

**MINUTES**  
**LDDA BOARD OF DIRECTORS MEETING**  
**City Commission Chambers**  
**November 20, 2008**  
**8 00 a m**

**PRESENT** David Hallock Jim Verplanck Janet Tucker Jerry Herring Ford Heacock Chris McLaughlin Anne Furr Becky Abel Julie Townsend Glenn Higgins

**ABSENT** Joe Mawhinney

**CALL TO ORDER** David Hallock called the meeting to order

**MINUTES** Jerry Herring moved to accept the Minutes of the November 6, 2008 regular LDDA Board of Directors Meeting Motion seconded by Jim Verplanck Motion passed 5-0

**TREASURER'S REPORT** Jerry Herring Treasurer highlighted the September 2008 (FY 08 year-end statement) and October 2008 profit & loss statements The question was asked as to what items were in 8750-Legal Advertising Anne said that expenses were newspaper legal advertisements for the LDDA election and LDDA budget hearing notifications Jerry commented that the Downtown Farmers Curb Market should continue to be viewed as an investment Its income was higher than expected and expenses are subsidized by the LDDA by about \$2 000 per month The reports will be filed for audit

**DOWNTOWN CRA ADVISORY BOARD**

**COMMITTEES**

**Retail Committee** – Ford Heacock reported that Kiku Obata has completed additional logo images They also sent work that shows how the images could be used on signage banners t shirts cups etc Anne thinks it will be the first of January before the committee is ready to recommend a logo and tagline to present to the LDDA Board

Chris McLaughlin arrived

**Design Review**

**101 W Main Street, Baron Properties, 3 signs** – This is the City Center Building The committee approved the two face changes for the wall signage and the sign 101 W Main in front of the awning at the northwest corner of Main Street and North Florida Avenue

**George Harris Memorial Arch** – Janet Tucker reported that the construction of the arch is about to start They will break ground in January 2009 and expect completion in April 2009 The Community Foundation of Greater Lakeland did not invest the money so none was lost to the recent financial crisis Approximately \$63 000 was raised

**CSX** – Jerry Herring as Chairman of the Transportation Advocacy Committee stated that the committee will meet after today's Board meeting to discuss the types of advocacy the LDDA could consider this fiscal year Jim Verplanck suggested that Jerry talk with Tim Campbell and Kathleen Munson for more information about the Super Regional Strategy Team and One Polk

**Downtown Farmers Curb Market** – Janet Tucker stated that there are more than 30 vendors at the Market More than 12 vendors are currently participating in a cooperative advertising opportunity where their business can be featured in a print ad that LDDA purchases

This weekend November 22 the Market is hosting the Puerto Rican Discovery Day put on by the Puerto Rican Chamber of Commerce Also on November 22 the DLP is using the Market as a distribution site for their poinsettia sales Pictures with Santa are scheduled for December 6 and 13 Participants will be asked to donate canned goods in exchange for the printed picture with Santa

**DLP REPORT** Executive Director Julie Townsend shared the following December events schedule 12/2 is the 20<sup>th</sup> Annual Holiday Walkabout with school groups paid entertainment carriage rides and a kid s train ride photos with Santa and more 12/5 is First Friday 12/12 is the Holiday Art Fest in conjunction with Arts on the Park Anne added that the Christmas Parade will be Downtown on 12/4

Julie said that State Senator Paula Dockery believes there is good support in the Senate for favorable outcomes for the state and Lakeland concerning the CSX – statewide transportation issues

**CITY COMMISSIONER REPORT** Jim Verplanck stated that Pam Page Parks and Recreation made a presentation on the history of Lake Mirror and its recent improvements recently that was outstanding and would be a great tool to take to the community

Red light cameras are in the process of being installed at targeted intersections Those that run red lights will be fined

The City Commission approved the Scope of Services to hire Glating Jackson to update the Downtown CRA Vision Plan

The Planning & Zoning Board approved the skateboard park at 712 Lake Mirror as a conditional use Jerry Herring thanked the LDDA Board for their support The final approval will need to come from the City Commission at its public hearing on December 15<sup>th</sup>

Jim Verplanck was excused

**CHAIRMAN'S REPORT** David Hallock stated that information was e-mailed concerning the annual evaluation of the Executive Director to each Board Member He requested that Board Members promptly return the survey and evaluation tool

David announced that in addition to Jerry as Chairman he also has appointed Chris McLaughlin Joe Mawhinney and himself to the Transportation Advocacy Committee

#### **DIRECTOR'S REPORT**

**Roy F Kenzie Florida Redevelopment Award** – This award was given to the LDDA the City and Swan Development Advisors Inc The award went to Swan Development Advisors but since there were three entities in the project two duplicate awards were requested – one for LDDA and one for the City The cost is \$290 **Janet Tucker moved and Ford Heacock seconded the motion to pay for two duplicate awards out of 8760-Miscellaneous Motion passed 6 0**

**Mrs Beall's Request to Continue the Jury Trial** – The trial is currently set for February 2009 We have not had any response from the judge at this time

**Vacation and Holidays** – This year Anne worked on November 11 which is a paid holiday for LDDA employees The City treats a worked holiday as a saved holiday and it can be used as a vacation day during the year it is earned Anne asked if she may use this saved holiday as a vacation day **Janet Tucker moved and Ford Heacock seconded the motion to approve that Anne use the saved holiday as a vacation day Motion passed 5-0** The Board instructed that this should be added to the Employee Manual as policy

#### **NEW BUSINESS**

**Homelessness** – Anne had a telephone conversation recently with the Chief of Police. The create change cards make a difference in educating people needing services and also the general public who want to know how to help. We will insure that the information is current for the next printing of the cards and the table tents. Anne will get with the City's Communication Division which originally created the cards and the table tents for them to be updated and printed.

**Transportation Advocacy Committee** – This committee will meet following today's LDDA meeting.

**Building Heights and Zoning Update** – Bruce Kistler will come to the LDDA in December to update the Board on zoning and Downtown building heights.

**Downtown Vision Plan Update** – On December 18<sup>th</sup> staff will meet with Glatting Jackson to kick off the Downtown Plan Update. They would like to meet with the LDDA Board on Thursday, January 15<sup>th</sup>, which is not one of our meeting dates in January. Anne will e-mail the Board for availability on that date.


**LDDA Board Retreat** – The LDDA Board Retreat is scheduled for January 8, 2009. Location to be announced.

**Dumpsters in Alley** – The compactor dumpsters in the alley between Harry's and Loft on the Park look much better. The compactors require a key. Chris McLaughlin offered to give some property adjacent with Marlon Lynn's property in Trader's Alley if Marlon agrees for the other half of the required space so a compactor could be located in Trader's Alley.

**TIF Consideration** – Chris stated that with the market for commercial real estate down, it may be wise to reconsider the restrictions on TIF grants in order to make it easier for redevelopment efforts to qualify. He suggested removing the "but for" clause as an encouragement to people that want to do a redevelopment project in Downtown.

**The meeting was adjourned at 9:09 AM**

**The next LDDA Board Meeting will be Thursday, December 4, 2008 at 8 a.m. in the City Commission Conference Room**

  
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David D. Hallock Jr.  
Chairman

12/4/08  
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Date

  
\_\_\_\_\_  
Becky Abel  
Administrative Assistant

12/4/08  
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Date