

LDDA BOARD OF DIRECTORS MEETING AGENDA
Thursday, November 20, 2025 • 8:00am
City Commission Conference Room

CALL TO ORDER

Landon Beck

New Business

Wells Fargo Parking Lot Discussion - Cory Petcoff

Julie Townsend

Julie Townsend

Approval of Minutes -

Julie Townsend

- August 2025, September 11, 2025; September 18, 2025

- October 1, 2025 finance Committee Meeting; October 16, 2025

Potty Rental Proposal for Holiday

Julie Townsend

Old Business

FY2025 End of Year Budget Adjustments

Julie Townsend

AUDIENCE

Landon Beck

ADJOURN

Landon Beck

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 21, 2025, 8:00 AM
City Commission Conference Room

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

BOARD ABSENT: Jeff Donalson

GUESTS: Karen Thompson, CRA; Matt Lyons, Planning; Marvin McBride, applicant

CALL TO ORDER: 8:01 a.m. Landon Beck Chair, called the meeting to order.

Approval of the July 2025 Meeting Minutes and Approval of the July 2025 Financial Report: Michael Kincart moved to approve. Donna Destefano seconded the motion. Motion passed 4-0. *(Eric Belvin had not yet arrived at the meeting.)*

New Business:

CUP Application – Reenaes Healthy Choices Inc : Julie Townsend presented the Board with the CUP Application and staff memo with approval recommendation for 120 E Pine St Suite 2 Lakeland FL 33801. After little discussion, Mike Musick moved to accept the staff recommendation for approval. Eric Belvin seconded the motion. Motion passed 5-0.

FY 2026 Budget Review: Julie Townsend reviewed the FY 2026 proposed budget. This is the budget that was approved in July and will be presented at the public hearings. No vote required.

HR Review: Julie Townsend presented City of Lakeland benefits and comparable wages and salaries from City of Lakeland positions to be used to as a reference for LDDA wages and salaries updates.

With no more business, the meeting was adjourned at 9:00am. *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 the first public hearing on Thursday, September 11, 2025, at 5:01pm in the city hall city commission conference room.**

Landon Beck, Chair

Date

Julie Townsend, Executive Director

Date

MINUTES
LDDA BOARD OF DIRECTORS
First Public Hearing
Thursday, September 11, 2025 5:01 PM
City Commission Conference Room

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

BOARD ABSENT: Jeff Donalson

CALL TO ORDER: 5:03 p.m. Landon Beck, Chair of LDDA, called the meeting to order.

Landon Beck announced this was the first Public Hearing for the Lakeland Downtown Development Authority, an independent special district. Landon Beck 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 (1.7995) by .2005 mills, an increase 11.14%. Landon Beck stated that the purpose of the increase is to fund additional staff and increased costs associated with additional public events, ongoing maintenance, and additional security for the Downtown district.

Adoption of Millage Rate

Landon Beck read Resolution No. 25-01. A motion to accept the millage rate was made by Eric Belvin and seconded by Donna DeStefano. The motion passed 6-0. Roll call vote taken.

Adoption of Budget

Landon Beck read Resolution No. 25-02. A motion to accept the FY2026 Budget was made by Donna DeStefano and seconded by Michael Kincart. The motion passed 6-0. Roll call vote taken.

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

Landon Beck, Chair

Date

Julie Townsend, Executive Director

Date

MINUTES
LDDA BOARD OF DIRECTORS
Final Public Hearing
Thursday, September 18, 2025 5:01 PM
City Commission Conference Room

BOARD / STAFF PRESENT: Bretta Christakos, Jeff Donalson; Michael Kincart; Mike Musick; Landon Beck; Julie Townsend (staff)

BOARD ABSENT: Donna DeStefano; Eric Belvin

CALL TO ORDER: 5:01 p.m. Landon Beck, Chair of LDDA, called the meeting to order.

Landon Beck announced this was the final Public Hearing for the Lakeland Downtown Development Authority, an independent special district. Landon Beck stated that the final millage rate for the LDDA is 2.00 mills which is the maximum rate and greater than the rollback rate (1.7995) by .2005 mills, an increase 11.14%. Landon Beck stated that the purpose of the increase is to fund additional staff and increased costs associated with additional public events, ongoing maintenance, and additional security for the Downtown district.

Adoption of Millage Rate

Landon Beck read Resolution No. 25-01. A motion to accept the millage rate was made by Mike Musick and seconded by Michael Kincart. The motion passed 5-0 at 5:03pm. Roll call vote taken.

Adoption of Budget

Landon Beck read Resolution No. 25-02. A motion to accept the FY2026 Budget was made by Mike Musick and seconded by Jeff Donalson. The motion passed 5-0 at 5:04pm. Roll call vote taken.

Salary Discussion

Item tabled for a future meeting

With no other business before the board, the meeting was adjourned at 5:20 PM.

