

LDDA BOARD OF DIRECTORS MEETING AGENDA  
Thursday, November 21, 2024 • 8:00am  
City Commission Conference Room (3rd floor)

**CALL TO ORDER**

Donna DeStefano

**New Business**

Citrus Connection - Bike Share presentation

Approval of Meeting Minutes: Aug 2024; Sept 5, 2024; Sept 12, 2024

Donna DeStefano

Approval of Monthly Financials: October 2024

Donna DeStefano

End of Year Budget Review

Julie Townsend

Board of Directors Slate of Officers

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.**

# LAKELAND DOWNTOWN DEVELOPMENT AUTHORITY

## Budget vs. Actuals: Budget\_FY25\_P&L - FY25 P&L

October 2024 - September 2025

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
<b>Income</b>				
6000 Primary Income				
6100 Tax Receipts	3,416.20	688,598.00	-685,181.80	0.50 %
<b>Total 6000 Primary Income</b>	<b>3,416.20</b>	<b>688,598.00</b>	<b>-685,181.80</b>	<b>0.50 %</b>
6200 Program & Other Income				
6150 Misc Marketing Income	2,835.00	3,000.00	-165.00	94.50 %
6151 Friday Night Live		1,000.00	-1,000.00	
6152 Night Markets	11,470.00	15,000.00	-3,530.00	76.47 %
6153 Tasty Tuesday	1,045.00	30,000.00	-28,955.00	3.48 %
6154 Downtown Champions		6,000.00	-6,000.00	
6155 Banner Income		3,000.00	-3,000.00	
6300 Investment Income (Money Mkt.)	4,451.83	25,000.00	-20,548.17	17.81 %
6450.18 FAB Grant	1,360.00	10,000.00	-8,640.00	13.60 %
6450.19 EBT Electronic Transfer	5,227.00	10,000.00	-4,773.00	52.27 %
6460.40 Other sponsorships		500.00	-500.00	
6460.50 Other event sponsorships		2,500.00	-2,500.00	
<b>Total 6200 Program &amp; Other Income</b>	<b>26,388.83</b>	<b>106,000.00</b>	<b>-79,611.17</b>	<b>24.90 %</b>
6450 Income-Farmers Curb Market				
6450.11 Shared Marketing Costs	28,364.00	146,000.00	-117,636.00	19.43 %
6450.13 Fundraiser/Sales Gross	210.00	1,000.00	-790.00	21.00 %
6450.14 Merchandise Sales Tax	14.70		14.70	
6450.15 Special Event Income-DFCM	2,505.00	3,000.00	-495.00	83.50 %
<b>Total 6450 Income-Farmers Curb Market</b>	<b>31,093.70</b>	<b>150,000.00</b>	<b>-118,906.30</b>	<b>20.73 %</b>
6460 Event Income - FF				
6460.10 First Friday Shared Event Costs	14,820.40	95,500.00	-80,679.60	15.52 %
<b>Total 6460 Event Income - FF</b>	<b>14,820.40</b>	<b>95,500.00</b>	<b>-80,679.60</b>	<b>15.52 %</b>
<b>Total Income</b>	<b>\$75,719.13</b>	<b>\$1,040,098.00</b>	<b>\$ -964,378.87</b>	<b>7.28 %</b>
<b>GROSS PROFIT</b>	<b>\$75,719.13</b>	<b>\$1,040,098.00</b>	<b>\$ -964,378.87</b>	<b>7.28 %</b>
<b>Expenses</b>				
7000 Event Expenses - FF				
7040 Event Insurance - FF	1,300.00	1,500.00	-200.00	86.67 %
7050 Contract event staff	3,353.42	22,000.00	-18,646.58	15.24 %
7060 Workers Comp Ins - FF		3,000.00	-3,000.00	
7065 Event Square Fees	566.91	4,500.00	-3,933.09	12.60 %
7070 Entertainment	311.00	7,500.00	-7,189.00	4.15 %
7080 FF Graphics & Printing	-7.11	4,500.00	-4,507.11	-0.16 %
7090 Event Sanitation	855.00	3,500.00	-2,645.00	24.43 %
7100 City of Lakeland Fees - FF	3,118.00	20,000.00	-16,882.00	15.59 %
8010.15 Marketing Coordinator	1,530.37	20,000.00	-18,469.63	7.65 %
8010.17 Salaries Event Admin	1,306.19	9,000.00	-7,693.81	14.51 %
<b>Total 7000 Event Expenses - FF</b>	<b>12,333.78</b>	<b>95,500.00</b>	<b>-83,166.22</b>	<b>12.91 %</b>
8000 Administration & Salaries				

