

LDDA BOARD OF DIRECTORS MEETING AGENDA  
Thursday, August 18, 2022 • 8:00am  
City Hall - City Commission Conference Room

**CALL TO ORDER**

Jeff Donalson

**CONSENT AGENDA (\*)**

Jeff Donalson

LDDA BOARD MEETING MINUTES - July 2022

Monthly Financial Statements - July 2022

**New Business**

Conditional Use - Scout & Tag

Julie Townsend

2023 Budget Review

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, July 29, 2022 10:00 AM**  
**Southstate Bank Conference Room**

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

**BOARD ABSENT:** Bretta Christakos

**GUESTS:** Kelly Koos, City Clerk; Donna DeStefano

**CALL TO ORDER: 10:04 a.m.** Jeff Donalson, Chair of LDDA, called the meeting to order.

Board Chair, Jeff Donalson, reminded the board that Adrian Rozen resigned from the LDDA Board due to business relocation. Jeff Donalson requested a motion to appoint Donna DeStefano to the vacant board seat. Grant Miller moved to approve the appointment. Mike Musick seconded the motion. Motion approved 5-0.

Kelly Koos, City Clerk, swore in Donna DeStefano to the LDDA Board of Directors.

**CONSENT AGENDA:** Grant Miller moved to approve the consent agenda items. Mike Musick seconded the motion. Motion approved 6-0.

The LDDA Board of Directors discussed at length the budgetary needs for fiscal year 2023, including but not limited to Downtown Security and possible LDDA office relocation. The board is required to submit to the state the proposed millage rate for fiscal year 2023 by August 4, 2022. After a discussion, Eric Belvin moved to advertise a 2.000 millage rate for fiscal year 2023. Grant Miller seconded the motion. Motion passed 6-0. The 2.0 millage rate will be advertised on the TRIM notices to property owners. The proposed budget hearing will be Wednesday, September 7, 2023 at 5:01pm at city hall.

With no more business, the meeting was adjourned at 11:03 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, August 18, 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

## LDDA 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	19,363.00	12,000.00	7,363.00	161.36 %
6300 Investment Income (Money Mkt.)	747.84	500.00	247.84	149.57 %
6360 Reimbursed Expenses	3,467.76	3,000.00	467.76	115.59 %
<b>Total 6000 Primary Income</b>	<b>400,569.94</b>	<b>403,239.00</b>	<b>-2,669.06</b>	<b>99.34 %</b>
6200 Program Income				
6155 Banner Income	1,200.00	3,000.00	-1,800.00	40.00 %
<b>Total 6200 Program Income</b>	<b>1,200.00</b>	<b>3,000.00</b>	<b>-1,800.00</b>	<b>40.00 %</b>
<b>Total Income</b>	<b>\$401,769.94</b>	<b>\$406,239.00</b>	<b>\$ -4,469.06</b>	<b>98.90 %</b>
<b>GROSS PROFIT</b>	<b>\$401,769.94</b>	<b>\$406,239.00</b>	<b>\$ -4,469.06</b>	<b>98.90 %</b>
<b>Expenses</b>				
8000 Administration & Salaries				
8010 Salaries				
8010.11 Executive Director Salary	74,511.62	82,704.00	-8,192.38	90.09 %
8010.12 LDDA Admn (pka Coordinator)	18,300.62	17,350.00	950.62	105.48 %
8010.13 Payroll Taxes	11,881.30	12,000.00	-118.70	99.01 %
8011 Marketing Intern	4,426.00	3,600.00	826.00	122.94 %
8012 Marketing Staff	17,916.19	21,500.00	-3,583.81	83.33 %
8040 Retirement Expense	2,170.98	3,000.00	-829.02	72.37 %
<b>Total 8010 Salaries</b>	<b>129,206.71</b>	<b>140,154.00</b>	<b>-10,947.29</b>	<b>92.19 %</b>
8100 General Administration				
8200 Lease	18,945.97	24,000.00	-5,054.03	78.94 %
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	2,464.67	3,000.00	-535.33	82.16 %
8370 Supplies	884.93	1,000.00	-115.07	88.49 %
8400 Travel, Meals, Meetings	1,494.62	2,500.00	-1,005.38	59.78 %
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	800.64	2,200.00	-1,399.36	36.39 %
8760 Miscellaneous	5,338.65	5,295.00	43.65	100.82 %
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	25,073.20	45,000.00	-19,926.80	55.72 %