Landon Beck, Chair

Date

Julie Townsend, Executive Director

Date

MINUTES: LDDA COMMITTEE MEETING
Wednesday, Oct 1, 2025, 12:15pm

MEMBERS PRESENT: Landon Beck; Donna DeStefano; Michael Kincart; Julie Townsend, staff

GUESTS: Marsha Leap

CALL TO ORDER: 12:25 p.m. Landon Beck Chair, called the meeting to order.

Landon introduced Marsha Leap, HR consultant.

Committee Meeting Summary

The committee focused on several key objectives during the meeting: evaluating LDDA employee benefits, discussing new job titles and positions, and developing salary ranges for those roles.

Members reviewed and compared LDDA benefits with those offered by the City of Lakeland. The committee recognized that setting individual salaries and merit pay falls under the responsibilities of the Executive Director, while the Board is responsible for allocating overall salary funding.

The Board requested that the Executive Director establish salary ranges for each position, including the placement of current employees within those ranges. Additionally, the committee recommended that LDDA adopt the City of Lakeland's paid holiday and vacation schedules. It was also proposed that employees receive eight sick days annually.

Finally, the committee asked the Executive Director to suggest specific employee benefits that she believes would be attractive and beneficial to the current staff.

The executive Director will report back to the board with salary ranges for each position and benefits recommendations.

With no more business, the meeting was adjourned at 1:35pm.

Landon Beck, Chair

Date

Julie Townsend, Executive Director

Date

MINUTES: LDDA BOARD OF DIRECTORS MEETING
Thursday, October 16, 2025, 8:00 AM
Building Inspection Conference Room

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

BOARD ABSENT: Jeff Donalson; Eric Belvin

GUESTS: none

CALL TO ORDER: 8:03 a.m. Landon Beck Chair, called the meeting to order.

New Business:

LDDA Organizational Chart and salary/wage range chart - Julie Townsend reviewed the organizations chart and salary/wages. After board questions, Donna DeStefano moved to approve the chart and wage ranges. Michael Kincart seconded the motion. Motion passed 5-0.

FY 2025 Budget End of Year Review: Julie Townsend reviewed the FY 2025 budget adjustments and final numbers. *(After questions and discussion, Julie Townsend did not remind board members to vote on the final adjustments. Julie will present at the next meeting.)*

With no more business, the meeting was adjourned at 9:35am. *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, November 20, 2025, at 8:00am in the city hall city commission conference room.**

Landon Beck, Chair

Date

Julie Townsend, Executive Director

Date

EOY FY 2024 - Budget Narrative

LDDA ended FY 2025 with a Net Operating Income of **\$135,263**.

- **\$77,265** is profit from LDDA programs

- DFCM - \$58,427 (\$23,100 profit; \$35,327 unrealized expenses)

- FF - \$11,064 (\$7,732 profit; \$3,332 unrealized expenses)

- Banners - \$1500 profit

- Sponsorship Income - \$4,720 (\$4,000 over budget; \$720.00 unrealized expenses)

- **\$65,622** come from unspent tax receipts/unbudgeted income

- Investment Income \$31,728 over budget

- \$18,331 underbudget in salaries payroll (6 months no Marketing & Events Manager)

- \$7,563 underbudget in General Admin

- \$8,000 estimated unrealized expenses for Tasty Tuesday

\$14,043 – Squeeze invoice from FY2024 paid from unappropriated surplus.

Budget Adjustments:

