

LDDA BOARD OF DIRECTORS MEETING AGENDA  
Thursday, February 17, 2022 • 8:00am  
City Hall - City Commission Conference Room

**CALL TO ORDER**

Jeff Donalson

**CONSENT AGENDA (\*)**

LDDA BOARD MEETING MINUTES - January 20, 2022  
Monthly Financial Statements - January 2022

Jeff Donalson

**Retreat**

City Staff Introductions  
Review of Policies & Procedures  
Budget Projections  
LDDA Priorities Discussion

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, January 20, 2022 8:00 AM**  
**City Commission Conference Room**

**BOARD/STAFF PRESENT:** Jeff Donalson; Eric Belvin; Adrian Rozen; Michael Kincart; Julie Townsend, staff

**BOARD ABSENT:** Grant Miller, Bretta Christakos, Mike Musick

**GUESTS:** Kelly Koos, City Clerk

**CALL TO ORDER: 8:10 a.m.** Jeff Donalson, Chair of LDDA, called the meeting to order.

**NEW BUSINESS:**

Adrian Rozen and Michael Kincart were sworn in by Kelly Koos, City Clerk.

**CONSENT AGENDA:** Eric Belvin moved to approve the consent agenda items. Michael Kincart seconded the motion. Motion approved 4-0.

**NEW BUSINESS, continued:**

Julie asked the board members to check calendars to schedule a longer meeting on Feb 17, 2022, for the LDDA Board Retreat. Julie will consult with the absent board members about the date/times of Feb. 17, 2022, 8am to noon. Julie shared the results of an IDA national survey on Executive Director salaries.

Julie Townsend updated the board on the items on the old business portion of the agenda and reviewed the executive director's report. There were no actionable items.

With no more business, the meeting was adjourned at 9:34 a.m.

*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 next LDDA Board of Directors meeting will be on Thursday, February 17, 2022, at 8:00am in the city commission conference room.**

\_\_\_\_\_  
Jeff Donalson, Chair

\_\_\_\_\_  
Date

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

\_\_\_\_\_  
Date

## **LDDA RETREAT NOTES**

**Julie Townsend, Executive Director**

### **Parking**

Improved signage at public lots and garages that concisely communicates the behavior we want the public to engage in (regarding parking) *at the time they are parking*. **Universal Signage** - Free after 5 and all-day weekends at all city lots and garages

### **Heritage Garage**

Currently has poor signage. Needs that communicates public parking during the day from both Kentucky and Tennessee as well as interior signage that designates the public spaces clearly.

### **Main Street Garage**

Remove gate and replace with arm and better/more cameras. Better signage for FREE after 5 and weekends

### **On Street Spaces**

Add additional 15-minute parking spaces in key locations in the core restaurant area to allow for delivery app drivers and the public to access the restaurants 24/7. Most 15 minutes signs currently say 8-5 M-F. Not all have times and so there is inconsistency in 15-minute parking signage.

### **Traffic**

“Pedestrian first” Zone - Signs

Would like the downtown core to be more friendly to pedestrians.

Slow traffic in the core by reducing the speed limit and post the speed limit to 20 MPH on Kentucky and Tennessee from Lake Morton to Peachtree and Orange, Lime, Main, Cedar, Bay, Pine and Oak from Mass to S. FL

Consider stop signs vs. signals in the core at the following intersections.

Lemon/Kentucky • Lemon/Tenn • Main/Kentucky • Main/Tenn

Return the core streets to bricked streets.

### **Trash/Garbage**

Change out all dumpsters to compactors. Have regularly scheduled pressure-washing of compactor areas.

### **Munn Park Activities**

Add additional features to attract visitors to Munn Park.

Urban Dog Park • Urban mini Putt Putt

### **Master Plan with Public Works/CRA/C&ED**

With the success of the Main Street sidewalk expansion, other streets may also make sense to expand sidewalks. The next areas of expansion we may consider:

West side of N. Tenn along Munn Park  
East side of N. Kentucky along Munn Park

### **Public Feedings**

Work with the organizations to relocate their activities to a place that is not the central park of our city.

### **Transportation**

Supporting the Squeeze – Working with the city to establish designated parking (FREE 11am to 2pm) in underutilized permit areas) to advertise to those coming from outside Downtown for lunch.

