

LDDA BOARD OF DIRECTORS MEETING AGENDA
Thursday, February 16, 2023 • 8:00am
City Hall - City Commission Conference Room

CALL TO ORDER

Michel Kincart

CONSENT AGENDA (*)

Michel Kincart

LDDA BOARD MEETING MINUTES - December 2022; Financial Statements December 2022 & January 2023

New Business

Major Modification - Conditional Use - Lakeland Loft**
LDDA Audit Services - RFP**
LDDA Priorities 2022 Update & 2023 Hot button issues
Homeless Coalition Governance Board - Day Center Concept
Reimagining Munn Park

Old Business

Julie Townsend

none

AUDIENCE

Michel Kincart

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, DECEMBER 15, 2022 8:00 AM - City Commission Conference Room

BOARD/STAFF PRESENT: Michael Kincart ; Mike Musick; Eric Belvin ; Grant Miller; Bretta Christakos; Donna DeStefano; Julie Townsend, staff (*Michael Kincart participated by phone by is unable to cast a vote unless present*)

BOARD ABSENT: Jeff Donalson

GUESTS: Eric Lindsey, Onicx; Steve Boyington, Lunz Group; Nicky Pereda, Lunz Group; Arjun Chourdary, Onicx; Katie Decker, LEDC; Mayor Mutz; Valerie Ferrell, CRA

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

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

NEW BUSINESS:

Design Review – Oak Street – Onicx Mixed Use Development

Julie Townsend introduced the Lunz Group and Onicx team and invited them to present their project. Bretta Christakos seconded the motion. Motion passed 6-0.

Catalyst

Katie Worthington Decker, VP on LEDC presented the Catalyst site.

Employee Handbook Revisions

Julie Townsend presented the revisions to the employee handbook which changed the compensation package for full time employees in regard to health care contributions. Bretta Christakos moved to approve the changes. Donna DeStefano seconded the motion. Motion passed 6-0.

Financial Statements

Julie Townsend clarified some technical issues with the way salaries are presented in the quickbooks reports. The data is correct but the display has a glitch that Julie is trying to fix.

With no more business, the meeting was adjourned at 9:20am

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, January 19, 2023, at 8am in the city hall city commission conference room.

Jeff Donalson, Chair

Date

Julie Townsend, Executive Director

Date

Financial Narrative February 2023

INCOME OVERVIEW

Tax Receipts

84% received compared to 75% at same time of 2022

Farmers Curb Market

51% received compared to 41% at same time of 2022

First Friday

71% received compared to 57% at same time of 2022

EXPENSE OVERVIEW

Tax Receipts

Salaries and organization administration on track. Security line item tracking behind the budget because we have not engage off-duty officers.

Farmers Curb Market

51% received compared to 41% at same time of 2022

First Friday

71% received compared to 57% at same time of 2022

The LDDA budget is healthy and on track. Event incomes are exceeding expectations with expenses tracking appropriately with the budget.