# LAKELAND DOWNTOWN DEVELOPMENT AUTHORITY

## LDDA TAX RECEIPTS

October 2021 - September 2022

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
9750 Container Gardens	8,700.00	10,000.00	-1,300.00	87.00 %
<b>Total 8100 General Administration</b>	<b>103,571.86</b>	<b>140,785.00</b>	<b>-37,213.14</b>	<b>73.57 %</b>
8920 Marketing & Development				
8920.15 Downtown Marketing	59,472.03	75,000.00	-15,527.97	79.30 %
8920.16 Development Grants & Incentives	30,000.00	30,000.00	0.00	100.00 %
8920.18 Other Event Costs	22,928.33	23,500.00	-571.67	97.57 %
8920.21 LDDA web site	500.00	500.00	0.00	100.00 %
<b>Total 8920 Marketing &amp; Development</b>	<b>112,900.36</b>	<b>129,000.00</b>	<b>-16,099.64</b>	<b>87.52 %</b>
<b>Total 8000 Administration &amp; Salaries</b>	<b>345,678.93</b>	<b>409,939.00</b>	<b>-64,260.07</b>	<b>84.32 %</b>
8761 Program Expense				
8765 Banner Installation	1,545.00	3,000.00	-1,455.00	51.50 %
<b>Total 8761 Program Expense</b>	<b>1,545.00</b>	<b>3,000.00</b>	<b>-1,455.00</b>	<b>51.50 %</b>
<b>Total Expenses</b>	<b>\$347,223.93</b>	<b>\$412,939.00</b>	<b>\$ -65,715.07</b>	<b>84.09 %</b>
NET OPERATING INCOME	<b>\$54,546.01</b>	<b>\$ -6,700.00</b>	<b>\$61,246.01</b>	<b>-814.12 %</b>
NET INCOME	<b>\$54,546.01</b>	<b>\$ -6,700.00</b>	<b>\$61,246.01</b>	<b>-814.12 %</b>

# LAKELAND DOWNTOWN DEVELOPMENT AUTHORITY

## FARMERS CURB MARKET

October 2021 - September 2022

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
<b>Income</b>				
6450 Income-Farmers Curb Market				
6450.11 Shared Marketing Costs	104,561.16	95,000.00	9,561.16	110.06 %
6450.13 Fundraiser/Sales Gross	871.00	1,000.00	-129.00	87.10 %
6450.14 Merchandise Sales Tax	60.41	200.00	-139.59	30.21 %
6450.15 Special Event Income-DFCM	2,625.00	5,000.00	-2,375.00	52.50 %
6450.18 FAB Grant	14,942.00	10,000.00	4,942.00	149.42 %
6450.19 EBT Electronic Transfer	23,560.00	10,000.00	13,560.00	235.60 %
<b>Total 6450 Income-Farmers Curb Market</b>	<b>146,619.57</b>	<b>121,200.00</b>	<b>25,419.57</b>	<b>120.97 %</b>
<b>Total Income</b>	<b>\$146,619.57</b>	<b>\$121,200.00</b>	<b>\$25,419.57</b>	<b>120.97 %</b>
<b>GROSS PROFIT</b>	<b>\$146,619.57</b>	<b>\$121,200.00</b>	<b>\$25,419.57</b>	<b>120.97 %</b>
<b>Expenses</b>				
9745 Expense-Farmers Curb Market				
8010.14 FAB Coordinator	16,666.60	20,000.00	-3,333.40	83.33 %
8010.16 Salaries DFCM Admin	8,000.00	8,000.00	0.00	100.00 %
9745.10 Management Contract	9,400.00	13,000.00	-3,600.00	72.31 %
9745.11 General Operating Expense	2,896.14	3,500.00	-603.86	82.75 %
9745.12 Workers Comp (DFCM)	1,150.30	200.00	950.30	575.15 %
9745.13 Music/Entertainment	5,725.00	10,000.00	-4,275.00	57.25 %
9745.16 Square Fees	3,593.40	3,500.00	93.40	102.67 %
9745.18 EBT Payout	17,822.00	10,000.00	7,822.00	178.22 %
9745.19 FAB payout	15,423.00	10,000.00	5,423.00	154.23 %
9745.20 EFUNDS Fees	317.40	600.00	-282.60	52.90 %
9745.21 DFCM marketing	12,757.09	25,000.00	-12,242.91	51.03 %
9745.22 Special Event Expenses	2,773.00	5,000.00	-2,227.00	55.46 %
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	2,292.00	4,000.00	-1,708.00	57.30 %
<b>Total 9745 Expense-Farmers Curb Market</b>	<b>98,962.77</b>	<b>114,500.00</b>	<b>-15,537.23</b>	<b>86.43 %</b>
<b>Total Expenses</b>	<b>\$98,962.77</b>	<b>\$114,500.00</b>	<b>\$ -15,537.23</b>	<b>86.43 %</b>
<b>NET OPERATING INCOME</b>	<b>\$47,656.80</b>	<b>\$6,700.00</b>	<b>\$40,956.80</b>	<b>711.30 %</b>
<b>NET INCOME</b>	<b>\$47,656.80</b>	<b>\$6,700.00</b>	<b>\$40,956.80</b>	<b>711.30 %</b>

