

LDDA BOARD OF DIRECTORS MEETING AGENDA
Thursday, November 16, 2023 • 8:00am
City Commission Conference Room (3rd floor)

CALL TO ORDER

Michael Kincart

New Business

Consent Agenda -

Michael Kincart

August 2023 Meeting Minutes, October 2023 Meeting Minutes October 2023 Budget vs Actual

Truck Purchase

Julie Townsend

Container Garden Pilot Purchase

Credit Card Processing Update

Security Update

LDDA 2024 officers

Old Business

Squeeze Update

Julie Townsend

AUDIENCE

Michael 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, August 17, 2023 8:00 AM - City Commission Conference Room

BOARD/STAFF PRESENT: Michael Kincart; Donna DeStefano; Jeff Donalson; Mike Musick; Julie Townsend, staff
BOARD ABSENT: Grant Miller; Bretta Christakos; Eric Belvin;
GUESTS: Landon Beck; Valerie Ferrell; Karen Thompson; Sarah Walsh

CALL TO ORDER: 8:07 a.m.

CONSENT AGENDA: Mike Musick moved to approve the consent agenda items. Donna DeStefano seconded the motion. Motion approved 4-0.

New Business

Julie Townsend reviewed with the board the FY 2024 Budget Detail. The budget detail document is attached to the minutes to be filed for audit. After board discussion the board requested a change in the staff increase percentage from 2% as proposed by the Executive Director to 3%. The LDDA board of directors will approve the budget detail as part of the FY 2024 budget at the final budget hearing on September 21, 2023.

Old Business

Julie Townsend provided the Board with an update on The Squeeze lunch shuttle service. The Squeeze service provided by Citrus Connection is funded in the FY 2024 budget and will be approved on September 21, 2023 at the public hearing.

Julie Townsend updated the board on Farmers Market potties. Julie had previously proposed that LDDA consider purchasing a truck and perhaps a restroom trailer for LDDA events. After much investigation, Julie shared that LDDA owning a restroom trailer is not financially or logistically feasible. Board members want Julie to still pursue purchasing a truck for LDDA use. Board members also asked Julie to pursue adding additional container gardens to Downtown streets.

.With no more business, the meeting was adjourned at 9:15am

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, September 12, 2023, at 5:01pm in the city hall city commission conference room.

Michael Kincart, Chair

Date

Julie Townsend, Executive Director

Date

MINUTES : LDDA BOARD OF DIRECTORS MEETING

Thursday, October 19, 2023 8:00 AM

City Commission Conference Room

BOARD/STAFF PRESENT: Michael Kincart; Donna DeStefano; Jeff Donalson; Mike Musick; Julie Townsend, staff

BOARD ABSENT: Landon Beck

GUESTS: Karen Thompson

CALL TO ORDER: 8:05 a.m.

New Business

Lance Schmidt with Clifton Larson Allen (CLA), LDDA Auditor, presented the FY2022 Annual LDDA Audit. Audit draft and audit presentation are filed electronically in the Oct 2023 Board Documents folder.

CONSENT AGENDA: Mike Musick moved to approve the consent agenda items. Eric Belvin seconded the motion. Motion approved 5-0. *(Jeff Donalson had not yet arrived.)*

New Business Continued:

Julie Townsend presented the LDDA Board with a detailed breakdown of FY 2023 year-end budget adjustments as presented in the board agenda packet. Eric Belvin moved to approve the FY 2023 budget adjustments. Bretta Christakos seconded the motion. Motion passed 6-0.

Julie Townsend introduced Anthony (Tony) Davila, LDDA's new Clean & Safe Manager. Tony presented the LDDA board with a proposal for security cameras for public spaces Downtown. Funds were budgeted for additional security measure, but exact figures were not yet known at the time of budget approval. The board would like to continue to pursue the cameras.

(Mike Musick left the meeting.)

Old Business

Julie Townsend provided the Board with an update on the cost to lease or purchase a truck for LDDA use. The board had previously considered a lease, but the lease is not as cost affective as a purchase. Julie also presented the board with options to rent a truck on the days that a truck is needed. The board would like to continue to pursue the purchase of a truck.

Julie Townsend provided the Board with an updated cost on The Squeeze lunch shuttle service as provided in the board agenda packet. The cost for service will be \$36,952.00. Eric Belvin moved to approve the service. Bretta Christakos seconded the motion. Motion passed 5-0.

Julie Townsend presented the LDDA Board with a proposal to increase the container gardens along Downtown streets. The proposal included an upgrade of all existing pots to self-watering pots. This will reduce the number of required watering days allowing for more flowering plants. Currently LDDA has 55 pots. The proposal would increase the pots to about 120. The existing contractor, Clements Lawn Care, would continue to maintain the watering service. LDDA will purchase the plants from Farmers Curb Market vendors as they are phased in. A small number of self-watering posts could be purchased as a pilot.

With no more business, the meeting was adjourned at 9:55am.

