

LDDA BOARD OF DIRECTORS MEETING AGENDA
THURSDAY, DECEMBER 15, 2016 8:00 AM
CITY COMMISSION CONFERENCE ROOM

Consent Agenda: All items listed with an asterisk (*) are considered routine by the LDDA and will be enacted by one motion. There will be no separate discussion of these items unless someone so requests, in which event the item will be removed from the consent agenda and considered in its normal sequence. Two asterisks (**) require official action. Please keep comments to the point and brief for routine matters.

CALL TO ORDER Greg Sanoba

CONSENT AGENDA (*) 2 min Greg Sanoba
LDDA BOARD MEETING MINUTES, October 20, 2016

TREASURER'S REPORT- 15 min Bretta Christakos
October 2016 FINANCIALS** Julie Townsend
November 2016 FINANCIALS**

NEW BUSINESS
Grant Requests: 10 min Julie Townsend
Façade Improvement - Escapology - 210 E Pine Street*
Interior Build Out - Escapology - 210 E Pine Street*
Streetscape

ADMINISTRATION
Executive Director's Report (included in agenda packet) 10 min Julie Townsend

REPORTS
CRA 5 min Nicole Travis
City Commission 10 min Don Selvege
Farmers Market 5 min Margaret Stephens

AUDIENCE 5 min Greg Sanoba

ADJOURN

MISSION: To Improve and Stimulate the Environment for Economic Development in a People-Oriented Downtown Community

LAKELAND DOWNTOWN DEVELOPMENT AUTHORITY

BALANCE SHEET

As of November 30, 2016

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
1090 Petty Cash	62.00
1110 Cash - Operating - BoCFL	53,547.67
1170 Cash - Money Market - BoCFL	561,076.38
1175 Restricted Strtscp MM - BoCFL	78,507.60
1190 Certificate of Deposit	0.00
Total Bank Accounts	\$693,193.65
Accounts Receivable	
1200 Accounts Receivable	0.00
Total Accounts Receivable	\$0.00
Other current assets	
1325 Salary Advance	0.00
1400 Land - Due From CRA	0.00
1500 Prepaid Expenses	0.00
Total Other current assets	\$0.00
Total Current Assets	\$693,193.65
Fixed Assets	
2200 Furniture and Fixtures	13,762.04
2300 Equipment	0.00
2650 Accumulated Depreciation	-13,606.60
Total Fixed Assets	\$155.44
TOTAL ASSETS	\$693,349.09
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
3100 Accounts Payable	0.00
Total Accounts Payable	\$0.00
Other Current Liabilities	
3150 Accrued Expenses	2,961.54
3200 Payroll Liabilities	2,373.34
3210 401(k)	0.00
3400 Due to CRA	0.00
Total Other Current Liabilities	\$5,334.88
Total Current Liabilities	\$5,334.88
Total Liabilities	\$5,334.88
Equity	
3000 Opening Bal Equity	0.00
5100 Fund Balance Unreserved	625,308.71
5200 Fund Balance - Property & Equip	253.24

	TOTAL
5400 Fund Balance Reserved	78,369.96
Net Income	-15,917.70
Total Equity	\$688,014.21
TOTAL LIABILITIES AND EQUITY	\$693,349.09

