

**MINUTES OF THE
TOWN OF LADY LAKE
REGULAR ECONOMIC DEVELOPMENT ADVISORY COMMITTEE
LADY LAKE, FLORIDA
April 2, 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, Mark DuShane, Joe Quinn, Betty Salas, Phil Mathias, and Cindy Satur (at 3:03 p.m.)

MEMBERS ABSENT: David Carnecchia

STAFF PRESENT: Kris Kollgaard, Town Manager/Town Clerk; Mike Burske, Parks and Recreation Director; Wendy Then, Town Planner; and Nancy Slaton, Deputy Town Clerk

ALSO PRESENT: Mayor Jim Richards and Commissioner Dan Vincent

B. PLEDGE OF ALLEGIANCE

All present stood to recite the Pledge of Allegiance.

C. BUSINESS:

1. Approval of Meeting Minutes of February 5, 2013

Thad Carroll, Growth Management Director and Chairperson, asked if the members had a chance to review the February 5, 2013 meeting minutes.

Upon a motion by Member DuShane and a second by Member Mathias, the Committee approved the Minutes of the Regular Meeting of February 5, 2013 as presented, by a vote of 5-0.

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

Thad Carroll, Growth Management Director and Chairperson, stated that Mike Burske, Parks and Recreation Director, was present to give an update on the status of the planning for this event.

Mr. Burske reported that eight food vendors are currently signed up for the Taste of Lady Lake event. He stated that he was originally looking for 25 food vendors, but has scaled back on the marketing after speaking with an organizer of the food truck bazaars who told him to expect at least 250 participants per vendor. Mr. Burske reported that letters were sent out to all local restaurant businesses using the business tax receipt mailing list from the Clerk's office. He stated that food vendors currently signed up include: Scott, a gourmet sandwich maker; Chick-

Fil-A; John Weerts with his hot dog trailer; Joyce Norcross, a local caterer; Steve's Mobile Eatery; Texas Stockyards; Bella's Pizzeria, and LongHorn Steakhouse. Mr. Burske also reported that jazz singer Beautiful Bobby Blackman has been secured for the event. He stated that Clear Channel has agreed to advertise the event on their billboards. Mr. Burske reported that banners will go up tomorrow along US Hwy 27/441 to begin advertising the event 4-5 weeks early. He stated that local businesses are welcome to set up tables along with the food vendors.

Member Quinn asked to be reminded of the date for the event.

Mr. Burske replied that it is scheduled for Friday, May 10, 2013, from 4 p.m. until 8 p.m.

Member Salas asked Mr. Burske what his maximum number of food vendors is now that he mentioned scaling back from his original number of 25.

Mr. Burske replied that he believes 18 should be the maximum number of vendors, taking into account that 10% may not show up as promised. He stated there is also the chance that food vendors will try to come on board at the last minute.

Member Mathias asked if Mr. Burske had contacted Water Oaks about the event.

Mr. Burske replied that they were sent a letter as were all other local restaurants.

Member DuShane asked if the scaled back marketing was for the public or just vendors. He also asked if the Chamber was involved in the marketing.

Mr. Burske replied it was only for vendors. He stated he would like the public to attend without the event being too crowded. Mr. Burske stated that Peggy at the Chamber has done a mass e-mailing, and restaurants who are currently Chamber members were also sent e-mails.

Member Satur apologized for her lateness as she had a closing that ran long. She asked if the billboards had been mentioned yet.

Mr. Burske replied that Clear Channel asks for a month's notice and he will be contacting them shortly. He stated they usually advertise in Ocala, Belleview, Leesburg and/or Clermont, The Villages, and Lady Lake, and that it is good exposure for the event.

Member Satur and Member Mathias both remarked that Mr. Burske is doing a good job coordinating this event.

3. Preliminary Overview and Discussion of Lady Lake Economic Development Survey Results Received to Date

Thad Carroll, Growth Management Director and Chairperson, stated that 386 surveys were mailed on March 6, 2013 with enclosed self-addressed stamped envelopes, and 97 additional surveys were hand delivered to businesses that had corporate offices which were not local. Mr. Carroll stated that the business addresses were compiled from the Clerk's office business tax receipt database, but home occupations and realtor offices were excluded. He reported that 483 surveys were distributed in total, and surveys were requested to be returned by Monday, March 25, 2013.

As of Friday, March 29, 2013, ninety-seven surveys had been returned to Town Hall. Mr. Carroll stated that there has been a 20% participation rate in the survey to date, and research shows that there is very little difference in the results between a 25% and a 50% response rate. Mr. Carroll thanked the Clerk's office staff for their assistance in the mailing process and data entry of the surveys received into the results matrix. He explained the scoring matrix for the survey results. Mr. Carroll reviewed and commented on the results of the surveys received to date:

1. Over the last five years, The Town of Lady Lake has promoted positive commercial growth in the Town. *Results: 10%-Strongly Agree, 48%-Agree, 19%-Neutral, 7%-Disagree, 5%-Strongly Disagree, and 3%-Failed to Respond*
2. The "quality of life" offered in the Town of Lady Lake is a strong recruitment tool for my business. *Results: 20%-Strongly Agree, 48%-Agree, 22%-Neutral, 5%-Disagree, 3%-Strongly Disagree, and 2%-Failed to Respond*

Mr. Carroll commented that it was good to see that the majority of the survey results were positive and show that the Town promotes a good quality of life.