Connectivity to Bonnet Springs – Work with city/LAMTD and Bonnet Springs

### **Security**

Downtown security RFP are under review by the selection committee. I also have a meeting set up with Block by Block, which is a company that supplies a program for and supervision of ambassadors, etc.

Work with city to ensure the Downtown Officer is dedicated to the area and not pulled to other parts of the city during the shift.

### **POSSIBLE GRANTS:**

Targeted grants for specific business types in specific locations.

Grants for qualified event planners to bring additional events to Downtown (under certain criteria).

## ***Make Downtown Lakeland a more walkable city center.***

### **Benefits of Walkability in Cities**

**Equity:** Walking is the cheapest form of transportation and accessible to the largest number of people. Designed well, it can open up access to seniors and people with disabilities.

**Sustainability:** Active transportation is also the greenest way to get around.

**Health:** According to the [2017 United States Report Card on Walking and Walkable Communities](#), 43 percent of people who live in walkable areas (meaning they have safe places to walk within ten minutes of home) achieve physical activity targets. Only 27 percent of people who live in less walkable areas achieve physical activity targets.

**Social Benefits:** When you're on foot, you interact with people more, and slow down enough to take in your environment.

**Less Demand on Other Modes:** More walking reduces demands on the transportation network for more costly modes, like transit and driving.

**Economic Development:** A neighborhood's WalkScore is a major factor when people look for places to live, work and visit.

**Enjoyment:** In his classic 1987 book [Life Between Buildings](#), Jan Gehl notes an interesting walking network has the “*psychological effect of making the walking distance seem shorter*” because the pedestrian absorbs it in manageable stages (page 143).

### What Makes a City Walkable?

A combination of factors makes a space an enjoyable place to be; they include:

- number of people
- proportion of historic buildings
- number of courtyards, plazas, and parks
- presence of outdoor dining
- number of buildings with non-rectangular silhouettes
- noise level
- number of major landscape features
- number of buildings with identifiers

*Look for ways to make people stop walking.*

*You can measure walkability by counting the number of people on the street who are sitting or standing still.*

When we look at American cities with the highest [walk scores](#), like Boston and Philadelphia, we can identify core elements that contribute to their walkability. For example, both of those cities have infrastructure that offer pedestrians shorter wait times at traffic signals and comfortable or safer sidewalks.

They also meet high levels of the following criteria that make them more [walkable neighborhoods](#) compared to others:

**Community:** Having enough people to support businesses

**Safe Pedestrian Infrastructure:** Offering easily accessible transit services, complete streets and safe paths for biking or walking

**Affordable Housing:** Providing attainable housing at varying income levels

**Recreation:** Centered around shopping districts, parks, and other public spaces

**Commuting:** Proximity to schools and workplaces so commutes are accessible by foot

### Create and enforce pedestrian-first policies.

Transit-first policies are prevalent in our day and age – and by all means, we are in favor of equitable and [sustainable public transit](#)! However, the same mindset has not historically existed for pedestrian policies. Our industry doesn't currently have good walkability performance measures or agreement on what they are.

Additionally, when we think about how we use language, we quickly realize we aren't evaluating corridors with a pedestrian-first mentality. For example, we use the term “fail” to describe when

a street experiences heavy auto congestion, but in reality, we're simply evaluating one type of delay over another. Checking our language, agreeing on clear performance measures, and putting pedestrians first in policy design will pave the way for future high-quality pedestrian infrastructure that works in tandem (not competing) with other elements of a transportation network.

**Target vehicular speeds to support safe and comfortable pedestrian travel.**

Exposure to cars is a major deterrent to walking that lowers walk scores. When examining spaces where people are walking, it's imperative that we address speed limits to cultivate a safer and more comfortable environment. In addition, we should evaluate the needs of the community to determine where people need to walk. For example, are there jobs located along the roadway? Parks? Schools? Shopping areas? Questions like these tend to lead us to areas we should consider when making a community more walkable.

**Make communities walkable by improving the first mile/last mile connection.**

Improving walkability citywide is largely determined by how well walkable spaces interact with other forms of [active](#) or [sustainable transportation](#). For example, better walkability around public transit stops makes transit more accessible and increases the likelihood of someone choosing to start or finish their trip on foot.

