

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

CALL TO ORDER

Bretta Christakos

PRESENTATION: S. Florida Ave

Chuck Barmby

CONSENT AGENDA (*)

Bretta Christakos

LDDA BOARD MEETING MINUTES - August 2022, September 7, 2022, September 22, 2022

New Business

Julie Townsend

Monthly Financial Statements -END OF YEAR 2022 Budget review and adjustments

Employee Benefits

Clean & Safe Manager

Old Business

Julie Townsend

Executive Director Review

AUDIENCE

Bretta Christakos

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, August 18, 2022 8:00 AM
City Commission Conference Room

BOARD/STAFF PRESENT: Jeff Donalson; Grant Miller; Michael Kincart; Bretta Christakos; Eric Belvin; Donna DeStefano; Julie Townsend, staff

BOARD ABSENT: Mike Musick

GUESTS: Lamar Hunt

CALL TO ORDER: 8:10 a.m. Bretta Christakos, Co-Chair of LDDA, called the meeting to order. *(Jeff Donalson had not yet arrived)*

CONSENT AGENDA: Eric Belvin moved to approve the consent agenda items. Eric Belvin seconded the motion. Motion approved 5-0.

NEW BUSINESS: *(Jeff Donalson arrived)* Julie Townsend introduced Lamar Hunt, owner of Scout & Tag retail store in Downtown Lakeland. Mr. Hut presented his concept of wanting to add a wine cellar to the retail store to sell bottles of wine (packaged) to customers. Staff provided a memo with a recommendation to approve the request. Eric Belvin moved to approve the staff recommendation. Michael Kincart seconded the motion. Motion passed 6-0.

Julie presented the rough draft of the FY2023 budget and answered questions from Directors.

Julie Townsend asked the LDDA Directors to approve the purchase of a golf cart for the LDDA staff to use during events as well as during the week to respond to calls from property owners and merchants. Julie will get several quotes for a street ready cart. Grant Miller moved to approve the expenditure not to exceed \$15,000. Donna DeStefano seconded the motion. Motion passed 6-0.

With no more business, the meeting was adjourned at 9:15 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 Wednesday September 7, 2022, at 5:01 p.m. in the city hall building inspection conference room. The meeting will be the first public hearing for FY2023.

Jeff Donalson, Chair

Date

Julie Townsend, Executive Director

Date

MINUTES
LDDA BOARD OF DIRECTORS
First Public Hearing
Wednesday, September 7, 2022 5:01 PM
Building Inspection Conference Room

BOARD / STAFF PRESENT: Jeff Donalson, Eric Belvin, Mike Musick; Grant Miller, Michael Kincart; Julie Townsend (staff)

BOARD ABSENT: Bretta Christakos, Donna DeStefano

CALL TO ORDER: 5:01 p.m. Jeff Donalson, Chair of LDDA, called the meeting to order.

1. Jeff Donalson announced this was the first Public Hearing for the Lakeland Downtown Development Authority, an independent special district. Mr. Donalson stated that the final millage rate for the LDDA is 2.00 mills which is the maximum rate and greater than the rollback rate (1.6421) by .3579 mills an increase of 21.8%. Mr. Donalson stated that the purpose of the increase is to fund clean & safe staff as well as to provide for additional security for the Downtown district.
2. Adoption of Millage Rate
Mr. Donalson read Resolution No. 22-01. A motion to accept the millage rate was made by Eric Belvin and seconded by Grant Miller. The motion passed 5-0. Roll call vote taken.
3. Adoption of Budget
Mr. Donalson read Resolution No. 22-02. A motion to accept the FY2023 Budget as proposed was made Eric Belvin and seconded by Grant Miller. The motion passed 5-0. Roll call vote taken.

With no other business before the board, the meeting was adjourned at 5:05 PM.

Jeff Donalson, Chair

Date

Julie Townsend, Executive Director

Date

MINUTES
LDDA BOARD OF DIRECTORS
Final Public Hearing
Thursday, September 22, 2022 5:01 PM
City Commission Conference Room

BOARD / STAFF PRESENT: Jeff Donalson, Eric Belvin, Mike Musick; Grant Miller; Donna DeStefano; Julie Townsend (staff)

BOARD ABSENT: Bretta Christakos; Michael Kincart

CALL TO ORDER: 5:03 p.m. Jeff Donalson, Chair of LDDA, called the meeting to order.

