

LDDA BOARD OF DIRECTORS MEETING AGENDA  
Thursday, January 21, 2021 • 8:00am  
ZOOM Meeting

**CALL TO ORDER**

Bretta Christakos

**CONSENT AGENDA - No voting, but can tentatively approve**

Bretta Christakos

LDDA BOARD MEETING MINUTES - December 17, 2020

Monthly Financial Statements - December 2020

LDP Shifts Discussion

Julie Townsend

**Executive Director's Report ( included in agenda packet)**

Julie Townsend

**AUDIENCE**

Bretta Christakos

**ADJOURN**

**MISSION: To Improve and Stimulate the Environment for Economic Development in a People-Oriented Downtown Community**

**MINUTES**  
**LDDA BOARD OF DIRECTORS MEETING**  
**Thursday, December 17, 2020 8:00 AM**  
**Zoom Meeting**

**BOARD/STAFF PRESENT:** Bretta Christakos, Tom Anderson, Scott Franklin, Greg Sanoba, Grant Miller, Jeff Donalson, Julie Townsend, staff **BOARD ABSENT:** Eric Belvin

**GUESTS:** Terrilyn Bostwick

**CALL TO ORDER: 8:02 a.m.** Bretta Christakos, Chair of LDDA, called the meeting to order.

**CONSENT AGENDA:** Tom Anderson moved to approve the consent agenda items. Scott Franklin seconded the motion. Motion approved 5-0. *(Greg Sanoba had not yet joined the meeting.)*

**NEW BUSINESS**

**Downtown Farmers Market Management Changes** – Julie Townsend updated the board members on the state of Market management after terminating the contract with Jim Luna for Market management.

**Downtown Officer Discussion** – Julie Townsend opened a discussion with the board of directors about the need for additional LPD presence in Downtown and asked that board members discuss LDDA hiring an officer. After much discussion, Grant Miller moved to allocate \$5,000 over the next few weeks for additional officer presence. Greg Sanoba seconded the motion. Motion passed 5-0. Julie will create a schedule of shifts and specific directions to submit to LPD for review, approval and posting.

**2021 LDDA Officers Election** – Greg Sanoba moved to approve the slate of officers: Bretta Christakos, Chair; Jeff Donalson, Co-Chair; Tom Anderson, Treasurer. Grant Miller seconded the motion. Motion passed 6-0.

Julie Townsend thanked Scott Franklin for his service.  
Julie Townsend provided the board with an update on Parklets.  
With no more business, the meeting was adjourned.

*LDDA Board of Directors' meetings are recorded for transcript purposes. Minutes do not reflect discussions, but provide the record of actionable items. Audio files of the meetings are stored at the LDDA office and are available upon request.*

**The meeting was adjourned at 8:47 a.m. The next LDDA Board of Directors meeting will be on Thursday, January 21, 2021 at 8:00am. Location TBA.**

\_\_\_\_\_  
Bretta Christakos, Chair

\_\_\_\_\_  
Date

\_\_\_\_\_  
Julie Townsend, Executive Director

\_\_\_\_\_  
Date

**Executive Director's Report**  
**January 15, 2021**

**End of First Quarter Financial Analysis**

Tax receipts collected at the end of the first quarter are \$236,743.88, 67.76% which is down 10% from last year at this time. That is no cause for concern. Tax receipts received tend to fluctuate from November to March.

The income for both the Farmers Market and First Friday are mostly deferred dollars from fiscal year 2020. Other event sponsorship dollars are from the Art Walk tickets sales and banner sales. Most of those dollars were spend in line item 7095 Sponsorship Marketing.

**Additional LPD Shifts**

Of the 41 shifts that were posted from December 18th to Jan 16th, 11 were filled. I have not received a bill for all shifts yet, but the estimated total spent of the \$5,000 allocated is about \$2,000.00. Four of those filled shifts were 6-10pm and 4 were 10pm to 2:30am.

