

REVISED MINUTES
LDDA BOARD OF DIRECTORS MEETING
City Commission Chambers
November 6, 2008
8 00 a m

PRESENT Janet Tucker Jim Verplanck Jerry Herring Chris McLaughlin Ford Heacock Anne Furr Becky Abel LeRoy Bradley Tamara Sakagawa Heather Huebner Glenn Higgins Ellen Simms Bruce Kistler

ABSENT David Hallock Jim Verplanck Joe Mawhinney

CALL TO ORDER Janet Tucker called the meeting to order

MINUTES Jerry Herring moved to accept the Minutes of the October 2, 2008 regular LDDA Board of Directors Meeting Motion seconded by Ford Heacock Motion passed 4-0

TREASURER'S REPORT

Lakeland Outdoor Sculpture Invitational, banner and installation – On October 2 \$836 42 was allocated to purchase and install banners One was lost and had to be replaced at a total cost for purchase and installation of \$140 **Ford Heacock moved and Chris McLaughlin seconded the motion to move \$140 from 1160 Restricted Streetscape to 9770 Restricted Streetscape Expense for this action Motion passed 4 0** Ford asked if we are responsible for replacement of all lost banners in Downtown We are not the sculpture project s banners were LDDA s responsibility LDDA controls hardware for all banners in Downtown but other entities own their own banners and would be responsible for their costs

Quarterly Report September 30, 2008 – Anne Furr pointed out that LDDA was \$0 11 off from Baylis & Company s draft report due to rounding of the asset depreciation figure An adjustment has been made All other figures are in agreement

DOWNTOWN CRA ADVISORY BOARD

Downtown CRA Vision Plan, Scope of Services – Tamara Sakagawa CRA Manager updated the Board on the status of producing the updated CRA Downtown Area Vision Plan Glatting Jackson has submitted a Scope of Services proposal They will do the necessary drawings and the public process the City will perform the balance of the work to produce the plan The partnership with Glatting Jackson will enable the most cost effective way to complete the plan update

In this plan attention will especially be paid to the underserved parts of Downtown Tamara discussed the schedule The kick off will be December 18 2008 and is expected to culminate on April 3 2009 with a presentation of workshop results to the City Commission acting as the CRA

Jerry Herring moved and Ford Heacock seconded the motion to recommend that the City Commission move forward with the Scope of Services as proposed The motion passed 4-0

Swan Development Advisory, Inc 2nd Contract Extension –A second extension of the contract with Swan Development Advisors dated August 15 2006 for services related to acquisition of parcels and project management of the Downtown housing was presented to the Board for discussion **Jerry Herring moved and Chris McLaughlin seconded the motion to extend the contract to September 30 2009, beginning retroactively on October 1, 2008 Motion passed 4-0**

COMMITTEES

Retail Committee - Committee Chairman Ford Heacock stated that work is in progress in this committee to select the branding graphics and colors

CLASSIC AUTO FESTIVAL FOLLOW UP Ford Heacock stated that the event had a record turnout with attendance being in the neighborhood of 40 000 people The northeast corner of Lake Mirror had artists organized by J Rowan Galleries which for the first time brought people all the way around the lake Good Buddies BBQ and The Chop Shop participated as vendors around the lake After the event Ford canvassed food and beverage and retail establishments in Downtown and received great feedback from most Some stated it was their best weekend ever

DLP REPORT Ellen Simms thanked Chris McLaughlin and Keller Williams for their event Terror on Pine Street which was a big success First Friday s theme on November 7 will be honoring service which not only includes the military but also all service clubs Downtown at Dusk is Tuesday November 11 at J Rowan Galleries There are many holiday events Holiday Walkabout on December 2 Nick s Mix on December 3 Christmas Parade on December 4 First Friday on December 5 Snow Fest on December 6 Holiday Fest with Arts on the Park is December 12