# LAKELAND DOWNTOWN DEVELOPMENT AUTHORITY

## Budget vs. Actuals: Budget\_FY25\_P&L - FY25 P&L

October 2024 - September 2025

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
<b>8010 Salaries &amp; Payroll Expenses</b>				
8010.11 Executive Director Salary	20,646.18	94,757.00	-74,110.82	21.79 %
8010.12 LDDA Admn (pka Coordinator)	1,959.17	13,233.00	-11,273.83	14.81 %
8010.13 Payroll Taxes	4,425.22	33,100.00	-28,674.78	13.37 %
8010.19 Other Staff	6,147.71	47,440.00	-41,292.29	12.96 %
8010.20 Other Benefits	250.00	6,000.00	-5,750.00	4.17 %
8011 Marketing Intern	8,018.51		8,018.51	
8012 Marketing Staff	1,890.46	25,000.00	-23,109.54	7.56 %
8040 Retirement Expense		6,500.00	-6,500.00	
8510 Workers Comp		6,500.00	-6,500.00	
<b>Total 8010 Salaries &amp; Payroll Expenses</b>	<b>43,337.25</b>	<b>232,530.00</b>	<b>-189,192.75</b>	<b>18.64 %</b>
<b>8100 General Administration</b>				
8200 Lease	3,809.00	25,000.00	-21,191.00	15.24 %
8210 Utilities	460.62	2,800.00	-2,339.38	16.45 %
8350 Telephone	531.08	4,500.00	-3,968.92	11.80 %
8360 Computer Services	904.47	8,500.00	-7,595.53	10.64 %
8370 Supplies	282.76	4,000.00	-3,717.24	7.07 %
8400 Travel, Meals, Meetings	224.75	2,000.00	-1,775.25	11.24 %
8500 Insurance - Liability	1,000.00	1,000.00	0.00	100.00 %
8750 Legal Advertising	1,297.75	2,500.00	-1,202.25	51.91 %
8760 Miscellaneous	819.38	11,708.00	-10,888.62	7.00 %
8800 Audit & Reporting		23,000.00	-23,000.00	
8850 Accounting		1,500.00	-1,500.00	
8980 Property Appraiser	2,538.00	9,000.00	-6,462.00	28.20 %
9000 Tax Collector		15,000.00	-15,000.00	
9050 Memberships & Subscriptions	3,131.99	4,500.00	-1,368.01	69.60 %
9055 TIF Payments		4,500.00	-4,500.00	
9751 Squeeze/Valet Parking		58,000.00	-58,000.00	
9752 Fleet	379.06	10,500.00	-10,120.94	3.61 %
<b>Total 8100 General Administration</b>	<b>15,378.86</b>	<b>188,008.00</b>	<b>-172,629.14</b>	<b>8.18 %</b>
<b>8920 Marketing &amp; Development</b>				
7095 Sponsorships Mktg		6,500.00	-6,500.00	
8920.15 Downtown Marketing	1,849.62	68,220.00	-66,370.38	2.71 %
8920.21 LDDA web site	300.00		300.00	
<b>Total 8920 Marketing &amp; Development</b>	<b>2,149.62</b>	<b>74,720.00</b>	<b>-72,570.38</b>	<b>2.88 %</b>
<b>Total 8000 Administration &amp; Salaries</b>	<b>60,865.73</b>	<b>495,258.00</b>	<b>-434,392.27</b>	<b>12.29 %</b>
<b>8761 Program &amp; Other Expense</b>				
7500 Repairs & Maintenance		5,000.00	-5,000.00	
8765 Banner Installation	250.00	3,000.00	-2,750.00	8.33 %
8920.16 Development Grants & Incentives		50,000.00	-50,000.00	
8920.18 Other Event Costs	21.38		21.38	
8920.22 Friday Night Live		6,000.00	-6,000.00	
8920.23 Night Markets	5,942.02	15,000.00	-9,057.98	39.61 %

