

MINUTES
LDDA BOARD OF DIRECTORS MEETING
City Commission Conference Room
Thursday, May 6, 2004
9:00 AM

PRESENT: Chris McLaughlin, Jerry Herring, Jim Verplanck, Greg Mugg, Kevin Jones, Janet Tucker, Anne Furr, Becky Abel, Tamara Sakagawa, Rachel Pleasant, Glenn Higgins

ABSENT: Joe Mawhinney

MINUTES: Jerry Herring moved to accept the Minutes of the April 15, 2004 Regular Board Meeting. Motion seconded by Jim Verplanck. Motion passed 6-0.

COMMITTEE REPORTS:

Design Review – Certificate of Review Issued Since April 15, 2004:

- a. Jim Verplanck reported that a sign had been requested for the hair salon at 422 Lake Mirror Drive. The committee approved the sign.

CRA Strategy Committee – Jerry Herring reported that the committee had met and no final decisions had been made as yet.

LAPTOP COMPUTER: Anne Furr reported that the 2003-04 budget had included \$4000 for software, a PC, laptop, networking and support. She explained that \$991.95 had already been spent and that additional planned expenditures (not yet invoiced) will leave the budget with \$818.00. Anne has been asked to do more and more speaking engagements and needs a laptop computer to run PowerPoint presentations. She has obtained information that a laptop will be about \$2,800. She requested that the Board make a budget change to move \$2,800 from 6950 – Unexpended Funds to 8360 – Computer Services. **Jerry Herring moved to reallocate \$2,800 from Unexpended Funds to Computer Services line item for the purchase of a laptop computer. Motion passed 6-0.**

CITY COMMISSION REPORT: Jim Verplanck reported that the City Commission made a resolution to accept the report of slum and blight in the expanded area. The Commissioners were supportive of the efforts underway for plans to improve the area as it becomes part of the CRA. Greg Mugg asked if the City is planning to commit dollars toward the eventual acquisitions. Jim said that those dollars would come from the CRA, not the City.

CHAIRMAN’S REPORT: Janet Tucker shared that the DLP will initiate a new program called “First Friday”, where businesses will stay open until 9 p.m. each first Friday of the month. Entertainment will be planned but streets will not be closed. Janet said that all but three DLP members have committed to participate. The first event will be on June 4, 2004 and will be sponsored by Hall Communications. At the DLP Retreat, it was decided that the downtown needs to help establish the shopping habits of people before the opening of the Lakeside Village, and this series of events is an attempt to do that.

Janet reported that the Parking Committee had met recently. Since Bay Street’s streetscape was widened and on-street parking was eliminated on the south of Bay Street, free two-hour parking spaces were created in the parking lot. A problem has occurred because some people who lease parking did not understand that they were parking in the two-hour free spaces. Signs should help those drivers understand and hopefully solve the problem.

Chris McLaughlin asked if the issue with parking had been resolved for the new Verizon employees. Anne has been working with Ellen Walker of Verizon and with Steve Githens of the Citrus Connection to plan for the new hires. Over the next several weeks, the new employees will be going through training. They have all been instructed to park in the Park & Ride lot. Steve is working to help

make it possible for the Trolley to accommodate the transport of these individuals down to the Verizon building. As soon as the exact shift times are established at the call center, other adjustments can be made. Some of the employees will be working night shift. Currently, the Citrus Connection has funds for the Night Ride program, but that funding will soon end. Jim Verplanck mentioned that the state may be willing to allocate Night Ride dollars for a significant and consistent group like these new Verizon employees. Tamara Sakagawa said that she had a contact at FDOT to see what funds they would have available for the CRA to access for the Night Ride.

DIRECTOR'S REPORT:

Wayfinding and Signage Design – Anne reported that Requests for Qualifications were sent out for this project May 4, 2004. The process requires that qualifications of potential consultants be reviewed and then evaluated and ranked. Once consultants are ranked, presentations will be scheduled. Negotiations for cost of work will begin under strict process guidelines following the presentations. Responses to the RFQs are expected on June 4. Some time will then be taken to evaluate and rank the consultants.

Lakeland Center Message Board – At a previous meeting, a request to alter the sign at the Lakeland Center had been received, but the proposal was to change out the color of the light bulbs in the marquis, so Anne went ahead and granted approval for that to occur.

Lemon Street Celebration – The storm that occurred on April 30 unfortunately cancelled the Lemon Street Celebration. No selection was determined for the winner of the People's Choice Award, but the Committee will soon decide on an appropriate method to award that prize. Anne thanked Kevin Jones for making the lobby of the MIDFLORIDA Federal Credit Union available for the VIP party because it was big enough to accommodate all who needed to get in out of the weather. Anne and Vickie Jerkins are following up with all of the restaurant vendors who participated. Many of them spent a good deal of money preparing for this event and then were unable to sell much if any food / beverages.

Training for Verizon Call Center Workers – 125 people will begin training on May 17, 2004 for a two-week period, 7 a.m. to 3:30 p.m. 100 people begin training on June 1, 2004 for a two-week period, 4 p.m. to 12:30 a.m.

NEW BUSINESS:

Mid-town CRA Board – Tamara Sakagawa reported that the Mid-town CRA Board would meet next Wednesday, May 12, 2004 at 4 p.m. in the City Commission Conference Room. The speaker will be Hank Morgan, who will speak about bonding and tax increment issues.

The meeting was adjourned at 9:50 a.m.

The next LDDA Board Meeting will be held on Thursday, May 20, 2004 in the City Commission Conference Room, 3rd Floor, City Hall, at 8 a.m.