

## MINUTES

### LDDA BOARD OF DIRECTORS MEETING CITY COMMISSION CONFERENCE ROOM

Thursday, August 21, 2003  
8:00 AM

**PRESENT:** Kevin Jones, Joe Mawhinney, Janet Tucker, Chris McLaughlin, Greg Mugg, Jerry Herring, Anne Furr, Becky Abel, LeRoy Bradley

**ABSENT:** Jim Verplanck

**MINUTES:** Greg Mugg moved to accept the Minutes of the August 7, 2003 regular Board Meeting. Motion seconded by Joe Mawhinney. Motion passed 4-0.

#### COMMITTEES:

**Blight/Redevelopment Plan** – Joe Mawhinney reported on the kick-off meeting held on Monday with Glatting Jackson and their subcontractors. He stated that some elements of CRA rules were examined in detail, including addressing displacement of residents. His feeling was that it is obvious that the area is blighted, so it would be best to comply with just the minimum requirements in the performance of a blight study. Secondly, the redevelopment plan should not be so specific as to complicate potential redevelopment efforts in the future. Glatting Jackson has suggested a field trip / workshop in Orlando to study an area that they feel is similar to the area we are addressing in Lakeland. The suggestion is to include key City people and LDDA Board members. Joe stated that one of the Orlando neighborhoods has a high population density that is more than what is envisioned for the expansion area in Lakeland. Janet Tucker said that a neighborhood in Tampa might be more appropriate to study and would find out the details. The consultants would like to set up a field trip in September. The trip to Orlando would include meeting with the developers of those projects to discuss incentives and the projects.

Jerry Herring arrived.  
Kevin Jones arrived.

**LPD PUBLIC SAFETY REPORT:** Police Chief Roger Boatner shared the situation that currently exists concerning personnel at the LPD. With certain grants coming to an end, the department stands to lose six sworn officers and three support persons. The Chief documented how the staff has not expanded in a number of years, which stretches the current personnel, and has lowered the ratio of officers to citizens. He explained that with fewer officers, high priority services to the community would still be met, but services like crime prevention, community policing and problem solving would get less attention. With the proposed increase in property tax, the staff who would be lost will be able to remain at the Department. The Chief emphasized that the potential tax increase was not just for police, however. It is also for the construction, equipment and staffing for a new fire station on the northeast side of town. The Board thanked the Chief for his time and clear information.

**TREASURER'S REPORT:** Kevin Jones reported that in July 2003, net income was -\$21,330.97. Year to date net income was \$69,056.14. There were several large expenditures in July, the shelter for the Park & Ride lot, May and June Trolley payment, the *Ledger* tabloid and the Chamber ad for the Buyer's Guide. The balance sheet shows that total assets and liabilities through July were \$410,874.71.

#### COMMITTEES (con't):

**Downtown Park & Ride** – The shelter was delivered to the site on Tuesday this week and will be erected today on site. Jerry Herring suggested that it would be great to generate a little publicity for the Park & Ride by calling to see if *The Ledger* would come out and take a picture and do a story. Anne

will follow up. A discussion followed concerning loitering in the lot and how it would be handled if the problem occurs. Anne will contact Jim Nixon to find out how the City deals with loiterers in parking garages. The Trolley Committee will meet on Thursday, September 11, 8:30 AM in Jerry Herring's office to review the Park & Ride program and trolley usage.

**DLP UPDATE:** LeRoy Bradley reported that the TDC granted only \$5,000 for billboards this year instead of the requested \$14,000. The Partnership is hoping to make up for that deficit by scaling down the billboards (no snipes) and by making a good profit at the annual luncheon and auction in October (October 1, 11:30-1:30). Several items have been donated for the auction but more are needed. LeRoy said that a \$10,000 profit is expected. Nomination forms for awards (Dudley Uphoff, Golden Swan and the Partnership Awards) are available now. Anne will include the forms in the next agenda packets. For the Classic Auto Festival in October, the DLP will provide canvass bags to participants. Businesses are asked to donate small items to fill the bags.

**CHAIRMAN'S REPORT:** Jerry Herring reported on the recent ICSC (International Council of Shopping Centers) Conference in Orlando. He said it was much smaller than the Las Vegas conference and that developers outnumbered retailers. He said that there were many chain retailers and lower-end clothing stores represented at the conference. He said there were about 3,000 participants.

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

##### **Update of 2003 Goals –**

1. **Residential Development** – The blight and redevelopment study / plan is now underway, which begins the process for redeveloping the northeast boundary area. We have participated in the evolution of The Regency redevelopment with streetscape and CRA dollars for TIF.
2. **Parking Availability** – City now has control of the Verizon lot. The Park & Ride program is underway since May 1, 2003. The City committed to two years of funding for the Park & Ride program. It is important that we market this asset.
3. **Retail Development** – Tom Moriarity's final report would be helpful as people consider the types of retail to bring to downtown. Anne will inform Mr. Moriarity that after September 30, no money is budgeted for this project in FY2004.
4. **Streetscape Expansion** – On schedule. Two more projects are slated for this fiscal year. The container gardens have been added this fiscal year on Pine Street and Main Street. Tennessee Avenue is scheduled for container gardens in the spring of 2004. There is no new information on Preservation Alley.
5. **Continued Relationship with the DLP** – Janet and LeRoy stated that the relationship is good.
6. **Strengthen Relationship with the CRA** – Good.
7. **Communication with Stakeholders** – Good. Website updated. Minutes and Agendas for meetings are made available to City Department heads with which we work closely, City Administration and Commissioners.
8. **Promote Comprehensive Plan** - Ongoing
9. **Facilitation of the Permit Process** – Anne has met with Lanny Walker and his staff. The permit process is very confusing, especially for people who attempt to do the process themselves rather than use a contractor or experienced professional. Anne will work with Lanny and Community Development to try to put the process in writing.

**Executive Director's Review** – The Leadership Lakeland Breakfast featuring Roger Haar will be held at 7:45 AM on September 18, the same day as our regular Board Meeting and the Executive Director's review. It was suggested that Anne find out what time the breakfast is expected to end. She will schedule only the E.D. review for the regular meeting, which will start later than usual. Anne will check with Larry Ross to see if that suits his schedule.

**Downtown Model** – After much searching, the original builder of the model (AMS out of California) was located. He suggested a local person redo the streets and that the individual blocks be

sent to him. He requests a professional photographer take five photos of each block and that drawings for infill buildings and remodeled buildings be provided. Board members, concerned about the cost of updating the model, agreed to donate the model to the Fire Department. Anne will call the Fire Chief to see if he is interested. If not, LDDA discussed donating the model to the DLP Auction for each block to be auctioned off.

**Preservation Alley** – Gaines Jewelers has not made a settlement decision with the City. Anne will discuss a deadline for a decision on the completion of the alley with the City Administration.

**NEW BUSINESS:** No new business.

**The meeting was adjourned at 10:10 AM.**

**The next regular LDDA Board meeting will be held on Thursday, September 4, 2003, from 8 a.m. – 10 a.m. in the City Commission Conference Room.**