LAKELAND DOWNTOWN DEVELOPMENT AUTHORITY

BUDGET VS. ACTUALS: FY2017

October - November, 2016

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
INCOME				
6100 Tax Receipts	1,720.49	286,262.00	(284,541.51)	0.60 %
6150 Miscellaneous Income		55,000.00	(55,000.00)	
6300 Investment Income (Money Mkt.)	243.75	2,200.00	(1,956.25)	11.08 %
6450 Income-Farmers Curb Market				
6450.11 Shared Marketing Costs	13,878.00	66,000.00	(52,122.00)	21.03 %
6450.13 Fundraiser/Sales Gross	28.74	200.00	(171.26)	14.37 %
6450.14 Merchandise Sales Tax	1.96		1.96	
6450.17 FMSSG - SNAP Support Staff	2,495.50	4,991.00	(2,495.50)	50.00 %
6450.18 FAB Grant	3,480.00	5,000.00	(1,520.00)	69.60 %
6450.19 EBT Electronic Transfer	1,130.00	5,000.00	(3,870.00)	22.60 %
Total 6450 Income-Farmers Curb Market	21,014.20	81,191.00	(60,176.80)	25.88 %
Total Income	\$22,978.44	\$424,653.00	\$ (401,674.56)	5.41 %
GROSS PROFIT	\$22,978.44	\$424,653.00	\$ (401,674.56)	5.41 %
EXPENSES				
8010 Salaries		0.00	0.00	
8010.11 Executive Director Salary	11,958.32	71,750.00	(59,791.68)	16.67 %
8010.12 LDDA Admn (pka Coordinator)	2,544.41	17,000.00	(14,455.59)	14.97 %
8010.13 Payroll Taxes	1,200.34	8,500.00	(7,299.66)	14.12 %
8010.14 FAB Coordinator	1,188.00	12,000.00	(10,812.00)	9.90 %
Total 8010 Salaries	16,891.07	109,250.00	(92,358.93)	15.46 %
8040 401 K	358.76	2,153.00	(1,794.24)	16.66 %
8200 Utilities/Lease	906.97	20,000.00	(19,093.03)	4.53 %
8250 Postage and Delivery		500.00	(500.00)	
8350 Telephone	286.29	1,800.00	(1,513.71)	15.91 %
8360 Computer Services	2,470.88	4,000.00	(1,529.12)	61.77 %
8370 Supplies		1,000.00	(1,000.00)	
8400 Travel, Meals, Meetings	70.60	3,000.00	(2,929.40)	2.35 %
8500 Insurance - Liability		1,500.00	(1,500.00)	
8700 Printing and Reproduction		750.00	(750.00)	
8750 Legal Advertising		2,200.00	(2,200.00)	
8760 Miscellaneous	1.38	1,000.00	(998.62)	0.14 %
8800 Audit & Reporting	1,150.00	10,500.00	(9,350.00)	10.95 %
8850 Accounting	1,023.75	2,500.00	(1,476.25)	40.95 %
8920 Marketing & Development	240.00		240.00	
8920.15 Downtown Marketing	1,743.03	46,012.00	(44,268.97)	3.79 %
8920.16 Development Grants & Incentives		71,000.00	(71,000.00)	
8920.20 Dining & Nightlife Guide		0.00	0.00	
8920.21 LDDA web site		500.00	(500.00)	
8920.22 Valet Program		55,000.00	(55,000.00)	
Total 8920 Marketing & Development	1,983.03	172,512.00	(170,528.97)	1.15 %
8980 Property Appraiser	1,212.00	4,997.00	(3,785.00)	24.25 %

