

**MINUTES OF THE  
TOWN OF LADY LAKE  
SPECIAL ECONOMIC DEVELOPMENT ADVISORY COMMITTEE  
LADY LAKE, FLORIDA  
February 20, 2014**

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 mobile tour/meeting convened at 8:30 a.m.

**COMMITTEE MEMBERS PRESENT:** Mark DuShane, Joe Quinn, and Thad Carroll

**MEMBERS ABSENT:** Betty Salas and David Carnecchia

**STAFF PRESENT:** Kris Kollgaard, Town Manager/Town Clerk; and Nancy Slaton, Deputy Town Clerk

**ALSO PRESENT:** Commissioner Paul Hannan, Commissioner Dan Vincent, Mayor/Commissioner Ruth Kussard, and Chris Bell, Fruitland Park Mayor

**1. Commencement of a Mobile Tour from Town Hall to the Ocala/Marion Chamber of Commerce (to embark at 8:30 a.m. and return by 12:30 p.m.)**

The Economic Development Advisory Committee traveled to the Ocala/Marion Chamber of Commerce to meet with the Chamber & Economic Partnership's Executive Board to learn about their collaboration and strategy. Background on the organization is available on their website at [www.ocalacep.com](http://www.ocalacep.com).

This mobile tour served as the February meeting of the Economic Development Advisory Committee. There was no quorum present and no items were voted on.

The tour commenced at 8:30 a.m. and arrived at the Ocala/Marion Chamber of Commerce at 9:13 a.m.

Town Manager Kris Kollgaard announced at the beginning of the meeting that more than one Commissioner was present and she asked that they not sit together and that no Town business be discussed.

Members of the Ocala/Marion County Chamber & Economic Partnership's Executive/Steering Committee began the presentation by introductions all around, which included Douglas Cone, Chair; Kevin McDonald, Vice Chair; Rusty Branson, Treasurer; Keith Davis, Past Chair; Jo Salyers, Member; and Kevin Sheilly, President & CEO.

Chairperson Mark DuShane stated the Town of Lady Lake Economic Development Committee members, members of the Town Commission, and the Mayor of Fruitland Park were present to find out the workings of the Ocala/Marion County Chamber & Economic Partnership (CEP), and what drives its success.

Kevin Sheilly, President/CEO, and Jo Salyers, Member, gave an overview of the structure of the CEP and the history of its inception, stating the Chamber and Economic Partnership is a private business operated by a Board of Directors, staff, and partners and investors of the CEP.

Mr. Sheilly stated they are attempting to follow the model of Austin, Texas. He stated it will be difficult for the Lady Lake area to follow their model because of the challenges presented by Lady Lake being largely retirement driven, and it needs a diversified business community requiring economic input from the citizens of the community.

Ms. Salyers stated it was an arduous process with much head-butting to get everyone working together despite different personalities, but that it eventually came together.

Town Manager Kris Kollgaard asked how long it took for the merge between the City of Ocala and the Marion County Chamber to occur for the development of the Chamber and Economic Partnership.

Mr. Sheilly replied that it took almost two years to occur, and they are now 15-16 months into the process. The mission statement for the CEP is: *To be the catalyst for a prosperous community*. Mr. Sheilly stated the CEP is guided by two principles: 1) does it create or retain jobs and 2) will it provide a return for our partners. He explained that the CEP is funded 60% by the partnership revenue and 22% by the city and county. Partner Investment Levels are: Chairman's Circle - \$20,000+, Champion-\$10,000-\$19,999, Leadership-\$5,000-\$9,999, Legacy-\$2,500, Premium-\$1,200, and Business-\$600.

Douglas Cone, Board Chair, agreed it was a lot of work and that the CEP is a sales force for the city and the county, and is a one-stop shop. Some key points he made included that the municipalities and counties should help facilitate development of new businesses by giving incentives and assisting with the permitting process, etc. He stated it would be a return on investment (ROI). He stated that board members of volunteer organizations must be engaged.

Kevin McDonald, Vice Chair, introduced himself as the business owner of the Allstate office in Summerfield, near Lady Lake. He spoke with enthusiasm regarding the CEP and its inception, goals and results over the past year.

Mr. Sheilly reported that the CEP has 16 employees, and they have five strategic program areas which include Business Attraction, Business Retention, Business Creation, Business Services, and Business Advocacy. These program areas have three primary five year goals which are the guiding principles of the organization, and they are: 1) impact the creation of 3,500 new jobs, 2) paying wages 15% above the current county average, and 3) resulting in a capital investment of \$25 million. He stated the CEP tracks and reports their activities on these goals to the partnership and leadership on a monthly basis.

Mr. Sheilly introduced team members who work in the areas of Economic Development Coordination, Business Retention, and Business Attraction and Creation and they spoke about their work, which included the incubator model to assist entrepreneurial businesses with start up in the community. It was noted that they have had eight business graduates from the incubator program in the Power Plant thus far that have remained in the area.

Mayor Kussard asked what the percentage of the partnership was in the organization.

Mr. Sheilly replied that it is currently at nine percent, with their goal being 11.5%.

After a comprehensive presentation by Board members and staff of the CEP, two members of Ocala's sister city in Newbridge, Ireland were introduced and welcomed, lunch was provided, and questions were invited and answered.

At 12:05 p.m., visiting representatives from Lady Lake and Fruitland Park thanked their hosts for the presentation and lunch, and boarded the van for the return trip to Lady Lake.

***The Economic Development Advisory Committee mobile tour/meeting ended at 12:48 p.m. when the shuttle van returned to Lady Lake Town Hall and those present disembarked.***

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Nancy Slaton, Deputy Town Clerk

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Mark DuShane, Chairperson

*Note: The tour/meeting was recorded on a hand-held voice-activated recorder and it did not pick up a portion of the tour/presentation conversations.*

Minutes transcribed by Nancy Slaton, Deputy Town Clerk