# LAKELAND DOWNTOWN DEVELOPMENT AUTHORITY

## FIRST FRIDAY

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	52,362.54	56,110.00	-3,747.46	93.32 %
6460.20 First Friday Sponsorships	9,250.00	6,000.00	3,250.00	154.17 %
6460.40 Other event sponsorships	2,850.00	500.00	2,350.00	570.00 %
<b>Total 6460 Event Income (FF,FTR)</b>	<b>64,462.54</b>	<b>62,610.00</b>	<b>1,852.54</b>	<b>102.96 %</b>
<b>Total Income</b>	<b>\$64,462.54</b>	<b>\$62,610.00</b>	<b>\$1,852.54</b>	<b>102.96 %</b>
<b>GROSS PROFIT</b>	<b>\$64,462.54</b>	<b>\$62,610.00</b>	<b>\$1,852.54</b>	<b>102.96 %</b>
<b>Expenses</b>				
7000 Event Expenses				
7040 Event Insurance	1,000.00	1,000.00	0.00	100.00 %
7050 Contract event staff	10,737.50	9,800.00	937.50	109.57 %
7060 Workers Comp Ins (contract event)	800.00	800.00	0.00	100.00 %
7065 Event Square Fees	2,000.35	2,950.00	-949.65	67.81 %
7070 Entertainment	1,725.00	2,500.00	-775.00	69.00 %
7080 Event Graphics & Printing	3,179.69	4,000.00	-820.31	79.49 %
7090 Event Sanitation	2,020.00	2,760.00	-740.00	73.19 %
7095 Sponsorships Mktg	3,776.39	6,500.00	-2,723.61	58.10 %
7100 City of Lakeland Fees				
7100.10 Parking Services	2,516.00	4,000.00	-1,484.00	62.90 %
7100.20 Police Services	2,650.00	2,000.00	650.00	132.50 %
7100.30 Parks & Recreations Staff	6,535.50	8,000.00	-1,464.50	81.69 %
<b>Total 7100 City of Lakeland Fees</b>	<b>11,701.50</b>	<b>14,000.00</b>	<b>-2,298.50</b>	<b>83.58 %</b>
8010.15 Marketing Coordinator	8,361.81	10,000.00	-1,638.19	83.62 %
8010.17 Salaries Event Admin	2,599.67	3,500.00	-900.33	74.28 %
9751 Valet Parking	2,468.96	4,800.00	-2,331.04	51.44 %
<b>Total 7000 Event Expenses</b>	<b>50,370.87</b>	<b>62,610.00</b>	<b>-12,239.13</b>	<b>80.45 %</b>
<b>Total Expenses</b>	<b>\$50,370.87</b>	<b>\$62,610.00</b>	<b>\$ -12,239.13</b>	<b>80.45 %</b>
<b>NET OPERATING INCOME</b>	<b>\$14,091.67</b>	<b>\$0.00</b>	<b>\$14,091.67</b>	<b>0.00%</b>
<b>NET INCOME</b>	<b>\$14,091.67</b>	<b>\$0.00</b>	<b>\$14,091.67</b>	<b>0.00%</b>