LAKELAND DOWNTOWN DEVELOPMENT AUTHORITY

Budget vs. Actuals: FY2023 2 mill Budget FULL BUDGET

October 2022 - September 2023

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
Income				
6000 Primary Income				
6100 Tax Receipts	492,165.39	583,262.00	-91,096.61	84.38 %
Total 6000 Primary Income	492,165.39	583,262.00	-91,096.61	84.38 %
6200 Program & Other Income				
6150 Misc Marketing Income	18,368.50	21,800.00	-3,431.50	84.26 %
6155 Banner Income	1,650.00	3,000.00	-1,350.00	55.00 %
6300 Investment Income (Money Mkt.)	1,396.39	500.00	896.39	279.28 %
6360 Reimbursed Expenses	3,467.76	3,000.00	467.76	115.59 %
6450.18 FAB Grant	7,398.00	10,000.00	-2,602.00	73.98 %
6450.19 EBT Electronic Transfer	9,270.00	10,000.00	-730.00	92.70 %
Total 6200 Program & Other Income	41,550.65	48,300.00	-6,749.35	86.03 %
6450 Income-Farmers Curb Market				
6450.11 Shared Marketing Costs	57,407.00	112,000.00	-54,593.00	51.26 %
6450.13 Fundraiser/Sales Gross	373.00	1,000.00	-627.00	37.30 %
6450.14 Merchandise Sales Tax	26.11	200.00	-173.89	13.06 %
6450.15 Special Event Income-DFCM	360.00	5,000.00	-4,640.00	7.20 %
Total 6450 Income-Farmers Curb Market	58,166.11	118,200.00	-60,033.89	49.21 %
6460 Event Income - FF				
6460.10 First Friday Shared Event Costs	48,137.12	68,000.00	-19,862.88	70.79 %
6460.20 First Friday Sponsorships	5,500.00	6,000.00	-500.00	91.67 %
6460.40 Other sponsorships - FF	5,200.00	500.00	4,700.00	1,040.00 %
Total 6460 Event Income - FF	58,837.12	74,500.00	-15,662.88	78.98 %
Total Income	\$650,719.27	\$824,262.00	\$ -173,542.73	78.95 %
GROSS PROFIT	\$650,719.27	\$824,262.00	\$ -173,542.73	78.95 %
Expenses				
7000 Event Expenses - FF				
7040 Event Insurance		1,000.00	-1,000.00	
7050 Contract event staff	6,427.88	14,000.00	-7,572.12	45.91 %
7060 Workers Comp Ins (contract event)	864.25	1,000.00	-135.75	86.43 %
7065 Event Square Fees	1,397.82	2,000.00	-602.18	69.89 %
7070 Entertainment	1,950.00	6,000.00	-4,050.00	32.50 %
7080 FF Graphics & Printing	1,878.80	3,500.00	-1,621.20	53.68 %
7090 Event Sanitation	1,425.00	2,760.00	-1,335.00	51.63 %
7095 Sponsorships Mktg		6,500.00	-6,500.00	
7100 City of Lakeland Fees - FF				
7100.10 Parking Services	1,887.00	4,000.00	-2,113.00	47.18 %
7100.20 Police Services	1,575.00	2,440.00	-865.00	64.55 %
7100.30 Parks & Recreations Staff	4,068.00	8,000.00	-3,932.00	50.85 %
Total 7100 City of Lakeland Fees - FF	7,530.00	14,440.00	-6,910.00	52.15 %
8010.15 Marketing Coordinator	3,773.59	11,000.00	-7,226.41	34.31 %

LAKELAND DOWNTOWN DEVELOPMENT AUTHORITY

Budget vs. Actuals: FY2023 2 mill Budget FULL BUDGET

October 2022 - September 2023

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
8010.17 Salaries Event Admin	2,782.43	7,500.00	-4,717.57	37.10 %
9751 Valet Parking		4,800.00	-4,800.00	
Total 7000 Event Expenses - FF	28,029.77	74,500.00	-46,470.23	37.62 %
8000 Administration & Salaries				
8010 Salaries & Payroll Expenses				
8010.11 Executive Director Salary	38,379.66	89,318.00	-50,938.34	42.97 %
8010.12 LDDA Admn (pka Coordinator)	4,533.01	13,995.00	-9,461.99	32.39 %
8010.13 Payroll Taxes	6,866.73	16,000.00	-9,133.27	42.92 %
8010.19 Other Staff	15,649.93	67,350.00	-51,700.07	23.24 %
8010.20 Other Benefits		7,000.00	-7,000.00	
8011 Marketing Intern	1,067.50		1,067.50	
8012 Marketing Staff	7,914.68	23,225.00	-15,310.32	34.08 %
8040 Retirement Expense	983.57	4,560.00	-3,576.43	21.57 %
8510 Workers Comp	496.00	4,500.00	-4,004.00	11.02 %
Total 8010 Salaries & Payroll Expenses	75,891.08	225,948.00	-150,056.92	33.59 %
8100 General Administration				
8200 Lease	7,523.48	26,400.00	-18,876.52	28.50 %
8210 Utilities	1,141.03	4,000.00	-2,858.97	28.53 %
8250 Postage and Delivery	97.23	250.00	-152.77	38.89 %
8350 Telephone	712.22	2,500.00	-1,787.78	28.49 %
8360 Computer Services	1,288.28	3,000.00	-1,711.72	42.94 %
8370 Supplies	662.60	1,000.00	-337.40	66.26 %
8400 Travel, Meals, Meetings	309.98	1,500.00	-1,190.02	20.67 %
8500 Insurance - Liability		500.00	-500.00	
8700 Printing and Reproduction	100.00	500.00	-400.00	20.00 %
8750 Legal Advertising		2,200.00	-2,200.00	
8760 Miscellaneous	4,298.39	5,709.00	-1,410.61	75.29 %
8800 Audit & Reporting		11,000.00	-11,000.00	
8850 Accounting	465.00	1,200.00	-735.00	38.75 %
8980 Property Appraiser	3,275.00	6,588.00	-3,313.00	49.71 %
9000 Tax Collector	10,747.65	8,950.00	1,797.65	120.09 %
9050 Memberships & Subscriptions	3,378.07	4,500.00	-1,121.93	75.07 %
9055 TIF Payments	5,122.78	7,500.00	-2,377.22	68.30 %
Total 8100 General Administration	39,121.71	87,297.00	-48,175.29	44.81 %
8920 Marketing & Development				
8920.15 Downtown Marketing	18,922.86	75,000.00	-56,077.14	25.23 %
8920.16 Development Grants & Incentives		30,000.00	-30,000.00	
8920.21 LDDA web site		1,000.00	-1,000.00	
9410 Maintenance & Security	3,649.53	143,517.00	-139,867.47	2.54 %
9750 Containers & Beautification	4,000.00	12,000.00	-8,000.00	33.33 %
Total 8920 Marketing & Development	26,572.39	261,517.00	-234,944.61	10.16 %
Total 8000 Administration & Salaries	141,585.18	574,762.00	-433,176.82	24.63 %

