

**MINUTES OF THE
TOWN OF LADY LAKE
SPECIAL ECONOMIC DEVELOPMENT ADVISORY COMMITTEE
LADY LAKE, FLORIDA
January 8, 2013**

The Economic Development Advisory Committee Meeting was held in the Town Hall Commission Chambers at Lady Lake Town Hall, 409 Fennell Blvd., Lady Lake, Florida. The meeting convened at 3:00 p.m.

A. CALL TO ORDER: Thad Carroll, Growth Management Director/Chairperson

COMMITTEE MEMBERS PRESENT: Thad Carroll, Phil Mathias, Betty Salas, Joe Quinn, Mark DuShane, Cindy Satur and David Carnecchia

STAFF PRESENT: Mike Burske, Parks & Recreation Director; Wendy Then, Town Planner; and Nancy Slaton, Deputy Town Clerk

ALSO PRESENT: Mayor Jim Richards, Commissioner Ruth Kussard, Commissioner Dan Vincent, and Adam Sumner of Lake County Economic Development

B. PLEDGE OF ALLEGIANCE

C. BUSINESS:

1. Approval of Meeting Minutes of October 2, 2012 – Regular Meeting

Thad Carroll, Growth Management Director and Chairperson, asked if anyone had changes or corrections to the October 2, 2012 meeting minutes.

Upon a motion by Member DuShane and a second by Member Quinn, the Committee Approved the Regular Meeting Minutes of October 2, 2012 as presented, by a vote of 7-0.

2. Presentation of the Lady Lake Welcome Packet for Comment and Review

Thad Carroll, Growth Management Director and Chairperson, announced that the Town Clerk's office has drafted a Welcome Packet for new residents and businesses at the request of the Town Manager. He stated that it came about as an inquiry from people in the community on what Lady Lake is about and where to go for certain resources; this packet is a culmination of the requested information which can be distributed online, on the website, and by hard copy form.

Wendy Then, Town Planner, advanced through the slide presentation as Mr. Carroll reviewed each page. He stated the packet begins with a Table of Contents, a short history of the Town, a welcome message from the Mayor, introductions to the Commissioners and the Town Attorney, and descriptions of the duties of the Town Manager, the Clerk's Office, and the Police Department.

He stated that the Growth Management Department section is broken down to include Building Services, Planning and Zoning Department, and Code Enforcement. This section also includes information pertinent to this committee whereas it includes information on updated census and

economic data for the Town, as well as showing the major employers in the area and the four major business districts. The four major business districts include the north and south Highway 27/441 corridor, the Duck Lake Industrial Center, and County Road 466. A page devoted to frequently asked questions is also included in this section and after the Utilities/Customer Service and Public Works pages, as well.

The packet includes information on the Parks and Recreation Department, and devotes several pages outlining the programs and services available at the Town's new library. Several pages are devoted to area information on who to call for utility services, charitable organizations, etc. The Clerk's office is still in the process of updating some of this information.

Mr. Carroll stated there is a zoning map included showing the commercial and residential areas of the Town, a subset map which shows only the commercial and industrial areas, and a future land use map. He stated there has been feedback that the map legends are a little small and hard to read. The legends can be expanded, but may cover areas of the town or zoning designations. Mr. Carroll stated that he may abbreviate the zoning designations or take the abbreviations out and do the zoning descriptions with a larger font, but changes will be made to make it more legible. The final page of packet includes a list of volunteer opportunities on the boards and committees for the Town.

Mr. Carroll asked if the committee had any comments on this document.

Member Salas commented that some of the photos on the Commissioner's page looked stretched and/or pixilated. She asked if this could be corrected so that the packet could look more professional before it was printed. Mr. Carroll stated this will be looked into.

Member Satur asked if this packet is mainly for the website, or will it be handed out in hard copy form, and if so, what size.

Mr. Carroll replied that the packet will be distributed as a 8 ½ x 11 booklet, but ideally to save costs, it will also be available as a .pdf document on the website so people can download it and scroll down page by page.

Member DuShane commented that he would like to see this packet available at the Chamber of Commerce, but he understands that it will need to be updated and changed periodically. He stated he thinks the packet was very well done.

Member Satur asked if the Town will be funding the printing of this document.

Mr. Carroll replied that the Town is putting this together and will print some hard copies. He stated he agrees that having some available at the Chamber is a good idea, but the Town will not be mass producing this document as periodic changes will need to be made and this could get expensive.

Member Mathias and Member Satur also agreed it looked good and was very informative.

Member Quinn agreed it was tricky to edit a packet such as this to get as much information out without having to include names and figures that have to be changed.

3. Discussion of Property Acquisition at 120 S. Old Dixie Highway

Thad Carroll, Growth Management Director and Chairperson, reported that the Town did close on the property at 120 S. Old Dixie Highway in December. He stated the current plan is to utilize two acres for parking and to hold the additional 4+ acres to sell at a later date when the market is appropriate for commercial development. Mr. Carroll stated the Town hopes to recapture the investment on this property, and by acquiring this property, the Town has leverage on what is put on the property. He stated when realtors or investors approach the Town, they can be told what the Town envisions to bring people downtown, to create jobs, and what will blend well with what is existing, etc.

Member Quinn asked if the proposed parking lot will be a paved hard-surface parking lot.

Mr. Carroll replied that there has been no engineering or budget discussion for the proposed parking lot on these two acres at this point in time.

Member Satur asked if there might be discussion on the possibility of a parking garage versus a parking lot so as not to use the whole two acres for parking.

Mr. Carroll replied that he has not heard any discussion for this; the plan now is just two acres for parking and the balance to sell later. He stated that potentially, if the downtown area development accelerates in the future and parking becomes a problem, the Commission would have to entertain discussions for something like that as construction costs for vertical parking is a big expense.