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The next LDDA Board of Directors meeting will be on Thursday, November 16, 2023, at 8am in the city hall city commission conference room.

Michael Kincart, Chair

Date

Julie Townsend, Executive Director

Date

LAKELAND DOWNTOWN DEVELOPMENT AUTHORITY

Budget vs. Actuals FY2024 Budget

October 2023 - September 2024

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
Income				
6000 Primary Income				
6100 Tax Receipts	3,086.80	692,752.00	-689,665.20	0.45 %
Total 6000 Primary Income	3,086.80	692,752.00	-689,665.20	0.45 %
6200 Program & Other Income				
6150 Misc Marketing Income	10,937.50	45,000.00	-34,062.50	24.31 %
6155 Banner Income		3,000.00	-3,000.00	
6300 Investment Income (Money Mkt.)	5,273.11	30,000.00	-24,726.89	17.58 %
6450.18 FAB Grant	2,332.00	10,000.00	-7,668.00	23.32 %
6450.19 EBT Electronic Transfer	2,630.00	10,000.00	-7,370.00	26.30 %
Total 6200 Program & Other Income	21,172.61	98,000.00	-76,827.39	21.60 %
6450 Income-Farmers Curb Market				
6450.11 Shared Marketing Costs	23,256.25	135,000.00	-111,743.75	17.23 %
6450.13 Fundraiser/Sales Gross	132.50	1,000.00	-867.50	13.25 %
6450.14 Merchandise Sales Tax	9.59	200.00	-190.41	4.80 %
6450.15 Special Event Income-DFCM	165.00	2,000.00	-1,835.00	8.25 %
Total 6450 Income-Farmers Curb Market	23,563.34	138,200.00	-114,636.66	17.05 %
6460 Event Income - FF				
6460.10 First Friday Shared Event Costs	19,911.14	90,000.00	-70,088.86	22.12 %
6460.20 First Friday Sponsorships	2,500.00	6,000.00	-3,500.00	41.67 %
6460.40 Other sponsorships - FF		500.00	-500.00	
Total 6460 Event Income - FF	22,411.14	96,500.00	-74,088.86	23.22 %
Total Income	\$70,233.89	\$1,025,452.00	\$ -955,218.11	6.85 %
GROSS PROFIT	\$70,233.89	\$1,025,452.00	\$ -955,218.11	6.85 %
Expenses				
7000 Event Expenses - FF				
7040 Event Insurance		2,000.00	-2,000.00	
7050 Contract event staff	2,763.01	18,000.00	-15,236.99	15.35 %
7060 Workers Comp Ins (contract event)	480.00	2,000.00	-1,520.00	24.00 %
7065 Event Square Fees	464.33	5,000.00	-4,535.67	9.29 %
7070 Entertainment	302.00	7,500.00	-7,198.00	4.03 %
7080 FF Graphics & Printing		3,500.00	-3,500.00	
7090 Event Sanitation	570.00	6,000.00	-5,430.00	9.50 %
7095 Sponsorships Mktg		6,500.00	-6,500.00	
7100 City of Lakeland Fees - FF	594.00	19,000.00	-18,406.00	3.13 %
8010.15 Marketing Coordinator	1,500.00	18,000.00	-16,500.00	8.33 %
8010.17 Salaries Event Admin	976.64	9,000.00	-8,023.36	10.85 %
Total 7000 Event Expenses - FF	7,649.98	96,500.00	-88,850.02	7.93 %
8000 Administration & Salaries				
8010 Salaries & Payroll Expenses				
8010.11 Executive Director Salary	16,053.40	91,105.00	-75,051.60	17.62 %
8010.12 LDDA Admn (pka Coordinator)	1,459.24	12,733.00	-11,273.76	11.46 %

