

LDDA BOARD OF DIRECTORS MEETING AGENDA
Thursday, August 15, 2024 • 8:00am
City Commission Conference Room (3rd floor)

CALL TO ORDER

Donna DeStefano

New Business

Approval of Meeting Minutes: July 2024	Donna DeStefano
Approval of Monthly Financials: July 2024	Donna DeStefano
Rec Room - CU Modification	Julie Townsend
Budget Review - FY2025	Julie Townsend
Policies Adoption -TABLE (more to add to the list)	Julie Townsend
Board Appointment	Julie Townsend
LDDA GOALS - Oct 1	Julie Townsend

Old Business

Curb Appeal Grant Update	Julie Townsend
Squeeze Update	Julie Townsend
Signage 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, July 18, 2024 8:00 AM
City Commission Conference Room

BOARD/STAFF PRESENT: Michael Kincart; Landon Beck; Jeff Donalson; Mike Musick; Bretta Christakos; Eric Belvin; Julie Townsend, staff; Tony Davila, staff

BOARD ABSENT: Donna DeStefano;

GUESTS: Phillip Scarce, CED; Karen Thompson, CRA

CALL TO ORDER: 8:06 a.m. by Bretta Christakos called the meeting to order. *(Michael Kincart had not yet arrived)*

New Business:

APPROVAL OF MINUTES & MONTHLY FINANCIALS: Eric Belvin moved to approve the June 2024 minutes and the June 2024 Financial Statements. Mike Musick seconded the motion. Motion passed 5-0.

REQUEST FOR APPROVAL: Julie introduced Phillip Scarce, Executive Planner with the City of Lakeland to discuss proposed changes to the Land Development Code regarding ground floor residential in the C6 and C& zones (the LDDA boundary). Currently, ground floor is not allowed. However, with a specific request for 214 Traders Alley pending, city planners are proposing that residential be allowed by right, but for approval from LDDA and the Planning and zoning board. Julie presented the 214 Traders Alley photo for reference. The LDDA board voted to approve of the residential project at the 214 Traders Alley location 5-0, with a motion from Eric Belvin seconded by Jeff Donalson. Future ground floor residential projects would be presented to the LDDA board for approval.

SECURITY UPDATE: Tony Davila provide an update on the Safety Ambassadors Program implementation. So far 12 shifts have been worked and 32 incidents have been document. All incidents are non-emergent and consist primarily of loitering, drinking on public or private property, property damage or unsecured property.

Michael Kincart arrived at the meeting.

MILLAGE RATE VOTE: Julie presented the board the rollback rate of 1.9519., but a recommendation to keep the current millage rate of 2.00. The tax receipts for FY25 marginally increased over FY24 from \$692,752 to \$702,236. After some board discussion, Jeff Donalson moved to advertise the 2.00 millage rate for the LDDA's FY2025 budget year. Eric Belvin seconded the motion. Motion passed 6-0.

FY BUDGET OVERVIEW: Julie reviewed the rough draft of the LDDA FY2025 annual budget which includes the funding for the new staff positions. The draft is assuming no change in millage. Julie provided a more detailed personnel breakdown and line by line detail of the budget. The board does not approve the budget until the September public hearing.

Old Business:

CURB APPEAL GRANT: Julie stated that one grant to Frescos has been paid out. All others are still pending completion of the sidewalk café projects. The board members discussed voting to recommend bars be allowed to have sidewalk cafes. After robust discussion, it was decided to research other cities and come back to the board with more information.

SQUEEZE UPDATE: Julie provide the board with the ridership data from Citrus Connection.

December 2023 - 453

January 2024 - 725

February - 556

March - 828

April - 1150

May - 1546

June - 1361

Up to July 10 - 487

WAYFINDING SIGNAGE UPDATE: Tony has request pricing for refurbishing from two other companies. Those quotes have not been received.

With no more business, the meeting was adjourned at 9:53am.

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 15, 2024, at 8am in the city hall city commission conference room.