Alis Drumgo, CRA Manager, is invite to the LDDA meeting to discuss with the Board what the CRA is doing in regards to an LPD contract for services.

**First Friday Update**

Due to COVID concerns, the February and March First Fridays have been cancelled. If conditions change, events could be reinstated.

# LAKELAND DOWNTOWN DEVELOPMENT AUTHORITY

## BUDGET VS ACTUALS FY2021

October - December, 2020

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
<b>Income</b>				
6000 Primary Income				
6100 Tax Receipts	236,743.88	349,366.00	-112,622.12	67.76 %
6120 Misc Income	620.07	1,000.00	-379.93	62.01 %
6300 Investment Income (Money Mkt.)	566.92	2,500.00	-1,933.08	22.68 %
6360 Reimbursed Expenses		3,000.00	-3,000.00	
<b>Total 6000 Primary Income</b>	<b>237,930.87</b>	<b>355,866.00</b>	<b>-117,935.13</b>	<b>66.86 %</b>
6200 Program Income				
6155 Banner Income		2,000.00	-2,000.00	
<b>Total 6200 Program Income</b>		<b>2,000.00</b>	<b>-2,000.00</b>	
6450 Income-Farmers Curb Market				
6450.11 Shared Marketing Costs	32,422.75	75,000.00	-42,577.25	43.23 %
6450.13 Fundraiser/Sales Gross	139.00	1,000.00	-861.00	13.90 %
6450.14 Merchandise Sales Tax	9.73	200.00	-190.27	4.87 %
6450.18 FAB Grant	4,707.00	10,000.00	-5,293.00	47.07 %
6450.19 EBT Electronic Transfer	8,259.00	10,000.00	-1,741.00	82.59 %
<b>Total 6450 Income-Farmers Curb Market</b>	<b>45,537.48</b>	<b>96,200.00</b>	<b>-50,662.52</b>	<b>47.34 %</b>
6460 Event Income (FF,FTR)				
6460.10 First Friday Shared Event Costs	28,684.54	54,000.00	-25,315.46	53.12 %
6460.20 First Friday Sponsorships	2,500.00	10,000.00	-7,500.00	25.00 %
6460.40 Other event sponsorships	7,635.00	500.00	7,135.00	1,527.00 %
<b>Total 6460 Event Income (FF,FTR)</b>	<b>38,819.54</b>	<b>64,500.00</b>	<b>-25,680.46</b>	<b>60.19 %</b>
<b>Total Income</b>	<b>\$322,287.89</b>	<b>\$518,566.00</b>	<b>\$ -196,278.11</b>	<b>62.15 %</b>
<b>GROSS PROFIT</b>	<b>\$322,287.89</b>	<b>\$518,566.00</b>	<b>\$ -196,278.11</b>	<b>62.15 %</b>
<b>Expenses</b>				
7000 Event Expenses				
7040 Event Insurance		1,750.00	-1,750.00	
7050 Contract event staff	1,227.50	9,800.00	-8,572.50	12.53 %
7060 Workers Comp Ins (contract event)	800.00	800.00	0.00	100.00 %
7065 Event Square Fees	387.25	2,950.00	-2,562.75	13.13 %
7070 Entertainment	300.00	2,500.00	-2,200.00	12.00 %
7080 Event Graphics & Printing	1,396.00	4,000.00	-2,604.00	34.90 %
7090 Event Sanitation	230.00	2,400.00	-2,170.00	9.58 %
7095 Sponsorships Mktg	4,644.00	10,500.00	-5,856.00	44.23 %
7100 City of Lakeland Fees				
7100.10 Parking Services	531.50	3,774.00	-3,242.50	14.08 %
7100.20 Police Services	433.50	1,674.00	-1,240.50	25.90 %
7100.30 Parks & Recreations Staff	1,287.00	6,552.00	-5,265.00	19.64 %
<b>Total 7100 City of Lakeland Fees</b>	<b>2,252.00</b>	<b>12,000.00</b>	<b>-9,748.00</b>	<b>18.77 %</b>
8010.15 Marketing Coordinator	3,329.16	15,000.00	-11,670.84	22.19 %
8010.17 Salaries Event Admin	240.51	2,800.00	-2,559.49	8.59 %