Source: Kittleson & Associates

## Adrian Rozen Notes

- Traffic
  - Pedestrians
    - Increase visual warnings &/or add audible notification for cross-walk on Kentucky at NE corner of Munn Park
    - Add mid-block cross-walks on Tennessee & Main to align with existing Munn Park sidewalks
    - Add mid-block cross-walks in heavy retail/restaurant areas (e.g., Kentucky & Tennessee (south of Main)
    - Signage &/or physical improvements to encourage people to cross at intersections or cross-walks
    - Documentation
      - Guide for Improving Pedestrian Safety at Uncontrolled Crossing Locations ([link](#))
      - Pedestrian Accommodations at Intersections ([link](#))
      - Marking and Signing Crosswalks (this one is specific for schools but has applicable tips) ([link](#))
- Security
  - Infrastructure Improvement & Jobs Act (IIJA) includes provisions for federal funds to address safety
- Aesthetics
  - Who is responsible for day-to-day beautification (ie., identify & resolve eye sores)?
  - Replace the large patch of paver bricks around Munn park that don't match the rest of the Munn Park sidewalk...at least move the new gray ones to a more remote location (not on Main St)
  - Clean-up SW corner of Tennessee & Main (private property owned by Baron Management; [Prop Card](#))
    - Abandoned bench pedestals
    - Broken/missing bricks
    - Landscaping/mulch

# LAKELAND DOWNTOWN DEVELOPMENT AUTHORITY

## Budget vs. Actuals: FY2022 Tax Receipts

October 2021 - September 2022

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
<b>Income</b>				
6000 Primary Income				
6100 Tax Receipts	290,346.20	387,739.00	-97,392.80	74.88 %
6150 Misc Marketing Income	10,945.50	12,000.00	-1,054.50	91.21 %
6300 Investment Income (Money Mkt.)	292.60	500.00	-207.40	58.52 %
6360 Reimbursed Expenses		3,000.00	-3,000.00	
<b>Total 6000 Primary Income</b>	<b>301,584.30</b>	<b>403,239.00</b>	<b>-101,654.70</b>	<b>74.79 %</b>
6200 Program Income				
6155 Banner Income		3,000.00	-3,000.00	
<b>Total 6200 Program Income</b>		<b>3,000.00</b>	<b>-3,000.00</b>	
<b>Total Income</b>	<b>\$301,584.30</b>	<b>\$406,239.00</b>	<b>\$ -104,654.70</b>	<b>74.24 %</b>
<b>GROSS PROFIT</b>	<b>\$301,584.30</b>	<b>\$406,239.00</b>	<b>\$ -104,654.70</b>	<b>74.24 %</b>
<b>Expenses</b>				
8000 Administration & Salaries				
8010 Salaries				
8010.11 Executive Director Salary	38,751.56	82,704.00	-43,952.44	46.86 %
8010.12 LDDA Admn (pka Coordinator)	6,676.89	17,350.00	-10,673.11	38.48 %
8011 Marketing Intern	2,788.00	3,600.00	-812.00	77.44 %
8012 Marketing Staff	7,166.72	21,500.00	-14,333.28	33.33 %
8040 Retirement Expense	1,033.80	3,000.00	-1,966.20	34.46 %
<b>Total 8010 Salaries</b>	<b>56,416.97</b>	<b>128,154.00</b>	<b>-71,737.03</b>	<b>44.02 %</b>
8100 General Administration				
8200 Lease	7,481.28	24,000.00	-16,518.72	31.17 %
8210 Utilities	861.22	2,640.00	-1,778.78	32.62 %
8250 Postage and Delivery	27.10	250.00	-222.90	10.84 %
8350 Telephone	709.84	2,400.00	-1,690.16	29.58 %
8360 Computer Services	1,795.80	3,000.00	-1,204.20	59.86 %
8370 Supplies	671.26	1,000.00	-328.74	67.13 %
8400 Travel, Meals, Meetings	650.47	2,500.00	-1,849.53	26.02 %
8500 Insurance - Liability	1,751.18	500.00	1,251.18	350.24 %
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	2,106.53	5,295.00	-3,188.47	39.78 %
8800 Audit & Reporting	8,000.00	11,000.00	-3,000.00	72.73 %
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	6,756.24	8,950.00	-2,193.76	75.49 %
9050 Memberships & Subscriptions	3,115.00	4,500.00	-1,385.00	69.22 %
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 %