# LAKELAND DOWNTOWN DEVELOPMENT AUTHORITY

## Budget vs. Actuals: Budget\_FY25\_P&L - FY25 P&L

October 2024 - September 2025

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
8920.24 Tasty Tuesday	1,342.06	40,340.00	-38,997.94	3.33 %
9410 Maintenance & Security	6,444.10	145,000.00	-138,555.90	4.44 %
9745.18 EBT Payout	4,308.00	10,000.00	-5,692.00	43.08 %
9745.19 FAB payout	3,131.00	10,000.00	-6,869.00	31.31 %
9750 Containers & Beautification	1,641.47	15,000.00	-13,358.53	10.94 %
<b>Total 8761 Program &amp; Other Expense</b>	<b>23,080.03</b>	<b>299,340.00</b>	<b>-276,259.97</b>	<b>7.71 %</b>
9745 Expense-Farmers Curb Market				
8010.14 Salaries DFCM Manager	1,080.26	20,000.00	-18,919.74	5.40 %
8010.16 Salaries DFCM Admin	3,265.59	37,000.00	-33,734.41	8.83 %
9745.10 Management Contracts	5,245.10	13,000.00	-7,754.90	40.35 %
9745.11 Operating Expenses	3,920.63	3,500.00	420.63	112.02 %
9745.12 Workers Comp (DFCM)		3,000.00	-3,000.00	
9745.13 Music/Entertainment	1,050.00	16,800.00	-15,750.00	6.25 %
9745.16 Square Fees	1,108.52	6,000.00	-4,891.48	18.48 %
9745.20 EFUNDS Fees	54.75	600.00	-545.25	9.13 %
9745.21 DFCM marketing	1,715.50	20,900.00	-19,184.50	8.21 %
9745.22 Special Event Expenses		4,000.00	-4,000.00	
9745.23 DFCM SNAP Expenses	24.53	1,500.00	-1,475.47	1.64 %
9745.24 Sales Tax	14.98	200.00	-185.02	7.49 %
9745.25 SNAP Booth Admin	120.00	7,500.00	-7,380.00	1.60 %
9745.26 Other Miscellaneous Service Cost	1,642.26	16,000.00	-14,357.74	10.26 %
<b>Total 9745 Expense-Farmers Curb Market</b>	<b>19,242.12</b>	<b>150,000.00</b>	<b>-130,757.88</b>	<b>12.83 %</b>
Reimbursements				
Reimbursement for 40	0.00		0.00	
<b>Total Reimbursements</b>	<b>0.00</b>		<b>0.00</b>	
<b>Total Expenses</b>	<b>\$115,521.66</b>	<b>\$1,040,098.00</b>	<b>\$ -924,576.34</b>	<b>11.11 %</b>
NET OPERATING INCOME	<b>\$ -39,802.53</b>	<b>\$0.00</b>	<b>\$ -39,802.53</b>	<b>0.00%</b>
NET INCOME	<b>\$ -39,802.53</b>	<b>\$0.00</b>	<b>\$ -39,802.53</b>	<b>0.00%</b>