# LAKELAND DOWNTOWN DEVELOPMENT AUTHORITY

## BUDGET VS ACTUALS FY2021

October - December, 2020

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
<b>Total 7000 Event Expenses</b>	<b>14,806.42</b>	<b>64,500.00</b>	<b>-49,693.58</b>	<b>22.96 %</b>
8000 Administration & Salaries				
8010 Salaries				
8010.11 Executive Director Salary	23,672.30	78,022.50	-54,350.20	30.34 %
8010.12 LDDA Admn (pka Coordinator)	3,556.63	17,350.00	-13,793.37	20.50 %
8010.13 Payroll Taxes	2,942.67	12,000.00	-9,057.33	24.52 %
8011 Marketing Intern	35.00	3,600.00	-3,565.00	0.97 %
8012 Marketing Staff	2,829.20	23,000.00	-20,170.80	12.30 %
8040 Retirement Expense	517.46	2,606.00	-2,088.54	19.86 %
<b>Total 8010 Salaries</b>	<b>33,553.26</b>	<b>136,578.50</b>	<b>-103,025.24</b>	<b>24.57 %</b>
8100 General Administration				
8200 Lease	5,310.46	24,000.00	-18,689.54	22.13 %
8210 Utilities	681.31	2,640.00	-1,958.69	25.81 %
8250 Postage and Delivery		250.00	-250.00	
8350 Telephone	592.05	2,400.00	-1,807.95	24.67 %
8360 Computer Services	651.66	3,000.00	-2,348.34	21.72 %
8370 Supplies	760.77	1,000.00	-239.23	76.08 %
8400 Travel, Meals, Meetings	182.58	2,500.00	-2,317.42	7.30 %
8500 Insurance - Liability		500.00	-500.00	
8510 Workers Comp	-23.00	600.00	-623.00	-3.83 %
8700 Printing and Reproduction	156.00	500.00	-344.00	31.20 %
8750 Legal Advertising		2,200.00	-2,200.00	
8760 Miscellaneous	814.03	8,366.50	-7,552.47	9.73 %
8800 Audit & Reporting		11,000.00	-11,000.00	
8850 Accounting	90.00	1,200.00	-1,110.00	7.50 %
8980 Property Appraiser	2,824.00	5,831.00	-3,007.00	48.43 %
9000 Tax Collector	5,734.86	8,050.00	-2,315.14	71.24 %
9050 Memberships & Subscriptions	3,595.00	4,500.00	-905.00	79.89 %
9055 TIF Payments		12,000.00	-12,000.00	
9410 Downtown Maintenance		750.00	-750.00	
9750 Container Gardens	2,400.00	10,000.00	-7,600.00	24.00 %
<b>Total 8100 General Administration</b>	<b>23,769.72</b>	<b>101,287.50</b>	<b>-77,517.78</b>	<b>23.47 %</b>
8920 Marketing & Development				
8920.15 Downtown Marketing	3,646.19	75,000.00	-71,353.81	4.86 %
8920.16 Development Grants & Incentives		30,000.00	-30,000.00	
8920.18 Other Event Costs	7,948.11	11,500.00	-3,551.89	69.11 %
8920.21 LDDA web site		500.00	-500.00	
<b>Total 8920 Marketing &amp; Development</b>	<b>11,594.30</b>	<b>117,000.00</b>	<b>-105,405.70</b>	<b>9.91 %</b>
<b>Total 8000 Administration &amp; Salaries</b>	<b>68,917.28</b>	<b>354,866.00</b>	<b>-285,948.72</b>	<b>19.42 %</b>
8761 Program Expense				
8765 Banner Installation	475.00	3,000.00	-2,525.00	15.83 %
<b>Total 8761 Program Expense</b>	<b>475.00</b>	<b>3,000.00</b>	<b>-2,525.00</b>	<b>15.83 %</b>

