

**MINUTES OF THE
TOWN OF LADY LAKE
REGULAR ECONOMIC DEVELOPMENT ADVISORY COMMITTEE
LADY LAKE, FLORIDA
February 5, 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, and David Carnecchia

MEMBERS ABSENT: Cindy Satur

STAFF PRESENT: Kris Kollgaard, Town Manager/Town Clerk; Wendy Then, Town Planner; and Nancy Slaton, Deputy Town Clerk

ALSO PRESENT: 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 January 8, 2013 – Special Meeting

Thad Carroll, Growth Management Director and Chairperson, asked if anyone had changes or corrections to the January 8, 2013 meeting minutes.

Upon a motion by Member Quinn and a second by Member Salas, the Committee Approved the Minutes of the Special Meeting of January 8, 2013 as presented, by a vote of 6-0.

Prior to moving on to the next agenda item, Thad Carroll, Growth Management Director and Chairperson, read and reviewed the Meeting Procedures followed at all meetings held at the Town of Lady Lake. He stated the reasoning behind this is to insure that the meetings are orderly and to have the procedures on the record for the Clerk's office. He read them off as follows:

- The Mayor/Chairperson has the complete and total responsibility for conducting an orderly meeting.
- When a member desires to speak, they must first be recognized by the Mayor/Chairperson. When a citizen desires to speak, they must first be recognized by the Mayor/Chairperson. This is done by raising a hand. Once they have been recognized, they should come to the lectern and state their name and address for the record and then proceed.

- Comments should be brief (three minute time limit) and should pertain only to the subject under consideration.
- Comments pertaining to other subjects, to personalities or to political situations shall be called out of order by the Mayor/Chairperson. Personal attacks will not be tolerated.
- The Mayor, Town Commission and Employees of the Town of Lady Lake agree to support positive interaction among ourselves and the citizens of Lady Lake in a positive and non-threatening environment, and encourage active participation among all.

Mr. Carroll stated these meeting procedures will be reviewed from time to time, and thanked the members and those present for listening and keeping the meeting flowing accordingly.

2. Discussion of Composing a Survey to Local Business Owners to Gather Feedback on How the Town of Lady Lake Can Better Partner to Promote Economic Development

Thad Carroll, Growth Management Director and Chairperson, referred to the survey included in the packet. He stated Growth Management staff composed a survey for distribution to Lady Lake business owners to gather relevant information to help direct economic development efforts. Mr. Carroll stated question #13 on page two of the survey was amended to have the responses make more sense and this amended page has been handed out to members on the dais.

Mr. Carroll read and reviewed the survey questions, and gave brief explanations of why each question was included on the survey. He asked the members for their feedback and stated discussion should involve assessing the adequacy of the survey and to confirm whether or not the questions that comprise the survey will help the EDAC members to better understand the business needs in our community.

Member Mathias asked if the survey should include a question for commercial property owners regarding signage regulations. He stated he has heard complaints that signage regulations are too strict.

Mr. Carroll replied that staff reviews sign regulations from time to time and they are revised periodically in response to feedback, but they are tied to the Land Development Regulations and Commercial Design standards, and could be discussed as an agenda item at a separate meeting. He stated this could also fall under question #16 regarding the Commercial Design standards.

Member DuShane asked how the survey would be sent out.

Mr. Carroll replied that this has not been decided; it could be sent to the Chamber or mailed out using the Business Tax Receipt address list, which will probably be the preferred method.

Member Quinn stated that 60% of Lady Lake's population lives in The Villages and he stated that perhaps another question should be added asking the businesses how they feel about the availability of infrastructure to get golf cart traffic. He also suggested that a hash mark be added to the commercial property maps to identify properties with golf cart accessibility.

Member Mathias stated that having golf carts on the major roads such as Rolling Acres and CR 466 has already been discussed and is not going to happen.

Member Quinn stated that it does not mean it cannot still be brought up when it is an on-going issue.

Mr. Carroll stated there is no current connection to CR 466 with The Villages, although there is commercial land set aside on the south side of CR 466 where golf cart accessible businesses may be started. He stated this could tie in with other areas, but perhaps not with existing businesses. Mr. Carroll stated identifying the commercial properties with golf cart accessibility is a good suggestion.