# LAKELAND DOWNTOWN DEVELOPMENT AUTHORITY

## PRIMARY FY2024 BvA

October 2023 - September 2024

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
<b>Income</b>				
6000 Primary Income				
6100 Tax Receipts	654,902.21	692,752.00	-37,849.79	94.54 %
<b>Total 6000 Primary Income</b>	<b>654,902.21</b>	<b>692,752.00</b>	<b>-37,849.79</b>	<b>94.54 %</b>
6200 Program & Other Income				
6150 Misc Marketing Income	46,579.15	45,092.50	1,486.65	103.30 %
6155 Banner Income	3,420.00	3,000.00	420.00	114.00 %
6300 Investment Income (Money Mkt.)	57,845.90	30,000.00	27,845.90	192.82 %
<b>Total 6200 Program &amp; Other Income</b>	<b>107,845.05</b>	<b>78,092.50</b>	<b>29,752.55</b>	<b>138.10 %</b>
<b>Total Income</b>	<b>\$762,747.26</b>	<b>\$770,844.50</b>	<b>\$ -8,097.24</b>	<b>98.95 %</b>
<b>GROSS PROFIT</b>	<b>\$762,747.26</b>	<b>\$770,844.50</b>	<b>\$ -8,097.24</b>	<b>98.95 %</b>
<b>Expenses</b>				
8000 Administration & Salaries				
8010 Salaries & Payroll Expenses				
8010.11 Executive Director Salary	91,997.52	91,992.00	5.52	100.01 %
8010.12 LDDA Admn (pka Coordinator)	12,733.00	12,733.00	0.00	100.00 %
8010.13 Payroll Taxes	18,500.00	18,500.00	0.00	100.00 %
8010.19 Other Staff	65,987.07	68,200.00	-2,212.93	96.76 %
8010.20 Other Benefits	3,000.00	6,000.00	-3,000.00	50.00 %
8011 Marketing Intern	11,694.40	20,000.00	-8,305.60	58.47 %
8012 Marketing Staff	14,276.60	14,289.00	-12.40	99.91 %
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 %
<b>Total 8010 Salaries &amp; Payroll Expenses</b>	<b>221,381.94</b>	<b>243,314.00</b>	<b>-21,932.06</b>	<b>90.99 %</b>
8100 General Administration				
8200 Lease	21,190.00	30,000.00	-8,810.00	70.63 %
8210 Utilities	2,670.97	4,000.00	-1,329.03	66.77 %
8250 Postage and Delivery	182.99	250.00	-67.01	73.20 %
8350 Telephone	3,600.00	3,600.00	0.00	100.00 %
8360 Computer Services	4,000.00	4,000.00	0.00	100.00 %
8370 Supplies	2,433.55	3,000.00	-566.45	81.12 %
8400 Travel, Meals, Meetings	3,345.14	4,000.00	-654.86	83.63 %
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	772.12	3,000.00	-2,227.88	25.74 %
8760 Miscellaneous	13,613.67	19,925.00	-6,311.33	68.32 %
8800 Audit & Reporting	54,040.00	54,040.00	0.00	100.00 %
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	14,399.30	15,000.00	-600.70	96.00 %
9050 Memberships & Subscriptions	5,000.00	5,000.00	0.00	100.00 %
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
<b>Total 8100 General Administration</b>	<b>139,659.55</b>	<b>162,365.00</b>	<b>-22,705.45</b>	<b>86.02 %</b>
8920 Marketing & Development				
8920.15 Downtown Marketing	74,293.86	85,000.00	-10,706.14	87.40 %
8920.21 LDDA web site	1,200.00	2,000.00	-800.00	60.00 %
<b>Total 8920 Marketing &amp; Development</b>	<b>75,493.86</b>	<b>87,000.00</b>	<b>-11,506.14</b>	<b>86.77 %</b>
<b>Total 8000 Administration &amp; Salaries</b>	<b>436,535.35</b>	<b>492,679.00</b>	<b>-56,143.65</b>	<b>88.60 %</b>
8761 Program & Other Expense				
8765 Banner Installation	2,075.00	3,000.00	-925.00	69.17 %
8920.16 Development Grants & Incentives	2,672.74	50,000.00	-47,327.26	5.35 %
8920.18 Other Event Costs	45,092.50	45,092.50	0.00	100.00 %
9410 Maintenance & Security	199,746.96	200,000.00	-253.04	99.87 %
9750 Containers & Beautification	140,103.53	140,103.53	0.00	100.00 %
<b>Total 8761 Program &amp; Other Expense</b>	<b>389,690.73</b>	<b>438,196.03</b>	<b>-48,505.30</b>	<b>88.93 %</b>
<b>Total Expenses</b>	<b>\$826,226.08</b>	<b>\$930,875.03</b>	<b>\$ -104,648.95</b>	<b>88.76 %</b>
NET OPERATING INCOME	<b>\$ -63,478.82</b>	<b>\$ -160,030.53</b>	<b>\$96,551.71</b>	<b>39.67 %</b>
Other Income				
6940 Restricted Accounts				
6950.50 Restricted AOP Funds		58,000.00	-58,000.00	
<b>Total 6940 Restricted Accounts</b>		<b>58,000.00</b>	<b>-58,000.00</b>	
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	
<b>Total 6950 Unappropriated Surplus Funds</b>		<b>1,193,015.00</b>	<b>-1,193,015.00</b>	
<b>Total Other Income</b>	<b>\$0.00</b>	<b>\$1,251,015.00</b>	<b>\$ -1,251,015.00</b>	<b>0.00%</b>
NET OTHER INCOME	<b>\$0.00</b>	<b>\$1,251,015.00</b>	<b>\$ -1,251,015.00</b>	<b>0.00 %</b>
NET INCOME	<b>\$ -63,478.82</b>	<b>\$1,090,984.47</b>	<b>\$ -1,154,463.29</b>	<b>-5.82 %</b>