Donna DeStefano, Chair

Date

Julie Townsend, Executive Director

Date

LAKELAND DOWNTOWN DEVELOPMENT AUTHORITY

PRIMARY FY2024 BvA

October 2023 - September 2024

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
Income				
6000 Primary Income				
6100 Tax Receipts	654,902.21	692,752.00	-37,849.79	94.54 %
Total 6000 Primary Income	654,902.21	692,752.00	-37,849.79	94.54 %
6200 Program & Other Income				
6150 Misc Marketing Income	44,389.15	45,000.00	-610.85	98.64 %
6155 Banner Income	2,520.00	3,000.00	-480.00	84.00 %
6300 Investment Income (Money Mkt.)	43,490.39	30,000.00	13,490.39	144.97 %
Total 6200 Program & Other Income	90,399.54	78,000.00	12,399.54	115.90 %
Total Income	\$745,301.75	\$770,752.00	\$ -25,450.25	96.70 %
GROSS PROFIT	\$745,301.75	\$770,752.00	\$ -25,450.25	96.70 %
Expenses				
8000 Administration & Salaries				
8010 Salaries & Payroll Expenses				
8010.11 Executive Director Salary	85,051.54	91,992.00	-6,940.46	92.46 %
8010.12 LDDA Admn (pka Coordinator)	11,251.97	12,733.00	-1,481.03	88.37 %
8010.13 Payroll Taxes	18,380.00	18,500.00	-120.00	99.35 %
8010.19 Other Staff	51,927.59	68,200.00	-16,272.41	76.14 %
8010.20 Other Benefits	2,625.00	6,000.00	-3,375.00	43.75 %
8011 Marketing Intern	6,412.30	20,000.00	-13,587.70	32.06 %
8012 Marketing Staff	20,820.90	14,289.00	6,531.90	145.71 %
8040 Retirement Expense	2,070.00	6,100.00	-4,030.00	33.93 %
8510 Workers Comp	1,123.35	5,500.00	-4,376.65	20.42 %
Total 8010 Salaries & Payroll Expenses	199,662.65	243,314.00	-43,651.35	82.06 %
8100 General Administration				
8200 Lease	19,055.00	30,000.00	-10,945.00	63.52 %
8210 Utilities	2,293.55	4,000.00	-1,706.45	57.34 %
8250 Postage and Delivery	296.21	250.00	46.21	118.48 %
8350 Telephone	2,799.77	3,600.00	-800.23	77.77 %
8360 Computer Services	4,305.27	4,000.00	305.27	107.63 %
8370 Supplies	1,988.81	3,000.00	-1,011.19	66.29 %
8400 Travel, Meals, Meetings	2,396.28	4,000.00	-1,603.72	59.91 %
8500 Insurance - Liability	1,000.00	1,000.00	0.00	100.00 %
8700 Printing and Reproduction	300.00	500.00	-200.00	60.00 %
8750 Legal Advertising		3,000.00	-3,000.00	
8760 Miscellaneous	8,728.99	19,925.00	-11,196.01	43.81 %
8800 Audit & Reporting	54,040.00	20,000.00	34,040.00	270.20 %
8850 Accounting	306.25	1,200.00	-893.75	25.52 %
8980 Property Appraiser	8,419.00	9,000.00	-581.00	93.54 %
9000 Tax Collector	14,076.42	15,000.00	-923.58	93.84 %
9050 Memberships & Subscriptions	5,175.66	5,000.00	175.66	103.51 %
9055 TIF Payments	4,386.56	4,850.00	-463.44	90.44 %