Member Carnecchia stated he agreed golf cart accessibility is a good idea and would be a tremendous asset, especially in the downtown area where there is either no traffic or it is going by too fast on US 27/441. He stated if Fruitland Park can do it, Lady Lake ought to be able to do it.

Member Mathias stated he does not understand how all businesses in Fruitland Park are accessible by golf cart, as you cannot get on CR 466 or US 27/441. He stated the police and the state will need to control the use of golf carts on highways because he feels there will be too many accidents, as a golf cart cannot compete with a car.

Mr. Carroll stated that all of Fruitland Park is not open to golf cart traffic, although they have designated crossing points on CR 468, etc., and have designated areas of Fruitland Park for golf cart use.

Adam Sumner of Lake County Economic Development was recognized. He stated that he commends staff on the survey, and that he feels all the questions pertain to what this committee needs to know. He asked if Lake County could have a page on the back of the survey to ask consumers if they want someone from the Town or County to call them for assistance with workforce issues, etc. He also suggested including comment lines to ask consumers what they would want changed if they could. Mr. Sumner stated in his experience, the sign ordinance is always number one; people are never happy with sign ordinances. He stated that if this is the case, perhaps changes do need to be made.

Member Quinn stated adding written comments to the survey is a good idea as they often reveal what people really think.

Member Salas stated she agreed and was going to suggest this as well.

Mr. Carroll stated the survey was to gauge solid responses, whereas open ended comments are not as easily gauged, but if reoccurring comments surface, this could be helpful.

Member Carnecchia stated he believes the survey is great, but asked what will be done with the information once it is gathered.

Mr. Carroll stated staff will evaluate the responses based on priorities by sector, and priorities of the Town as a whole, and this will drive the initiatives of this committee going forward.

Wendy Then, Town Planner, stated the three main objectives of the survey were to find out: 1) where should the Town concentrate their efforts, 2) what the future investment is going to be; what the business climate is and the tools that will be needed, and 3) what future partnerships the

Town will need to make it happen. She stated all this information will be brought back to this committee for input.

Mr. Carroll stated staff will gauge the responses and participation, and will bring back a summary analysis to this committee.

3. Suggestions on an “Economic Development” Web Page for the Town of Lady Lake

Thad Carroll, Growth Management Director and Chairperson, stated that EDAC members are encouraged to provide suggestions on what content should be displayed on the Economic Development web page, including links to additional outside resources that would be useful to current business, as well as those businesses seeking to come to Lady Lake. He stated Member Quinn’s suggestion to include maps showing connectivity to golf cart access is a good idea, and asked if there are any other suggestions.

Member Mathias suggested including contact names on the web page.

Member DuShane stated links to the Chamber of Commerce and Lake County Economic Development should be included.

Member Salas suggested including opportunities of where to build (such as heavy and light commercial zoning), and laying out the steps on how to build and develop a business in the area.

Mr. Carroll stated this will be a work in progress, and asked member to email any other suggestions to the Deputy Town Clerk.

4. Update on U.S. 27 Reliever Project

Thad Carroll, Growth Management Director and Chairperson, stated he wanted to provide a brief summary of the U.S. 27 Reliever Project Meeting that was held on Wednesday, January 30, 2013, at the Florida Department of Transportation District 5 Office – Leesburg Operations Center. He stated that in 2009, a project development environmental study was conducted, and it included the area from US 27/441 down to 466A. At that time, the recommended alternative was to four-lane that segment. He stated there is no design or construction funding at this time, but in looking at transportation counts, County and regional entities are looking at a corridor planning study to provide an alternative to US 27/441. This project involves a study to assess the feasibility of potentially providing a route to connect Highway 27/441 in Lady Lake to State Road 44 in Leesburg in an effort to relieve congestion from Highway 27/441 from Leesburg to Lady Lake. Updates on this project will be brought back to the Committee. Mr. Carroll stated that in all likelihood, there will be no construction on this project for the next 10-15 years, as there is no funding available.

Member Carnecchia asked for clarification on the expansion of US 27/441.