# LAKELAND DOWNTOWN DEVELOPMENT AUTHORITY

## DFCM FY24 BvA

October 2023 - September 2024

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
<b>Income</b>				
6450 Income-Farmers Curb Market				
6450.11 Shared Marketing Costs	159,627.75	135,000.00	24,627.75	118.24 %
6450.13 Fundraiser/Sales Gross	1,273.00	1,000.00	273.00	127.30 %
6450.14 Merchandise Sales Tax	88.99	200.00	-111.01	44.50 %
6450.15 Special Event Income-DFCM	4,450.00	2,000.00	2,450.00	222.50 %
<b>Total 6450 Income-Farmers Curb Market</b>	<b>165,439.74</b>	<b>138,200.00</b>	<b>27,239.74</b>	<b>119.71 %</b>
<b>Total Income</b>	<b>\$165,439.74</b>	<b>\$138,200.00</b>	<b>\$27,239.74</b>	<b>119.71 %</b>
<b>GROSS PROFIT</b>	<b>\$165,439.74</b>	<b>\$138,200.00</b>	<b>\$27,239.74</b>	<b>119.71 %</b>
<b>Expenses</b>				
9745 Expense-Farmers Curb Market				
8010.14 Salaries DFCM Manager	24,999.96	25,000.00	-0.04	100.00 %
8010.16 Salaries DFCM Admin	20,000.00	20,000.00	0.00	100.00 %
9745.10 Management Contracts	18,160.26	19,700.00	-1,539.74	92.18 %
9745.11 Operating Expenses	3,139.84	3,500.00	-360.16	89.71 %
9745.12 Workers Comp (DFCM)	2,200.00	2,200.00	0.00	100.00 %
9745.13 Music/Entertainment	16,800.00	16,800.00	0.00	100.00 %
9745.16 Square Fees	4,000.00	4,000.00	0.00	100.00 %
9745.20 EFUNDS Fees	543.45	600.00	-56.55	90.58 %
9745.21 DFCM marketing	24,572.51	26,150.00	-1,577.49	93.97 %
9745.22 Special Event Expenses	2,977.84	5,000.00	-2,022.16	59.56 %
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	7,050.00	7,050.00	0.00	100.00 %
<b>Total 9745 Expense-Farmers Curb Market</b>	<b>130,910.36</b>	<b>138,200.00</b>	<b>-7,289.64</b>	<b>94.73 %</b>
<b>Total Expenses</b>	<b>\$130,910.36</b>	<b>\$138,200.00</b>	<b>\$ -7,289.64</b>	<b>94.73 %</b>
<b>NET OPERATING INCOME</b>	<b>\$34,529.38</b>	<b>\$0.00</b>	<b>\$34,529.38</b>	<b>0.00%</b>
<b>NET INCOME</b>	<b>\$34,529.38</b>	<b>\$0.00</b>	<b>\$34,529.38</b>	<b>0.00%</b>

# LAKELAND DOWNTOWN DEVELOPMENT AUTHORITY

FF FY24 BvA

October 2023 - September 2024

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
<b>Income</b>				
6200 Program & Other Income				
6460.40 Other sponsorships		500.00	-500.00	
<b>Total 6200 Program &amp; Other Income</b>		<b>500.00</b>	<b>-500.00</b>	
6460 Event Income - FF				
6460.10 First Friday Shared Event Costs	85,815.12	90,000.00	-4,184.88	95.35 %
6460.20 First Friday Sponsorships	7,000.00	6,000.00	1,000.00	116.67 %
<b>Total 6460 Event Income - FF</b>	<b>92,815.12</b>	<b>96,000.00</b>	<b>-3,184.88</b>	<b>96.68 %</b>
<b>Total Income</b>	<b>\$92,815.12</b>	<b>\$96,500.00</b>	<b>\$ -3,684.88</b>	<b>96.18 %</b>
<b>GROSS PROFIT</b>	<b>\$92,815.12</b>	<b>\$96,500.00</b>	<b>\$ -3,684.88</b>	<b>96.18 %</b>
<b>Expenses</b>				
7000 Event Expenses - FF				
7040 Event Insurance - FF	-606.80	2,000.00	-2,606.80	-30.34 %
7050 Contract event staff	18,000.00	18,000.00	0.00	100.00 %
7060 Workers Comp Ins - FF	2,000.00	2,000.00	0.00	100.00 %
7065 Event Square Fees	4,958.79	5,000.00	-41.21	99.18 %
7070 Entertainment	7,387.23	7,500.00	-112.77	98.50 %
7080 FF Graphics & Printing	3,500.00	3,500.00	0.00	100.00 %
7090 Event Sanitation	6,000.00	6,000.00	0.00	100.00 %
7100 City of Lakeland Fees - FF	18,908.31	19,000.00	-91.69	99.52 %
8010.15 Marketing Coordinator	18,000.00	18,000.00	0.00	100.00 %
8010.17 Salaries Event Admin	8,894.86	9,000.00	-105.14	98.83 %
<b>Total 7000 Event Expenses - FF</b>	<b>87,042.39</b>	<b>90,000.00</b>	<b>-2,957.61</b>	<b>96.71 %</b>
8000 Administration & Salaries				
8920 Marketing & Development				
7095 Sponsorships Mktg	1,303.34	6,500.00	-5,196.66	20.05 %
<b>Total 8920 Marketing &amp; Development</b>	<b>1,303.34</b>	<b>6,500.00</b>	<b>-5,196.66</b>	<b>20.05 %</b>
<b>Total 8000 Administration &amp; Salaries</b>	<b>1,303.34</b>	<b>6,500.00</b>	<b>-5,196.66</b>	<b>20.05 %</b>
<b>Total Expenses</b>	<b>\$88,345.73</b>	<b>\$96,500.00</b>	<b>\$ -8,154.27</b>	<b>91.55 %</b>
<b>NET OPERATING INCOME</b>	<b>\$4,469.39</b>	<b>\$0.00</b>	<b>\$4,469.39</b>	<b>0.00%</b>
<b>NET INCOME</b>	<b>\$4,469.39</b>	<b>\$0.00</b>	<b>\$4,469.39</b>	<b>0.00%</b>