LAKELAND DOWNTOWN DEVELOPMENT AUTHORITY

PRIMARY FY2024 BvA

October 2023 - September 2024

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
Total 8100 General Administration	129,567.77	128,325.00	1,242.77	100.97 %
8920 Marketing & Development				
8920.15 Downtown Marketing	62,868.68	85,000.00	-22,131.32	73.96 %
8920.21 LDDA web site	600.00	2,000.00	-1,400.00	30.00 %
Total 8920 Marketing & Development	63,468.68	87,000.00	-23,531.32	72.95 %
Total 8000 Administration & Salaries	392,699.10	458,639.00	-65,939.90	85.62 %
8761 Program & Other Expense				
8765 Banner Installation	1,700.00	3,000.00	-1,300.00	56.67 %
8920.16 Development Grants & Incentives	1,840.40	50,000.00	-48,159.60	3.68 %
8920.18 Other Event Costs	45,000.00	45,000.00	0.00	100.00 %
9410 Maintenance & Security	186,479.76	200,000.00	-13,520.24	93.24 %
9750 Containers & Beautification	130,075.58	15,000.00	115,075.58	867.17 %
Total 8761 Program & Other Expense	365,095.74	313,000.00	52,095.74	116.64 %
Total Expenses	\$757,794.84	\$771,639.00	\$ -13,844.16	98.21 %
NET OPERATING INCOME	\$ -12,493.09	\$ -887.00	\$ -11,606.09	1,408.47 %
Other Income				
6940 Restricted Accounts				
6310 Interest Income - Streetscape	4,968.51		4,968.51	
6950.50 Restricted AOP Funds		58,000.00	-58,000.00	
Total 6940 Restricted Accounts	4,968.51	58,000.00	-53,031.49	8.57 %
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	\$4,968.51	\$1,251,015.00	\$ -1,246,046.49	0.40 %
NET OTHER INCOME	\$4,968.51	\$1,251,015.00	\$ -1,246,046.49	0.40 %
NET INCOME	\$ -7,524.58	\$1,250,128.00	\$ -1,257,652.58	-0.60 %

LAKELAND DOWNTOWN DEVELOPMENT AUTHORITY

DFCM FY24 BvA

October 2023 - September 2024

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
Income				
6450 Income-Farmers Curb Market				
6450.11 Shared Marketing Costs	144,424.25	135,000.00	9,424.25	106.98 %
6450.13 Fundraiser/Sales Gross	1,159.00	1,000.00	159.00	115.90 %
6450.14 Merchandise Sales Tax	81.01	200.00	-118.99	40.51 %
6450.15 Special Event Income-DFCM	4,210.00	2,000.00	2,210.00	210.50 %
Total 6450 Income-Farmers Curb Market	149,874.26	138,200.00	11,674.26	108.45 %
Total Income	\$149,874.26	\$138,200.00	\$11,674.26	108.45 %
GROSS PROFIT	\$149,874.26	\$138,200.00	\$11,674.26	108.45 %
Expenses				
9745 Expense-Farmers Curb Market				
8010.14 Salaries DFCM Manager	11,907.50	25,000.00	-13,092.50	47.63 %
8010.16 Salaries DFCM Admin	17,204.66	20,000.00	-2,795.34	86.02 %
9745.10 Management Contracts	15,222.36	19,700.00	-4,477.64	77.27 %
9745.11 Operating Expenses	2,879.33	3,500.00	-620.67	82.27 %
9745.12 Workers Comp (DFCM)	3,210.70	2,200.00	1,010.70	145.94 %
9745.13 Music/Entertainment	12,950.00	16,800.00	-3,850.00	77.08 %
9745.16 Square Fees	5,668.55	4,000.00	1,668.55	141.71 %
9745.20 EFUNDS Fees	491.70	600.00	-108.30	81.95 %
9745.21 DFCM marketing	18,633.67	26,150.00	-7,516.33	71.26 %
9745.22 Special Event Expenses	2,709.84	5,000.00	-2,290.16	54.20 %
9745.23 DFCM SNAP Expenses	919.27	1,500.00	-580.73	61.28 %
9745.24 Sales Tax	88.56	200.00	-111.44	44.28 %
9745.25 SNAP Booth Admin	5,458.67	6,500.00	-1,041.33	83.98 %
9745.26 Other Miscellaneous Service Cost	11,048.64	7,050.00	3,998.64	156.72 %
Total 9745 Expense-Farmers Curb Market	108,393.45	138,200.00	-29,806.55	78.43 %
Total Expenses	\$108,393.45	\$138,200.00	\$ -29,806.55	78.43 %
NET OPERATING INCOME	\$41,480.81	\$0.00	\$41,480.81	0.00%
NET INCOME	\$41,480.81	\$0.00	\$41,480.81	0.00%