Income: 6152 Night Markets – from \$15,000 to \$27,455

Expense: 8920.24 Night Markets – from \$15,000 to \$27,455

Income: 6450.18 FAB Grant – from \$10,000 to \$23,992

Expense: 9745.18 FAB Payout – from \$10,000 to \$23,992

Income: 6450.19 EBT Transfer – from \$10,000 to \$29,204

Expense: 9745.18 EBT Payout– from \$10,000 to \$29,204

Added to unappropriated surplus to carry over to FY2026: **\$65,622**

Added to Farmers Market surplus to carry over to FY2026: **\$58,427**

Added to First Friday surplus to carry over to FY2026: **\$11,064**

Added to Marketing surplus to carry over to FY2026: **\$4,764**

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
Income				
6000 Primary Income				
6100 Tax Receipts	673,810.63	688,598.00	-14,787.37	97.85 %
Total 6000 Primary Income	673,810.63	688,598.00	-14,787.37	97.85 %
6200 Program & Other Income				
6150 Misc Marketing Income	1,325.00	3,000.00	-1,675.00	44.17 %
6151 Friday Night Live	425.00	1,000.00	-575.00	42.50 %
6152 Night Markets	27,455.00	27,455.00	0.00	100.00 %
6153 Tasty Tuesday	15,872.50	30,000.00	-14,127.50	52.91 %
6154 Downtown Champions	10,000.00	6,000.00	4,000.00	166.67 %
6155 Banner Income	4,510.00	3,000.00	1,510.00	150.33 %
6300 Investment Income (Money Mkt.)	56,728.10	25,000.00	31,728.10	226.91 %
6450.18 FAB Grant	21,513.21	23,991.00	-2,477.79	89.67 %
6450.19 EBT Electronic Transfer	29,204.00	29,204.00	0.00	100.00 %
6460.40 Other sponsorships	1,000.00	500.00	500.00	200.00 %
6460.50 Other event sponsorships		2,500.00	-2,500.00	
Total 6200 Program & Other Income	168,032.81	151,650.00	16,382.81	110.80 %
6450 Income-Farmers Curb Market				
6450.11 Shared Marketing Costs	169,100.34	146,000.00	23,100.34	115.82 %
6450.13 Fundraiser/Sales Gross	673.00	1,000.00	-327.00	67.30 %
6450.14 Merchandise Sales Tax	47.11		47.11	
6450.15 Special Event Income-DFCM	3,768.27	3,000.00	768.27	125.61 %
Total 6450 Income-Farmers Curb Market	173,588.72	150,000.00	23,588.72	115.73 %
6460 Event Income - FF				
6460.10 First Friday Shared Event Costs	103,232.46	95,500.00	7,732.46	108.10 %
6460.20 First Friday Sponsorships	0.00		0.00	
Total 6460 Event Income - FF	103,232.46	95,500.00	7,732.46	108.10 %
Total Income	\$1,118,664.62	\$1,085,748.00	\$32,916.62	103.03 %
GROSS PROFIT	\$1,118,664.62	\$1,085,748.00	\$32,916.62	103.03 %
Expenses				
7000 Event Expenses - FF				
7040 Event Insurance - FF	1,300.00	1,500.00	-200.00	86.67 %
7050 Contract event staff	21,999.97	22,000.00	-0.03	100.00 %
7060 Workers Comp Ins - FF	2,925.00	3,000.00	-75.00	97.50 %
7065 Event Square Fees	3,788.33	4,500.00	-711.67	84.19 %
7070 Entertainment	7,500.00	7,500.00	0.00	100.00 %
7080 FF Graphics & Printing	2,155.13	4,500.00	-2,344.87	47.89 %
7090 Event Sanitation	3,500.00	3,500.00	0.00	100.00 %
7100 City of Lakeland Fees - FF	19,999.50	20,000.00	-0.50	100.00 %
8010.15 Marketing Coordinator	20,000.00	20,000.00	0.00	100.00 %
8010.17 Salaries Event Admin	9,000.00	9,000.00	0.00	100.00 %
Total 7000 Event Expenses - FF	92,167.93	95,500.00	-3,332.07	96.51 %

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
8000 Administration & Salaries				
8010 Salaries & Payroll Expenses				
8010.11 Salaried Employees	94,757.00	94,757.00	0.00	100.00 %
8010.12 LDDA Admn (pka Coordinator)	13,233.00	13,233.00	0.00	100.00 %
8010.13 Payroll Taxes	28,913.14	33,100.00	-4,186.86	87.35 %
8010.19 Other Staff	35,063.75	47,440.00	-12,376.25	73.91 %
8010.20 Other Benefits	6,000.00	6,000.00	0.00	100.00 %
8011 Marketing Intern	0.00		0.00	
8012 Marketing Staff	23,345.67	25,000.00	-1,654.33	93.38 %
8040 Retirement Expense	6,500.00	6,500.00	0.00	100.00 %
8510 Workers Comp	6,385.51	6,500.00	-114.49	98.24 %
Total 8010 Salaries & Payroll Expenses	214,198.07	232,530.00	-18,331.93	92.12 %
8100 General Administration				
8200 Lease	24,270.95	25,000.00	-729.05	97.08 %
8210 Utilities	2,734.50	2,800.00	-65.50	97.66 %
8350 Telephone	4,500.00	4,500.00	0.00	100.00 %
8360 Computer Services	8,500.00	8,500.00	0.00	100.00 %
8370 Supplies	4,000.00	4,000.00	0.00	100.00 %
8400 Travel, Meals, Meetings	2,016.60	2,000.00	16.60	100.83 %
8500 Insurance - Liability	1,000.00	1,000.00	0.00	100.00 %
8750 Legal Advertising	2,500.00	2,500.00	0.00	100.00 %
8760 Miscellaneous	11,708.00	11,708.00	0.00	100.00 %
8800 Audit & Reporting	18,040.52	23,000.00	-4,959.48	78.44 %
8850 Accounting	1,500.00	1,500.00	0.00	100.00 %
8980 Property Appraiser	9,000.00	9,000.00	0.00	100.00 %
9000 Tax Collector	14,999.93	15,000.00	-0.07	100.00 %
9050 Memberships & Subscriptions	4,500.00	4,500.00	0.00	100.00 %
9055 TIF Payments	4,500.00	4,500.00	0.00	100.00 %
9751 Squeeze/Valet Parking	56,174.00	58,000.00	-1,826.00	96.85 %
9752 Fleet	10,500.00	10,500.00	0.00	100.00 %
Total 8100 General Administration	180,444.50	188,008.00	-7,563.50	95.98 %
8920 Marketing & Development				
7095 Sponsorships Mktg	5,779.38	6,500.00	-720.62	88.91 %
8920.15 Downtown Marketing	68,176.24	68,220.00	-43.76	99.94 %
Total 8920 Marketing & Development	73,955.62	74,720.00	-764.38	98.98 %
Total 8000 Administration & Salaries	468,598.19	495,258.00	-26,659.81	94.62 %
8761 Program & Other Expense				
7500 Repairs & Maintenance	4,311.61	5,000.00	-688.39	86.23 %
8765 Banner Installation	2,725.00	3,000.00	-275.00	90.83 %
8920.16 Development Grants & Incentives	43,042.88	50,000.00	-6,957.12	86.09 %
8920.22 Friday Night Live	3,664.92	6,000.00	-2,335.08	61.08 %
8920.23 Night Markets	26,595.61	27,455.00	-859.39	96.87 %
8920.24 Tasty Tuesday	16,303.17	40,340.00	-24,036.83	40.41 %

