

MINUTES
LDDA BOARD OF DIRECTORS
DOWNTOWN CRA ADVISORY BOARD
City Commission Conference Room
December 3, 2009
8:00 a.m.

PRESENT: Janet Tucker, Patricia Hendler, Jerry Herring, Joe Mawhinney, Jim Verplanck, Anne Furr, Becky Abel, Tamara Sakagawa, Ellen Simms, Karen Kovach, Jim Malless, Julie Townsend, LeRoy Bradley, Glenn Higgins, Palmer Davis, Jim Doig, Mike Miller

ABSENT: Ford Heacock, David Hallock

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

MINUTES: Jim Verplanck moved to accept the Minutes of the November 19, 2009 regular LDDA Board of Directors / CRA Advisory Board meeting, with a correction of the year "2009", which should have been "2010". Motion seconded by Joe Mawhinney. Motion passed 5-0.

Jim Verplanck moved and Jerry Herring seconded the motion to correct the October 15, 2009 Board Meeting Minutes that should have read under the Minutes section that the Minutes of the October 1, 2009 Board Meeting were approved. Motion passed 5-0.

DOWNTOWN ART FESTIVAL REPORT: Jim Doig of J. Rowan Galleries was present to give a follow-up report on the Lakeland Art Festival that was held on November 13th and 14th. He thanked the LDDA for its contribution of \$3,000 toward the event costs. He estimated that 3,000 people attended. He said that he advertised in *The Ledger*, on postcards, posters and in art magazines (to attract artists). The Downtown brand was included on all print ads. Police protection was contracted for Saturday night since the show took place over two days. Awards were provided to winning artists. Jim stated that proceeds from the event went to the Arts in Medicine. It was suggested that partnering in advertising with his benefiting non-profit would boost the exposure of the event. Jim was grateful that the "Fancy Flea" event partnered with him on Lemon Street because it attracted more people. The restaurants that promised to participate by providing food at the event did not all come through, which was a disappointment. In the future, Jim said that he would print more posters and work harder at getting them out farther than the Downtown area. He discovered that Lemon Street is too narrow to have back-to-back tents in the street while still allowing safe passage for people in wheelchairs. Jim would like to extend the event next year the length of Kentucky Avenue from Lemon Street to Pine Street in order to capitalize on the Farmers Curb Market's audience/customers as well. It was suggested that it may be easier to get restaurant participation if tables and chairs – maybe sunshade – were provided by the event sponsor.

DOWNTOWN CRA ADVISORY BOARD: Tamara Sakagawa was present to seek input from LDDA for the interlocal agreement between the CRA and LDDA for events sponsorships, advertising and public relations. She asked whether the board cares if events (requesting funding) are proposed by outsiders or only by existing Downtown businesses or entities. The Board does not want to bar "outsiders" from requesting subsidies for events held in Downtown. She asked how LDDA will make decisions on how to divide up a limited pot of money for subsidies. Would a point system help with allocation decisions? The intended outcome of any events planned for Downtown should include bringing in people beyond the base of people who already frequent activities in Downtown, be a good match for the Downtown amenities and "vibe", be a clean and safe event, and be inviting for the people who want to use Downtown amenities.

COMMITTEES: Brand Campaign Review Committee -

Third Wing Business Strategies, LLC Agreement – Palmer Davis, Assistant City Attorney, reviewed the proposed agreement. He suggested that deviations from the budget that exceed 20% require LDDA Board approval, but Joe Mawhinney thought that was too great and suggested a 5% threshold, which would give more control. A 10% threshold was suggested by Karen Kovach with Third Wing. In addition, the budget spreadsheet offered by Third Wing for the project will be included in the agreement as “Exhibit B”. **Jim Verplanck moved and Patricia Hendler seconded the motion to approve the agreement with Third Wing Business Strategies, LLC, with a 10% threshold on budget deviations and the addition of the project budget as “Exhibit B” in the document. Motion passed 5-0.**

Downtown Farmers Curb Market -

Trip to Tampa Downtown Market – A trip by the Farmers Curb Market Committee to the Friday market in Downtown Tampa is scheduled for Friday and is expected to provide an opportunity to recruit vendors who would like to try our Wednesday or Saturday Market and to ask questions and observe practices that may be of benefit for our operations. Due to inclement weather the Farmers Curb Market closed early yesterday (Wednesday, December 2nd).