1. Jeff Donalson announced this was the Final Public Hearing for the Lakeland Downtown Development Authority, an independent special district. Mr. Donalson stated that the final millage rate for the LDDA is 2.00 mills which is the maximum rate and greater than the rollback rate (1.6421) by .3579 mills an increase of 21.8%. Mr. Donalson stated that the purpose of the increase is to fund clean & safe staff as well as to provide for additional security for the Downtown district.
2. Adoption of Millage Rate
Mr. Donalson read Resolution No. 22-01. A motion to accept the millage rate was made by Eric Belvin and seconded by Grant Miller. Roll call vote taken at 5:05 p.m. The motion passed 5-0.
3. Adoption of Budget
Mr. Donalson read Resolution No. 22-02. A motion to accept the FY2023 Budget as proposed was made Grant Miller and seconded by Eric Belvin. The motion passed 5-0. Roll call vote taken at 5:06 p.m.

With no other business before the board, the meeting was adjourned at 5:06 PM.

Jeff Donalson, Chair

Date

Julie Townsend, Executive Director

Date

END OF YEAR FY 2022 Budget Adjustments

Government accounting requires expense line items in the budget not exceed 100%. Therefore, the following budget adjustments are required to meet that standard.

INCOME ADJUSTMENTS:

Line

6150 increased to \$22,375

6450.18 increased to \$16,761

6450.19 increased to \$23,756

6450.11 increased to \$118,019

EXPENSE ADJUSTMENTS:

Line

9745.18 increased to \$23,756

9745.19 increased to \$16,761

9745.21 increased to \$48,019

8920.18 increased to \$33,875

BUDGET NARRATIVE:

LDDA tax receipts were collected at 97% which trends with past years' percentages.

Misc. Marketing income was also adjusted to reflect actual income so that expenses could be adjusted.

The Farmers Curb Market Shared Marketing Costs (SMC) which is the income from vendors to participate in the Market, was over budget by 24%. (\$23,019) which is why the SMC line item was adjusted to reflect the actual SMCs and to allow for expense lines to also be adjusted.

The Fresh Access Bucks program exceeded the budget in both income and expense and those line items were adjusted to reflect the actual amounts. Each year, these lines are just estimates and all funds are pass through funds from SNAP and grant dollars.

Large expenses in FY2022 were new computers, golf cart, security, parklets. All of these expenditures were paid out of the FY 2022 budget without engaging any reserves. LDDA still had a surplus of \$30,732.52 to be added to the unappropriated surplus funds. The parklets were to be paid for out of the restricted streetscape fund. The balance of that fund at the beginning of FY2022 was \$23,521. Those funds were transferred to the line item 6950 Unappropriated Surplus. The Restricted Streetscape fund is now closed.

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	377,052.16	387,739.00	-10,686.84	97.24 %
Total 6000 Primary Income	377,052.16	387,739.00	-10,686.84	97.24 %
6200 Program & Other Income				
6150 Misc Marketing Income	22,375.50	22,375.00	0.50	100.00 %
6155 Banner Income	1,200.00	3,000.00	-1,800.00	40.00 %
6300 Investment Income (Money Mkt.)	1,071.78	500.00	571.78	214.36 %
6360 Reimbursed Expenses	3,467.76	3,000.00	467.76	115.59 %
6450.18 FAB Grant	16,761.00	16,761.00	0.00	100.00 %
6450.19 EBT Electronic Transfer	23,756.00	23,756.00	0.00	100.00 %
Total 6200 Program & Other Income	68,632.04	69,392.00	-759.96	98.90 %
6450 Income-Farmers Curb Market				
6450.11 Shared Marketing Costs	118,019.16	118,019.00	0.16	100.00 %
6450.13 Fundraiser/Sales Gross	975.00	1,000.00	-25.00	97.50 %
6450.14 Merchandise Sales Tax	67.69	200.00	-132.31	33.85 %
6450.15 Special Event Income-DFCM	3,535.00	5,000.00	-1,465.00	70.70 %
Total 6450 Income-Farmers Curb Market	122,596.85	124,219.00	-1,622.15	98.69 %
6460 Event Income - FF				
6460.10 First Friday Shared Event Costs	54,858.34	56,110.00	-1,251.66	97.77 %
6460.20 First Friday Sponsorships	6,250.00	6,000.00	250.00	104.17 %
6460.40 Other sponsorships - FF	2,850.00	500.00	2,350.00	570.00 %
Total 6460 Event Income - FF	63,958.34	62,610.00	1,348.34	102.15 %
Total Income	\$632,239.39	\$643,960.00	\$ -11,720.61	98.18 %
GROSS PROFIT	\$632,239.39	\$643,960.00	\$ -11,720.61	98.18 %
Expenses				
7000 Event Expenses - FF				
7040 Event Insurance	1,000.00	1,000.00	0.00	100.00 %
7050 Contract event staff	9,800.00	9,800.00	0.00	100.00 %
7060 Workers Comp Ins (contract event)	800.00	800.00	0.00	100.00 %
7065 Event Square Fees	2,573.56	2,950.00	-376.44	87.24 %
7070 Entertainment	1,725.00	2,500.00	-775.00	69.00 %
7080 FF Graphics & Printing	3,483.69	4,000.00	-516.31	87.09 %
7090 Event Sanitation	2,305.00	2,760.00	-455.00	83.51 %
7095 Sponsorships Mktg	5,868.89	6,500.00	-631.11	90.29 %
7100 City of Lakeland Fees - FF				
7100.10 Parking Services	3,648.50	4,000.00	-351.50	91.21 %
7100.20 Police Services	2,000.00	2,000.00	0.00	100.00 %
7100.30 Parks & Recreations Staff	7,075.50	8,000.00	-924.50	88.44 %
Total 7100 City of Lakeland Fees - FF	12,724.00	14,000.00	-1,276.00	90.89 %
8010.15 Marketing Coordinator	10,000.00	10,000.00	0.00	100.00 %