Adam Sumner of Lake County Economic Development interjected that he knew the cost difference for surface parking versus vertical parking. He stated surface parking costs approximately \$2,500 per space to construct, while vertical garage parking costs approximately \$25,000 per space; and above five stories, it would be \$35,000 per space.

Mr. Carroll reported the property is zoned Light Commercial at this time and reviewed the permitted uses under this zoning. It includes uses such as office complexes, although the zoning could be changed later to Heavy Commercial if appropriate.

Member Quinn asked which Commissioner is responsible for this area.

Mr. Carroll replied that he believed the property is in Commissioner Holden's ward, although he did not have a ward map available to consult.

Town Planner Wendy Then stated that this property is in Commissioner Holden's ward.

4. Schedule Date of Spring Event at Log Cabin – Taste of Lady Lake

Thad Carroll, Growth Management Director and Chairperson, stated that the Taste of Lady Lake will be planned and supervised by Mike Burske, Parks and Recreation Director, who directs all the events at the Log Cabin such as Light Up Lady Lake, which brought a lot of people downtown during the holidays. Mr. Carroll presented a slide showing a schedule of other events in the Lake County area for the upcoming year. He stated he did not want the Town's event to conflict with another event. Mr. Carroll introduced Parks and Recreation Director Mike Burske.

Mr. Burske stated that one idea that was suggested by a newspaper article was a food truck bazaar where all the food trucks in the surrounding areas set up, sell their food, then pack up and leave. He stated that this is interesting, but that the whole idea is to get people to come to the area and keep the money within the local community, and the food trucks would mostly be coming out of Orlando. This is where the idea of a Taste of Lady Lake came from; area restaurants could set up and advertise their business for an evening. Mr. Burske stated he is proposing the event be held on a Friday evening from approximately 4 pm to 8 pm, and perhaps have a jazz band for entertainment.

Mr. Carroll asked what month would be best for the Parks and Recreation Department to schedule this event.

Mr. Burske replied that the 1st or 2nd week of May might work out best, as he would not like to compete against any other events in a 12 mile radius; especially the Leesburg Bikefest.

Member DuShane asked when the Art in the Park was scheduled.

Mr. Burske replied that it is scheduled for February 2nd and 3rd.

Mr. Burske stated it takes three times as long to plan a first year event than a second year event and that he will need at least 90 days to plan and advertise this event. He suggested that the vendors be able to set up for free the first year to see how well the event does, and then a fee structure can be planned for future events. Mr. Burske stated he will be receiving a copy of the vendor list used by the American Legion for their Blackberry Festival that was attended so well.

There was discussion regarding the ideas of scheduling the event during Mother's Day weekend and Cinco de Mayo, although Member DuShane mentioned that it would be in conflict with the Chamber's Business to Business Expo on May 4th. It was agreed that Friday, May 10th, would be the target date for the Taste of Lady Lake event.

Member Satur stated that she has been involved with two Taste events; one in Eustis and one in St. Lucie County. She stated contests were held at the one in St. Lucie County, and silent auctions with prizes being awarded were held in Eustis, and stated this may be an idea for a draw for the event. She stated she would be happy to assist Mr. Burske with planning the event.

5. Staff Update of New Business Openings and Projects Underway

Thad Carroll, Growth Management Director and Chairperson, updated the committee on new business openings and projects underway in the community from October through December 2012. He stated zoning clearances will be pulled and the information will be compiled to update the committee at each meeting as they show the number of employees each new business expects to have. The following new businesses were reviewed for this period: Sakura Steakhouse (16 employees), Anytime Fitness (4), James Young Urology (4), United Healthcare Services (10), McCoy Adult Daycare (4), Infrared Building Diagnostics (2), Patients First Primary Care Physicians (4), Wholesale Water Treatment (10), Exit Realty (1); and anticipated openings are the Village Rehabilitation Center (40 per shift) and Silk Topiaries. Mr. Carroll stated that since October, a total of 89 to 129 employment positions have been created in the area from these new businesses.

D. CHAIRPERSON/COMMITTEE MEMBERS REPORT:

Member DuShane stated he would like to invite Mr. Carroll to attend the Chamber breakfast on March 19th as a guest speaker for their VIP Speaker series.

Mr. Carroll thanked Mr. DuShane for the invitation and stated he will speak with the Town Manager regarding this invitation and will check his calendar and get back to him.

Member Quinn mentioned that The Villages has many parades going on and they are generating a lot of income for the area. He stated he will be sending information to staff regarding this idea.

Mr. Carroll asked Member Quinn to give the information to the Clerk's office so that it may be put on a future agenda for the committee to discuss.

Member DuShane stated he thinks it would be a good idea for the Town to have a table at the Chamber of Commerce's Business to Business Expo on May 4th. It is being held at the Library from 9 a.m. to 12 p.m.

E. OPEN FORUM:

Commissioner Vincent commented that he thought the Welcome Packet was well done.

Adam Sumner of Lake County stated he would be happy to provide a link on the Lake County website to the Town's Welcome Packet.

Mr. Carroll stated that once the packet is finalized, it will be put in pdf format and sent to him. He thanked Mr. Sumner for his offer to provide the link.

Ms. Salas stated she would also like to offer a link to the Welcome Packet for her clients in her real estate office.

F. ADJOURN:

With no further business or discussion, the Economic Development Advisory Committee meeting was adjourned at 3:36 p.m.

Nancy Slaton, Deputy Town Clerk

Thad Carroll, Chairperson

Minutes transcribed by Nancy Slaton, Deputy Town Clerk