CITY COMMISSIONER REPORT Jim Verplanck was absent Glenn Higgins City Commissioner shared that Senators Dockery and Ross recently talked with the Commission about CSX issues The City is moving forward with a summit no date has been set yet There needs to be a master plan piecemeal projects are not good for the state The City has problems today with so many freight trains

Jerry Herring was appointed by Vice-Chairman Janet Tucker to head a committee that will research the best way to use the LDDA budgeted dollars for transportation advocacy The City doesn t want to harm other cities with actions that help Lakeland

Glenn additionally reported that red light running cameras will be installed at key intersections It is a safety issue not related to making money

St Joseph s Catholic has purchased Southside Baptist Church and plans to move their school to this location on McDonald Street

VICE - CHAIRMAN'S REPORT

Appointment of Nominating Committee – Janet Tucker announced that David Hallock appointed Joe Mawhinney as Chairman and Jim Verplanck and Chris McLaughlin as members of the Nominating Committee

DIRECTOR'S REPORT

712 Lake Mirror Drive (Former Coyne Laundry) – The building has been leased to be used as an indoor skate park an indoor commercial recreation use Indoor commercial recreation has recently been changed to a conditional use The request for the conditional use will come before the Planning and Zoning Board on November 18 2008 At the LDDA Board Meeting on October 2 2008 Jerry Herring shared the plans for this building and its use The indoor skate park and BMX course is a temporary use By consensus the Board recommends approval to the Planning and Zoning Board for this use of the building

\$500 Peoples Choice Award –The winner of the Peoples Choice Award of the Lakeland Outdoor Sculpture Invitational was the sculpture "Together" by Charlie Brouwer This expenditure is in the budget **Jerry Herring moved and Ford Heacock seconded the motion to grant \$500 to Peoples Choice winner Charlie Brouwer retroactive to October 3, 2008 Motion passed 4 0**

Advertising/PR – Non-Woven Shopping Bags – It has been suggested that reusable shopping bags be provided to Downtown retailers for the holiday season Marni Johnson got costs for 1 color non-woven bags \$1 40 per bag with a \$50 set up fee which would be \$1 450 for 1 000 bags The Board discussed the suggested expense and felt that it would be best to use this idea

as one of the ways to kick off the new brand when it is approved There was no motion to approve this purchase

Canvassing Board Report (New Board Members 2009 2011) – Joe Mawhinney was re elected and Patricia Hendler was elected to the LDDA Board in the October 7 LDDA election Their three-year term begins January 2009

TRIM Letters from Florida Department of Revenue – The LDDA received two letters stating that the LDDA met the requirements in the Truth in Millage concerning certification requirements of the Florida Statutes and that the LDDA is in compliance with the maximum millage levy requirements of the Florida Statutes

Roy Kinsey Award – The FRA Awards Luncheon was attended by Ford Heacock Joe Mawhinney Jim Verplanck Tony Delgado Stanley Hawthorne Bruce Lyon Tamara Sakagawa and Anne in Tampa Florida The LDDA CRA & Swan Development Advisors Inc received an award for property acquisition with respect to efficiency and partnerships

NEW BUSINESS

LEDC Membership – Dues in FY 2010 will be \$2 500 up from FY 2009 s \$1 000

George Harris Memorial – As of November \$63 705 has been raised for the George Harris Memonal Arch The project is moving forward and will break ground soon

Jim Verplanck was reappointed to the 2009 LDDA Board by the Mayor

Keller Williams Anne announced that *The Ledger* had an article stating that Plantation Realty recently merged with Keller Williams Congratulations to Chris McLaughlin for continuing to grow his business

AUDIENCE

The meeting was adjourned at 9 13 a m

The next LDDA Board Meeting will be Thursday, November 20, 2008 at 8 a m in the City Commission Conference Room


Janet H. Tucker, Chairman _____ 1-22-09
Date


Becky Abel, Administrative Assistant _____ 1-26-09
Date

REVISED 1/20/09