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## Budget vs. Actuals: FY2022 Tax Receipts

October 2021 - September 2022

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
<b>Total 8100 General Administration</b>	<b>45,240.87</b>	<b>140,785.00</b>	<b>-95,544.13</b>	<b>32.13 %</b>
8920 Marketing & Development				
8920.15 Downtown Marketing	17,125.48	75,000.00	-57,874.52	22.83 %
8920.16 Development Grants & Incentives		30,000.00	-30,000.00	
8920.21 LDDA web site	500.00	500.00	0.00	100.00 %
<b>Total 8920 Marketing &amp; Development</b>	<b>17,625.48</b>	<b>105,500.00</b>	<b>-87,874.52</b>	<b>16.71 %</b>
<b>Total 8000 Administration &amp; Salaries</b>	<b>119,283.32</b>	<b>374,439.00</b>	<b>-255,155.68</b>	<b>31.86 %</b>
8761 Program Expense				
8765 Banner Installation	260.00	3,000.00	-2,740.00	8.67 %
<b>Total 8761 Program Expense</b>	<b>260.00</b>	<b>3,000.00</b>	<b>-2,740.00</b>	<b>8.67 %</b>
<b>Total Expenses</b>	<b>\$119,543.32</b>	<b>\$377,439.00</b>	<b>\$ -257,895.68</b>	<b>31.67 %</b>
NET OPERATING INCOME	<b>\$182,040.98</b>	<b>\$28,800.00</b>	<b>\$153,240.98</b>	<b>632.09 %</b>
NET INCOME	<b>\$182,040.98</b>	<b>\$28,800.00</b>	<b>\$153,240.98</b>	<b>632.09 %</b>

# LAKELAND DOWNTOWN DEVELOPMENT AUTHORITY

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

October 2021 - September 2022

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
<b>Income</b>				
6450 Income-Farmers Curb Market				
6450.11 Shared Marketing Costs	48,766.75	95,000.00	-46,233.25	51.33 %
6450.13 Fundraiser/Sales Gross	434.00	1,000.00	-566.00	43.40 %
6450.14 Merchandise Sales Tax	30.03	200.00	-169.97	15.02 %
6450.15 Special Event Income-DFCM	725.00	5,000.00	-4,275.00	14.50 %
6450.18 FAB Grant	7,871.00	10,000.00	-2,129.00	78.71 %
6450.19 EBT Electronic Transfer	15,986.00	10,000.00	5,986.00	159.86 %
<b>Total 6450 Income-Farmers Curb Market</b>	<b>73,812.78</b>	<b>121,200.00</b>	<b>-47,387.22</b>	<b>60.90 %</b>
<b>Total Income</b>	<b>\$73,812.78</b>	<b>\$121,200.00</b>	<b>\$ -47,387.22</b>	<b>60.90 %</b>
<b>GROSS PROFIT</b>	<b>\$73,812.78</b>	<b>\$121,200.00</b>	<b>\$ -47,387.22</b>	<b>60.90 %</b>
<b>Expenses</b>				
9745 Expense-Farmers Curb Market				
8010.14 FAB Coordinator	6,666.64	20,000.00	-13,333.36	33.33 %
8010.16 Salaries DFCM Admin	4,986.64	8,000.00	-3,013.36	62.33 %
9745.10 Management Contract	3,879.21	13,000.00	-9,120.79	29.84 %
9745.11 General Operating Expense	1,148.18	3,500.00	-2,351.82	32.81 %
9745.12 Workers Comp (DFCM)	1,159.00	200.00	959.00	579.50 %
9745.13 Music/Entertainment	2,825.00	10,000.00	-7,175.00	28.25 %
9745.16 Square Fees	1,530.43	3,500.00	-1,969.57	43.73 %
9745.18 EBT Payout	9,718.00	10,000.00	-282.00	97.18 %
9745.19 FAB payout	7,563.00	10,000.00	-2,437.00	75.63 %
9745.20 EFUNDS Fees	159.90	600.00	-440.10	26.65 %
9745.21 DFCM marketing	3,848.75	25,000.00	-21,151.25	15.40 %
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	1,434.00	4,000.00	-2,566.00	35.85 %
<b>Total 9745 Expense-Farmers Curb Market</b>	<b>46,187.72</b>	<b>114,500.00</b>	<b>-68,312.28</b>	<b>40.34 %</b>
<b>Total Expenses</b>	<b>\$46,187.72</b>	<b>\$114,500.00</b>	<b>\$ -68,312.28</b>	<b>40.34 %</b>
<b>NET OPERATING INCOME</b>	<b>\$27,625.06</b>	<b>\$6,700.00</b>	<b>\$20,925.06</b>	<b>412.31 %</b>
<b>NET INCOME</b>	<b>\$27,625.06</b>	<b>\$6,700.00</b>	<b>\$20,925.06</b>	<b>412.31 %</b>

