

LDDA BOARD OF DIRECTORS MEETING AGENDA  
Thursday, July 21, 2022 • 8:00am  
City Hall - City Commission Conference Room

**CALL TO ORDER**

Jeff Donalson

**Appointment of Donna DeStefano, Summit Consulting,  
to the vacant board seat  
Kelly Koos - Swearing in of new Board member**

Jeff Donalson

**CONSENT AGENDA (\*)**

Jeff Donalson

LDDA BOARD MEETING MINUTES - June 2022  
Monthly Financial Statements - June 2022

**New Business**

2023 Budget Preview and Millage discussion  
Millage vote \*\*

Julie Townsend

**Old Business**

none

**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, June 16, 2022 8:00 AM**  
**City Commission Conference Room**

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

**BOARD ABSENT:** Grant Miller; Mike Musick

**GUESTS:** Kelly Koos, City Clerk; Chief Garcia, LPD; Asst Chief Steve Pacheco, LPD, Brian Rewis, Director C&ED, Chuck Barmy, CD; Sara Walsh, The Ledger; Heather Bradman, Deputy City Clerk

**CALL TO ORDER: 8:07 a.m.** Jeff Donalson, Chair of LDDA, called the meeting to order.

Chief Garcia briefed the LDDA board on the current status of the department's staff and a summary of the request for additional offices in the city's 2023 budget year. Board members asked questions. No action was taken by the LDDA Board.

Kelly Koos, City Clerk, distributed election packets to the board members whose seats are up for reelection this year, Bretta Christakos and Jeff Donalson. Kelly introduced Heather Bradman as the new Deputy City Clerk.

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

Julie introduced Chuck Barmby and Brian Rewis to discuss the Citrus Mutual demolition request and the conditions proposed by city staff for the conditional use for a parking lot to replace the demolished building. Per the Land Development Code, when a parcel's primary use is parking, a conditional use is required. With the existing structure on the parcel, the primary use of the parcel is the office building. But if the building is demolished the primary use converts to parking. After much board discussion with city staff and review of the proposed conditions, Jeff Donalson suggested a proposed amendment to condition B as follows:

*The Conditional Use shall be valid for a period of ~~five (5)~~ **three (3)** years from the date of City Commission approval. Annual extensions may be granted administratively beyond ~~five~~ **three** years, subject to the developer demonstrating a development program in accordance with the C- 6/UCT (Downtown Commercial) zoning district as evidenced by a pending site plan and/or the review and approval of an analysis supplied by the developer that documents the need for additional parking at this location.*

Eric Belvin moved to approve the proposed change. Michael Kincart seconded the motion. Motion passed 5-0.

A letter from the LDDA to Brian Rewis, Director of Community & Economic Development, will be sent to communicate the suggested change.

The LDDA Board discussed the budget and millage for fiscal year 2023. Julie also updated the Board on the security efforts in Downtown and the Board continued to discuss the funding of security versus Lakeland Police Officers. The board also discussed the LDDA lease and how might LDDA pursue the purchase of the building. Board Chair, Jeff Donalson, requested to see proposed budgets at the next meeting for all three millage scenarios – rollback rate, current rate and the maximum rate of 2 mills.

With no more business, the meeting was adjourned at 10:00 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, July 21, 2022, at 8:00 a.m. in the city commission conference room.**

