

**MINUTES**  
**LDDA BOARD OF DIRECTORS MEETING**  
**City Commission Conference Room**  
**May 21, 2009**  
**8:00 a.m.**

**PRESENT:** Janet Tucker, Joe Mawhinney, David Hallock, Jim Verplanck, Jerry Herring, Patricia Hendler, Anne Furr, Becky Abel, Julie Townsend, Tamara Sakagawa, Heather Huebner, LeRoy Bradley

**ABSENT:** Ford Heacock

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

**MINUTES:** Jim Verplanck moved to accept the Minutes of the May 7, 2009 regular LDDA Board of Directors Meeting. Motion seconded by Jerry Herring. Motion passed 4-0.

**DOWNTOWN CRA ADVISORY BOARD:**

**LRCA Update Plan for Downtown** – Tamara Sakagawa is still working on the Downtown Plan. Teresa Maio is a new Senior Planner in the Community Development Department who is working on the Downtown Sector Plan. As a part of the sector plan, LDDA has been asked to get an estimate of attendance at Downtown events and an estimate of the number of Downtown workers. Anne has enlisted Julie Townsend, DLP, for some help with the event estimates.

Planning and Zoning held a public hearing May 19<sup>th</sup> for the draft sign regulation dealing with sidewalk signs. Community Development would like the sidewalk signs to be tied to directory signs so directional signs would be used to direct customers to businesses down alleys and past parking lots for more shopping. Owners of existing sidewalk signs would have six months to come into compliance once the ordinance is passed by the City Commission. There would be a permit packet created that would contain insurance indemnification information and hold harmless forms. The sidewalk sign regulation would not go to the City Commission until LDDA is ready to go forward with the wayfinding signage.

There was some discussion at the May 7, 2009 LDDA meeting concerning language in TIF agreements. TIF agreements include the following statement: "Prior to payment, the Developer shall provide the LCRA with proof of payment of taxes for the Property."

Joe Mawhinney arrived.

**TREASURER'S REPORT:**

**April 2009** – Joe Mawhinney presented the Treasurer's report. Total income for April was \$36,022.69. Expenses were \$29,253.47. Net ordinary income was \$6,769.22. It was noted that tax receipts are about \$55,000 short of budgeted income. Joe noticed a lot of tax certificate sales in the newspaper. There are several budget line items that have dollars allocated that will not be spent, and several line items that could be eliminated to clean up the budget. This will be discussed at the Finance Committee meeting.

The Treasurer's Report will be filed for audit.

**Quarterly Report March 31, 2009** – The report from Baylis & Company was distributed. It is unaudited at this time, but agrees with internal reports from the LDDA.

**VisitFlorida Membership** – There are different membership levels in 2009 than in previous years. Last year, LDDA paid \$125 and that amount is in this fiscal year's budget. A new option of \$95 is offered – "Basic Web Listing" – in addition to higher levels that provide more advertising benefits. Anne called the agency to check that LDDA would still be eligible for grants no matter what level of membership we chose and she was told that all levels would be eligible

for any available grants. By consensus, the Board agreed to renew LDDA's membership to VisitFlorida at the \$95 level.

Patricia Hendler arrived.

**401(k) Restart Fee** – Every few years, regulations require a “restatement” of the 401(k) plan that incorporates any new regulations and other changes to the plan. LDDA received a letter stating that a \$150 fee for this would be charged in order to update the current plan for the 401(k). **David Hallock moved and Jim Verplanck seconded the motion to pay \$150 from 8760-Miscellaneous for the restatement of the 401(k) plan. Motion passed 5-0.**

#### **COMMITTEES:**

**Farmers Curb Market** – Patricia Hendler stated that a Farmers Curb Market Committee meeting was held last week and the Committee decided to adjust the Wednesday Market hours to 11 a.m. to 4 p.m. It was felt that low traffic in the late afternoons was a frustration to vendors staying on the premises until 6 p.m. Janet Tucker pointed out that the Farmers Curb Market now has a presence on Facebook and Twitter, and can send out real-time messages about the Market, especially concerning issues like yesterday's bad weather. Anne Furr showed the revised ad in Focus Magazine and shared that our other advertising is in *The Ledger* and on the radio.