# Memo

**To:** LDDA Board Members  
**From:** Julie Townsend, Executive Director  
**CC:** LaMar Hunt; Nikki Hunt  
**Date:** 8/15/22  
**Re:** Wine Package Sales - Conditional Use – Scout & Tag, 244 N. Kentucky Ave

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## MESSAGE:

Scout and Tag has been in Downtown Lakeland for 8 years and is owned and operated by LaMar and Nikki Hunt. Their focus is on home, design, décor, and gifts. In the last few years, Scout & Tag has added food items to their product lines, such as vintage sodas, ice cream, honey from Savannah Bee Company, gourmet coffee from Buddy Brew and Patriot and some other specialty categories. They would like to add a "wine cellar" to the store, selling bottles of wine and offering sampling of wines which would be the only "consumption on premise".

Staff recommends that the LDDA support this use and write a letter of recommendation for the applicant to submit to the City of Lakeland's Planning and Zoning Board and City Commission along with their Conditional Use application.

Reasons for staff support:

- The owners have more than 30 years of retail experience and 8 years in Downtown Lakeland.
- The property owner supports the use, with a written a letter of recommendation for approval pending.
- This is a product that is not currently offered in Downtown Lakeland that would greatly enhance the experience for residents.
- The establishment supports the goals of Downtown Redevelopment Plan, specifically the goal of increased activity and the desire for a mix of restaurants, bars, nightlife and residential. (See Downtown Redevelopment Plan's five essential elements, numbers 1 & 2.)

# LAKELAND DOWNTOWN DEVELOPMENT AUTHORITY

Budget Overview: FY2023 DRAFT 2 mill Budget - FY23 P&L

October 2022 - September 2023

	TOTAL
<b>Income</b>	
6000 Primary Income	
6100 Tax Receipts	580,297.00
6150 Misc Marketing Income	21,800.00
6300 Investment Income (Money Mkt.)	500.00
6360 Reimbursed Expenses	3,000.00
<b>Total 6000 Primary Income</b>	<b>605,597.00</b>
6200 Program Income	
6155 Banner Income	3,000.00
<b>Total 6200 Program Income</b>	<b>3,000.00</b>
6450 Income-Farmers Curb Market	
6450.11 Shared Marketing Costs	110,000.00
6450.13 Fundraiser/Sales Gross	1,000.00
6450.14 Merchandise Sales Tax	200.00
6450.15 Special Event Income-DFCM	5,000.00
6450.18 FAB Grant	10,000.00
6450.19 EBT Electronic Transfer	10,000.00
<b>Total 6450 Income-Farmers Curb Market</b>	<b>136,200.00</b>
6460 Event Income (FF,FTR)	
6460.10 First Friday Shared Event Costs	68,000.00
6460.20 First Friday Sponsorships	6,000.00
6460.40 Other event sponsorships	500.00
<b>Total 6460 Event Income (FF,FTR)</b>	<b>74,500.00</b>
<b>Total Income</b>	<b>\$819,297.00</b>
<b>GROSS PROFIT</b>	<b>\$819,297.00</b>
<b>Expenses</b>	
7000 Event Expenses	
7040 Event Insurance	1,000.00
7050 Contract event staff	14,000.00
7060 Workers Comp Ins (contract event)	1,000.00
7065 Event Square Fees	2,000.00
7070 Entertainment	6,000.00
7080 Event Graphics & Printing	3,500.00
7090 Event Sanitation	2,760.00
7095 Sponsorships Mktg	6,500.00
7100 City of Lakeland Fees	
7100.10 Parking Services	4,000.00
7100.20 Police Services	2,440.00
7100.30 Parks & Recreations Staff	8,000.00
<b>Total 7100 City of Lakeland Fees</b>	<b>14,440.00</b>
8010.15 Marketing Coordinator	11,000.00
8010.17 Salaries Event Admin	7,500.00



