

LDDA BOARD OF DIRECTORS MEETING AGENDA
Thursday, January 25, 2024 • 8:00am
City Commission Conference Room (3rd floor)

CALL TO ORDER

Swear in Board Members Landon Beck/Eric Belvin

Donna Destefano
Kelly Koos

New Business

Sign Design Application - Dog Park

Pam Page, PR&CA

November 2023 Meeting Minutes

Donna Destefano

Monthly Financials

Julie Townsend

LDDA Goals Review

Julie Townsend

Security Cameras Project

Tony Davila

Truck Signage

Tony Davila

Web site Update

Julie Townsend

Legislative Update

Julie Townsend

CRA Report

Valerie Ferrell

LDDA Grant review/Proposal

Julie Townsend

Old Business

Squeeze Update

Julie Townsend

Container Garden Update

Julie Townsend

AUDIENCE

Donna Destefano

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, November 16, 2023 8:00 AM

City Commission Conference Room

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

BOARD ABSENT: Mike Musick

GUESTS: Karen Thompson, Valerie Ferrell

CALL TO ORDER: 8:04 a.m.

New Business:

CONSENT AGENDA: Eric Belvin moved to approve the consent agenda items with a correction to the October minutes – *Bretta Christakos and Eric Belvin added to the of Board Members present.* Donna DeStefano seconded the motion. Motion approved 5-0. (*Michael Kincart had not yet arrived.*)

Julie Townsend presented available vehicles for purchase. Board members discussed features and benefits desired for the LDDA vehicle. Julie is researching a fleet vehicle from Bartow Ford and establishing a government account. After discussion, Bretta Christakos moved to authorize Julie Townsend to purchase a truck for a base price of under \$35,000. Eric Belvin seconded the motion. Motion passed 6-0.

Julie Townsend provided the Board with quotes and photos for commercial grade self-watering plant containers with similar size and features. After board review and discussion Donna DeStefano moved to authorize Julie Townsend to purchase 20 containers from Earth Planters for \$12,738.00 and installation and plant materials for \$4,000 for a total of \$16,738 for the self-watering container pilot project. Bretta Christakos seconded the motion. Motion passed 5-1, with Eric Belvin voting against.

Julie Townsend provided the Board with an update on her investigation of credit card processing companies. So far, there are none that are standing out as far superior in price or service than what LDDA currently has, but staff will continue to investigate.

Julie Townsend presented the LDDA Board with a proposal to enhance security in Downtown through the installation of cameras. As previously presented, staff will identify locations that provide the widest coverage areas and work with property owners and businesses to give access for camera installation and internet access. Once staff has agreements with property owners and businesses, we can come back to the LDDA Board with a cost to implement. The camera of choice is used by other government entities throughout the state, so there is an opportunity to use the pre-approved government pricing.

Julie Townsend presented the slate of officers for the LDDA 2024 year as Donna DeStefano as Chair, Michael Kincart as Vice-Chair, Bretta Christakos as Treasurer.

Old Business

Julie presented the final budget and program details for the Lunch Squeeze service. After discussion, Michael Kincart proposed that we expand the service to all weekdays and not restrict the service to Wednesday through Friday as previously proposed and approved. Eric Belvin moved to expand the service to Monday through Friday, 11a-2p (customer hours). Donna DeStefano seconded the motion. Motion passed 6-0. A final budget and ridership numbers will be provided at the next meeting.