LAKELAND DOWNTOWN DEVELOPMENT AUTHORITY

FF FY24 BvA

October 2023 - September 2024

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
Income				
6200 Program & Other Income				
6460.40 Other sponsorships		500.00	-500.00	
Total 6200 Program & Other Income		500.00	-500.00	
6460 Event Income - FF				
6460.10 First Friday Shared Event Costs	72,789.96	90,000.00	-17,210.04	80.88 %
6460.20 First Friday Sponsorships	4,000.00	6,000.00	-2,000.00	66.67 %
Total 6460 Event Income - FF	76,789.96	96,000.00	-19,210.04	79.99 %
Total Income	\$76,789.96	\$96,500.00	\$ -19,710.04	79.58 %
GROSS PROFIT	\$76,789.96	\$96,500.00	\$ -19,710.04	79.58 %
Expenses				
7000 Event Expenses - FF				
7040 Event Insurance - FF	-606.80	2,000.00	-2,606.80	-30.34 %
7050 Contract event staff	15,314.57	18,000.00	-2,685.43	85.08 %
7060 Workers Comp Ins - FF	2,659.95	2,000.00	659.95	133.00 %
7065 Event Square Fees	4,110.62	5,000.00	-889.38	82.21 %
7070 Entertainment	6,484.50	7,500.00	-1,015.50	86.46 %
7080 FF Graphics & Printing	2,733.32	3,500.00	-766.68	78.09 %
7090 Event Sanitation	5,700.00	6,000.00	-300.00	95.00 %
7100 City of Lakeland Fees - FF	13,512.00	19,000.00	-5,488.00	71.12 %
8010.15 Marketing Coordinator	15,000.00	18,000.00	-3,000.00	83.33 %
8010.17 Salaries Event Admin	7,201.45	9,000.00	-1,798.55	80.02 %
Total 7000 Event Expenses - FF	72,109.61	90,000.00	-17,890.39	80.12 %
8000 Administration & Salaries				
8920 Marketing & Development				
7095 Sponsorships Mktg	1,303.34	6,500.00	-5,196.66	20.05 %
Total 8920 Marketing & Development	1,303.34	6,500.00	-5,196.66	20.05 %
Total 8000 Administration & Salaries	1,303.34	6,500.00	-5,196.66	20.05 %
Total Expenses	\$73,412.95	\$96,500.00	\$ -23,087.05	76.08 %
NET OPERATING INCOME	\$3,377.01	\$0.00	\$3,377.01	0.00%
NET INCOME	\$3,377.01	\$0.00	\$3,377.01	0.00%

Rec Room
202 N. Massachusetts Ave
Lakeland FL 33801

Conditional Use Modification:

What is the current square footage of Rec Room?

Rec Sq footage ~4k

What is the current occupancy load allowed?

. Occupancy 250 rec and 200 Bside

What are the current hours of operation?

Rec hours Mon-Fri 4pm-2am Sat & Sun 11am-2am

What is the square footage of the additional space?

Bside Sq footage ~3k

What is the primary use for the additional space? Please describe in detail the various kinds of uses - days of the week, hours - you plan to utilize the space.

We are planning to add more games to the BSide of Rec Room. We will want to be able to rent out that side of the business for private parties.

Additional space (Bside) will primarily be used for booked events and overflow on busier nights Examples would be:

Overflow for private parties from our restaurants (Cob & Pen, Good Thyme, Maritime)

Wedding receptions

Large birthdays, graduations, anniversaries, engagements etc

Corporate events/parties

Live music

Improv/theatrical shows

Local vendor festivals

Submitted By: Corey Ripley, Conn O'Leary