

MINUTES
LDDA BOARD OF DIRECTORS MEETING
City Commission Conference Room
Thursday, May 17, 2007
8:00 AM

PRESENT: Ford Heacock, Joe Mawhinney, Chris McLaughlin, Janet Tucker, Jerry Herring, David Hallock, Glenn Higgins, Justin Wilson, Heather Huebner, LeRoy Bradley, Tony Delgado, Anne Furr, Becky Abel

ABSENT: Jim Verplanck

MINUTES: Jerry Herring moved approval of the Minutes of the May 3, 2007 regular LDDA Board of Directors Meeting. Motion seconded by Janet Tucker. Motion passed 5-0.

TREASURER'S REPORT:

April 2007 – Income for April was \$239,994.38. Expenses were \$248,412.69. Year-to-date income was \$517,347.62 and year-to-date expenses were \$391,832.53. This month, the CRA Allowance was received (line item 6900) and we paid out the Tax Increment to Trust Fund (line item 9300).

COMMITTEES:

Retail / Recruitment Development Committee – A summary of the SWOT (Strengths, Weaknesses, Opportunities and Threats) analysis completed by the Downtown retail development was included in agenda packets. This will be used to craft an action plan for the work of the committee. June 4th is the next meeting. There is also a meeting June 20th.

Farmers Curb Market Art Show and Festival – There were 40 artist booths and several ready-to-eat food vendors. There were two musical entertainers that cost a total of \$600. The total income from artist fees was \$1625. Four or five new vendors plan to be at the Market on a regular basis due to their participation in the Art Show and Festival. In particular, we have two vendors with different organic products, which we've been wanting for a long time. There was a good turnout of spectators for this first effort. A thank you letter and an evaluation have been created for all of the participants. We expect the responses will help with future planning and give us an idea of whether the vendors will participate again. Some Art Show pictures are online in the Photo Gallery and on the home page for the Farmers Curb Market.

WALL UNITS FOR OFFICE: Anne obtained a price of \$1,584 for new shelf units shipped to and installed in the LDDA office. She plans to shop locally for a better price. **David Hallock moved and Jerry Herring seconded the motion that wall units be acquired and installed in the LDDA office for an amount not to exceed \$1,584. The funds would come from 6950-Unappropriated Surplus. Motion passed 5-0.**

COPIER: The annual copier maintenance agreement has increased significantly. The Board asked Anne to look into a different situation for a copier. We currently own a Toshiba copier and pay an annual maintenance fee for 20,000 copies.

Chris McLaughlin arrived.

CITY COMMISSION REPORT: Jim Verplanck was absent. Glenn Higgins stated that Lake Wales was behind an initiative to make CSX do a DRI for their Winter Haven terminal project.

CHAIRMAN'S REPORT: Ford has been the representative on the CSX Task Force. So far, the people from CSX who have met with the Task Force have been public relations and real estate people. The first meeting was for information-gathering. We are probably at the point now where the priority is to mitigate impacts of the project. CSX appears willing to work with communities on securing quiet zones. The Task Force has made a list of questions that it will ask the CSX representatives at the next meeting. The Task Force will discuss routing options that may exist. The project is on track in Winter Haven for sometime in 2009. The short term

task is to pursue the quiet zone. Long term, the Task Group will look into rerouting or an overpass. What crossings could be closed? CSX purchased 318 acres originally, which is slightly below the requirement for a DRI (320 acres). Subsequent land purchases technically make the CSX project subject to a DRI. Should the LDDA – as a separate entity from the City of Lakeland - support Polk County’s request to the State of Florida? **Chris McLaughlin moved that an official letter be written to the State from the LDDA, requesting that a Development of Regional Impact study be required on the CSX Winter Haven terminal project. Motion seconded by Jerry Herring.** While the LDDA wants to be supportive of Winter Haven’s growth, we would be remiss if we did not mitigate the impact on Downtown Lakeland. Jerry Herring stated that we need to get a group identity and be more aggressive. He said that CSX is only willing to work with us to the extent they have to.

