

MINUTES
LDDA BOARD OF DIRECTORS MEETING
City Commission Conference Room
Thursday, April 1, 2004
8:00 AM

PRESENT: Chris McLaughlin, Jerry Herring, Jim Verplanck, Joe Mawhinney, Kevin Jones, Janet Tucker, Greg Mugg, Anne Furr, Becky Abel, Rachel Pleasant, Randy Mathews, Tamara Sakagawa, Steve Bissonnette, Judi Morris, Michelle Starling, Sherry Black

ABSENT:

MINUTES: Jim Verplanck moved to accept the Minutes of the March 4, 2004 Regular Board Meeting. Motion seconded by Greg Mugg. Motion passed 4-0.

MASTER PLAN FOR MCKEEL ELEMENTARY ACADEMY: Judi Morris, Principal, Michelle Starling, Committee Chairman, and Sherry Black, PTO President of McKeel Elementary Academy presented drawings for improvement of the property at 411 N. Florida Avenue. The plans include a covered walkway, fencing area and landscaped parking lots and entrances. The school would like to include signage and will come back to the LDDA with proposals. The school plans to purchase and plant container gardens to tie in with downtown container gardens. Board Members expressed pleasure with the efforts to improve the visage of the property and offered suggestions about what would be appropriate concerning fencing style, signage both on the building and at N. Florida Avenue and Oak Street. The school will come before the Design Review Committee for approval of any outdoor structures, fencing and signage prior to permitting.

Jerry Herring and Chris McLaughlin arrived.

COMMITTEE REPORTS:

Design Review – Certificate of Review Issued since March 4, 2004:

333 E. Lemon Street – Watkins Motor Lines, Inc., paint color for stucco on building - Jim Verplanck reported on the design review application and approval concerning paint color for the building. The paint on the crosswalk and building will be same as the newly painted Orange Street Garage.

Trolley Committee – Jerry Herring reported that the Trolley Committee had met and approved the marketing concept, “What Can You Do in 3 Minutes?”, but would like to edit some of the items. The idea is to promote the use of the Trolley. Clark Nickdell sent a bill to Steve Githens, Citrus Connection, for \$1412.50 for the work they and Betty Miller had done to develop the concept. Although the LDDA Board and Steve did not approve the expenditure in advance, it was felt that dollars would need to have been spent to create a campaign. There will be some additional costs incurred with the reprinting of the materials after editing. Anne said that Steve Githens had offered to share some of the costs of this plan. Anne will negotiate a division of this responsibility with Steve. **Jerry Herring moved, and Greg Mugg seconded the motion to authorize payment to Clark Nickdell in an amount not to exceed \$2000 for the Trolley marketing. The funds would come from 8920.14 – Advertising/Sponsorships/PR. Motion passed 6-0.**

PROPOSAL FOR SCOPE OF SERVICES: A proposal from Glattig-Jackson and RERC for Policy Development on Land Acquisition, Assembly and Disposition in the Expanded Area has been received. Anne Furr invited staff of the Community Development Department to review the proposal. Tamara Sakagawa noted that many of the bulleted items in the proposal are functions that the Community Development Department already routinely performs. Other items in the proposal were considered premature at this point. With the assistance of the Community Development Department, the LDDA should be able to coordinate the strategy for the expanded area. As we move forward, we may need to contract help for specifics from Glattig-Jackson. The primary concern would be to develop a timeline and stay focused as we move forward. **Joe Mawhinney moved, and Greg Mugg seconded that the LDDA not enter into contract with Glattig-Jackson on this proposal. Motion passed 6-0.** Anne will develop a timeline to accomplish the goals in the Expanded Area.

CITY COMMISSION REPORT: Jim Verplanck had no report.

CHAIRMAN'S REPORT: Janet Tucker noted that Friday, April 2, 2004 at 10 a.m. is the workshop concerning the Downtown CRA boundary expansion. On Monday, April 05, 2004, the 2003 CRA Annual Report will be presented to the City Commission at 9 a.m. As many LDDA Board Members who can attend are encouraged to be present at both of these meetings. Anne stated that the CRA boundary expansion process should be completed on June 21, 2004. In agenda packets, she included a schedule of the things that have to take place statutorily in order to accomplish the boundary expansion.

Janet noted that one of the smaller container gardens has been stolen. LDDA will no longer purchase the smaller sized containers, only the extra large heavier ones. She asked if anyone had a contact with Home Depot management. The containers have to be special ordered from Home Depot and we must order 120 containers at one time.

Kevin Jones arrived.

DIRECTOR'S REPORT:

Schedule for Downtown CRA Expansion – See schedule in agenda packets.

Way finding and Signage Design – The contract could not come under the Parks & Recreation continuing contract with Glatting-Jackson because it specified park signage. Pam Page will work with Anne to do an RFP by April 7th. Anne shared a timeline for the process that would allow us to construct the signage in FY 2005. **Jim Verplanck moved and Jerry Herring seconded that LDDA put out a RFP for way finding and signage design. Motion passed 7-0.**

Annual Report – The report was included in agenda packets. It has been mailed along with the CRA Audit to the four taxing authorities (City, County, LAMTD and LDDA) that pay into the trust fund. The report will be presented to the City Commission on April 5, 2004 and will be mailed to all property owners in the Downtown CRA. This CRA Annual Report meets Florida Statutes 163.365(3)(c) requirements. Jim (S.) Verplanck and Janet (H.) Tucker noted corrections should be made for future reference to their middle initials on page 1.

Park & Ride Greeter Contract – The contract was included in agenda packets. Mr. Kenny Jackson signed the agreement on March 25, 2004 and will begin work on April 1, 2004. The agreement is for a three-month period. His hours will be 7:15-9:15 a.m. and 4:00-6:00 p.m. Anne noted that Mr. Jackson is a retired City of Lakeland employee.

Bumper to Bumper Property – Mr. Marini is getting a “No Parking” sign made for the south side of the building that faces Pine Street.

Mini-Retreat – A summary of the Mini-Retreat was included in agenda packets.

NEW BUSINESS:

Letter from Tennessee Avenue Businesses – In agenda packets was a copy of a letter sent by property owners (Fike Insurance Agency, Sale Insurance Agency and Troiano & Roberts, PA) complimenting the City crews for the work done during the streetscape installation on their block.

Article – An article from the Tampa Tribune was included in agenda packets concerning successful recruitment of high tech / creative employees to Lakeland.

Guitar Player in Munn Park – Anne explained the plan of a gentleman named Tress Black, who wants to play guitar music in Munn Park. Mr. Black tells Christian stories in his music that make people think. Others from his group would go around and speak with individuals in the park and give food to any who appear to be hungry. Mr. Black wanted to be able to hook up to City electrical outlets at the Park. The LDDA cannot control who is using Munn Park, but by consensus decided not to endorse this effort.

The CommUnity Celebration Luncheon – Sponsored by the Chamber of Commerce, the speaker at this year's luncheon was Richard Florida.

Music Venue on East Main Street – Anne gave a heads up that the Florida Dance Theatre has told its students that a bar is moving in next to them. City Commissioners are getting calls and e-mails. Anne has contacted the owner of the property and the owner of the business to get in touch with the owner of the FDT to share the plan for the business.

The meeting was adjourned at 9:40 a.m.

The next LDDA Board Meeting will be held on Thursday, April 15, 2004 in the City Commission Conference Room, 3rd Floor, City Hall, from 8 a.m. to 10:00 a.m.