**MINUTES: LDDA BOARD OF DIRECTORS MEETING**  
**Thursday, August 15, 2024 8:00 AM**  
**City Commission Conference Room**

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

**BOARD ABSENT:** Jeff Donalson

**GUESTS:** Justin Ellis, Rec Room; Conn O’Leary, Rec Room; Karen Thompson, CRA

**CALL TO ORDER:** 8:04 a.m. Donna DeStefano called the meeting to order. *(Eric Belvin had not yet arrived)*

**New Business:**

**APPROVAL OF MINUTES & MONTHLY FINANCIALS:**

Mike Musick moved to approve the July 2024 minutes. Michael Kincart seconded the motion. Motion passed 5-0. Julie pointed out a few line items that will need adjustment at the end of the year, just to remind the board of why those line items have exceeded budgeted expenses – annual audit and container gardens. Mike Musick moved to approve the July 2024 Financial Statements. Bretta Christakos seconded the motion. **Motion passed 5-0.**

*(Eric Belvin joined the meeting)*

**REQUEST FOR APPROVAL:** Julie introduced Conn O’Leary and Justin Ellis, owners of Rec Room located at 228 S. Massachusetts Ave. Rec Room is requesting a letter of recommendation for a modification to its conditional use. Rec Room has expanded into the space vacated by LKLDLive. See attached questions and answers provided by the applicants. After questions by board members, Michael Kincart moved to provide Rec Room with a letter of recommendation to allow for the proposed modification to its existing conditional use to allow for the added square footage. Mike Musick seconded the motion. **Motion passed 6-0.**

**BUDGET REVIEW FY2025:** Julie updated the board on some minor changes to the FY25 budget since presented at the last board meeting. The Farmers Market income was increased by \$4000. Julie expects the FY2025 income to be at least \$150,000 and the increase was required to accommodate the oversight of leaving out the Market’s share of general liability insurance. The LDDA portion of the general liability insurance was also increased from \$1,000 to \$8,000. Auto Owners will not renew LDDA general liability or workers comp since LDDA added safety ambassadors. Brown & Brown, LDDA’s insurance broker, has secured new providers for general liability and workers comp. The modified FY 2025 budget will be voted on at the September public hearings.

**POLICIES ADOPTION:** Item tabled to future meeting.

**BOARD APPOINTMENT:** Micheal Kincart’s board seat was one of two up for re-election this year. Due to an oversight Michael did not file to run for his seat and no other candidate filed leaving the seat vacant. Eric Belvin moved to appointment Michael Kincart to the vacant board seat. Mike Musick

seconded the motion. **The motion passed 5-0**, with Michael Kincart abstaining from the vote. Micheal Kincart will fill the vacant seat which triggers an election in 2025, as an appointed position can only serve until the next election cycle.

**Old Business:**

**LDDA GOALS DUE OCT 1:** Julie updated the board on the FY2025 goals. The goals will be ready for a board vote at the September public hearing. They will focus on what LDDA is investing in for 2025: safety, events, marketing, cleanliness and transportation.

**CURB APPEAL GRANT:** So far only Frescos has submitted documents to satisfy the grant requires and receive reimbursement. Many others are in the process.

**SQUEEZE UPDATE:** July ridership was 1443.

**WAYFINDING SIGNAGE UPDATE:** Julie shared that Dixie signs provide a cost for total replacement of the Downtown WELCOME signs, but no other company contacted has responded to the request for pricing. The board had previously considered replacing the signs with a new design, but in the interest of getting the faded and peeling signs fixed quickly, Julie asked the board to approve the cost to refurbish the 16 damaged signs and consider a larger RFP for a redesign of the entire wayfinding system later. Mike Musick moved to authorize an expenditure of \$10,400 to refurbish the 16 signs. Michael Kincart seconded the lotion. **The motion passed 6-0.**

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 Wednesday, September 4, 2024, at 5:01pm in the city hall city commission conference room. This will be the first public hearing for the FY2025 budget.**