Nominating Committee –

Jim Verplanck, Nominating Committee Chairman, presented the Committee’s slate of officers to be voted on at the Annual Meeting, according to the Bylaws: Ford Heacock Chairman; Joe Mawhinney, Vice-Chairman; Patricia Hendler, Treasurer.

Treasurer’s Report –

LDDA Budget Adjustment for Brand Implementation – The current budgeted amount for line item 9500-Brand Implementation is \$40,000. Third Wing’s contract agreement was \$43,200. **Joe Mawhinney moved and Jim Verplanck seconded the motion to move \$3,200 from 6950-Unappropriated Funds to 9500-Brand Implementation. Motion passed 5-0.** Production of materials is not included in the Third Wing contract; those expenses will be paid out of 8920.14-Advertising/Sponsorships/PR.

Meeting with City’s Investment Manager – Anne and Joe met with the City Investment Manager, Jeff Stearns to talk about LDDA’s banking and investments. Jeff said that there may be an opportunity to “piggyback” with the City in a “bundling” arrangement whereby better interest could be earned on LDDA money. It was discussed that LDDA consider putting the streetscape money into “laddering” CDs.

Audit – LDDA’s audit field work will be conducted by Baylis and Company beginning January 11, 2010.

Online Banking – Baylis and Company has recommended online banking for LDDA in order to access account viewing online. At this time, we do not seek to pay bills online; merely to view accounts. **Jim Verplanck moved and Jerry Herring seconded the motion to proceed with steps necessary to set up online banking to view accounts. Motion passed 5-0.**

DLP REPORT: Julie Townsend, DLP Executive Director, stated that the Holiday Walkabout was on Tuesday and there was a large turnout. The LRMC Lights for Life tree-lighting was missed and in the future, it has been suggested that Downtown should investigate adding a Downtown tree-lighting to the season for the community. There will be no First Friday in January because it is New Year’s Day.

CITY COMMISSION REPORT: Jim Verplanck had no report.

CHAIRMAN’S REPORT: Janet Tucker had no report, but reminded everyone of the run-off election for mayor and one commissioner on Tuesday, December 8th.

DIRECTOR'S REPORT:

Facilitator Proposal for LDDA Retreat – The LDDA Retreat will be held on Thursday, January 21, 2010 at Farm Credit, 115 S. Missouri Avenue. Anne presented a proposal from F & B Associates (Larry Ross) for facilitation services in the amount of \$1,700. This amount is within budget. **Jim Verplanck moved to approve the contract with F & B Associates to facilitate the LDDA Retreat in the amount of \$1,700. Motion seconded by Jerry Herring. Motion passed 5-0.**

Trader's Alley, Dumpster Location – Chris McLaughlin and Marlon Lynn have both agreed to an easement on their properties for the placement of a dumpster pad and dumpster in Trader's Alley. All businesses on the block will share this dumpster. Property owners at 229 N. Tennessee Avenue are responsible for the pouring of the pad.

Wayfinding RFP – Eighteen firms have downloaded the RFP from Purchasing. All proposals are due by 2 p.m. on December 11th. On December 18th, the Wayfinding Review Committee will meet to shortlist or make a determination of a firm with which to negotiate a contract.

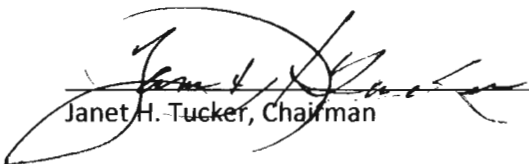
VISTE Thank-You Letter – A letter was received from Alice O'Reilly thanking the Downtown Farmers Curb Market and LDDA for choosing VISTE as the recipient of proceeds from the Dr. Scissorhands event.

OTHER / NEW BUSINESS: It was reported that Marlon Lynn has rented the downstairs space at 210 E. Pine Street to former building owner, Gus Palas, to re-open the 210 Club. The conditional use remains and there would be no obstacle for the reopening of the establishment.

AUDIENCE:


The meeting adjourned at 9:40 a.m.

The next regular LDDA Board of Directors meeting is Thursday, December 17, 2009 at 8:00 a.m. in the City Commission Conference Room.



Janet H. Tucker, Chairman

12/17/09
Date



Becky Abel, Administrative Assistant

12/17/09
Date