LAKELAND DOWNTOWN DEVELOPMENT AUTHORITY

Budget vs. Actuals FY2024 Budget

October 2023 - September 2024

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
8010.13 Payroll Taxes	2,444.40	18,500.00	-16,055.60	13.21 %
8010.19 Other Staff	1,287.13	68,200.00	-66,912.87	1.89 %
8010.20 Other Benefits	375.00	6,000.00	-5,625.00	6.25 %
8011 Marketing Intern		20,000.00	-20,000.00	
8012 Marketing Staff	2,095.73	14,289.00	-12,193.27	14.67 %
8040 Retirement Expense	345.00	6,100.00	-5,755.00	5.66 %
8510 Workers Comp	518.00	5,500.00	-4,982.00	9.42 %
Total 8010 Salaries & Payroll Expenses	24,577.90	242,427.00	-217,849.10	10.14 %
8100 General Administration				
8200 Lease	1,757.00	30,000.00	-28,243.00	5.86 %
8210 Utilities	366.61	4,000.00	-3,633.39	9.17 %
8250 Postage and Delivery		250.00	-250.00	
8350 Telephone	321.97	3,600.00	-3,278.03	8.94 %
8360 Computer Services	588.44	4,000.00	-3,411.56	14.71 %
8370 Supplies	258.19	3,000.00	-2,741.81	8.61 %
8400 Travel, Meals, Meetings	63.85	4,000.00	-3,936.15	1.60 %
8500 Insurance - Liability		1,000.00	-1,000.00	
8700 Printing and Reproduction		500.00	-500.00	
8750 Legal Advertising		3,000.00	-3,000.00	
8760 Miscellaneous	353.91	19,925.00	-19,571.09	1.78 %
8800 Audit & Reporting	9,450.00	20,000.00	-10,550.00	47.25 %
8850 Accounting		1,200.00	-1,200.00	
8980 Property Appraiser	2,252.00	9,000.00	-6,748.00	25.02 %
9000 Tax Collector		15,000.00	-15,000.00	
9050 Memberships & Subscriptions	2,875.00	5,000.00	-2,125.00	57.50 %
9055 TIF Payments		4,850.00	-4,850.00	
Total 8100 General Administration	18,286.97	128,325.00	-110,038.03	14.25 %
8920 Marketing & Development				
8920.15 Downtown Marketing	5,725.00	85,000.00	-79,275.00	6.74 %
8920.16 Development Grants & Incentives		50,000.00	-50,000.00	
8920.21 LDDA web site		2,000.00	-2,000.00	
9410 Maintenance & Security	5,101.53	200,000.00	-194,898.47	2.55 %
9750 Containers & Beautification	1,922.93	15,000.00	-13,077.07	12.82 %
Total 8920 Marketing & Development	12,749.46	352,000.00	-339,250.54	3.62 %
Total 8000 Administration & Salaries	55,614.33	722,752.00	-667,137.67	7.69 %
8761 Program & Other Expense				
8765 Banner Installation		3,000.00	-3,000.00	
8920.18 Other Event Costs	9,357.25	45,000.00	-35,642.75	20.79 %
9745.18 EBT Payout	2,482.00	10,000.00	-7,518.00	24.82 %
9745.19 FAB payout	2,672.00	10,000.00	-7,328.00	26.72 %
Total 8761 Program & Other Expense	14,511.25	68,000.00	-53,488.75	21.34 %
9745 Expense-Farmers Curb Market				

LAKELAND DOWNTOWN DEVELOPMENT AUTHORITY

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October 2023 - September 2024

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
8010.14 Salaries DFCM Manager	1,190.75	25,000.00	-23,809.25	4.76 %
8010.16 Salaries DFCM Admin	2,407.23	20,000.00	-17,592.77	12.04 %
9745.10 Management Contracts	689.12	19,700.00	-19,010.88	3.50 %
9745.11 Operating Expenses	225.00	3,500.00	-3,275.00	6.43 %
9745.12 Workers Comp (DFCM)	631.00	2,200.00	-1,569.00	28.68 %
9745.13 Music/Entertainment	2,250.00	16,800.00	-14,550.00	13.39 %
9745.16 Square Fees	884.18	4,000.00	-3,115.82	22.10 %
9745.20 EFUNDS Fees		600.00	-600.00	
9745.21 DFCM marketing	2,704.00	26,150.00	-23,446.00	10.34 %
9745.22 Special Event Expenses	1,676.00	5,000.00	-3,324.00	33.52 %
9745.23 DFCM SNAP Expenses	885.95	1,500.00	-614.05	59.06 %
9745.24 Sales Tax	14.42	200.00	-185.58	7.21 %
9745.25 SNAP Booth Admin	796.01	6,500.00	-5,703.99	12.25 %
9745.26 Other Miscellaneous Service Cost	1,215.00	7,050.00	-5,835.00	17.23 %
Total 9745 Expense-Farmers Curb Market	15,568.66	138,200.00	-122,631.34	11.27 %
Total Expenses	\$93,344.22	\$1,025,452.00	\$ -932,107.78	9.10 %
NET OPERATING INCOME	\$ -23,110.33	\$0.00	\$ -23,110.33	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		678,936.00	-678,936.00	
6950.10 Surplus Grant & Incentives		160,081.00	-160,081.00	
6950.20 Surplus Maintenance & Security		124,980.00	-124,980.00	
6950.30 Surplus Marketing		56,993.00	-56,993.00	
6950.40 Surplus Farmers Market (SMC)		94,154.00	-94,154.00	
6950.65 Surplus Valet		34,405.00	-34,405.00	
6950.66 Surplus First Friday		43,466.00	-43,466.00	
Total 6950 Unappropriated Surplus Funds		1,193,015.00	-1,193,015.00	
Total Other Income	\$0.00	\$1,251,015.00	\$ -1,251,015.00	0.00%
NET OTHER INCOME	\$0.00	\$1,251,015.00	\$ -1,251,015.00	0.00 %
NET INCOME	\$ -23,110.33	\$1,251,015.00	\$ -1,274,125.33	-1.85 %