# LAKELAND DOWNTOWN DEVELOPMENT AUTHORITY

## BUDGET VS ACTUALS FY2021

October - December, 2020

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
9745 Expense-Farmers Curb Market				
8010.14 FAB Coordinator	1,341.64	8,000.00	-6,658.36	16.77 %
8010.16 Salaries DFCM Admin	3,080.27	4,885.00	-1,804.73	63.06 %
9745.10 Management Contract	12,255.99	28,000.00	-15,744.01	43.77 %
9745.11 General Operating Expense	569.91	2,655.00	-2,085.09	21.47 %
9745.12 Workers Comp (DFCM)	605.00	3,300.00	-2,695.00	18.33 %
9745.13 Music/Entertainment	2,225.00	7,200.00	-4,975.00	30.90 %
9745.16 Square Fees	963.20	2,500.00	-1,536.80	38.53 %
9745.18 EBT Payout	5,343.00	10,000.00	-4,657.00	53.43 %
9745.19 FAB payout	4,900.00	10,000.00	-5,100.00	49.00 %
9745.20 EFUNDS Fees	110.40	600.00	-489.60	18.40 %
9745.21 DFCM marketing	1,418.94	14,500.00	-13,081.06	9.79 %
9745.23 DFCM SNAP Expenses	332.91	1,000.00	-667.09	33.29 %
9745.24 Sales Tax	11.55	200.00	-188.45	5.78 %
9745.25 SNAP Booth Admin	882.50	3,360.00	-2,477.50	26.26 %
<b>Total 9745 Expense-Farmers Curb Market</b>	<b>34,040.31</b>	<b>96,200.00</b>	<b>-62,159.69</b>	<b>35.38 %</b>
<b>Total Expenses</b>	<b>\$118,239.01</b>	<b>\$518,566.00</b>	<b>\$ -400,326.99</b>	<b>22.80 %</b>
NET OPERATING INCOME	<b>\$204,048.88</b>	<b>\$0.00</b>	<b>\$204,048.88</b>	<b>0.00%</b>
Other Income				
6940 Restricted Accounts				
6950.50 Restricted AOP Funds		58,000.00	-58,000.00	
6955 Restricted Streetscape Account		78,520.98	-78,520.98	
<b>Total 6940 Restricted Accounts</b>		<b>136,520.98</b>	<b>-136,520.98</b>	
6950 Unappropriated Funds		500,211.82	-500,211.82	
6950.10 Unappr Grant & Incentive Funds		118,267.00	-118,267.00	
6950.20 Unappr Maintenance Funds		4,230.44	-4,230.44	
6950.30 Unappr Marketing		24,525.00	-24,525.00	
6950.40 Unappr DFCM Funds		13,697.00	-13,697.00	
6950.65 Unappr Valet		34,405.00	-34,405.00	
6950.66 Unappropriated First Friday		16,884.00	-16,884.00	
<b>Total 6950 Unappropriated Funds</b>		<b>712,220.26</b>	<b>-712,220.26</b>	
<b>Total Other Income</b>	<b>\$0.00</b>	<b>\$848,741.24</b>	<b>\$ -848,741.24</b>	<b>0.00%</b>
NET OTHER INCOME	<b>\$0.00</b>	<b>\$848,741.24</b>	<b>\$ -848,741.24</b>	<b>0.00 %</b>
NET INCOME	<b>\$204,048.88</b>	<b>\$848,741.24</b>	<b>\$ -644,692.36</b>	<b>24.04 %</b>

