

LDDA BOARD OF DIRECTORS MEETING AGENDA
Thursday, January 20, 2022 • 8:00am
City Hall - City Commission Conference Room

CALL TO ORDER

Jeff Donalson

CONSENT AGENDA (*)

Jeff Donalson

LDDA BOARD MEETING MINUTES -November 18, 2021(No Dec 2021 Meeting)
Monthly Financial Statements - December 2021

New Business

New Board Member swearing in - Adrian Rozen, Michael Kincart
Swearing in of Board Officers - Jeff Donalson, Chair; Bretta Christakos, Vice'Chair; Adrian Rozen, Treasurer
Board Retreat Scheduling
Executive Director Salary Comparison

Old Business

Julie Townsend

Parklets Update
Marketing Update
Security Update

Executive Director's Report

Julie Townsend

AUDIENCE

Jeff Donalson

ADJOURN

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

Vision Statement: An exceptional Downtown partnering with others to provide a business and residential environment featuring economic opportunity, quality public spaces, and cultural and educational enrichment, all in a diverse, safe and attractive setting.

MINUTES
LDDA BOARD OF DIRECTORS MEETING
Thursday, November 18, 2021 8:00 AM
City Hall – City Commission Conference Room

BOARD/STAFF PRESENT: Tom Anderson; Jeff Donalson, Michael Musick, Greg Sanoba; Eric Belvin; Julie Townsend, staff

BOARD ABSENT: Grant Miller; Bretta Christakos

GUESTS: Adrian Rozen, LDDA Board member-elect; Cody Blackburn, Cater; Jack Murohy, Carter; Bob Preston, Preston Partnership; Alis Drumgo, CRA; Chuck Barmby, C&ED; Lisa Abberger; David Bunch; Barry Freidman, media

CALL TO ORDER: 8:04 a.m. Jeff Donalson, Co-Chair of LDDA, called the meeting to order.

CONSENT AGENDA: Tom Anderson moved to approve the consent agenda items. Mike Musick seconded the motion. Motion approved 5-0.

NEW BUSINESS:

Design Review - Julie Townsend introduced Bob Preston, architect for the Lake Wire Apartments. Bob presented the project along with two members of the user/owner Carter Development, Jack Murphy and Cody Blackburn. After LDDA board member questions and clarifications by the applicant, Tom Anderson moved to approve the design of the project for phase 1 as presented. Mike Musick seconded the motion. Motion passed 5-0.

Revised Budget: Julie Townsend reviewed the budget changes caused by the salary adjustment for the executive director. The new, adjusted budget was presented in writing to the board. Tom Anderson moved to approve the budget with the proposed changes. Greg Sanoba seconded the motion. Motion passed 5-0.

Monthly Financial Statements – October 2021 – Julie presented the October financials. Eric Belvin moved to approve. Tom Anderson Seconded the motion. Motion passed 5-0.

Julie Townsend introduced the new LDDA Board member, Adrian Rozen, who is replacing Tom Anderson in January 2022.

OLD BUSINESS:

Julie updated the board on the status of parklets, the downtown security and downtown events.

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 9:13 a.m. The next LDDA Board of Directors meeting will be on Thursday, December 21, 2021 at 8:00am. Location: City Hall – City Commission Conference Room.

Bretta Christakos, Chair

Date

Julie Townsend, Executive Director

Date

Executive Director's Report

January 13, 2021

AUDIT:

The 2021 audit has begun. Staff is providing CPS with all needed documents.

UPCOMING EVENTS:

February First Friday is themed Mardi Gras in Munn Park. The First Friday will feature a walking parade, live music, mardi gras beads, and hurricanes. Catholic Charities was the sponsor, but had to withdraw due to staffing issues.

Friday, February 11, LDDA will produce Festive Flix on the Frances Langford Promenade sponsored by ISN. The featured movie is to be determined next week. Popcorn and candy/drink concessions will be offered. This is a free movie, open to the public.

Saturday, February 12, LDDA will partner with Buena Market and Lakeland Art Guild to produce Valentine Block Party – Art Walk & Night Market. The event will feature Buena Market vendors, Lakeland Art Guild artists and members as well as a wine tasting.