Tony Delgado, Assistant City Manager, said from a City perspective, everyone wants to hold off on taking a strong stance on insisting on a DRI until after a meeting with CSX that is to be scheduled within the next 20 days. If the meeting at the beginning of June is unproductive, then the City will be sending a strong message. At this time, the City is trying to work cooperatively.

Ford asked Chris to withdraw the motion and Chris agreed. There was no second. **Chris McLaughlin moved that the motion to write a letter to the State supporting a DRI be tabled. Motion seconded by Jerry Herring. Motion passed 6-0.**

Chris McLaughlin asked if there was a “fine schedule” included in an ordinance limiting the amount of time a train can be stopped on the tracks in Downtown.

Heather Huebner is working on requirements for a quiet zone. There are approximately twenty intersections to be considered. FDOT is looking at each intersection to see what it would take to upgrade each of them. Closing intersections helps to get the risk index down.

Ford Heacock appointed Joe Mawhinney to represent the LDDA (replacing Ford) on the CSX Task Force.

PROPERTY TAX ISSUE: Tony Delgado was asked about the status of the property tax issue. He said that the impact to Lakeland’s General Fund will be around \$8-\$10 million. Shortfalls could come out of Public Improvement Funds. The City will also look at rates for solid waste and wastewater to offset shortfalls. The City sent a letter to all entities that typically benefit from its General Fund saying that the funds are in jeopardy and to plan accordingly.

TAX INCREMENT FUNDS (TIF): Heather Huebner is researching other CRAs and their use of TIF. She shared a proposed list of questions she’d like to discuss individually with each of the LDDA Board Members. She will arrange interviews in the next week or so.

PARKING REGULATIONS: Justin Wilson stated that a study has been conducted within the Downtown area. Chris McLaughlin asked how full the State garage is. Jim Nixon will be asked.

DIRECTOR’S REPORT:

2008 LDDA Retreat – It was difficult to schedule the LDDA Retreat last year, so we are trying to set the date sooner this year. The City’s Retreat is scheduled for January 24-25, 2008. It was felt by the Board that the LDDA Retreat should follow the City’s. Anne will e-mail potential dates to Board Members. The question was asked about who would be up for re-election for the 2008 term. David Hallock’s and Ford Heacock’s terms expire on 12/31/07.

VISITFLORIDA MUSEUM PARTNERSHIP BROCHURE – The brochure was handed out at the meeting. This promotion (the 28 discounts/offers from Downtown merchants) is valid from June 1-July 6. The brochure describes museum and Downtown Lakeland events throughout the summer.

June 7 and July 5 LDDA Board Meetings – Jerry Herring moved and David Hallock seconded the motion to cancel scheduled meetings of June 7, 2007 and July 5, 2007. Motion passed 6-0.

Draft D&D Agreement – A meeting was held with Tim McCausland, Palmer Davis, Garrett Kenny, Anne Furr, Bruce Lyon, Martha Hartley and Greg Black to discuss the draft of the D&D Agreement.

Order of Taking - June 21 and 22, 2007 is the Order of Taking Hearing on the last two properties north of Bay Street. The judge said there would be no more continuances.

Impact Fees – There is no new news from the County on impact fees.

NEW BUSINESS:

Jerry Herring will attend the International Conference of Shopping Centers next week. Anne will give Jerry retail recruitment information.

Joe Mawhinney stated that he and Janet attended the DLP's "Downtown at Dusk" last week and felt that it was a fun and productive way to network. All are encouraged to attend future events.

Jerry Herring stated that three lofts in Lofts on the Park are still available.

The Meeting was adjourned at 10:00 a.m.

The Design Review Committee met following the Regular LDDA Board meeting to address four requests.

1. Kemira, ground sign
2. ASC Geosciences, change planter to fountain with six heads
3. Miller Construction, ground sign
4. Fox 13 News, face change

The next LDDA Board Meeting will be Thursday, June 21, 2007 in the City Commission Conference Room, 3rd floor, City Hall. (The June 7 meeting was cancelled.)