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
9000 Tax Collector	31.15	6,500.00	(6,468.85)	0.48 %
9050 Memberships & Subscriptions	2,740.00	4,500.00	(1,760.00)	60.89 %
9100 Equipment Lease/Maintenance		0.00	0.00	
9410 Downtown Maintenance		5,000.00	(5,000.00)	
9745 Expense-Farmers Curb Market				
9745.11 General Operating Expense	4,755.52	32,691.00	(27,935.48)	14.55 %
9745.13 Music/Entertainment	400.00	6,000.00	(5,600.00)	6.67 %
9745.16 Square Fees	388.29	2,000.00	(1,611.71)	19.41 %
9745.18 EBT Payout	923.00	5,000.00	(4,077.00)	18.46 %
9745.19 FAB payout	734.00	5,000.00	(4,266.00)	14.68 %
9745.20 EFUNDS Fees	15.30	200.00	(184.70)	7.65 %
9745.21 DFCM marketing		12,000.00	(12,000.00)	
9745.22 Special Event Expenses		500.00	(500.00)	
9745.23 DFCM SNAP Expenses	11.21	500.00	(488.79)	2.24 %
9745.24 Sales Tax	5.67	100.00	(94.33)	5.67 %
9745.25 SNAP Booth Admin	75.00		75.00	
Total 9745 Expense-Farmers Curb Market	7,307.99	63,991.00	(56,683.01)	11.42 %
9750 Container Gardens	1,000.00	7,000.00	(6,000.00)	14.29 %
9751 Valet Parking	1,481.95	0.00	1,481.95	
Total Expenses	\$38,915.82	\$424,653.00	\$ (385,737.18)	9.16 %
NET OPERATING INCOME	\$ (15,937.38)	\$0.00	\$ (15,937.38)	0.00%
OTHER INCOME				
6310 Interest Income - Streetscape	19.68	300.00	(280.32)	6.56 %
6950 Unappropriated Funds		368,844.00	(368,844.00)	
6950.10 Unappr Grant & Incentive Funds		108,588.00	(108,588.00)	
6950.20 Unappr Maintenance Funds		12,720.00	(12,720.00)	
6950.30 Unappr Marketing		9,526.00	(9,526.00)	
6950.40 Unappr DFCM Funds		17,848.00	(17,848.00)	
6950.50 Restricted AOP Funds		58,000.00	(58,000.00)	
Total 6950 Unappropriated Funds		575,526.00	(575,526.00)	
6955 Restricted Streetscape Account		78,478.00	(78,478.00)	
Total Other Income	\$19.68	\$654,304.00	\$ (654,284.32)	0.00 %
OTHER EXPENSES				
9765 Depreciation Expense		0.00	0.00	
9770 Restricted Expense - Streetsc		8,000.00	(8,000.00)	
Total Other Expenses	\$0.00	\$8,000.00	\$ (8,000.00)	0.00%
NET OTHER INCOME	\$19.68	\$646,304.00	\$ (646,284.32)	0.00 %
NET INCOME	\$ (15,917.70)	\$646,304.00	\$ (662,221.70)	(2.46 %)

LAKELAND DOWNTOWN DEVELOPMENT AUTHORITY

PROFIT AND LOSS

November 2016

	TOTAL
INCOME	
6100 Tax Receipts	1,720.49
6300 Investment Income (Money Mkt.)	119.89
6450 Income-Farmers Curb Market	
6450.11 Shared Marketing Costs	5,794.00
6450.13 Fundraiser/Sales Gross	22.23
6450.14 Merchandise Sales Tax	1.47
6450.17 FMSSG - SNAP Support Staff	2,495.50
6450.18 FAB Grant	3,480.00
6450.19 EBT Electronic Transfer	579.00
Total 6450 Income-Farmers Curb Market	12,372.20
Total Income	\$14,212.58
GROSS PROFIT	\$14,212.58
EXPENSES	
8010 Salaries	
8010.11 Executive Director Salary	5,979.16
8010.12 LDDA Admn (pka Coordinator)	1,381.68
8010.13 Payroll Taxes	620.40
8010.14 FAB Coordinator	749.00
Total 8010 Salaries	8,730.24
8040 401 K	179.38
8200 Utilities/Lease	204.38
8350 Telephone	147.02
8360 Computer Services	1,871.00
8760 Miscellaneous	0.38
8800 Audit & Reporting	1,150.00
8850 Accounting	1,023.75
8920 Marketing & Development	240.00
8920.15 Downtown Marketing	427.00
Total 8920 Marketing & Development	667.00
9000 Tax Collector	31.15
9050 Memberships & Subscriptions	65.00
9745 Expense-Farmers Curb Market	
9745.11 General Operating Expense	2,172.66
9745.13 Music/Entertainment	250.00
9745.16 Square Fees	163.02
9745.18 EBT Payout	376.00
9745.19 FAB payout	284.00
9745.20 EFUNDS Fees	7.95
Total 9745 Expense-Farmers Curb Market	3,253.63
9750 Container Gardens	550.00
9751 Valet Parking	1,481.95
Total Expenses	\$19,354.88

