

MINUTES
LDDA BOARD OF DIRECTORS
City Commission Conference Room
February 18, 2010
8:00 a.m.

PRESENT: Ford Heacock, Janet Tucker, Patricia Hendler, David Hallock, Joe Mawhinney, Jim Malless, Don Selvage, Anne Furr, Becky Abel, Ellen Simms, Mike Miller, Julie Townsend, Glenn Higgins

ABSENT:

CALL TO ORDER: Ford Heacock, Chairman, called the meeting to order.

CONSENT AGENDA: All items listed with an asterisk (*) were considered routine by the LDDA Board and were enacted by one motion. There was no separate discussion of these items unless an LDDA Board Member or other person so requested, in which event the item was removed from the consent agenda and considered in its normal sequence.

* Traders at 210

*Rocky Horror Show

*Day & Night VISIT Florida Brochure

*Elder Point Ministries of Greater Lakeland, Temporary Sale of Alcohol

Jim Malless moved approval for the items on the Consent Agenda. Don Selvage seconded the motion. In the future, meeting Minutes shall go on consent agenda and any action that doesn't require discussion. Under Director's report, have consent agenda items in a paragraph so they can be viewed quickly. Informational items will also be listed. Don Selvage noted that it is incumbent upon Directors to have read the background information upon arrival at the meetings. **Motion passed 6-1.**

MINUTES: Janet Tucker moved to accept the Minutes of the January 7, 2010 and the February 4, 2010 regular LDDA Board of Directors meetings. Motion seconded by David Hallock. Motion passed 7-0.

TREASURER'S REPORT: Patricia Hendler, Treasurer, reported that Income for December 2009 was \$182,418.63 and year-to-date income was \$192,401.79. Of mention is that line item 8980-Property Appraiser's 2nd quarter bill has already been paid. Expenses for December were \$28,581.25 and year-to-date expenses, \$79,253.84. Net income for December was \$153,789.45. There have not yet been any changes made as to the banks, but the Finance Committee is looking into that.

Income for January 2010 was \$26,317.83 and year-to-date income was \$218,719.62. Expenses for January were \$31,934.90 and year-to-date expenses, \$111,188.74. 9500-Branding Implementation should not have an asterisk. Net income was \$-5,617.07. As per Baylis & Co., as a result of LDDA's audit, the adjusted figure for 6950-Unappropriated Fund is listed, along with the subtractions that occurred because of dollars that were moved to other line items in the last quarter of 2009. In answer to David Hallock's questions, Anne explained that the Unappropriated Funds are not in any way part of CRA funds. (These are funds that are carried over from the previous fiscal year.) Because of the way the monthly Profit and Loss report is set up, it actually appears that funds are subtracted twice whenever the Board moves dollars around. The audit shores up and corrects for that every year. While these funds are an asset, they are the only cushion LDDA has and will not be replenished easily. Anne noted that once the certified tax rolls are received, they may affect our trust fund payment to the CRA and also our tax receipts.

The reports will be filed for audit.

COMMITTEES:

Brand Campaign Review Committee: Mike Miller, Third Wing, LLC stated that they are ready to move forward with the banners. An LDDA Branding Committee meeting is next week where various items will be finalized. The bumper stickers are being printed today. Anne stated that the Committee will also be working on a direction for a print campaign at the meeting next week.

Design Review Approval Since January 7, 2010:

500 S. Florida Avenue, Center State Bank, window-tinting, approved for the 1st floor west side of the building.

225 E. Lemon Street, Amedisys, re-skin existing awning & add name to monument sign, approved.

Downtown Farmers Curb Market: Patricia Hendler, Chairman, stated that the hours for Wednesday Market operations have been changed to end at 3 p.m. at the request of the vendors, who say there is almost no activity after 2 p.m. and none after 3 p.m. She asked Janet Tucker to report on the field trip to Tampa's Downtown Market. Their market is much different from ours. It receives a lot of support (financial and personnel) from the Tampa Downtown Partnership and is much larger than ours in a very populated Downtown. They have a lot of prepared food and are located on the Franklin Street Mall. There is live music each week. There are no portable toilets. They had some excellent vendors that we worked on recruiting since they operate on a different day than our market.

On Wednesday, February 10th, a live musical act and sack lunches from Mitchell's attracted some new visitors to the Market. We have a Celtic singer set to perform on March 17th, and are working on providing Irish food. Patricia went to a Barefoot Gardeners class (one of our vendors). Patricia said that some class participants didn't know we had a Wednesday Market.

DLP REPORT: Julie Townsend, DLP Executive Director, showed that the Brewz Crewz made the cover of Time Out in *The Ledger* and *The Ledger* also made an online interactive map. She previewed the event and encouraged all to get their tickets and attend.