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

\_\_\_\_\_  
Date

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

\_\_\_\_\_  
Date

# LAKELAND DOWNTOWN DEVELOPMENT AUTHORITY

## Budget vs. Actuals: Tax Receipts

October 2021 - September 2022

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
<b>Income</b>				
6000 Primary Income				
6100 Tax Receipts	376,991.34	387,739.00	-10,747.66	97.23 %
6150 Misc Marketing Income	18,778.00	12,000.00	6,778.00	156.48 %
6300 Investment Income (Money Mkt.)	649.94	500.00	149.94	129.99 %
6360 Reimbursed Expenses	3,467.76	3,000.00	467.76	115.59 %
<b>Total 6000 Primary Income</b>	<b>399,887.04</b>	<b>403,239.00</b>	<b>-3,351.96</b>	<b>99.17 %</b>
6200 Program Income				
6155 Banner Income	900.00	3,000.00	-2,100.00	30.00 %
<b>Total 6200 Program Income</b>	<b>900.00</b>	<b>3,000.00</b>	<b>-2,100.00</b>	<b>30.00 %</b>
<b>Total Income</b>	<b>\$400,787.04</b>	<b>\$406,239.00</b>	<b>\$ -5,451.96</b>	<b>98.66 %</b>
<b>GROSS PROFIT</b>	<b>\$400,787.04</b>	<b>\$406,239.00</b>	<b>\$ -5,451.96</b>	<b>98.66 %</b>
<b>Expenses</b>				
8000 Administration & Salaries				
8010 Salaries				
8010.11 Executive Director Salary	73,211.46	82,704.00	-9,492.54	88.52 %
8010.12 LDDA Admn (pka Coordinator)	15,907.18	17,350.00	-1,442.82	91.68 %
8011 Marketing Intern	3,600.00	3,600.00	0.00	100.00 %
8012 Marketing Staff	16,124.51	21,500.00	-5,375.49	75.00 %
8040 Retirement Expense	2,067.60	3,000.00	-932.40	68.92 %
<b>Total 8010 Salaries</b>	<b>110,910.75</b>	<b>128,154.00</b>	<b>-17,243.25</b>	<b>86.54 %</b>
8100 General Administration				
8200 Lease	16,918.52	24,000.00	-7,081.48	70.49 %
8210 Utilities	1,928.98	2,640.00	-711.02	73.07 %
8250 Postage and Delivery	27.10	250.00	-222.90	10.84 %
8350 Telephone	1,419.37	2,400.00	-980.63	59.14 %
8360 Computer Services	2,448.92	3,000.00	-551.08	81.63 %
8370 Supplies	884.93	1,000.00	-115.07	88.49 %
8400 Travel, Meals, Meetings	1,448.50	2,500.00	-1,051.50	57.94 %
8500 Insurance - Liability	499.69	500.00	-0.31	99.94 %
8510 Workers Comp	600.00	600.00	0.00	100.00 %
8700 Printing and Reproduction	340.00	500.00	-160.00	68.00 %
8750 Legal Advertising		2,200.00	-2,200.00	
8760 Miscellaneous	4,773.55	5,295.00	-521.45	90.15 %
8800 Audit & Reporting	10,900.00	11,000.00	-100.00	99.09 %
8850 Accounting	987.50	1,200.00	-212.50	82.29 %
8980 Property Appraiser	5,116.00	7,750.00	-2,634.00	66.01 %
9000 Tax Collector	8,730.21	8,950.00	-219.79	97.54 %
9050 Memberships & Subscriptions	4,210.38	4,500.00	-289.62	93.56 %
9055 TIF Payments	5,109.95	7,500.00	-2,390.05	68.13 %
9410 Downtown Maintenance	16,660.72	45,000.00	-28,339.28	37.02 %
9750 Container Gardens	7,900.00	10,000.00	-2,100.00	79.00 %

# LAKELAND DOWNTOWN DEVELOPMENT AUTHORITY

## Budget vs. Actuals: Tax Receipts

October 2021 - September 2022

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
<b>Total 8100 General Administration</b>	<b>90,904.32</b>	<b>140,785.00</b>	<b>-49,880.68</b>	<b>64.57 %</b>
8920 Marketing & Development				
8920.15 Downtown Marketing	56,847.93	75,000.00	-18,152.07	75.80 %
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 %
<b>Total 8920 Marketing &amp; Development</b>	<b>87,347.93</b>	<b>105,500.00</b>	<b>-18,152.07</b>	<b>82.79 %</b>
<b>Total 8000 Administration &amp; Salaries</b>	<b>289,163.00</b>	<b>374,439.00</b>	<b>-85,276.00</b>	<b>77.23 %</b>
8761 Program Expense				
8765 Banner Installation	1,185.00	3,000.00	-1,815.00	39.50 %
<b>Total 8761 Program Expense</b>	<b>1,185.00</b>	<b>3,000.00</b>	<b>-1,815.00</b>	<b>39.50 %</b>
<b>Total Expenses</b>	<b>\$290,348.00</b>	<b>\$377,439.00</b>	<b>\$ -87,091.00</b>	<b>76.93 %</b>
NET OPERATING INCOME	<b>\$110,439.04</b>	<b>\$28,800.00</b>	<b>\$81,639.04</b>	<b>383.47 %</b>
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# LAKELAND DOWNTOWN DEVELOPMENT AUTHORITY