	TOTAL
NET OPERATING INCOME	\$ -5,142.30
OTHER INCOME	
6310 Interest Income - Streetscape	9.68
Total Other Income	\$9.68
NET OTHER INCOME	\$9.68
NET INCOME	\$ -5,132.62

Memo

To: LDDA Board Members
From: Julie Townsend, Executive Director
CC: Marcus Ruggiero; Marlon Lynn
Date: 12/12/2016
Re: Façade Improvement Grant – Escapology Lakeland – 210 E. Pine Street

MESSAGE:

Enclosed is a request for Façade Improvement matching grant for Escapology Lakeland, 210 E. Pine Street.

Escapology Lakeland is a new business concept unlike any other in Downtown Lakeland. Lakeland's live escape game offers a thrilling, mind challenging experience. Teams of up to 6 players race against the clock to find clues, solve puzzles and escape the adventurous game room within 60 minutes.

Overall façade improvements include new window and frame to replace the west door. New east door and door frame, upgraded paint and decorative artwork. Improvements also include lighting, signage and awning.

The property is within the Munn Park historic district and requires design review by the Historic Preservation Board. On November 29, 2017, the Historic Preservation Board issued a certificate of approval for this project which was found to be consistent with the design guidelines for the Munn Park Historic District. The work is to be performed in accordance with the approval of the Historic Preservation Board. Any further modifications must receive an additional certificate of review.

Staff recommends approval of this matching grant request for eligible items related to the façade improvement for a reimbursement of up to \$10,000. The applicant must submit approved expensed of at least \$20,000 to be eligible for the full grant amount of \$10,000 within one year from date of approval by the LDDA board. Historic Preservation is an LDDA priority and efforts to restore building to their original character should be encouraged.

Memo

To: LDDA Board Members
From: Julie Townsend, Executive Director
CC: Marcus Ruggiero; Marlon Lynn
Date: 12/12/2016
Re: Interior Build Out Grant – Escapology Lakeland – 210 E. Pine Street

MESSAGE:

Escapology Lakeland is a new business concept unlike any other in Downtown Lakeland. Lakeland's live escape game offers a thrilling, mind challenging experience. Teams of up to 6 players race against the clock to find clues, solve puzzles and escape the adventurous game room within 60 minutes.

Pine Street is primarily office which means dark windows after 5pm. Escapology will create an evening destination in a part of Downtown that needs activity after 5pm. It is also a concept that is open to all ages, meaning families, groups of friends, etc. can participate.

The application requests assistance for interior plumbing for men's bathroom expansion, commercial kitchen plumbing, interior electrical system. These requests fall within the eligible improvements:

Items eligible for funding under the program are:

- plumbing upgrades, new kitchen sink, ADA water fountain
- Interior electrical system upgrade, not including fixtures
- HVAC system – not replacement of existing;
- New interior walls for game rooms, lobby, mechanical room, conference room

Staff recommends approval of this matching grant request for eligible items for a reimbursement of up to \$5,000.

Executive Director's Update for the December 15, 2016 Board Meeting

December 11, 2016

Administration

Outstanding Grant Awards Update:

This is a reminder to the Board of grants awarded that have yet to be paid out. The outstanding grants of up to **\$70,696** are as follows. The FY 2016 Balance for Grants & Incentives is **\$47,300**. The FY 2016 Budget also reflects a surplus of the previous year's Grants & Incentives of **\$61,287**. For the FY2017 Budget, I have moved the balance of \$47,300 to the **6950.10 Unappropriated Grants & Incentives**. The new balance amount for FY2017 Budget is **\$108,588.00**.