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, December 21, 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	597,425.44	692,752.00	-95,326.56	86.24 %
Total 6000 Primary Income	597,425.44	692,752.00	-95,326.56	86.24 %
6200 Program & Other Income				
6150 Misc Marketing Income	27,590.00	45,000.00	-17,410.00	61.31 %
6155 Banner Income		3,000.00	-3,000.00	
6300 Investment Income (Money Mkt.)	14,983.01	30,000.00	-15,016.99	49.94 %
6450.18 FAB Grant	5,061.00	10,000.00	-4,939.00	50.61 %
6450.19 EBT Electronic Transfer	5,514.00	10,000.00	-4,486.00	55.14 %
Total 6200 Program & Other Income	53,148.01	98,000.00	-44,851.99	54.23 %
6450 Income-Farmers Curb Market				
6450.11 Shared Marketing Costs	52,726.25	135,000.00	-82,273.75	39.06 %
6450.13 Fundraiser/Sales Gross	255.50	1,000.00	-744.50	25.55 %
6450.14 Merchandise Sales Tax	17.81	200.00	-182.19	8.91 %
6450.15 Special Event Income-DFCM	1,115.00	2,000.00	-885.00	55.75 %
Total 6450 Income-Farmers Curb Market	54,114.56	138,200.00	-84,085.44	39.16 %
6460 Event Income - FF				
6460.10 First Friday Shared Event Costs	34,915.79	90,000.00	-55,084.21	38.80 %
6460.20 First Friday Sponsorships	4,000.00	6,000.00	-2,000.00	66.67 %
6460.40 Other sponsorships - FF		500.00	-500.00	
Total 6460 Event Income - FF	38,915.79	96,500.00	-57,584.21	40.33 %
Total Income	\$743,603.80	\$1,025,452.00	\$ -281,848.20	72.51 %
GROSS PROFIT	\$743,603.80	\$1,025,452.00	\$ -281,848.20	72.51 %
Expenses				
7000 Event Expenses - FF				
7040 Event Insurance		2,000.00	-2,000.00	
7050 Contract event staff	5,446.52	18,000.00	-12,553.48	30.26 %
7060 Workers Comp Ins (contract event)	968.61	2,000.00	-1,031.39	48.43 %
7065 Event Square Fees	1,727.60	5,000.00	-3,272.40	34.55 %
7070 Entertainment	2,497.00	7,500.00	-5,003.00	33.29 %
7080 FF Graphics & Printing	422.47	3,500.00	-3,077.53	12.07 %
7090 Event Sanitation	1,140.00	6,000.00	-4,860.00	19.00 %
7095 Sponsorships Mktg		6,500.00	-6,500.00	
7100 City of Lakeland Fees - FF	5,182.00	19,000.00	-13,818.00	27.27 %
8010.15 Marketing Coordinator	4,500.00	18,000.00	-13,500.00	25.00 %
8010.17 Salaries Event Admin	2,645.95	9,000.00	-6,354.05	29.40 %
Total 7000 Event Expenses - FF	24,530.15	96,500.00	-71,969.85	25.42 %
8000 Administration & Salaries				
8010 Salaries & Payroll Expenses				
8010.11 Executive Director Salary	39,773.26	91,105.00	-51,331.74	43.66 %
8010.12 LDDA Admn (pka Coordinator)	3,963.20	12,733.00	-8,769.80	31.13 %