\_\_\_\_\_  
Donna DeStefano, Chair

\_\_\_\_\_  
Date

\_\_\_\_\_  
Julie Townsend, Executive Director

\_\_\_\_\_  
Date

**MINUTES**  
**LDDA BOARD OF DIRECTORS**  
**First Public Hearing**  
**Thursday, September 5, 2024 5:01 PM**  
**City Commission Conference Room**

**BOARD / STAFF PRESENT:** Bretta Christakos, Donna DeStefano; Michael Kincart; Jeff Donalson ; Julie Townsend (staff)

**BOARD ABSENT:**, Eric Belvin, Mike Musick

**CALL TO ORDER: 5:01 p.m.** Donna DeStefano, Chair of LDDA, called the meeting to order.

Donna Destefano announced this was the first Public Hearing for the Lakeland Downtown Development Authority, an independent special district. Donna Destefano stated that the final proposed millage rate for the LDDA is 2.00 mills which is the maximum rate and greater than the rollback rate (1.9519) by .0481 mills, an increase 2.45%. Donna Destefano stated that the purpose of the increase is to fund an increase of staff for public events, as well as to provide for additional security for the Downtown district.

**Adoption of Millage Rate**

Donna Destefano read Resolution No. 24-01. A motion to accept the millage rate was made by Bretta Christakos and seconded by Michael Kincart. The motion passed 5-0. Roll call vote taken.

**Adoption of Budget**

Donna Destefano read Resolution No. 24-02. A motion to accept the FY2025 Budget was made by Bretta Christakos and seconded by Jeff Donalson. The motion passed 5-0. Roll call vote taken.

Policy updates were tabled for a future meeting.

**LDDA Goals for FY2025**

Julie Townsend, Executive Director, presented the LDDA FY2025 Goals. A motion to accept the FY2025 Goals was made by Jeff Donalson and seconded by Michael Kincart. The motion passed 5-0.

**With no other business before the board, the meeting was adjourned at 5:07 PM.**

\_\_\_\_\_  
Donna Destefano, Chair

\_\_\_\_\_  
Date

\_\_\_\_\_  
Julie Townsend, Executive Director

\_\_\_\_\_  
Date

**MINUTES**  
**LDDA BOARD OF DIRECTORS**  
**Final Public Hearing**  
**Thursday, September 12, 2024 5:01 PM**  
**City Commission Conference Room**

**BOARD / STAFF PRESENT:** Bretta Christakos, Mike Musick; Michael Kincart; Donna Destefano; Julie Townsend (staff)

**BOARD ABSENT:** Eric Belvin, Landon Beck; Jeff Donalson

**CALL TO ORDER: 5:01 p.m.** Donna Destefano Chair of LDDA, called the meeting to order.

Donna Destefano announced this was the final Public Hearing for the Lakeland Downtown Development Authority, an independent special district. Donna Destefano stated that the final millage rate for the LDDA is 2.00 mills which is the maximum rate and greater than the rollback rate (1.9519) by .0481 mills, an increase 2.45%. Donna Destefano stated that the purpose of the increase is to fund an increase of staff for public events, as well as to provide for additional security for the Downtown district.

**Adoption of Millage Rate**

Donna Destefano read Resolution No. 24-01. A motion to accept the millage rate was made by Mike Musick and seconded by Michael Kincart. The motion passed 4-0. Roll call vote taken.

**Adoption of Budget**

Donna Destefano read Resolution No. 24-02. A motion to accept the FY2025 Budget was made by Mike Musick and seconded by Michael Kincart. The motion passed 4-0. Roll call vote taken.

The directors discussed the new policies as presented by staff. After some discussion, board members decided to table the item for a later date.

**With no other business before the board, the meeting was adjourned at 5:26 PM.**

\_\_\_\_\_  
Donna Destefano, Chair

\_\_\_\_\_  
Date

\_\_\_\_\_  
Julie Townsend, Executive Director

\_\_\_\_\_  
Date

# October 2024-September 2025

## LDDA SPONSORED EVENTS

(in blue: other events in Munn Park or Downtown Streets known at the time of publication)

Friday 9/6 – First Friday “College Night” 6-9pm – streets closed

Thursday, 9/12 – Food Truck Rally

Saturday, 9/14 – Just Cares “Celebration of Life” Festival in Munn Park

Saturday, 9/21 – “Dog Days in the Park” in Munn Park, 9am-2pm

Tuesday, 9/17 – Tasty Tuesday 4:30-9pm

Friday 10/4 – First Friday “Cookie Carnival” 6-9pm – streets closed

Thursday, 10/10 – Food Truck Rally

Saturday, 10/12 – “Plant Pop-Up in Munn Park,” 8am-3pm

Tuesday, 10/15 – Tasty Tuesday 4:30-9pm

Saturday, 10/18 – Lake Mirror Classic Concours & Car Show – streets closed

Saturday, 10/26 – “Cyclemania” in Munn Park, Starts 9am

Saturday, 10/26 – Fall Night Market, 5-10pm – streets closed; OPEN CONTAINER ALCOHOL PERMIT