Applied for in November 2015 - Marlon Lynn Architect - \$10,000 Facade Improvement Grant

Applied for in February 2016 – My Office & More – Façade Improvement \$696

Applied for in June 2016 - POSTO 9 - \$10,000 Facade Improvement Grant

Applied for in June 2016 - POSTO 9 - \$15,000 Food Related Services Grant

Applied for in July 2016 - POSTO 9 - \$5,000 Interior Buildout Grant

Applied for in July 2016 – Café Roti- \$10,000 Facade Improvement Grant

Applied for in July 2016 - Café Roti - \$15,000 Food Related Services Grant

Applied for in July 2016 - Café Roti - \$5,000 Interior Buildout Grant

GENERAL UPDATES

Valet Parking: Downtown's universal valet program began Friday, December 9. The system ran smoothly the first weekend. We parked 40 cars total on Friday and Saturday night. I camped out at

Downtown Compactors: Solid waste is working on 2 compactors – one in Preservation Alley and the other in the Terrace alley. The Preservation Alley compactor has been ordered. Engineering is working on the site plan then the slab has to be poured. Power source also is being worked out. The preservation Alley compactor is expected to be in place by the beginning of the year with the Terrace alley compactor following shortly thereafter. In the meantime, solid waste is committed to keeping the dumpsters emptied, coming twice per day if required until the compactors are in place.

Downtown Update Meeting: The January Downtown Update is TBA.

Project Updates:

Lakeland Loft is expected to open in the next week or so. They are having final inspections this week.

The Campbell Building Stationary Loft opened on Tuesday, November 15th in time for the holiday walkabout. Second floor and third floor construction continues. The dumpster is still in the alley for debris from the second and third floor construction. I am told it should be removed in the next week or so.

Last week's flash rain storm caused a great deal of flooding in Trader's Alley. Station Loft also took in water. The city responded quickly and regraded the alley. But that was a temporary fix. I met with Heath Fredrick, Director of Public Works, in the alley to discuss a fix. The city is ready to add a storm pipe to the alley as soon as I give them the go. I requested that they wait until after the holiday and the January First Friday event. The installation will require a street closure at Kentucky and Trader's Alley.

Posto 9 is expected to open this week.

Businesses - New/Changes:

Top Buttons Upscale Thrift Boutique is moving into the Keslinger Building at 236 N. Kentucky Ave. They have a grand opening event planned for Saturday, January 21st.

Downtown Art Immersion:

Music Munnays: Music Munnays in October was a success. March 2017 will be the Spring series.

Pop Up Art Projects: David is working on another pop up art project for Downtown. As part of our commitment to art in Downtown, I will be working with David to get this project installed. Parks and Recreation has already approved the project. We will also consult with Public Works.

Parking: Reverse angle parking is planned for Tennessee Ave next to NOBAY. Reverse angle means cars back into the angle parking. This provides better safety for passengers who exit the vehicle and prevents cars from backing up into the lane of traffic to exit. This kind of parking will yield 19 spaces rather than 11 spaces if traditional parallel parking were to be installed. City staff and I agree that reverse angle in this block is the perfect place to introduce this kind of parking to citizens. It is a very low traffic block. The plan is to stripe the spaces the week of December 19th with paint first to test the parking. I will work with the city's PR team and parking staff to ensure that we have a plan in place to educate the public. Warning tickets will be given for the first 90 days for folks who park in the wrong direction.

Bikeshare: Contracts for year two of the Bike Share program has been signed by the city manager. New locking technology will be installed on the bikes which will replace the Ulocks and lockboxes. This should improve the riders experience and reduce locking issues.

LDDA Office in Downtown: Sunday was moving day. The LDDA will still operate out of the city hall office until the end of December. I am working with the IT department on a smooth transition of all files and emails.

MISC:

I have received complaints from Downtown property owners about certain activities happening in Munn Park on Sundays. I have met with Bob Donahay and Julie Adams with Parks and Recreation to discuss solutions.

I have secured an ongoing agreement with Bio One, a biohazard company. Occasionally we have messes Downtown that require professional cleanup. Merchants and property owners should not have the responsibility and do not have the proper cleaning supplies to handle these kinds of cleanups.