# LAKELAND DOWNTOWN DEVELOPMENT AUTHORITY

First Friday Budget 2022  
October 2021 - September 2022

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
<b>Income</b>				
6460 Event Income (FF,FTR)				
6460.10 First Friday Shared Event Costs	32,542.28	56,110.00	-23,567.72	58.00 %
6460.20 First Friday Sponsorships	6,250.00	6,000.00	250.00	104.17 %
6460.40 Other event sponsorships	5,350.00	500.00	4,850.00	1,070.00 %
<b>Total 6460 Event Income (FF,FTR)</b>	<b>44,142.28</b>	<b>62,610.00</b>	<b>-18,467.72</b>	<b>70.50 %</b>
<b>Total Income</b>	<b>\$44,142.28</b>	<b>\$62,610.00</b>	<b>\$ -18,467.72</b>	<b>70.50 %</b>
<b>GROSS PROFIT</b>	<b>\$44,142.28</b>	<b>\$62,610.00</b>	<b>\$ -18,467.72</b>	<b>70.50 %</b>
<b>Expenses</b>				
7000 Event Expenses				
7040 Event Insurance		1,000.00	-1,000.00	
7050 Contract event staff	4,530.00	9,800.00	-5,270.00	46.22 %
7060 Workers Comp Ins (contract event)	1,042.97	800.00	242.97	130.37 %
7065 Event Square Fees	844.76	2,950.00	-2,105.24	28.64 %
7070 Entertainment	575.00	2,500.00	-1,925.00	23.00 %
7080 Event Graphics & Printing	928.00	4,000.00	-3,072.00	23.20 %
7090 Event Sanitation	690.00	2,760.00	-2,070.00	25.00 %
7095 Sponsorships Mktg		6,500.00	-6,500.00	
7100 City of Lakeland Fees				
7100.10 Parking Services	1,258.00	4,000.00	-2,742.00	31.45 %
7100.20 Police Services	1,330.00	2,000.00	-670.00	66.50 %
7100.30 Parks & Recreations Staff	3,493.50	8,000.00	-4,506.50	43.67 %
<b>Total 7100 City of Lakeland Fees</b>	<b>6,081.50</b>	<b>14,000.00</b>	<b>-7,918.50</b>	<b>43.44 %</b>
8010.15 Marketing Coordinator	3,333.28	10,000.00	-6,666.72	33.33 %
8010.17 Salaries Event Admin	1,046.77	3,500.00	-2,453.23	29.91 %
<b>Total 7000 Event Expenses</b>	<b>19,072.28</b>	<b>57,810.00</b>	<b>-38,737.72</b>	<b>32.99 %</b>
<b>Total Expenses</b>	<b>\$19,072.28</b>	<b>\$57,810.00</b>	<b>\$ -38,737.72</b>	<b>32.99 %</b>
<b>NET OPERATING INCOME</b>	<b>\$25,070.00</b>	<b>\$4,800.00</b>	<b>\$20,270.00</b>	<b>522.29 %</b>
<b>NET INCOME</b>	<b>\$25,070.00</b>	<b>\$4,800.00</b>	<b>\$20,270.00</b>	<b>522.29 %</b>