LAKELAND DOWNTOWN DEVELOPMENT AUTHORITY

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

October 2021 - September 2022

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
8010.17 Salaries Event Admin	3,004.55	3,500.00	-495.45	85.84 %
9751 Valet Parking	2,905.21	4,800.00	-1,894.79	60.53 %
Total 7000 Event Expenses - FF	56,189.90	62,610.00	-6,420.10	89.75 %
8000 Administration & Salaries				
8010 Salaries & Payroll Expenses				
8010.11 Executive Director Salary	82,703.76	82,704.00	-0.24	100.00 %
8010.12 LDDA Admn (pka Coordinator)	17,350.00	17,350.00	0.00	100.00 %
8010.13 Payroll Taxes	12,000.00	12,000.00	0.00	100.00 %
8011 Marketing Intern	3,600.00	3,600.00	0.00	100.00 %
8012 Marketing Staff	21,499.55	21,500.00	-0.45	100.00 %
8040 Retirement Expense	2,509.57	3,000.00	-490.43	83.65 %
8510 Workers Comp	600.00	600.00	0.00	100.00 %
Total 8010 Salaries & Payroll Expenses	140,262.88	140,754.00	-491.12	99.65 %
8100 General Administration				
8200 Lease	22,585.02	24,000.00	-1,414.98	94.10 %
8210 Utilities	2,284.90	2,640.00	-355.10	86.55 %
8250 Postage and Delivery	27.10	250.00	-222.90	10.84 %
8350 Telephone	1,703.59	2,400.00	-696.41	70.98 %
8360 Computer Services	3,000.00	3,000.00	0.00	100.00 %
8370 Supplies	1,000.00	1,000.00	0.00	100.00 %
8400 Travel, Meals, Meetings	2,077.31	2,500.00	-422.69	83.09 %
8500 Insurance - Liability	499.69	500.00	-0.31	99.94 %
8700 Printing and Reproduction	368.14	500.00	-131.86	73.63 %
8750 Legal Advertising	2,200.00	2,200.00	0.00	100.00 %
8760 Miscellaneous	5,295.00	5,295.00	0.00	100.00 %
8800 Audit & Reporting	10,900.00	11,000.00	-100.00	99.09 %
8850 Accounting	1,100.00	1,200.00	-100.00	91.67 %
8980 Property Appraiser	5,116.00	7,750.00	-2,634.00	66.01 %
9000 Tax Collector	8,791.03	8,950.00	-158.97	98.22 %
9050 Memberships & Subscriptions	4,500.00	4,500.00	0.00	100.00 %
9055 TIF Payments	5,691.15	7,500.00	-1,808.85	75.88 %
Total 8100 General Administration	77,138.93	85,185.00	-8,046.07	90.55 %
8920 Marketing & Development				
8920.15 Downtown Marketing	72,478.66	75,000.00	-2,521.34	96.64 %
8920.16 Development Grants & Incentives	30,000.00	30,000.00	0.00	100.00 %
8920.21 LDDA web site	500.00	500.00	0.00	100.00 %
9410 Maintenance & Security	34,985.59	45,000.00	-10,014.41	77.75 %
9750 Containers & Beautification	9,500.00	10,000.00	-500.00	95.00 %
Total 8920 Marketing & Development	147,464.25	160,500.00	-13,035.75	91.88 %
Salaries				
LDDA Admn (pka Coordinator)	1,378.63		1,378.63	
Marketing Intern	672.00		672.00	