March First Friday is expected to be sponsored by Sun 'n Fun. We are finalizing the agreement now. April First Friday will be Foodie Fest.

PARKLETS:

The parklets have been delivered and are awaiting final permitting and assembly. The ADA ramps were delayed in production and will be delivered by Jan 21. If they are delivered on that date, the plan is to assemble the parklets over the weekend.

DOWNTOWN SECURITY

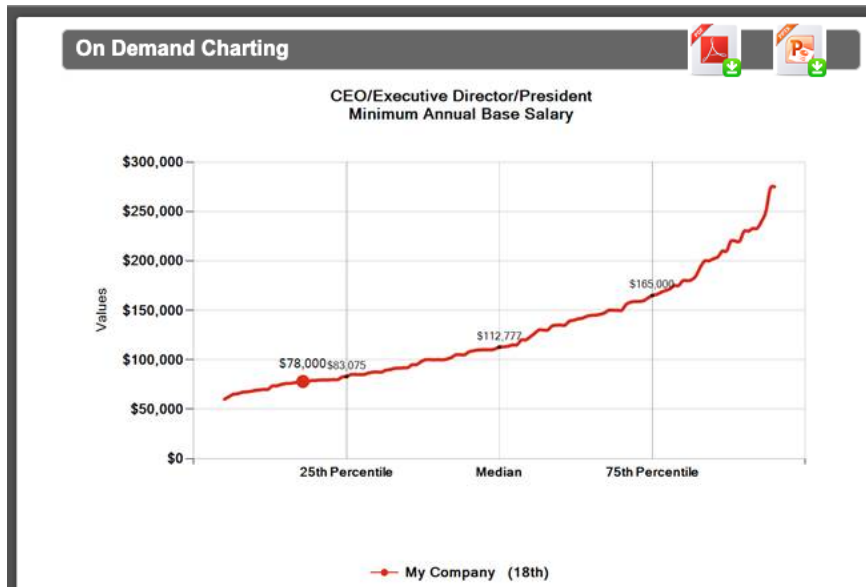
We received five responses to the RFP and are working to review those with the selection committee. We expect to have a vendor chosen before the end of February.

BOARD RETREAT

We need to schedule a date and time for an annual board retreat. We can keep the February meeting date and extend the time to noon. Please check calendars to see if that is feasible.

ED SALARY COMPARISON

The Board requested some research into Executive Director's pay of comparable agencies. Fortunately, International Downtown's Associations conducted a salary and staffing survey of like organizations across the country and beyond. The chart below shows the reported salary range. Though my salary is in the 25th percentile, this is a national survey of organizations of various budget sizes. Twenty five percent of the respondents were organizations with similar sized operating budgets.



