

**MINUTES**  
**LDDA BOARD OF DIRECTORS MEETING**  
**City Commission Conference Room**  
**Thursday, April 15, 2004**  
**8:00 AM**

**PRESENT:** Chris McLaughlin, Jerry Herring, Jim Verplanck, Joe Mawhinney, Kevin Jones, Janet Tucker, Anne Furr, Becky Abel, LeRoy Bradley, Tamara Sakagawa, Steve Bissonnette, Jim Studiale, Katie Richardson, Garry Richardson, Jon Donham

**ABSENT:** Greg Mugg

**MINUTES:** Jerry Herring moved to accept the Minutes of the April 1, 2004 Regular Board Meeting. Motion seconded by Jim Verplanck. Motion passed 5-0.

**DLP UPDATE:** LeRoy Bradley reported that there are now 104 members. The Walkabout was successful. Some of the businesses reported having lots of customers. The Public Works Department was very happy with being able to do demonstrations in the park in conjunction with this event. In the future, other City departments may want to participate. Arts on the Park will have an auction in June.

**TREASURER'S REPORT:**

**Revised January 2004** – Treasurer Joe Mawhinney pointed out the corrections in the January Profit & Loss statement. Some numbers were inadvertently transposed or dropped in transit from Quickbooks to the Excel spreadsheet.

**February 2004** – Net income was \$37,109.85 for the month. Total expenses for the month were \$168,716.74. Significant expenses were in 8270 – Contract Services (Glating-Jackson), 8920.17 – Ledger Magazine, 9800 – Trolley (3 months), and 9300 - Tax Increment to the Trust Fund. The Allowance from the CRA was received (\$184,310.00) and \$21,096.78 was received in Tax Receipts. Also, In February, the LDDA purchased the Peachtree Street property for \$3,406.00

**March 2004** – Net income was <\$8,861.07> for the month. Total expenses for the month were \$12,466.13. Significant expenses in March were 8270 – Contract Services (Glating-Jackson) and 8700 – Printing and Reproduction (CRA Report).

**COMMITTEE REPORTS:**

Design Review – Certificate of Review Request:

- a. 701 West Lime Street – Lakeland Center Message Board on Main Sign. Action was not taken on this request since no information was submitted in time for this meeting.
- b. 101 West Main Street – Baron Property. Signs & Specialties, Inc. requested approval to put a stud-mounted individual letter (molded plastic) sign on the Florida Avenue side of the building at 101 West Main Street reading “Pro Video Productions”. The color of the letters would be maroon. There is an existing sign for this business on the north side of the building. The tree has grown and it is difficult to read the sign. The sign would be in the same location as the Columbia Staffing sign which was once located on this building. **Jim Verplanck moved approval of the sign. Jerry Herring seconded the motion. Motion passed 5-0.**

Kevin Jones arrived.

**CITY COMMISSION REPORT:** Jim Verplanck reported that the City Commission workshop on the CRA expansion went well and that Commissioners expressed no concerns. Steve Bissonnette stated that the Community Development Department has been receiving a lot of interest from potential developers interested in building / redeveloping in the expansion area. Jerry Herring has been aware of some inquiries also. **As a formality, the LDDA Board, acting as the advisory to the Downtown CRA, stated unanimously for the record that the LDDA endorses moving forward with the expansion of the CRA.**

**CHAIRMAN'S REPORT:** Janet Tucker reported that the Parking Committee met on April 13, 2004. There is still a problem with employees parking on the streets. Two solutions have been suggested: 1) Have an ordinance that prohibits employees from parking on the street; 2) Have escalating fines for repeat violators. Jerry

