

MINUTES
LDDA BOARD OF DIRECTORS MEETING
City Commission Conference Room
Thursday January 22 2009
8 00 a m

PRESENT Janet Tucker David Hallock Ford Heacock Jerry Herring Joe Mawhinney Patricia Hendler Jim Verplanck Anne Furr Becky Abel Ron Baxley Julie Townsend Doug Thomas

ABSENT

CALL TO ORDER Chairman Janet Tucker called the meeting to order

MINUTES Jerry Herring moved and Ford Heacock seconded the motion to approve the Minutes of the December 18 2008 Regular LDDA Board of Directors Meeting Motion passed 6-0

David Hallock moved and Jerry Herring seconded the motion to approve the Minutes of the January 8 2009 LDDA Board of Directors Annual Meeting Motion passed 6-0

Joe Mawhinney arrived at the meeting

TRANSPORTATION COMMITTEE Jerry Herring Chairman reported that the Transportation Committee discussed and decided to engage a person to research and get information out about the proposed CSX deal The person was not to lobby but to get the truth out Rosemary Goudreau a former Tampa Tribune editor was hired on a three month contract at \$12 500 per month plus \$5 000 up front for start-up expenses She created a website (which has not gone live) and did the research for the project

The Transportation Committee has decided to change its focus to be in line with the City of Lakeland's efforts to reroute the trains and work with other communities to promote a statewide rail plan Rosemary was asked if she would be willing to change her work efforts to be in line with the new focus of the Transportation Committee She was not interested in making that change but she feels entitled to the money promised in the three-month agreement she had with the Committee There was no provision for termination of the agreement

Jerry stated that Rosemary was in the process of doing what she was originally asked to do and that it was the LDDA that changed its plans He said that Rosemary would not have taken the job if it originally was about rerouting and the statewide plan After some discussion it was decided by consensus that the Transportation Committee will work with Rosemary for a resolution and will come back to the LDDA Board for approval

Doug Thomas City Manager elaborated on the City's focus on the rail issue and indicated that LDDA help would be appreciated for the Rail Summit (February 4 2009) outcome being promoted throughout the state He said there has been some mistrust about what the Summit is all about It needs the larger feel of surrounding cities buying in and not just Lakeland

The next LDDA Board Meeting will occur after the planned Rail Summit so if the LDDA plans to commit dollars to the Summit effort it should do so today **Jerry Herring moved that \$30 000 be transferred to 9400-Transportation Advocacy from 6950 Unappropriated Surplus Motion seconded by Jim Verplanck Motion passed 7 0**

TREASURER'S REPORT Joe Mawhinney Treasurer went over the December 2008 report More than 50% of Tax Receipt income had been realized 8760 Miscellaneous shows a negative expenditure due to reimbursement of banner expenses from 9770 Restricted Streetscape Total income for December was \$184 633 12 Total expense was \$22 422 23 The report will be filed for audit

Anne Furr explained that the October 2 2008 Minutes and the November 6 2008 Minutes had mistakes on descriptions of budget changes **Jerry Herring moved and David Hallock seconded the motion to approve the Revised Minutes of the Regular LDDA Board of Directors Meetings of October 2 2008 and November 6, 2008 Motion passed 6-0**

RETAIL COMMITTEE Ford Heacock Chairman stated that the branding work is continuing He stated that Kevin Jones representing the DLP contacted him to say that the DLP members of the Retail Committee (Julie Townsend John Hutto and Kevin) would withdraw from the Committee and let it revert to an LDDA-only group as the branding work moves forward

Ford showed Kiku Obata & Company's latest work and shared that the Committee had not been sold on those images The Kiku Obata proposed logo was tweaked by a local person that was liked by all The image mimics the style of 1930s graphics and also resembles the style of a prominent contemporary graphic artist (Michael Schwab) Kiku Obata was shown the design and they said they could not move forward with that due to copyright concerns Kiku said that they would continue to work on one of the logos from their firm to send to us for comments

David Hallock said that an intellectual property (IP) attorney should be engaged to do a knock out search to make sure the tweaked design would bear no infringement issue with Michael Schwab or anyone else He suggested that we use the dollars remaining in this account to hire the IP attorney Anne said that an attorney on continuing contract with the City would be sought so RFPs would not have to be done **Joe Mawhinney moved and Jim Verplanck seconded the motion to pursue an intellectual property assessment from an appropriate attorney Motion passed 7-0**

