

## MINUTES

### LDDA BOARD OF DIRECTORS MEETING City Commission Conference Room Thursday, October 2, 2003 8:00 AM

**PRESENT:** Kevin Jones, Joe Mawhinney, Chris McLaughlin, Jerry Herring, Jim Verplanck, Michael Marini, Andrew King, Eneix Frankenberger, Krista Hakes, Anne Furr, Becky Abel

**ABSENT:** Janet Tucker, Greg Mugg

**MINUTES:** Jim Verplanck moved to accept the Minutes of the September 18, 2003 regular Board Meeting. Motion seconded by Joe Mawhinney. Motion passed 4-0.

Chris McLaughlin arrived.

**TIF REQUEST:** Michael Marini and Andrew King from Land Vision Holdings, LLC were present to discuss their project at 230 N. Florida Avenue and 107 W. Pine Street. Mr. Marini explained that the company is a brokerage and redevelopment company that builds or rehabilitates buildings for clients. The subject properties are two different buildings, the building facing Pine Street is 7,000 square feet and will be a retail walk-in auto parts store with storage in back, and the building facing Florida Avenue is 4,444 square feet. Mr. Marini stated that he would like input for proposed retail or office usage. The Property Appraiser considers the properties as three parcels for a total current assessed value of \$227,650. The developers expect to put more than \$250,000 into the renovation, so the project does qualify for Tax Increment Financing. Anne Furr shared photographs of the subject buildings and explained how Tax Increment Financing works. The first year is at 100%, decreasing each year by 10% for a total of 10 years. **Kevin Jones moved to recommend the project to the City Commission, which serves as the CRA, for Tax Increment Financing. The motion was seconded by Chris McLaughlin. Motion passed 5-0.**

#### COMMITTEES

**Downtown Park & Ride** – Four container gardens are in place around the shelter and Parks and Recreation Department planted coontie plants around the base of the shelter so the landscaping looks good. The Trolley Committee has recommended pursuing marketing ideas from a consultant to promote the trolley's and parking lot usage. Risk Management is in the process of providing a hold-harmless agreement to be entered into with McKeel Elementary Academy for their limited usage of the lot.

**Container Gardens** – The proposed contract with Jim Luna Landscaping for one additional year was included in agenda packets. Changes from the previous contract include that the container garden program is now paid with CRA funds and will have the signatures of the Mayor, City Clerk and City Attorney. Approval of the contract is recommended. **Jim Verplanck moved to approve the contract with Jim Luna Landscaping. Motion seconded by Chris McLaughlin. Motion passed 5-0.** New containers will be placed on Tennessee Avenue between Lime Street and Oak Street in October in an effort to get plants established before any cold weather snaps.

#### **Design Review –**

#### **Certificates of Review issued since September 18, 2003 meeting:**

- a. 107 West Pine Street – Bumper to Bumper, new roof.
- b. 20 Lake Wire Drive – ASC Geosciences, exterior paint colors, railing
- c. 225 S. Florida Avenue – Twistee Treat signs

#### **Certificate of Review Request:**

- a. 316 N. Kentucky Avenue – Purple Onion Deli / Grill, signs. Anne showed the rendering of the proposed sign. The colors are compatible with existing colors on the building. The tops of the letters on the sign will be cut out. Jim Verplanck and Chris McLaughlin, of the committee recommend approval by the Board. **The Board approved the motion 5-0.**

### **RESOLUTION 03-3 – Business Card Application:**

The Visa Credit card from SunTrust Bank would be limited to \$5,000 and be usable by Anne Furr for necessary purchases. Anne's name will appear on the card, along with the LDDA name, requiring her signature. **Kevin Jones moved to approve the acquisition of a bankcard for LDDA, with a \$5,000 limit. Motion seconded by Joe Mawhinney. Motion passed 5-0.**

### **CITY COMMISSION REPORT:**

Jim Verplanck reported that the DLP luncheon was very well attended. He was pleased with City Manager Roger Haar's presentation. Anne stated that she thought that Roger might not be aware of the blight study and redevelopment plan that the LDDA is conducting in the expanded area, and will provide him with that information. Jim also shared that the Commissioners had received the plan for the Garden District. The LDDA Board would like to have a presentation of that plan at a future meeting. Kevin Jones stated that he would like to be kept more up to date on issues affecting the other CRAs and their planning stages. Anne said that she always attends the meetings for Midtown and Dixieland CRAs and will invite Tamara Sakagawa to report to our Board.

### **CHAIRMAN'S REPORT:**

Jerry Herring shared that he also enjoyed the DLP luncheon and observed that there were a lot of new faces in the crowd. He stated that Steve Scruggs of the Lakeland Economic Development Council has a presentation that he would like the LDDA to see. Anne will schedule that with Steve Scruggs.

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

**101 Lake Wire Drive** – The permits have been acquired for the work to be done on the new tea room on this property. The owners have chosen to pay the impact fees over the 48-month period as provided by ordinance.

**Hospitality Panel** – Anne has been to three meetings of this panel. The main issues are 1) Safety; 2) Littering and Loitering; 3) Communication. It is hoped that addressing these issues will improve the mix of entertainment establishments and other aspects of living in Lakeland. Concerns about students at Florida Southern traveling from establishments are being addressed. Kau Kau Koner has already purchased a van to transport patrons.

**Executive Director's Review** – Anne thanked the Board for their comments and direction during the review.

**117 West Pine Street** – This building will be demolished. The work order has been submitted for obtaining demolition bids.

**Article in Car Collector Magazine** – The article was included in agenda packets, showcasing downtown Lakeland as the venue for the Lake Mirror Classic Auto Festival.

### **NEW BUSINESS:**

**Parking Article** – For information, Anne distributed an article concerning the end of free parking in St. Petersburg.

**Lakeland Magazine** – This magazine will be produced by *The Ledger* and will come out in October. LDDA has committed to an ad per issue (4) at \$1,500 each. The magazine will be in leading hotels, Publix stores in the community, and will be mailed to home addresses of a certain income level determined by *The Ledger*.

**Groundbreaking – Peggy Brown Building and Barnett Family Park** – The ceremony will occur on Monday, October 6, 2003 at noon. All are welcome to attend.

**Garden Bistro opens** – The restaurant behind the Magnolia Building opened on September 29, 2003. The menu is unique, providing choices not available in other downtown restaurants. The LDDA office has some copies of menus. The restaurant is open from 7 a.m. – 2 p.m. Monday-Saturday. They are also available for special engagements.

**Solid Waste Meeting** – A meeting of businesses who use dumpsters in Preservation Alley has been set for Wednesday, October 15, 2003 at 8:30 a.m. The meeting will take place in the MIDFLORIDA Federal Credit Union Tower, 7<sup>th</sup> floor boardroom. LDDA will invite the appropriate businesses.

**ERA – Tom Moriarity** – A faxed copy of the final report has been received and hard copies have been promised to be delivered today by Federal Express.

**201 E. Main Street (Learner’s Building - corner of Main Street and Tennessee, formerly “Antiques on the Main”)** – This building has been sold to Dr. Khan. Discussion followed with different possibilities for the building. Anne has had discussion with the realtor on retail use on the first floor.

**The meeting was adjourned at 9:25 AM.**

**The next regular LDDA Board meeting will be held on Thursday, October 16, 2003, at 8:00 a.m. in the City Commission Conference Room.**