee met and has agreed to recommend to the LDDA Board that Rosemary Goudreau (Stang) be paid a total of \$40 000 Goudreau s services have been terminated and no further services are to be performed in the furtherance of the agreement \$5 000 has already been paid to her **On behalf of the Committee, Jerry Herring recommended paying Ms Goudreau (Stang) a total of \$40,000 The motion carried 4 1 with Jim Verplanck dissenting**

Janet Tucker congratulated those who were involved with the planning and execution of the Rail Connectivity Summit that was held on February 4 2009

Joe Mawhinney was excused from the meeting

**DLP REPORT** Julie Townsend reported that the theme for First Friday on February 5 is Open Mic and many amateur performers have signed up The winter edition of the DLP newsletter has been published DLP is continuing talks on the redesign of its website

**CITY COMMISSION REPORT** Jim Verplanck reported that although it is not in Downtown he wanted to share that the opening of Common Ground Park occurred on January 16<sup>th</sup>

**CHAIRMAN S REPORT** Janet Tucker Chairman asked where we are about the projecting and sidewalk signs in Downtown Anne said that she had asked Justin Wilson in the Community Development Department and he said that the sign recommendation is on Bruce Kistler s desk Bruce will come to the LDDA meeting on February 19<sup>th</sup> to go over the draft We ll make sure to share it with the DLP From here it will go to Planning & Zoning and then on to City Commission Anne added that Justin Wilson will be leaving his position with the City shortly and will be missed

Janet also asked about the RFP that will be needed for a marketing firm Anne said that is on hold until something is decided about the logo Anne met with Tim McCausland about

whether we needed to do an RFP or RFQ for the legal work needed for a knock out search as we move forward with logo development Tim said that for legal issues an RFQ is not necessary We will use Gray Robinson for the Intellectual Property attorney The gentleman's name is R Lee Bennett out of Orlando Anne is putting together information he will need to make a proposal to us He will tie in the work for copyright and patent as necessary in his proposal for the knock out search

Janet stated that at the Retreat we mentioned doing a meeting with property owners brokers and lenders Ads are running that say local banks are lending money Anne asked if we should wait until after the Downtown Plan update is finished Janet suggested that we go ahead and meet with property owners brokers and lenders about the TIF The broker and property owner meeting we held last year was so positive we should keep it going We can share that the sign ordinance is in process Justin asked if mail or e mail would be better It was suggested that the latter half of April 2009 is when a meeting should be scheduled We had planned to do two meetings a year so we should go ahead and set a second meeting in October 2009

Jim Verplanck was excused from the meeting

### **DIRECTOR S REPORT**

**Branding** – Anne had no report

**Street Closings** – Included in the agenda packet were the sections of the draft that deal with the LDDA for street closures (Outdoor Assemblies) Roger Mallory is the attorney for LPD working with the street closure ordinance

**Retreat Summary** – Anne asked if there were any comments on the Retreat Summary that was included in agenda packets This was tabled for a future meeting

**Regional Connectivity Summit, Regional Rail Summit** – Anne stated that she appreciated the Directors who were able to attend this Summit

**VISITFLORIDA Grant** – Twenty businesses in Downtown chose to participate this year The brochures will be mailed out in February and will showcase activities in Downtown from March through May

### **DOWNTOWN CRA ADVISORY BOARD**

**Downtown CRA Plan Update** – Pete Sechler Glatting Jackson said that the direction for the Downtown Plan Update will be to promote economic development while retaining community character George Kramer also of Glatting Jackson stated that Downtown has done a good job with infrastructure and now should focus on other areas that promote economic development and community character such as urban design/land use planning marketing and governance The Downtown is in a period of transition between the building of infrastructure to the areas of marketing and managing The thesis for the update is to get active in those other areas

George stated that because suburban development is easier to do there is a need to streamline development processes in Downtown giving developers a clear path to follow Downtown has character so there is a drive for development because of that Big projects get valet treatment either by City staff or by LEDC but small projects are often confusing and frustrating for developers Glatting Jackson is working on a set of ideas about how LDDA and City staff can engage these developers and have someone work with them to hand hold through the processes We should adopt a facilitation mentality for the little guy

That idea ties into what we began last year meeting with property owners brokers and property managers to tell them what incentive products are available (TIF Enterprise Zone impact fee waivers) and to promote Downtown

Reliable information is important in working as an advocate or ombudsman for small scale developers Under the auspices of governance the advocacy should be viewed as facilitation rather than regulation All groups involved in Downtown development should have

roles defined and delineate duties and how they work together Is there value in having a quarterly department directors meeting?

There is an emphasis on bringing more residential to Downtown We need a clear vision on the Feltrim property Most projects like that come in as upscale rental and over time convert to condominiums

Concerning entertainment should there be more bars? Restaurant – bar combinations are preferred New restaurants will be driven by a new model for management and development and new Downtown residential

Glatting Jackson has scheduled a workshop scheduled for February 19<sup>th</sup> with the LDDA and other stakeholders

#### **NEW BUSINESS**

**The meeting was adjourned at 10 20 a m**

**The next LDDA Board Meeting will be February 19, 2009 from 11 30 – 1 00 p m in the City Commission Conference Room**

  
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Janet H. Tucker, Chairman

2-21-09  
Date

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

2-19-09  
Date