# LAKELAND DOWNTOWN DEVELOPMENT AUTHORITY

Budget Overview: FY2023 DRAFT 2 mill Budget - FY23 P&L

October 2022 - September 2023

	TOTAL
9751 Valet Parking	4,800.00
<b>Total 7000 Event Expenses</b>	<b>74,500.00</b>
8000 Administration & Salaries	
8010 Salaries	
8010.11 Executive Director Salary	85,185.00
8010.12 LDDA Admn (pka Coordinator)	11,720.00
8010.13 Payroll Taxes	14,000.00
8011 Marketing Intern	15,000.00
8012 Marketing Staff	21,500.00
8040 Retirement Expense	3,000.00
<b>Total 8010 Salaries</b>	<b>150,405.00</b>
8100 General Administration	
8200 Lease	26,400.00
8210 Utilities	4,000.00
8250 Postage and Delivery	250.00
8350 Telephone	2,500.00
8360 Computer Services	3,000.00
8370 Supplies	1,000.00
8400 Travel, Meals, Meetings	1,500.00
8500 Insurance - Liability	500.00
8510 Workers Comp	600.00
8700 Printing and Reproduction	500.00
8750 Legal Advertising	2,200.00
8760 Miscellaneous	3,273.00
8800 Audit & Reporting	11,000.00
8850 Accounting	1,200.00
8980 Property Appraiser	6,588.00
9000 Tax Collector	8,950.00
9050 Memberships & Subscriptions	4,500.00
9055 TIF Payments	7,500.00
9410 Downtown Maintenance	217,931.00
9750 Container Gardens	12,000.00
<b>Total 8100 General Administration</b>	<b>315,392.00</b>
8920 Marketing & Development	
8920.15 Downtown Marketing	75,000.00
8920.16 Development Grants & Incentives	30,000.00
8920.18 Other Event Costs	33,800.00
8920.21 LDDA web site	1,000.00
<b>Total 8920 Marketing &amp; Development</b>	<b>139,800.00</b>
<b>Total 8000 Administration &amp; Salaries</b>	<b>605,597.00</b>
8761 Program Expense	
8765 Banner Installation	3,000.00
<b>Total 8761 Program Expense</b>	<b>3,000.00</b>

# LAKELAND DOWNTOWN DEVELOPMENT AUTHORITY

Budget Overview: FY2023 DRAFT 2 mill Budget - FY23 P&L

October 2022 - September 2023

	TOTAL
9745 Expense-Farmers Curb Market	
8010.14 FAB Coordinator	21,500.00
8010.16 Salaries DFCM Admin	19,000.00
9745.10 Management Contract	19,700.00
9745.11 General Operating Expense	3,500.00
9745.12 Workers Comp (DFCM)	200.00
9745.13 Music/Entertainment	10,000.00
9745.16 Square Fees	3,500.00
9745.18 EBT Payout	10,000.00
9745.19 FAB payout	10,000.00
9745.20 EFUNDS Fees	600.00
9745.21 DFCM marketing	25,000.00
9745.22 Special Event Expenses	5,000.00
9745.23 DFCM SNAP Expenses	1,500.00
9745.24 Sales Tax	200.00
9745.25 SNAP Booth Admin	6,500.00
<b>Total 9745 Expense-Farmers Curb Market</b>	<b>136,200.00</b>
<b>Total Expenses</b>	<b>\$819,297.00</b>
<b>NET OPERATING INCOME</b>	<b>\$0.00</b>
Other Income	
6940 Restricted Accounts	
6950.50 Restricted AOP Funds	58,000.00
<b>Total 6940 Restricted Accounts</b>	<b>58,000.00</b>
6950 Unappropriated Funds	510,171.00
6950.10 Unappr Grant & Incentive Funds	130,081.00
6950.20 Unappr Maintenance Funds	4,980.00
6950.30 Unappr Marketing	49,993.00
6950.40 Unappr DFCM Funds	51,154.00
6950.65 Unappr Valet	34,405.00
6950.66 Unappropriated First Friday	21,466.00
<b>Total 6950 Unappropriated Funds</b>	<b>802,250.00</b>
<b>Total Other Income</b>	<b>\$860,250.00</b>
<b>NET OTHER INCOME</b>	<b>\$860,250.00</b>
<b>NET INCOME</b>	<b>\$860,250.00</b>