LAKELAND DOWNTOWN DEVELOPMENT AUTHORITY

Budget vs. Actuals: FY2022 Full Budget - FY22 P&L

October 2021 - September 2022

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
Income				
6000 Primary Income				
6100 Tax Receipts	271,786.01	387,739.00	-115,952.99	70.10 %
6150 Misc Marketing Income	8,010.50	12,000.00	-3,989.50	66.75 %
6300 Investment Income (Money Mkt.)	224.80	500.00	-275.20	44.96 %
6360 Reimbursed Expenses		3,000.00	-3,000.00	
Total 6000 Primary Income	280,021.31	403,239.00	-123,217.69	69.44 %
6200 Program Income				
6155 Banner Income		3,000.00	-3,000.00	
Total 6200 Program Income		3,000.00	-3,000.00	
Total Income	\$280,021.31	\$406,239.00	\$ -126,217.69	68.93 %
GROSS PROFIT	\$280,021.31	\$406,239.00	\$ -126,217.69	68.93 %
Expenses				
8000 Administration & Salaries				
8010 Salaries				
8010.11 Executive Director Salary	26,267.76	82,704.00	-56,436.24	31.76 %
8010.12 LDDA Admn (pka Coordinator)	4,637.14	17,350.00	-12,712.86	26.73 %
8011 Marketing Intern	1,914.50	3,600.00	-1,685.50	53.18 %
8012 Marketing Staff	5,375.04	21,500.00	-16,124.96	25.00 %
8040 Retirement Expense	723.66	3,000.00	-2,276.34	24.12 %
Total 8010 Salaries	38,918.10	128,154.00	-89,235.90	30.37 %
8100 General Administration				
8200 Lease	5,587.84	24,000.00	-18,412.16	23.28 %
8210 Utilities	683.26	2,640.00	-1,956.74	25.88 %
8250 Postage and Delivery	27.10	250.00	-222.90	10.84 %
8350 Telephone	426.06	2,400.00	-1,973.94	17.75 %
8360 Computer Services	1,223.18	3,000.00	-1,776.82	40.77 %
8370 Supplies	537.74	1,000.00	-462.26	53.77 %
8400 Travel, Meals, Meetings	625.47	2,500.00	-1,874.53	25.02 %
8500 Insurance - Liability		500.00	-500.00	
8510 Workers Comp	233.00	600.00	-367.00	38.83 %
8700 Printing and Reproduction		500.00	-500.00	
8750 Legal Advertising		2,200.00	-2,200.00	
8760 Miscellaneous	1,453.29	5,295.00	-3,841.71	27.45 %
8800 Audit & Reporting		11,000.00	-11,000.00	
8850 Accounting		1,200.00	-1,200.00	
8980 Property Appraiser	2,772.00	7,750.00	-4,978.00	35.77 %
9000 Tax Collector	6,385.04	8,950.00	-2,564.96	71.34 %
9050 Memberships & Subscriptions	3,040.00	4,500.00	-1,460.00	67.56 %
9055 TIF Payments	5,109.95	7,500.00	-2,390.05	68.13 %
9410 Downtown Maintenance		45,000.00	-45,000.00	
9750 Container Gardens	3,200.00	10,000.00	-6,800.00	32.00 %

LAKELAND DOWNTOWN DEVELOPMENT AUTHORITY

Budget vs. Actuals: FY2022 Full Budget - FY22 P&L

October 2021 - September 2022

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
Total 8100 General Administration	31,303.93	140,785.00	-109,481.07	22.24 %
8920 Marketing & Development				
8920.15 Downtown Marketing	12,812.46	75,000.00	-62,187.54	17.08 %
8920.16 Development Grants & Incentives		30,000.00	-30,000.00	
8920.21 LDDA web site	500.00	500.00	0.00	100.00 %
Total 8920 Marketing & Development	13,312.46	105,500.00	-92,187.54	12.62 %
Total 8000 Administration & Salaries	83,534.49	374,439.00	-290,904.51	22.31 %
8761 Program Expense				
8765 Banner Installation	220.00	3,000.00	-2,780.00	7.33 %
Total 8761 Program Expense	220.00	3,000.00	-2,780.00	7.33 %
Total Expenses	\$83,754.49	\$377,439.00	\$ -293,684.51	22.19 %
NET OPERATING INCOME	\$196,266.82	\$28,800.00	\$167,466.82	681.48 %
NET INCOME	\$196,266.82	\$28,800.00	\$167,466.82	681.48 %

