

MINUTES
LDDA BOARD OF DIRECTORS
DOWNTOWN CRA ADVISORY BOARD
City Commission Conference Room
June 4, 2009
8:00 a.m.

PRESENT: Janet Tucker, Ford Heacock, Joe Mawhinney, Jerry Herring, Patricia Hendler, Jim Verplanck, David Hallock, Anne Furr, Becky Abel, Tamara Sakagawa, Heather Huebner, Julie Townsend, LeRoy Bradley, Glenn Higgins, Chris Bishop, Bart Butler, Dawn DeCaminada, Palmer Davis

ABSENT: None.

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

MINUTES: Jerry Herring moved to accept the Minutes of the May 21 regular LDDA Board of Directors / CRA Advisory Board meeting. Motion seconded by David Hallock. Motion passed 7-0.

DOWNTOWN CRA ADVISORY BOARD:

LDDA Trust Fund Payment – LDDA asked Tamara Sakagawa, LCRA Manager, to research the possibility of eliminating the LDDA’s payment to the CRA Trust Fund. Tamara Sakagawa created a memo dated 5/29/09, that delineates the research she’s done on the history and the financials for the CRA to make sure debt service can be met. When LDDA was created, it was not exempt from paying into the trust fund because it had other sources of revenue (leased property). At some point in time, an inter-local agreement was reached that provided for a “management fee” so LDDA could operate. It fluctuated, and in recent years has been a growing loss for LDDA.

Joe Mawhinney evaluated the pursuit of exempting the LDDA from payment to the trust fund and encouraged the LDDA to favor this effort. The next step would be for City staff to meet and plan one-on-one conferences with City Commissioners.

Joe Mawhinney left the meeting.

PARK & RIDE DRAFT AGREEMENT: Palmer Davis, Assistant City Attorney, explained that the Lakeland Area Mass Transit District has requested use of half (30 regular and 2 handicap) of the spaces in the parking lot LDDA owns (408 N. Kentucky Avenue) north of Oak Street, between N. Tennessee and N. Kentucky Avenues for a Park & Ride. A draft agreement has been created for a term of 3 years. Because the LDDA may have a redevelopment opportunity in that area, a 90-day cancellation clause is included in the agreement. A public nuisance clause is also included. The agreement is very similar to one that already exists for City property on Rose Street. A \$1 million commercial liability policy is required and a clause for condition of the property on the portion they use. David Hallock suggested that a term provision be added if they breach the contract. David also suggested that a shorter cure period be included if LAMTD doesn’t have insurance, for example. **Jim Verplanck moved and Jerry Herring seconded the motion to approve the draft agreement with the addition of David Hallock’s suggested shorter cure period and the term provision. Motion passed 6-0.**

DOWNTOWN CRA ADVISORY BOARD (con’t):

USF Polytechnic – It is understood that a decision will be made today about the property USFP wants to use for its proposed business incubator in Lakeland. Incentives have been offered to locate the

incubator in Downtown and those dollars would come out of the Professional Services line item of the Downtown CRA Budget. Anne will inform the Board of any news on their decision as soon as she knows.

COMMITTEES:

Retail Committee, Branding – Ford Heacock, Retail Committee Chairman, reported that fine tuning is now taking place. A mock-up of the wayfinding sign has been requested in order to make decisions on some of the options. Ford reported that the plan is to roll out the brand on July 3 at the “Red, White, and Kaboom” event. Janet Tucker said that she was concerned about the hurry and about the fact that a lot of people would be out of town for the 4th of July weekend. After some discussion, it was decided that we would coordinate an unveiling and roll-out on July 3, but implement the brand over a period of time. It was suggested that we introduce shopping bags as one of the components in September, when the Farmers Curb Market reopens after the August hiatus. A press release will be prepared, along with other items needed for the July 3 unveiling.

Design Review

101 W. Main Street, 2 wall signs, Littlefield Law Group, PA – Two signs were put up without permits and they were asked to remove them. Due to some vacancies, Cory Petcoff has provided two spaces on the ground sign where signage can be placed on S. Florida Avenue. A permit will need to be pulled for this signage.

501 W. Lemon Street, install fence, Daniel Butler – The owner wants to enclose the vacant property and building with an 8’ wood fence, which will screen the property. The Committee approved the board on board fence. The building is not recognized on the tax roll. Jim will discuss with the City Manager about the City making an offer to acquire the property since it is contiguous to City property and is part of the future expansion of the Lakeland Center.

DLP REPORT: Julie Townsend, DLP Executive Director, reminded us the First Friday is June 5th, and the theme is “School’s Out for Summer”. The streets will be closed on South Kentucky Avenue. There are some new members – Fresco’s, Pipo’s, and Fletcher Printing. It has been pointed out that Minutes of DLP meetings had been left off the new website, but will soon be added. A “daily specials” section will also be added soon. She reported that Quizno’s is slated to become a Subway.

Ford asked about business development. MidFlorida Federal Credit Union has generously sponsored the printing of a brochure. At an upcoming meeting they’ll brainstorm about whom to approach. Anne got a call from someone who wants to open a hookah. It would be treated as a stand-alone bar.