Mr. Carroll reported that US 27/441 is currently being widened up to Lake Ella Road. The plan is to six-lane the highway up to Avenida Central in the next phase and right of ways are being obtained, although funding is not available at this time for construction. He stated that even with the six-lane expansion planned, in the next 15-20 years, the highway congestion will be maxed out, and without mowing down businesses to widen even more, alternative corridors are needed. Mr. Carroll stated that he does not know the time frame for the expansion of the six lanes from

Lake Ella north to Avenida Central, but will check with FDOT to see if he can get a better timeframe.

5. Update on Spring Event at Log Cabin – Taste of Lady Lake

Thad Carroll, Growth Management Director and Chairperson, stated that he wanted to give an update to the status of the planning for this event. He stated that at the January 8, 2013, meeting, the Economic Development Advisory Committee had proposed the date of May 10, 2013 for the "Taste of Lady Lake" event at the Log Cabin. The Town Commission has since approved the date of Friday, May 10, 2013, and the times for the event will be from 4 p.m. to 7:30 p.m.

Member Mathias asked if the Parks and Recreation Director has found someone to help him run the event. He stated he should not use whoever helped run the Taste event for the American Legion.

Mr. Carroll replied that Mr. Burske has been busy with the Art in the Park activities of last weekend, but he will discuss it with him.

Member Quinn asked if the Town is tracking the number of booths used at the Art in the Park as he thought there was less traffic this year.

Mr. Carroll stated the Town Manager confirmed that the Town is tracking participation.

Member Carnecchia stated he thought there was a good turnout, and felt there was more traffic than last year.

6. Staff Update on New Business Openings and Projects Underway

Thad Carroll, Growth Management Director and Chairperson, stated the Growth Management Department has provided a brief summary of development activity from January to date for the members of the EDAC Committee. The summary included zoning applications that are currently being processed, site plan applications, completed projects, and other projects and activities that may soon be underway in the Town. Mr. Carroll reviewed the new business openings, revealing their location and the number of employees they will have, as follows:

Leesburg Chiropractic Center	301 Skyline Dr. Ste #1	4
Senior Capital Services	305 Skyline Dr. Ste #3	4
Roberts Real Estate, Inc.	416 Teague Trail	1
Lake Cardiovascular Diagnostic Center	510 Hwy 466 Unit 105 & 106	1

He stated there are two new site plans in progress, and they include: 1) Too Your Health Spa (a 15,000 sq. ft. health club on the south end of town), and 2) Howell Dental Office (an 8,400 sq. ft. dental/medical office on CR 466).

D. CHAIRPERSON/COMMITTEE MEMBERS REPORT:

Member DuShane stated that Mr. Carroll was formally invited to attend the Chamber breakfast on March 19th, but asked if he could attend the breakfast on April 16th instead.

Mr. Carroll stated he will check his calendar and confirm.

Member Mathias stated he is still working with a developer regarding the construction of a Costco on CR 466.

Mr. Carroll reported that the County Commission is considering imposing impact fees again. It is only under discussion at this point, as an ordinance will need to be enacted, but they are proposing the impact fees to be effective again on October 1, 2013 at a reduced rate.

Member Mathias stated he believed it had something to do with roads.

Mr. Carroll stated they are transportation impact fees that have been waived for the last two years, and any new businesses will have to pay them once they are imposed again.

Member DuShane stated he heard the impact fee figure was roughly \$500 per new build.

Mr. Carroll stated he heard the figure of 13%, although it is not written, but would amount to roughly the same figure.

Member Carnecchia asked if anyone knew what was going on with the Underglass Auto building. He stated it is empty now and the previous tenant has moved next door.

Mr. Carroll asked Wendy. Then, Town Planner, if she had any information on the building.

Ms. Then replied that nobody has applied for zoning clearance or applicants to occupy that building. She stated if it is in foreclosure, the Code Enforcement division will receive information so that the property can be registered as vacant.

Member Salas stated she has information on the building, and that it is in the process of foreclosure, but has not been foreclosed on yet. She stated her real estate office has a couple of offers in to the lender that are under negotiation, but they have not come to terms at this time.

E. OPEN FORUM:

There were no comments from the audience.

F. ADJOURN:

With no further business or discussion, the Economic Development Advisory Committee meeting was adjourned at 3:37 p.m.

Nancy Slaton, Deputy Town Clerk

Thad Carroll, Chairperson

Minutes transcribed by Nancy Slaton, Deputy Town Clerk