# LAKELAND DOWNTOWN DEVELOPMENT AUTHORITY

## BALANCE SHEET

As of December 31, 2020

	TOTAL
<b>ASSETS</b>	
Current Assets	
Bank Accounts	
1090 Petty Cash	335.55
1110 Cash - Operating - BoCFL	0.00
1111 Cash- Operating - CenterState Bank	191,730.64
1170 Cash - Money Market - BoCFL	0.00
1171 Cash - Money Market - CenterState Bank	501,714.76
1172 Cash - Money Market - Valley Bank	331,405.09
1175 Restricted Strtscp MM - BoCFL	0.00
1190 Certificate of Deposit	0.00
<b>Total Bank Accounts</b>	<b>\$1,025,186.04</b>
Accounts Receivable	
1200 Accounts Receivable	0.00
1210 Due from Other Governments	0.00
<b>Total 1200 Accounts Receivable</b>	<b>0.00</b>
<b>Total Accounts Receivable</b>	<b>\$0.00</b>
Other Current Assets	
1325 Salary Advance	0.00
1400 Land - Due From CRA	0.00
1500 Prepaid Expenses	0.00
<b>Total Other Current Assets</b>	<b>\$0.00</b>
<b>Total Current Assets</b>	<b>\$1,025,186.04</b>
Fixed Assets	
2200 Furniture and Fixtures	13,762.04
2300 Equipment	0.00
2650 Accumulated Depreciation	-13,606.60
<b>Total Fixed Assets</b>	<b>\$155.44</b>
<b>TOTAL ASSETS</b>	<b>\$1,025,341.48</b>

# LAKELAND DOWNTOWN DEVELOPMENT AUTHORITY

## BALANCE SHEET

As of December 31, 2020

	TOTAL
<b>LIABILITIES AND EQUITY</b>	
Liabilities	
Current Liabilities	
Accounts Payable	
3100 Accounts Payable	0.00
<b>Total Accounts Payable</b>	<b>\$0.00</b>
Other Current Liabilities	
3150 Accrued Expenses	2,961.54
3200 Payroll Liabilities	2,520.30
3210 Accrued Retirement - EE	-67.72
3400 Due to CRA	0.00
3500 Deferred Revenue	0.00
3500.10 Deferred DFCM Revenues	5,865.00
<b>Total Other Current Liabilities</b>	<b>\$11,279.12</b>
<b>Total Current Liabilities</b>	<b>\$11,279.12</b>
<b>Total Liabilities</b>	<b>\$11,279.12</b>
Equity	
3000 Opening Bal Equity	0.00
5100 Fund Balance Unreserved	731,390.28
5200 Fund Balance - Property & Equip	253.24
5400 Fund Balance Reserved	78,369.96
Net Income	204,048.88
<b>Total Equity</b>	<b>\$1,014,062.36</b>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$1,025,341.48</b>