CITY COMMISSION REPORT: Don Selvage reported that the high speed rail stop has been under discussion. City Staff presented data that the stop be located at a population center, Lakeland, and there is a great deal of lobbying for a stop being located at USFP. Don doesn't think that the Transportation Planning Organization (TPO) will have enough votes to mandate the stop being in Lakeland at Kathleen Road or US 98 North. Automated trash pick-up in selected neighborhoods is about to begin. The process is going to use fewer personnel and will cost less. There are some issues to consider in the Downtown (dumpsters) and certain neighborhoods, so the transition to automated trash pick-up will be later in those areas. Yard pick-up and recycling runs will remain the same. The Federal Building property will be leased to MidFlorida Credit Union for meeting space for themselves and for the public. The plan is to tear down the back (1931 addition) of the building because it is too damaged to repair. The plans will go to the Department of Interior and a state agency. They will have the property for a minimum of 40 years at \$1 per year. Historic Lakeland supported the decision, even though they would have liked to have the 1931 addition remain. As a result of the deal, MidFlorida will have more parking. Patricia stated that a Downtown, to be friendly, needs less dead space and that it is too bad that the intersection at Tennessee and Lemon will now be dark after hours and on weekends. Don was concerned that LDDA was not a part of the process and will work to see that it is included in the future. Don mentioned that there is a luncheon today in honor of Jim Verplanck.

CHAIRMAN'S REPORT: Ford attended the Mid-town CRA meeting as an observer. Ford chairs the April 2nd event, Sun 'n Fun Skyward Festival, which will be in connection with First Friday. It will be from 6 – 9 p.m. There will be two fly-bys, one early and one after dark with pyrotechnics. The Air Force Rock Band will be performing in Munn Park. Tethered balloon rides will be at the old fire station lot. After dark, the tethered balloons that have been cooled will be re-inflated and lit internally. Other organizations like Polk Museum of Art and Platform Art will be involved, as well as the partnership with DLP's First Friday. It is an effort to introduce

Lakelanders to the annual Sun 'n Fun event. Support will be solicited. DLP graciously changed their theme to accommodate this event.

DIRECTOR'S REPORT:

Retreat Summary – Anne included the Retreat Summary from Larry Ross. Anne will sit down with Tamara Sakagawa to determine which items from the retreat will be CRA responsibilities. Janet Tucker asked if LDDA would be getting minutes from the Downtown CRA Meetings. Anne will check, but assumes that will happen. A CRA retreat is scheduled for the month of November.

***Traders at 210** – Gus Palas has reopened a stand-alone bar with conditions from 2005. The bar is non-smoking and smokers go outside to smoke. LPD has had numerous calls concerning the music (that travels through the open back door as patrons exit and enter to smoke) and voices (from those who are congregating on the back patio). It is creating a problem for a resident on the east end of Traders Alley. Between Community Development, LDDA, LPD Attorney and Officers, we are trying to work through the concerns.

***Rocky Horror Show** – A letter of thanks from Daniel Ballard, producer/director of the show, was included in agenda packets. LDDA supported the show with a \$500 donation to pay for the cost of the program.

Wayfinding RFP – The proposals have come in and narrowed down to five by the Committee. One proposer wanted to review the shortlisted proposals. Additional requested information will be received by responders by next Thursday. A Wayfinding Committee meeting is scheduled on March 3rd to review those five additional proposals' information. After that, we plan to bring the #1-ranked firm to the LDDA as a recommendation to move forward.

***Day & Night VISIT Florida Brochure** – The brochures were included in agenda packets. 27,000 were printed since we decided to go to self-mailers. 8,000 were mailed and the remainder of the brochures will be distributed through the Lakeland Chamber of Commerce, Outpost 27, Lakeland Center, businesses in Downtown, the featured museums and Polk Theatre. The gift card discounts for Downtown are good through April 30, 2010.

Mileage Reimbursement at \$.50 per mile – The City of Lakeland adopted the new rate of \$.50 per mile for reimbursement when a City vehicle is not available. Staff uses personal vehicles for travel. In the past, LDDA has mirrored the City's reimbursement rate. We will need a motion at the meeting to approve the rate of \$.50 per mile for travel. The 2009 rate was \$.55 per mile.

***Elder Point Ministries of Greater Lakeland, Temporary Sale of Alcohol** – Elder Point Ministries is the non-profit that will be serving the beer at the Brewz Crewz on Saturday, February 20, 2010. They had to have LDDA approval along with approval from the City to request a temporary sale of alcohol license. I approved the request on January 19, 2010. This information is coming to you so that we have documentation in our Minutes of the approval.

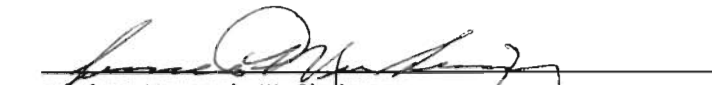
Public Works Week, May 2010 – Anne got a request from Jim Nixon for LDDA to be a vendor at the Public Works Week / First Friday in May. Janet suggested that we talk with Third Wing about ideas for that venue next week at the Brand Campaign Committee meeting.

OTHER / NEW BUSINESS: Anne explained that Mayor Fields has requested minutes of Boards and Committees that Commissioners sit on be submitted so that a report can be given to the full Commission for each different Board. Because of time delays, if LDDA waits until its minutes are approved, they will not be timely. Anne asked if the Board prefers to send approved meeting minutes to the Commission or draft minutes. **By unanimous consensus, the Board preferred that draft minutes be sent to the Commission as soon as they are available.**

AUDIENCE:

The meeting adjourned at 9:24 a.m.

The next regular LDDA Board of Directors meeting is Thursday, March 4, 2010 at 9:30 a.m. in the City Commission Conference Room to follow the CRA Advisory Board Meeting.



Ford W. Heacock, III, Chairman
JOSEPH P. McHINKLEY, ASST CHAIR

3/19/10

Date

Becky Abel

Becky Abel, Administrative Assistant

3/18/2010

Date