Herring said that an ordinance would be overkill, and too unwelcoming of a gesture. The idea of escalating fines may be something that should be pursued. The Traffic Operations Department has embarked on a plan to reduce sign clutter. The two-hour yellow dot signs and the 15-minute loading zone signs are being repositioned onto the historic street lights with black brackets. If the light fixtures are not in the correct position, black square posts are being installed for the signage. The backs of some signs have been coated in black, and the suggestion has also been made to coat the Trolley Stop sign backs in black also. The yellow-dot signs have also been redesigned. Anne explained the proposal to expand the yellow-dot zone. Chris McLaughlin questioned whether this expansion had the support of the DLP membership. Although some of the DLP members think that the zone should allow 3 hour parking instead of two, the membership would rather have an expanded 2 hour zone than no expansion. It was shared that with the many lots for free parking north of the railroad tracks, no one in that area should have difficulty parking. **Jerry Herring moved and Joe Mawhinney seconded that a letter be sent from the LDDA Board to the Public Works Director supporting the expansion of the yellow-dot zone from Main Street to Bay Street on Tennessee and on Orange Street from Massachusetts Avenue to Tennessee Avenue, and Pine Street from Florida Avenue to Massachusetts Avenue.**

**STRATEGY FOR CRA:** Tamara Sakagawa, CRA Coordinator for the City of Lakeland, brought detailed maps of the expansion area. The maps delineate ownership of parcels, which properties are homesteaded, and other details. Tamara suggested that the LDDA Board form a committee to create a strategy for properties within the expanded area. She stated that her expertise would be available to the committee administratively, that is, that maps, technical information and other details would be provided by the Community Development Department upon request; the formulation of policy needs to originate from the LDDA. Janet Tucker appointed Jerry Herring, Chairman, Jim Verplanck and Joe Mawhinney to the new CRA Strategy Committee.

**TRADERS PUB:** Garry and Katie Richardson and Jon Donham presented their plan for Traders Pub. It will be an owner-operated business that will go before the City Commission on April 19, 2004 for an alcoholic beverage license approval. The business will be managed by Jon. It will be open to 21 year-olds and above with an East meets West theme. They are purchasing an ID machine that shows fake IDs to prevent underage drinkers. They shared that they have put in new equipment and cleaned the exterior and interior. They are aware of the noise ordinance and have talked with their neighbors. **Jerry Herring moved and Joe Mawhinney seconded the motion that the LDDA would send a memo to the City Commission that based on the presentation outlined to us that the LDDA would recommend approval of the use. Motion passed 6-0.**

Chris McLaughlin left the meeting.

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

**Preservation Alley** – The foundation work has been completed at George L. Gaines Jewelers and the paver work will start in the next week or so. Public Works is trying to have it completed by the Lemon Street Celebration, Friday, April 30, 2004. {Paver work was completed 4/19/04.}

**Banners on Lamp Posts** – In a meeting held Monday, April 12, 2004, with Public Works, Lakeland Electric, Parks & Recreation and Community Development, historic lamp posts in downtown were discussed. The discussion was regarding the placement of yellow dot signs and 15-minute signs on the lamp posts. The question was raised concerning the banner hardware on Kentucky, Tennessee, Main and Pine Street. The banner hardware is still on the lamp posts. Anne asked if the hardware can be removed or will the banners on these streets be replaced in the future. Although the Board was unsure if it would be replacing banners on those streets in the future, new banner styles would require different hardware. **Jim Verplanck moved and Kevin Jones seconded that the hardware be taken down. Motion passed 5-0.**

**Dedication of Volunteer Monument** – Friday, April 16, 2004, 5:30-6 p.m. The event will be followed by the Music on the Promenade series.

**Lemon Street Celebration** – Friday, April 30, 2004, 5-9 p.m.

#### **NEW BUSINESS:**

The meeting was adjourned at 9:45 a.m.

**The next LDDA Board Meeting will be held on Thursday, May 6, 2004 in the City Commission Conference Room, 3<sup>rd</sup> Floor, City Hall, at 9 a.m. Please note the change of start time to accommodate the Mayor's Prayer Breakfast to be held earlier that morning.**