Ford Heacock was excused from the meeting

TIF REQUEST – 115 S MISSOURI AVENUE Patricia Hendler and partner Ron Baxley presented their plan for renovation of 115 S Missouri Avenue They plan to add windows on the east south and west sides and renovate the interior The gutting work is going on now The project is in the West Subdistrict and meets the Downtown CRA Advisory Board Goals and many of the Selection Considerations for the Subdistrict **Jerry Herring moved that TIF be granted for this project in the 10-year sliding scale standard Motion seconded by David Hallock Motion passed 5-0** Patricia Hendler abstained stating a conflict of interest

DESIGN REVIEW

411 N Fla Avenue, McKeel Elementary Academy, open aluminum patio This temporary structure was approved

210 S Fla Avenue, SunTrust Plaza, ground sign The ground sign on the corner of Tennessee Ave and Lemon Street obtained a variance and was approved

Janet Tucker asked if the sign in the Wachovia (south of Lime Street) parking lot be set upright

DLP REPORT Julie Townsend reported that the spring newsletter is being printed and should be mailed out the end of next week DLP now has a Facebook page The next First Friday theme is Open Mic on February 6th Vintage is now open at 119 S Kentucky Avenue Owner Janet Tucker was congratulated on the nice renovation of the property Julie stated that Twistee Treat has closed The DLP is engaged in preliminary talks to redesign the DLP website

CITY COMMISSION REPORT Jim Verplanck reported that the City Commission Retreat is to be held today and tomorrow The Lime Street conversion to two-way traffic should be completed by the end of the month Though not in Downtown he reported that the new Common Ground Park opened on January 16th

CHAIRMAN'S REPORT Janet Tucker stated that the 2009 committee assignments have been finalized and she distributed the list to Board Members She suggested that a contest be held to name the residential redevelopment area north of the police station An Ad Hoc Committee

(including Kevin Cook and Julie Townsend) will be formed to oversee a contest with Jerry Herring as Chairman. Anne will contact Kevin Cook to get guidance on handling and publicizing a naming contest. Janet also wants to move forward on a request for proposals to continue the branding project into the marketing of the campaign and the fabrication of signage. The RFQ should be limited to Polk County businesses.

DIRECTOR'S REPORT

Employee Manual – Saved Holiday – The wording concerning saved holidays to be added to the Employee Manual was included in agenda packets.

Saved holiday time shall be used and accrued in increments of no less than one hour. All saved holiday time must be used in the fiscal year earned. For purposes of this policy, the fiscal year ends the last day of the last regular pay period in any particular budget year. If an employee is unable to take his/her saved holiday time off, they will be paid for any remaining accrued time at their regular hourly rate in the last payroll check of the fiscal year.

Jim Verplanck moved and David Hallock seconded the motion to approve the wording as presented. Motion passed 6-0.

Guide to Sunshine Amendment & Code of Ethics – The 2008 Guide was included in agenda packets.

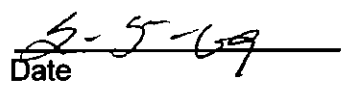
Regional Connectivity Summit – The invitation and draft agenda for the rail summit is included in your agenda packet. The cost is \$25 per person. Anne asked that the Board approve the fee for LDDA Board members be paid out of 8400-Travel Meals Meetings. **Jim Verplanck moved and Jerry Herring seconded the motion to approve LDDA Board members' fees for the Regional Connectivity Summit be paid out of 8400-Travel, Meals Meetings. Motion passed 6-0.**

Board Retreat Summary – Anne distributed the draft summary. Board members were asked to review and discuss at the next LDDA Board Meeting.

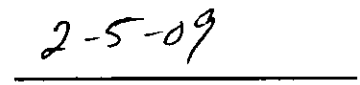
NEW BUSINESS None

The meeting was adjourned at 9:45 AM. The next regular LDDA Board Meeting will be Thursday, February 5, 2009.


Janet H. Tucker, Chairman


Date


Becky Abel, Administrative Assistant


Date