CITY COMMISSION REPORT: Jim Verplanck, City Commissioner, stated that the red light cameras at various intersections in Lakeland went live June 1. The sidewalk signs draft will go to the Planning and Zoning Board on June 19th and then will have two readings with the City Commission.

CHAIRMAN’S REPORT: Chairman Janet Tucker stated that on June 18th, several Board Members will not be available for our regularly scheduled meeting, and that in the summer, it might make sense to have one LDDA meeting per month. By consensus, the Board chose to eliminate June 18, July 2, and August 20, 2009 from LDDA’s regular meeting schedule. An e-mail will be sent to confirm. Anne stated that at the July meeting, the Board would consider whether to roll up or roll back the tax millage rate.

DIRECTOR’S REPORT:

Trademark/Copyright of Brand – On Thursday, May 28th, Joe Mawhinney and Anne had a conference call with R. Lee Bennett to clarify issues concerning the trademark and copyright for the brand which includes the graphic, the slogan and text “Downtown Lakeland”. The work can be done for \$7,400.

Anne signed the agreement and it was sent to Mr. Bennett at Gray Robinson. The LDDA will file the trademark/copyright federally. One thing we must do is to use our logo in a publication that is out of the state of Florida. Anne suggested an advertisement in Detroit in association with the Detroit Tigers franchise, who hold their spring trainings in Lakeland. Another suggestion was to advertise in Oshkosh, Wisconsin where there is a fly-in that is associated with Lakeland's Sun 'n Fun Fly In.

Bicycle Race Debriefing Meeting – A meeting to evaluate the bicycle race was held that included Chris Bishop, race promoter, Jim Nixon, Julie Townsend, Lt. Link of LPD, Mark Scherer, Traffic Operations, and Anne. Dawn DeCaminada of Central Florida Sports Marketing was not able to attend the debriefing meeting, but was present at LDDA's meeting today and stated that the economic impact of the two days of racing was estimated to be \$750,000. Anne stated that an e-mail from The Terrace Hotel said that they had six rooms rented that Friday evening, and 56 rooms rented on Saturday night. Barricades on streets at the edges of Downtown made it look like Downtown was closed. In the future, the promoters would like to add activities / an event to in Munn Park for children with a bike course. The participants loved the venue. Fire hydrants were impediments. Officer Mike Link said that he didn't get any complaints about the event. As for things that should be considered for the future, a clean-up plan should be included and port-a-johns placed in noticeable locations. A better job of communication would improve the event. LPD's bill for security was within budget (\$1,003). Marketing input for future events is welcomed.

The paperwork for the Sunday event didn't get turned in, but the Traffic Department and LPD figured out how to handle the issues for Sunday to allow the race to take place.

Financial Disclosure, Supervisor of Elections – Board Members should have received their Financial Disclosure form in the mail from the Supervisor of Elections for 2008. You should file this completed form on or before Wednesday, July 1, 2009. Persons who fail to file the annual disclosure form are subject to automatic fines of \$25 per day.

Public Hearings for FY 2010 Budget – The tentative dates have been set for LDDA's budget hearings in September 2009, both at 5:01 p.m. Notifications will be sent as soon as these are confirmed.

Backflow Preventer – 115 S. Kentucky Avenue needs a backflow preventer similar to the pilot project that was done on another S. Kentucky Avenue location. Anne suggested that a fund should be set up to buy new garbage cans to replace/supplement the ones that are cut down to accommodate the backflow preventer, but that will be explored at a later date. **Jerry Herring moved and Jim Verplanck seconded the motion to move forward allowing a private plumber to install the BFI at 115 S. Kentucky Avenue and that the LDDA would pay for the streetscape to be removed, replaced and the garbage can cut down. Motion passed 6-0.**

NEW BUSINESS:

July 4 Holiday – It was asked whether the Farmers Curb Market will be closed on July 4. A decision about that has not been made, but the Farmers Curb Market Committee will address that at its next meeting. Julie Townsend said that the Farmers Curb Market vendors would be welcome at the July 3rd "Red, White & Kaboom" / First Friday.

Federal Building – Tamara Sakagawa stated that the City is moving forward with putting out an RFP for the Federal Building. The intent would be to save the building by offering it to a developer for a long-term lease.

Bike Racks – Bicycle parking regulations are addressed in Article 32 of the City's Off-Street Parking and Loading Requirements. Someone has expressed an interest in buying a bicycle rack for Downtown. We need to look at designs and make a decision about what we want and move forward. We need to address with the City regulations for bicycle parking on public property.

Quiet Zones – Jerry stated that he doesn't want to let this issue die. There is currently no money for the implementation of quiet zones. Jerry requested a discussion of quiet zone funding

sources at a future LDDA meeting.

The meeting adjourned at 9:26 a.m.

The next regular LDDA Board of Directors meeting is Thursday, July 16, 2009 at 8:00 a.m. in the City Commission Conference Room.



Janet H. Tucker, Chairman

7-16-09

Date



Becky Abel, Administrative Assistant

7-16-09

Date