Budget vs. Actuals: FY2022 Farmers Curb Market 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	102,941.16	95,000.00	7,941.16	108.36 %
6450.13 Fundraiser/Sales Gross	829.00	1,000.00	-171.00	82.90 %
6450.14 Merchandise Sales Tax	57.47	200.00	-142.53	28.74 %
6450.15 Special Event Income-DFCM	2,625.00	5,000.00	-2,375.00	52.50 %
6450.18 FAB Grant	14,485.00	10,000.00	4,485.00	144.85 %
6450.19 EBT Electronic Transfer	23,118.00	10,000.00	13,118.00	231.18 %
<b>Total 6450 Income-Farmers Curb Market</b>	<b>144,055.63</b>	<b>121,200.00</b>	<b>22,855.63</b>	<b>118.86 %</b>
<b>Total Income</b>	<b>\$144,055.63</b>	<b>\$121,200.00</b>	<b>\$22,855.63</b>	<b>118.86 %</b>
<b>GROSS PROFIT</b>	<b>\$144,055.63</b>	<b>\$121,200.00</b>	<b>\$22,855.63</b>	<b>118.86 %</b>
<b>Expenses</b>				
9745 Expense-Farmers Curb Market				
8010.14 FAB Coordinator	14,999.94	20,000.00	-5,000.06	75.00 %
8010.16 Salaries DFCM Admin	8,000.00	8,000.00	0.00	100.00 %
9745.10 Management Contract	9,014.00	13,000.00	-3,986.00	69.34 %
9745.11 General Operating Expense	2,676.14	3,500.00	-823.86	76.46 %
9745.12 Workers Comp (DFCM)	1,150.30	200.00	950.30	575.15 %
9745.13 Music/Entertainment	5,525.00	10,000.00	-4,475.00	55.25 %
9745.16 Square Fees	3,526.17	3,500.00	26.17	100.75 %
9745.18 EBT Payout	17,328.00	10,000.00	7,328.00	173.28 %
9745.19 FAB payout	15,024.00	10,000.00	5,024.00	150.24 %
9745.20 EFUNDS Fees	317.40	600.00	-282.60	52.90 %
9745.21 DFCM marketing	10,153.09	25,000.00	-14,846.91	40.61 %
9745.22 Special Event Expenses	2,773.00	5,000.00	-2,227.00	55.46 %
9745.23 DFCM SNAP Expenses	36.46	1,500.00	-1,463.54	2.43 %
9745.24 Sales Tax	98.56	200.00	-101.44	49.28 %
9745.25 SNAP Booth Admin	2,220.00	4,000.00	-1,780.00	55.50 %
<b>Total 9745 Expense-Farmers Curb Market</b>	<b>92,842.06</b>	<b>114,500.00</b>	<b>-21,657.94</b>	<b>81.08 %</b>
<b>Total Expenses</b>	<b>\$92,842.06</b>	<b>\$114,500.00</b>	<b>\$ -21,657.94</b>	<b>81.08 %</b>
<b>NET OPERATING INCOME</b>	<b>\$51,213.57</b>	<b>\$6,700.00</b>	<b>\$44,513.57</b>	<b>764.38 %</b>
<b>NET INCOME</b>	<b>\$51,213.57</b>	<b>\$6,700.00</b>	<b>\$44,513.57</b>	<b>764.38 %</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	50,096.52	56,110.00	-6,013.48	89.28 %
6460.20 First Friday Sponsorships	6,250.00	6,000.00	250.00	104.17 %
6460.40 Other event sponsorships	2,850.00	500.00	2,350.00	570.00 %
<b>Total 6460 Event Income (FF,FTR)</b>	<b>59,196.52</b>	<b>62,610.00</b>	<b>-3,413.48</b>	<b>94.55 %</b>
<b>Total Income</b>	<b>\$59,196.52</b>	<b>\$62,610.00</b>	<b>\$ -3,413.48</b>	<b>94.55 %</b>
<b>GROSS PROFIT</b>	<b>\$59,196.52</b>	<b>\$62,610.00</b>	<b>\$ -3,413.48</b>	<b>94.55 %</b>
<b>Expenses</b>				
7000 Event Expenses				
7040 Event Insurance	1,000.00	1,000.00	0.00	100.00 %
7050 Contract event staff	9,316.50	9,800.00	-483.50	95.07 %
7060 Workers Comp Ins (contract event)	800.00	800.00	0.00	100.00 %
7065 Event Square Fees	1,830.03	2,950.00	-1,119.97	62.03 %
7070 Entertainment	1,625.00	2,500.00	-875.00	65.00 %
7080 Event Graphics & Printing	2,879.69	4,000.00	-1,120.31	71.99 %
7090 Event Sanitation	2,020.00	2,760.00	-740.00	73.19 %
7095 Sponsorships Mktg	2,684.93	6,500.00	-3,815.07	41.31 %
7100 City of Lakeland Fees				
7100.10 Parking Services	2,201.50	4,000.00	-1,798.50	55.04 %
7100.20 Police Services	2,482.00	2,000.00	482.00	124.10 %
7100.30 Parks & Recreations Staff	5,599.50	8,000.00	-2,400.50	69.99 %
<b>Total 7100 City of Lakeland Fees</b>	<b>10,283.00</b>	<b>14,000.00</b>	<b>-3,717.00</b>	<b>73.45 %</b>
8010.15 Marketing Coordinator	7,528.49	10,000.00	-2,471.51	75.28 %
8010.17 Salaries Event Admin	2,210.17	3,500.00	-1,289.83	63.15 %
9751 Valet Parking	2,468.96	4,800.00	-2,331.04	51.44 %
<b>Total 7000 Event Expenses</b>	<b>44,646.77</b>	<b>62,610.00</b>	<b>-17,963.23</b>	<b>71.31 %</b>
<b>Total Expenses</b>	<b>\$44,646.77</b>	<b>\$62,610.00</b>	<b>\$ -17,963.23</b>	<b>71.31 %</b>
<b>NET OPERATING INCOME</b>	<b>\$14,549.75</b>	<b>\$0.00</b>	<b>\$14,549.75</b>	<b>0.00%</b>
<b>NET INCOME</b>	<b>\$14,549.75</b>	<b>\$0.00</b>	<b>\$14,549.75</b>	<b>0.00%</b>