LAKELAND DOWNTOWN DEVELOPMENT AUTHORITY

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

October 2021 - September 2022

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
Payroll Taxes	163.96		163.96	
Total Salaries	2,214.59		2,214.59	
Total 8000 Administration & Salaries	367,080.65	386,439.00	-19,358.35	94.99 %
8761 Program & Other Expense				
8765 Banner Installation	2,020.83	3,000.00	-979.17	67.36 %
8920.18 Other Event Costs	33,473.24	33,875.00	-401.76	98.81 %
9745.18 EBT Payout	18,570.00	23,756.00	-5,186.00	78.17 %
9745.19 FAB payout	16,662.00	16,761.00	-99.00	99.41 %
Total 8761 Program & Other Expense	70,726.07	77,392.00	-6,665.93	91.39 %
9745 Expense-Farmers Curb Market				
8010.14 Salaries DFCM Manager	19,999.92	20,000.00	-0.08	100.00 %
8010.16 Salaries DFCM Admin	8,000.00	8,000.00	0.00	100.00 %
9745.10 Management Contracts	11,788.43	13,000.00	-1,211.57	90.68 %
9745.11 Operating Expenses	3,500.00	3,500.00	0.00	100.00 %
9745.12 Workers Comp (DFCM)	200.00	200.00	0.00	100.00 %
9745.13 Music/Entertainment	6,425.00	10,000.00	-3,575.00	64.25 %
9745.16 Square Fees	3,500.00	3,500.00	0.00	100.00 %
9745.20 EFUNDS Fees	317.40	600.00	-282.60	52.90 %
9745.21 DFCM marketing	48,019.16	48,019.00	0.16	100.00 %
9745.22 Special Event Expenses	3,077.00	5,000.00	-1,923.00	61.54 %
9745.23 DFCM SNAP Expenses	48.28	1,500.00	-1,451.72	3.22 %
9745.24 Sales Tax	98.56	200.00	-101.44	49.28 %
9745.25 SNAP Booth Admin	2,526.00	4,000.00	-1,474.00	63.15 %
Management Contract	10.50		10.50	
Total 9745 Expense-Farmers Curb Market	107,510.25	117,519.00	-10,008.75	91.48 %
Total Expenses	\$601,506.87	\$643,960.00	\$ -42,453.13	93.41 %
NET OPERATING INCOME	\$30,732.52	\$0.00	\$30,732.52	0.00%
Other Income				
6940 Restricted Accounts				
6950.50 Restricted AOP Funds		58,000.00	-58,000.00	
6955 Restricted Streetscape Account	0.00		0.00	
Total 6940 Restricted Accounts	0.00	58,000.00	-58,000.00	0.00 %
6950 Unappropriated Surplus Funds		533,692.00	-533,692.00	
6950.10 Surplus Grant & Incentives	0.00	145,267.00	-145,267.00	0.00 %
6950.20 Surplus Maintenance & Security		4,980.00	-4,980.00	
6950.30 Surplus Marketing		49,993.00	-49,993.00	
6950.40 Surplus Farmers Market (SMC)		51,154.00	-51,154.00	
6950.65 Surplus Valet		34,405.00	-34,405.00	
6950.66 Surplus First Friday		21,466.00	-21,466.00	
Total 6950 Unappropriated Surplus Funds	0.00	840,957.00	-840,957.00	0.00 %
Total Other Income	\$0.00	\$898,957.00	\$ -898,957.00	0.00 %

LAKELAND DOWNTOWN DEVELOPMENT AUTHORITY

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

October 2021 - September 2022

		TOTAL		
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
NET OTHER INCOME	\$0.00	\$898,957.00	\$ -898,957.00	0.00 %
NET INCOME	\$30,732.52	\$898,957.00	\$ -868,224.48	3.42 %