# LAKELAND DOWNTOWN DEVELOPMENT AUTHORITY

## PROFIT AND LOSS

October 1, 2020 - January 15, 2021

	TOTAL
<b>Income</b>	
6000 Primary Income	
6100 Tax Receipts	236,743.88
6120 Misc Income	620.07
6300 Investment Income (Money Mkt.)	566.92
<b>Total 6000 Primary Income</b>	<b>237,930.87</b>
6450 Income-Farmers Curb Market	
6450.11 Shared Marketing Costs	38,407.75
6450.13 Fundraiser/Sales Gross	151.00
6450.14 Merchandise Sales Tax	10.57
6450.18 FAB Grant	5,494.00
6450.19 EBT Electronic Transfer	8,971.00
<b>Total 6450 Income-Farmers Curb Market</b>	<b>53,034.32</b>
6460 Event Income (FF,FTR)	
6460.10 First Friday Shared Event Costs	28,684.54
6460.20 First Friday Sponsorships	2,500.00
6460.40 Other event sponsorships	7,635.00
<b>Total 6460 Event Income (FF,FTR)</b>	<b>38,819.54</b>
<b>Total Income</b>	<b>\$329,784.73</b>
<b>GROSS PROFIT</b>	
	<b>\$329,784.73</b>
<b>Expenses</b>	
7000 Event Expenses	
7050 Contract event staff	1,227.50
7060 Workers Comp Ins (contract event)	800.00
7065 Event Square Fees	387.25
7070 Entertainment	300.00
7080 Event Graphics & Printing	1,396.00
7090 Event Sanitation	230.00
7095 Sponsorships Mktg	4,644.00
7100 City of Lakeland Fees	
7100.10 Parking Services	531.50
7100.20 Police Services	433.50
7100.30 Parks & Recreations Staff	1,287.00
<b>Total 7100 City of Lakeland Fees</b>	<b>2,252.00</b>
8010.15 Marketing Coordinator	4,993.74
8010.17 Salaries Event Admin	240.51
<b>Total 7000 Event Expenses</b>	<b>16,471.00</b>

# LAKELAND DOWNTOWN DEVELOPMENT AUTHORITY

## PROFIT AND LOSS

October 1, 2020 - January 15, 2021

	TOTAL
8000 Administration & Salaries	
8010 Salaries	
8010.11 Executive Director Salary	24,839.91
8010.12 LDDA Admn (pka Coordinator)	3,889.63
8010.13 Payroll Taxes	3,400.99
8011 Marketing Intern	35.00
8012 Marketing Staff	4,243.80
8040 Retirement Expense	614.99
<b>Total 8010 Salaries</b>	<b>37,024.32</b>
8100 General Administration	
8200 Lease	5,385.36
8210 Utilities	740.95
8350 Telephone	592.05
8360 Computer Services	651.66
8370 Supplies	760.77
8400 Travel, Meals, Meetings	182.58
8510 Workers Comp	-23.00
8700 Printing and Reproduction	156.00
8760 Miscellaneous	814.03
8850 Accounting	90.00
8980 Property Appraiser	2,824.00
9000 Tax Collector	5,734.86
9050 Memberships & Subscriptions	3,595.00
9055 TIF Payments	5,801.44
9750 Container Gardens	3,150.00
<b>Total 8100 General Administration</b>	<b>30,455.70</b>
8920 Marketing & Development	
8920.15 Downtown Marketing	5,846.69
8920.18 Other Event Costs	7,948.11
<b>Total 8920 Marketing &amp; Development</b>	<b>13,794.80</b>
<b>Total 8000 Administration &amp; Salaries</b>	<b>81,274.82</b>
8761 Program Expense	
8765 Banner Installation	475.00
<b>Total 8761 Program Expense</b>	<b>475.00</b>
9745 Expense-Farmers Curb Market	
8010.14 FAB Coordinator	2,012.46
8010.16 Salaries DFCM Admin	3,404.02
9745.10 Management Contract	12,912.65
9745.11 General Operating Expense	569.91
9745.12 Workers Comp (DFCM)	605.00
9745.13 Music/Entertainment	2,625.00

# LAKELAND DOWNTOWN DEVELOPMENT AUTHORITY

## PROFIT AND LOSS

October 1, 2020 - January 15, 2021

	TOTAL
9745.16 Square Fees	1,163.77
9745.18 EBT Payout	6,079.00
9745.19 FAB payout	5,823.00
9745.20 EFUNDS Fees	161.55
9745.21 DFCM marketing	1,785.94
9745.23 DFCM SNAP Expenses	332.91
9745.24 Sales Tax	21.28
9745.25 SNAP Booth Admin	1,022.50
<b>Total 9745 Expense-Farmers Curb Market</b>	<b>38,518.99</b>
<b>Total Expenses</b>	<b>\$136,739.81</b>
NET OPERATING INCOME	<b>\$193,044.92</b>
NET INCOME	<b>\$193,044.92</b>