Thursday, 10/31 – Just Cares Fall Festival on S. Kentucky Ave. – streets closed

Friday 11/1 – First Friday “Dancing Under the Stars” 6-9pm – streets closed

Saturday, 11/9 – Veterans Day Parade and Veterans Day Celebration in Munn Park, 10am-1pm

Thursday, 11/14 – Food Truck Rally

Friday, 11/15 – Girls Night Out, 6-9

Saturday, 11/16 – “Sugarbuzz: Fall Edition” in Munn Park, 9am-2pm

Tuesday, 11/19 – Tasty Tuesday 4:30-9pm

Saturday, 11/30 – “Holiday Craft Bazaar” in Munn Park, 9am-2pm

Friday 12/6 – Festive Friday and First Friday “Holiday Spectacular” 6-9pm – streets closed

Thursday, 12/12 – Food Truck Rally

Friday, 12/13 – Festive Friday and Festive Flix from 6-9pm at Lake Mirror

Saturday, 12/14 – “Authors and Illustrators Day” in Munn Park, 9am-2pm

Saturday, 12/14 – Holiday Night Market, 5-10pm – streets closed; OPEN CONTAINER ALCOHOL PERMIT

Friday, 12/20 – Festive Friday and “Cocktails of Christmas”

Friday, 1/3 – First Friday “Three Kings” 6-9pm – streets closed;

Thursday, 1/9 – Food Truck Rally

Tuesday, 1/21 – Tasty Tuesday 4:30-9pm

Friday 2/7 – First Friday “Mardi Gras” 6-9pm – streets closed; OPEN CONTAINER ALCOHOL PERMIT

Saturday, 2/8 – Valentine Night Market 4-9pm – streets closed; OPEN CONTAINER ALCOHOL PERMIT

Thursday, 2/13 – Food Truck Rally

Friday, 2/14 – Friday Night Live 6-9pm – Munn Park; OPEN CONTAINER ALCOHOL PERMIT overlay for DT businesses

Tuesday, 2/18 – Tasty Tuesday 4:30-9pm

Friday 3/7 – First Friday “Theme TBD” 6-9pm – streets closed

Thursday, 3/13 – Food Truck Rally

Tuesday, 3/18 – Tasty Tuesday 4:30-9pm

Friday, 3/21 – Friday Night Live 6-9pm – Munn Park; OPEN CONTAINER ALCOHOL PERMIT overlay for DT businesses

Friday 4/4 – First Friday “Foodie Fest” 6-9pm – streets closed

[Thursday, 4/10 – Food Truck Rally](#)

Friday, 4/11 – Girls Night Out, 6-9pm

Tuesday, 4/15 – Tasty Tuesday 4:30-9pm

Friday, 4/25 – Friday Night Live 6-9pm – Munn Park; OPEN CONTAINER ALCOHOL PERMIT overlay for DT businesses

Friday 5/2 – First Friday “Dos de Mayo” 6-9pm – streets closed; OPEN CONTAINER ALCOHOL PERMIT

[Thursday, 5/8 – Food Truck Rally](#)

Tuesday, 5/20 – Tasty Tuesday 4:30-9pm

Friday 6/6 – First Friday “Family Fun Night” 6-9pm – streets closed

Saturday, 6/7 – Summer Survivors Plant Sale, 8am-2pm in Munn Park

[Thursday, 6/12 – Food Truck Rally](#)

Tuesday, 6/17 – Tasty Tuesday 4:30-9pm

[Saturday, 6/21 – Polk Pride – Munn Park 8a-4p](#)

[Thursday, 7/3 – Red, White & Kaboom, 6-9pm](#)

Friday 7/4 – NO First Friday due to Holiday

[Thursday, 7/10 – Food Truck Rally](#)

Tuesday, 7/15 – Tasty Tuesday 4:30-9pm

Friday 8/1 – First Friday “Back to School” 6-9pm – streets closed

[Thursday, 8/14 – Food Truck Rally](#)

Tuesday, 8/19 – Tasty Tuesday 4:30-9pm

Friday, 9/5 – First Friday “Theme TBD” 6-9pm – streets closed

[Thursday, 9/11 – Food Truck Rally](#)

Tuesday, 9/16 – Tasty Tuesday 4:30-9pm