LAKELAND DOWNTOWN DEVELOPMENT AUTHORITY

Budget vs. Actuals FY2024 Budget

October 2023 - September 2024

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
8010.13 Payroll Taxes	6,467.61	18,500.00	-12,032.39	34.96 %
8010.19 Other Staff	15,669.04	68,200.00	-52,530.96	22.98 %
8010.20 Other Benefits	1,000.00	6,000.00	-5,000.00	16.67 %
8011 Marketing Intern		20,000.00	-20,000.00	
8012 Marketing Staff	6,237.59	14,289.00	-8,051.41	43.65 %
8040 Retirement Expense	920.00	6,100.00	-5,180.00	15.08 %
8510 Workers Comp	570.57	5,500.00	-4,929.43	10.37 %
Total 8010 Salaries & Payroll Expenses	74,601.27	242,427.00	-167,825.73	30.77 %
8100 General Administration				
8200 Lease	5,577.00	30,000.00	-24,423.00	18.59 %
8210 Utilities	954.69	4,000.00	-3,045.31	23.87 %
8250 Postage and Delivery	141.71	250.00	-108.29	56.68 %
8350 Telephone	1,153.09	3,600.00	-2,446.91	32.03 %
8360 Computer Services	658.25	4,000.00	-3,341.75	16.46 %
8370 Supplies	505.03	3,000.00	-2,494.97	16.83 %
8400 Travel, Meals, Meetings	171.71	4,000.00	-3,828.29	4.29 %
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	821.36	19,925.00	-19,103.64	4.12 %
8800 Audit & Reporting	24,990.00	20,000.00	4,990.00	124.95 %
8850 Accounting	56.25	1,200.00	-1,143.75	4.69 %
8980 Property Appraiser	4,504.00	9,000.00	-4,496.00	50.04 %
9000 Tax Collector	12,888.55	15,000.00	-2,111.45	85.92 %
9050 Memberships & Subscriptions	3,665.00	5,000.00	-1,335.00	73.30 %
9055 TIF Payments	4,386.56	4,850.00	-463.44	90.44 %
Total 8100 General Administration	60,473.20	128,325.00	-67,851.80	47.13 %
8920 Marketing & Development				
8920.15 Downtown Marketing	8,359.20	85,000.00	-76,640.80	9.83 %
8920.16 Development Grants & Incentives		50,000.00	-50,000.00	
8920.21 LDDA web site	600.00	2,000.00	-1,400.00	30.00 %
9410 Maintenance & Security	42,735.40	200,000.00	-157,264.60	21.37 %
9750 Containers & Beautification	20,583.86	15,000.00	5,583.86	137.23 %
Total 8920 Marketing & Development	72,278.46	352,000.00	-279,721.54	20.53 %
Total 8000 Administration & Salaries	207,352.93	722,752.00	-515,399.07	28.69 %
8761 Program & Other Expense				
8765 Banner Installation		3,000.00	-3,000.00	
8920.18 Other Event Costs	27,752.32	45,000.00	-17,247.68	61.67 %
9745.18 EBT Payout	5,164.00	10,000.00	-4,836.00	51.64 %
9745.19 FAB payout	5,392.00	10,000.00	-4,608.00	53.92 %
Total 8761 Program & Other Expense	38,308.32	68,000.00	-29,691.68	56.34 %
9745 Expense-Farmers Curb Market				

LAKELAND DOWNTOWN DEVELOPMENT AUTHORITY

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	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
8010.14 Salaries DFCM Manager	3,572.25	25,000.00	-21,427.75	14.29 %
8010.16 Salaries DFCM Admin	6,557.57	20,000.00	-13,442.43	32.79 %
9745.10 Management Contracts	5,094.60	19,700.00	-14,605.40	25.86 %
9745.11 Operating Expenses	3,193.30	3,500.00	-306.70	91.24 %
9745.12 Workers Comp (DFCM)	2,096.82	2,200.00	-103.18	95.31 %
9745.13 Music/Entertainment	4,450.00	16,800.00	-12,350.00	26.49 %
9745.16 Square Fees	2,060.49	4,000.00	-1,939.51	51.51 %
9745.20 EFUNDS Fees	214.05	600.00	-385.95	35.68 %
9745.21 DFCM marketing	7,586.00	26,150.00	-18,564.00	29.01 %
9745.22 Special Event Expenses	1,743.84	5,000.00	-3,256.16	34.88 %
9745.23 DFCM SNAP Expenses	919.27	1,500.00	-580.73	61.28 %
9745.24 Sales Tax	30.66	200.00	-169.34	15.33 %
9745.25 SNAP Booth Admin	1,773.27	6,500.00	-4,726.73	27.28 %
9745.26 Other Miscellaneous Service Cost	2,928.25	7,050.00	-4,121.75	41.54 %
Total 9745 Expense-Farmers Curb Market	42,220.37	138,200.00	-95,979.63	30.55 %
Total Expenses	\$312,411.77	\$1,025,452.00	\$ -713,040.23	30.47 %
NET OPERATING INCOME	\$431,192.03	\$0.00	\$431,192.03	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	\$431,192.03	\$1,251,015.00	\$ -819,822.97	34.47 %