LAKELAND DOWNTOWN DEVELOPMENT AUTHORITY

Budget vs. Actuals: FY2023 2 mill Budget FULL BUDGET

October 2022 - September 2023

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
8761 Program & Other Expense				
8765 Banner Installation	900.00	3,000.00	-2,100.00	30.00 %
8920.18 Other Event Costs	20,822.30	33,800.00	-12,977.70	61.60 %
9745.18 EBT Payout	7,723.00	10,000.00	-2,277.00	77.23 %
9745.19 FAB payout	7,559.00	10,000.00	-2,441.00	75.59 %
Total 8761 Program & Other Expense	37,004.30	56,800.00	-19,795.70	65.15 %
9745 Expense-Farmers Curb Market				
8010.14 Salaries DFCM Manager	7,243.11	21,500.00	-14,256.89	33.69 %
8010.16 Salaries DFCM Admin	6,953.85	19,000.00	-12,046.15	36.60 %
9745.10 Management Contracts	5,998.63	19,700.00	-13,701.37	30.45 %
9745.11 Operating Expenses	2,878.54	3,500.00	-621.46	82.24 %
9745.12 Workers Comp (DFCM)	1,014.75	2,200.00	-1,185.25	46.13 %
9745.13 Music/Entertainment	2,600.00	10,000.00	-7,400.00	26.00 %
9745.16 Square Fees	2,071.25	3,500.00	-1,428.75	59.18 %
9745.20 EFUNDS Fees	467.25	600.00	-132.75	77.88 %
9745.21 DFCM marketing	7,704.00	25,000.00	-17,296.00	30.82 %
9745.22 Special Event Expenses	1,148.00	5,000.00	-3,852.00	22.96 %
9745.23 DFCM SNAP Expenses	923.20	1,500.00	-576.80	61.55 %
9745.24 Sales Tax	26.88	200.00	-173.12	13.44 %
9745.25 SNAP Booth Admin	2,176.89	6,500.00	-4,323.11	33.49 %
Management Contract	1,652.00		1,652.00	
Total 9745 Expense-Farmers Curb Market	42,858.35	118,200.00	-75,341.65	36.26 %
Payroll Expenses				
Wages				
Hourly - Other Staff	4,361.50		4,361.50	
Total Wages	4,361.50		4,361.50	
Total Payroll Expenses	4,361.50		4,361.50	
Reimbursements				
Reimbursement	-1,035.84		-1,035.84	
Retro Pay	1,035.84		1,035.84	
Total Reimbursements	0.00		0.00	
Total Expenses	\$253,839.10	\$824,262.00	\$ -570,422.90	30.80 %
NET OPERATING INCOME	\$396,880.17	\$0.00	\$396,880.17	0.00%
Other Income				
6940 Restricted Accounts				
6950.50 Restricted AOP Funds		58,000.00	-58,000.00	
Total 6940 Restricted Accounts		58,000.00	-58,000.00	
6950 Unappropriated Surplus Funds		510,171.00	-510,171.00	
6950.10 Surplus Grant & Incentives		130,081.00	-130,081.00	
6950.20 Surplus Maintenance & Security		4,980.00	-4,980.00	
6950.30 Surplus Marketing		49,993.00	-49,993.00	

LAKELAND DOWNTOWN DEVELOPMENT AUTHORITY

Budget vs. Actuals: FY2023 2 mill Budget FULL BUDGET

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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		802,250.00	-802,250.00	
Total Other Income	\$0.00	\$860,250.00	\$ -860,250.00	0.00%
NET OTHER INCOME	\$0.00	\$860,250.00	\$ -860,250.00	0.00 %
NET INCOME	\$396,880.17	\$860,250.00	\$ -463,369.83	46.14 %

Memo

To: LDDA Board Members
From: Julie Townsend, Executive Director
CC: Soloman Wassef
Date: 2/13/23
Re: Conditional Use – Lakeland Island Breeze Tiki Bar, 201 E. Main Street

Lakeland Island Breeze Tiki Bar would be a new business concept for Downtown Lakeland that will enhance the growing food and entertainment district. The proposed location at the corner of Main St and Tennessee Ave. is an expansion of Lakeland Loft but offering an island atmosphere with a variety of Caribbean-themed cocktails and island music. The applicant is a well-established and successful Downtown business owner with more than a dozen years of experience in bar operations in Downtown with Hookah Palace and Lakeland Loft. Applicant is leasing the entire 4000 sq feet at 201 East Main Street, which sits below Lakeland Loft. The proposed plan includes a recessed entry to allow for outdoor seating with a u-shaped tiki bar inside and Caribbean style décor and music.