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
9410 Maintenance & Security	144,597.22	145,000.00	-402.78	99.72 %
9745.18 EBT Payout	28,783.99	29,204.00	-420.01	98.56 %
9745.19 FAB payout	23,991.01	23,991.00	0.01	100.00 %
9750 Containers & Beautification	13,947.51	15,000.00	-1,052.49	92.98 %
Total 8761 Program & Other Expense	307,962.92	344,990.00	-37,027.08	89.27 %
9745 Expense-Farmers Curb Market				
8010.14 Salaries DFCM Manager	20,000.00	20,000.00	0.00	100.00 %
8010.16 Salaries DFCM Admin	24,267.98	37,000.00	-12,732.02	65.59 %
9745.10 Management Contracts	12,700.00	13,000.00	-300.00	97.69 %
9745.11 Operating Expenses	3,500.00	3,500.00	0.00	100.00 %
9745.12 Workers Comp (DFCM)	1,225.02	3,000.00	-1,774.98	40.83 %
9745.13 Music/Entertainment	9,110.00	16,800.00	-7,690.00	54.23 %
9745.14 Plant Sale/ Event Expense	27.07		27.07	
9745.16 Square Fees	6,000.00	6,000.00	0.00	100.00 %
9745.20 EFUNDS Fees	600.00	600.00	0.00	100.00 %
9745.21 DFCM marketing	13,688.05	20,900.00	-7,211.95	65.49 %
9745.22 Special Event Expenses	1,979.01	4,000.00	-2,020.99	49.48 %
9745.23 DFCM SNAP Expenses	1,493.32	1,500.00	-6.68	99.55 %
9745.24 Sales Tax	57.12	200.00	-142.88	28.56 %
9745.25 SNAP Booth Admin	5,183.14	7,500.00	-2,316.86	69.11 %
9745.26 Other Miscellaneous Service Cost	14,841.70	16,000.00	-1,158.30	92.76 %
Total 9745 Expense-Farmers Curb Market	114,672.41	150,000.00	-35,327.59	76.45 %
Reimbursements				
Reimbursement for 40	0.00		0.00	
Total Reimbursements	0.00		0.00	
Total Expenses	\$983,401.45	\$1,085,748.00	\$ -102,346.55	90.57 %
NET OPERATING INCOME	\$135,263.17	\$0.00	\$135,263.17	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	-14,043.50	684,381.00	-698,424.50	-2.05 %
6950.10 Surplus Grant & Incentives		207,408.00	-207,408.00	
6950.20 Surplus Maintenance & Security	0.00	124,980.00	-124,980.00	0.00 %
6950.30 Surplus Marketing		67,699.00	-67,699.00	
6950.40 Surplus Farmers Market (SMC)		128,683.00	-128,683.00	
6950.65 Surplus Valet		34,405.00	-34,405.00	
6950.66 Surplus First Friday		47,935.00	-47,935.00	
Total 6950 Unappropriated Surplus Funds	-14,043.50	1,295,491.00	-1,309,534.50	-1.08 %
Total Other Income	\$ -14,043.50	\$1,353,491.00	\$ -1,367,534.50	-1.04 %
NET OTHER INCOME	\$ -14,043.50	\$1,353,491.00	\$ -1,367,534.50	-1.04 %

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
NET INCOME	\$121,219.67	\$1,353,491.00	\$ -1,232,271.33	8.96 %