LAKELAND DOWNTOWN DEVELOPMENT AUTHORITY

Budget vs. Actuals: FY2022 Full Budget - FY22 P&L

October 2021 - September 2022

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
Income				
6450 Income-Farmers Curb Market				
6450.11 Shared Marketing Costs	36,992.50	95,000.00	-58,007.50	38.94 %
6450.13 Fundraiser/Sales Gross	375.00	1,000.00	-625.00	37.50 %
6450.14 Merchandise Sales Tax	25.90	200.00	-174.10	12.95 %
6450.15 Special Event Income-DFCM	725.00	5,000.00	-4,275.00	14.50 %
6450.18 FAB Grant	5,639.00	10,000.00	-4,361.00	56.39 %
6450.19 EBT Electronic Transfer	14,364.00	10,000.00	4,364.00	143.64 %
Total 6450 Income-Farmers Curb Market	58,121.40	121,200.00	-63,078.60	47.95 %
Total Income	\$58,121.40	\$121,200.00	\$ -63,078.60	47.95 %
GROSS PROFIT	\$58,121.40	\$121,200.00	\$ -63,078.60	47.95 %
Expenses				
9745 Expense-Farmers Curb Market				
8010.14 FAB Coordinator	4,999.98	20,000.00	-15,000.02	25.00 %
8010.16 Salaries DFCM Admin	3,459.38	8,000.00	-4,540.62	43.24 %
9745.10 Management Contract	3,443.71	13,000.00	-9,556.29	26.49 %
9745.11 General Operating Expense	743.42	3,500.00	-2,756.58	21.24 %
9745.12 Workers Comp (DFCM)	1,159.00	200.00	959.00	579.50 %
9745.13 Music/Entertainment	2,125.00	10,000.00	-7,875.00	21.25 %
9745.16 Square Fees	1,209.85	3,500.00	-2,290.15	34.57 %
9745.18 EBT Payout	8,226.00	10,000.00	-1,774.00	82.26 %
9745.19 FAB payout	5,502.00	10,000.00	-4,498.00	55.02 %
9745.20 EFUNDS Fees	159.90	600.00	-440.10	26.65 %
9745.21 DFCM marketing	3,305.00	25,000.00	-21,695.00	13.22 %
9745.22 Special Event Expenses	1,196.18	5,000.00	-3,803.82	23.92 %
9745.23 DFCM SNAP Expenses	7.48	1,500.00	-1,492.52	0.50 %
9745.24 Sales Tax	65.31	200.00	-134.69	32.66 %
9745.25 SNAP Booth Admin	1,074.00	4,000.00	-2,926.00	26.85 %
Total 9745 Expense-Farmers Curb Market	36,676.21	114,500.00	-77,823.79	32.03 %
Total Expenses	\$36,676.21	\$114,500.00	\$ -77,823.79	32.03 %
NET OPERATING INCOME	\$21,445.19	\$6,700.00	\$14,745.19	320.08 %
NET INCOME	\$21,445.19	\$6,700.00	\$14,745.19	320.08 %

LAKELAND DOWNTOWN DEVELOPMENT AUTHORITY

Budget vs. Actuals: FY2022 Full Budget - FY22 P&L

October 2021 - September 2022

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
Income				
6460 Event Income (FF,FTR)				
6460.10 First Friday Shared Event Costs	25,857.18	56,110.00	-30,252.82	46.08 %
6460.20 First Friday Sponsorships	5,200.00	6,000.00	-800.00	86.67 %
6460.40 Other event sponsorships	5,350.00	500.00	4,850.00	1,070.00 %
Total 6460 Event Income (FF,FTR)	36,407.18	62,610.00	-26,202.82	58.15 %
Total Income	\$36,407.18	\$62,610.00	\$ -26,202.82	58.15 %
GROSS PROFIT	\$36,407.18	\$62,610.00	\$ -26,202.82	58.15 %
Expenses				
7000 Event Expenses				
7040 Event Insurance		1,000.00	-1,000.00	
7050 Contract event staff	3,201.00	9,800.00	-6,599.00	32.66 %
7060 Workers Comp Ins (contract event)	957.04	800.00	157.04	119.63 %
7065 Event Square Fees	611.13	2,950.00	-2,338.87	20.72 %
7070 Entertainment	200.00	2,500.00	-2,300.00	8.00 %
7080 Event Graphics & Printing	687.00	4,000.00	-3,313.00	17.18 %
7090 Event Sanitation	460.00	2,760.00	-2,300.00	16.67 %
7095 Sponsorships Mktg		6,500.00	-6,500.00	
7100 City of Lakeland Fees				
7100.10 Parking Services	943.50	4,000.00	-3,056.50	23.59 %
7100.20 Police Services	889.00	2,000.00	-1,111.00	44.45 %
7100.30 Parks & Recreations Staff	3,184.50	8,000.00	-4,815.50	39.81 %
Total 7100 City of Lakeland Fees	5,017.00	14,000.00	-8,983.00	35.84 %
8010.15 Marketing Coordinator	2,499.96	10,000.00	-7,500.04	25.00 %
8010.17 Salaries Event Admin	770.01	3,500.00	-2,729.99	22.00 %
Total 7000 Event Expenses	14,403.14	57,810.00	-43,406.86	24.91 %
Total Expenses	\$14,403.14	\$57,810.00	\$ -43,406.86	24.91 %
NET OPERATING INCOME	\$22,004.04	\$4,800.00	\$17,204.04	458.42 %
NET INCOME	\$22,004.04	\$4,800.00	\$17,204.04	458.42 %