CALLS FOR SERVICE:

There are several challenges with using calls for service as an indicator of behavior by the bar/ownership/management. Without analyzing the details of each individual incident, it is virtually impossible to make a determination just by the number of calls and/or type whether the incident was a result of poor management by the establishment.

Incident types are coded by the dispatcher based on what the callers tells them, not by the officer(s) who respond. In summary, on a scale with other Downtown bars, Lakeland Loft has a relatively low number of calls for service. Hookah Palace fell in the median range for call for service.

INFORMAL INTERVIEWS:

Verbal interviews were conducted with owners/managers of neighboring properties of Hookah Palace and Lakeland Loft, asking specifically about any negative externalities. Overall, the comments from neighbors were positive. There were some concerns about some of the behaviors of patrons exiting Hookah Palace over the years.

AB&T COMPLAINTS

A public records request was made by LDDA staff for AB&T complaints on all bars in Downtown Lakeland. AB&T complaints are typically called in by the public and are anonymous or are routine inspections. Neither Hookah Palace nor Lakeland Loft has AB&T violations related to complaints. Routine inspections resulting in violations such as smoking signage, etc. were corrected.

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 applicant has experience in running a small business, and managing staff. Applicant has experience in food/beverage and hospitality industry in Downtown for more than 16 years.
- The property owner has written a letter of recommendation for approval.
- The establishment supports the goals of Downtown Redevelopment Plan, specifically the goal of increased activity and the desire for a mix of restaurants, bars and nightlife. (See Downtown Redevelopment Plan's five essential elements, number 2.)

LDDA Priorities 2022-2023

Julie Townsend, Executive Director

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

- All of the following areas should also be considered in the master planning process

Parking

Philosophy

Motivate utilization at the appropriate times without spending additional funds on capacity. Existing parking capacity is not being utilized to its full potential. Just by making adjustments to times during the day that the public can park in lots and garages, significant public parking can be created - where the public wants it to be – without spending any money.

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.*

In general, the stagnant signs at lots and garages tell the public where they CAN'T park instead of where they can. Signs are poorly placed, have word clutter, and are inconsistent. Signs should be dynamic and changeable so that the hybrid use (permit by day/public by night & weekend) is CLEARLY defined at those times.

Heritage Garage

Needs signage that communicates **public parking during the day** from both Kentucky and Tennessee as well as interior signage that designates the public spaces clearly on the ground level.

Main Street Garage

- Signs should only indicate when the PUBLIC is allowed to park there. Too much signage communicating with permit holders who already know where to park.
- Remove gate and replace with arm and better/more cameras. Cameras should be monitored and suspicious activity reported to LPD at the time it is happening.

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 signs have times posted creating inconsistency.

Parking Management

Enforcement needed for 15 minute and commercial spaces after 5pm and on weekends. Add zone 2725 to Missouri and Kentucky south of Kentucky for additional service staff parking.

Traffic

The downtown core must 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
- Create artistically painted intersections.
- Return the core streets to bricked streets.
- Add yield to pedestrian signs IN THE CROSSWALK at Cedar St and other locations as applicable.

Transportation

Support the Squeeze

- Reinstated the weekday service and make all rides free.
- Work with the City and Citrus Connection to establish designated parking (FREE 11am to 2pm) in underutilized permit areas to advertise to those coming from outside Downtown for lunch.

Downtown daytime visitors need parking certainty.

Connectivity to Bonnet Springs

Work with City/Citrus Connection and Bonnet Springs on creating ways to shuttle visitors.

Clean & Safe

Trash/Garbage

- Change out all dumpsters to compactors. – Lot D is complete
- Have regularly scheduled pressure-washing of compactor areas. The pressure washing of compactor areas should be included in the monthly fee to businesses based on the business type and size. – Have engaged public works to RFP these services

Public Feedings

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

Security

- 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.
- Evaluate the success of the Downtown Security for the next 6 months.

Munn Park Activities

Add additional features to attract visitors to Munn Park. - City is engaged in the process

Ideas:

- Urban mini dog park
- Urban mini putt putt
- Pop up container retail or food truck court – either in the Munn Park Parking lot with shade sales and seating (as long as additional public parking is created in the Main Street garage and/or Lot C) OR in the park along the edge of the north walkway.
- Continue live music series
- Temporary art installations
- Shade features

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).
- Curb Appeal – reimburse businesses for a portion of the cost for greenery/plants in storefront

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.