**Retail Committee** - Ford Heacock was not present, but Anne shared information from the draft standards book on which Kiku Obata & Company has been working. It is hoped that we do not have to make final choices of items (banners, promotional items, stationary, etc.) at this time, but that all of the options will be available to us. Concerning the proposed banners, are they intended for pedestrian viewing or for vehicular view? Flash drives are among the options and can be used to promulgate the brand information to those who would use it. There was discussion about the prototype wayfinding sign that stands in the southwest corner of Munn Park. It was decided that the Retail Committee will make final decisions about the details on the wayfinding signage, specifically the top piece – whether it should be a separate shape on the top or incorporated in a single piece. Also included in the standards draft was a FAQ sheet explaining the brand and where and how it is to be used. The brand debut is still set for July 3, even though the City has decided not to do the “Red White and Kaboom” event. It is still a First Friday and we will work with the DLP to roll out the brand at that time.

**DLP REPORT:** Julie Townsend, DLP Executive Director, stated that about 30 members came to website training last week. Updates from members are now on the DLP home page and those updates feed directly to “Polk Voice” on *The Ledger's* website. Fresco's Bakery and Bistro opened on Monday at 132 S. Kentucky Avenue. Quizno's has closed. A new hair salon to be called The Strand has opened where Posh Elegance used to be at 244 N. Kentucky Avenue. June's First Friday theme will be “School's Out for Summer”. The bike race was held last weekend. The businesses that signed off on the street closure a few months back did not get updates to remind them of the event and some were unprepared. The Sunday race was not part of the original street closure for Saturday. City crews did a good job of reacting to the issues. Some restaurants did well, others were not aware of the Sunday event at all. Julie said she has created and distributed a generic event form to get feedback from businesses in order to make events the best for all concerned. Anne will coordinate a debriefing meeting for the event with Julie Townsend, DLP, Mike Link of LPD, Don Nix, Traffic Operations, Jim Nixon, Parking Supervisor, Chris Bishop, event organizer, and a sports marketing representative to share feedback and work to make the event better in the future.

Jim Verplanck left the meeting.

**CITY COMMISSION REPORT:** No report.

**CHAIRMAN'S REPORT:** Janet Tucker stated that two LDDA committees – Transportation Advocacy and the Naming Committee - no longer have any function and should be eliminated.

**DIRECTOR'S REPORT:**

**Trademark / Copyright of the Brand** – Several conversations and e-mail exchanges have been had with Lee Bennett, the Orlando Gray Robinson attorney who is working on the trademark and copyright work for the branding. Joe and Anne misunderstood some of the cost details about filing just in Florida versus filing for all states. They originally understood that it would be about \$7,800 if filing federally and \$7,600 if filing just in Florida. But the latest e-mailed proposal indicated it would be more like \$9,500 total. Joe suggested that another conversation with Mr. Bennett be had to clarify the issues and costs. Anne checked with the City of Lakeland and found that the swan brand was registered interstate and costs about \$500 every two to five years to renew. **Jerry Herring moved that up to \$10,000 be approved for the copyright and trademark work to be done by Lee Bennett. The dollars will come from line item 8920.12-Recruitment/Retention, and to grant Anne the ability to sign the agreement to move forward with the work. Motion seconded by Joe Mawhinney. Motion passed 4-0. (David Hallock stated a conflict of interest.)**

**EMERGE Recycling Project Proposal** – Punam Saxena of EMERGE has approached Anne about adding a recycling program in Downtown. Anne set up a meeting with solid waste and recycling officials with the City to meet with Punam. The response was that it was not economically feasible for the City to do pick-ups and management of any downtown bins. The EMERGE group would like to find a way to increase the recycling effort in Downtown and is working to find reasonable solutions and hopes for support from LDDA as they develop a plan.

**NEW BUSINESS:**

**Quiet Zones** – Jerry Herring asked if train quiet zones would still be a possibility now that the CSX deal has been defeated this year. Heather Huebner stated that there are not any CSX funds at this time and research is on hold. The issue now is funding and it would be in LDDA/LCRA's hands to come up with a way to pay for the zones.

**USFP Business Incubator** – USFP has narrowed its list of potential incubator properties to 5, all but one in Downtown Lakeland. One property is in Winter Haven. A package of incentives has been offered to USFP to encourage a Downtown location.

**The meeting was adjourned at 10:38 a.m.**

**The next LDDA Board Meeting will be Thursday, June 4, 2009 from 8 – 10:00 a.m. in the City Commission Conference Room.**

  
Janet H. Tucker, Chairman

6-4-09  
Date

  
Becky Abel, Administrative Assistant

6-8-09  
Date