3. The Town of Lady Lake has a well diversified business composition. *Results: 19% Strongly Agree, 40% Agree, 29%-Neutral, 8%-Disagree, 3%-Strongly Disagree, and 1%-Failed to Respond*

Mr. Carroll reviewed an insert of a pie chart showing the business composition analysis in Lady Lake as of January 2012, based on business tax receipts. It showed: 1.5%-Amusement, 0.5%-Manufacturing, 22.6%-Financials/Real Estate, 1.7%-Contractors, 17.1%- Insurance/Professional Offices, 23.7%-Public Services, 7.4%-Restaurants/Motels, 15.9%-Retail, and 9%-Home Occupation/Miscellaneous.

Member Quinn asked where medical offices would fall in the pie chart.

Mr. Carroll replied that they would fall under Insurance/Professional Offices.

Member Satur asked the meaning of "neutral" in answer to question number three.

Mr. Carroll replied that could mean that the business owner/manager does not have an opinion on the matter, or it could be that they did not understand what a "well diversified business composition" is.

Member Salas stated she took it to mean they were okay with it; neither agreeing nor disagreeing with it.

Mr. Carroll stated that going forward, staff will further isolate where the opinions come from; whether it be the medical profession, etc. He stated that staff will pull the surveys of those that are disagreeing or strongly disagreeing with a question, and see if it comes from a particular industry and find out what they need.

4. It is easy to find employees in this area with the skills needed for my business. *Results: 6%-Strongly Agree, 31%-Agree, 28%-Neutral, 25%-Disagree, 9%-Strongly Disagree, and 1%-Failed to Respond*

5. The minimum level of education required for employment in my business is: *Results: 90%-GED/High School, 16%-Assoc. Degree, 5%-Bachelors, 8%-Post Grad/Prof., 4%-Failed to Respond*
6. In the next two years, employment in your business is most likely to undergo a: *Results: 6%-Large Increase, 38%-Small Increase, 49%-Remain the Same, 5%-Small Decrease, and 1% Large Decrease*
7. During the next five years, how likely is your business to remain in Lady Lake? *Results: 56%-Very Likely, 29%-Likely, 10%-Neutral, 4%-Unlikely, and 1% Highly Unlikely*
8. Lady Lake should prioritize the following industry as the highest in its economic recruitment efforts: *Results: 27%-Retail, 18%-Medical/Prof., 24%-Service, 11%-Manufacturing, 13%-Recreation/Tourism, and 7%-Failed to Respond*

Mr. Carroll stated that growth in Manufacturing and Recreation/Tourism needs to be explored as the percentages reflected in these results do not match the percentages in the pie chart. Individual comments will be reviewed as well since the Failed to Respond percentage is high at 7%.

9. Holding festivals and events in the Town would help to increase business awareness and tourism. *Results: 31%-Strongly Agree, 44%-Agree, 19%-Neutral, 2%-Disagree, 1%-Strongly Disagree, and 3%-Failed to Respond*
10. The greatest challenge to job creation and new business recruitment in Lady Lake is: *Results: 9%-Transportation Infrastructure, 27%-Labor Pool, 25%-Lease Constr. Costs, 14%-Commercial Lending, 8%-Quality of Life, and 16%-Failed to Respond*

Mr. Carroll mentioned this is another question that will need to be looked at further to see if any one sector is consistently saying that the labor pool is restrictive, and to see if we can do anything to enhance the labor pool for potential employers.

11. The Town of Lady Lake does well to maintain a clean appearance along the commercial corridors and roadways. *Results: 44%-Strongly Agree, 47%-Agree, 5%-Neutral, 12%-Disagree, 0%-Strongly Disagree, and 2%-Failed to Respond*

Mr. Carroll commented that the positive results of this question are a testament to the great work done by the Town's Public Works Department headed by C.T. Eagle.

12. The Town of Lady Lake should prioritize the following area for business recruitment and/or redevelopment. *Results: 22%-Rolling Acres Rd., 13%-CR/Hwy 466, 12%-Downtown/Old Dixie Hwy, 39% S. Hwy 27/441, 6%-CR25/Teague Trail, and 8%-Failed to Respond*

Mr. Carroll commented that it is good that 39% chose the S. Hwy 27/441 area because that is where the heavy commercial zoning designation is and where the most vacant land is available for development.

13. The Town of Lady Lake has adequate facilities/institutions for ongoing education, training, and career development. *Results: 1%-Strongly Agree, 25%-Agree, 41%-Neutral, 24%-Disagree, 4%-Strongly Disagree, and 5%-Failed to Respond*

Mr. Carroll stated that these results show that they are either indifferent to or do not know the answer to this statement. He stated it needs to be looked into further, and in conjunction with the labor pool subject.

14. The Town of Lady Lake has adequate zoning and future land use designations in place to facilitate commercial growth through 2030: *Results: 0%-Strongly Agree, 40%-Agree, 46%-Neutral, 8%-Disagree, 3%-Strongly Disagree, and 2%-Failed to Respond*

Mr. Carroll stated that the results of this question show that perhaps more information, such as a zoning or land use map, should have been included with the survey as most people do not know what this is about.

15. The nature of my business operation could primarily be classified as: *Results: 34%-Retail, 23%-Medical/Prof., 41%-Service, 1%-Manufacturing, and 1% Recreation/Tourism*

Mr. Carroll stated that this question will be used as a benchmark to go forward to the second level and further isolate information as mentioned previously.

16. The Town of Lady Lake's Commercial Design standards serve to benefit commercial property values and provide aesthetic value for our community. *Results: 5%-Strongly Agree, 46%-Agree, 34%-Neutral, 9%-Disagree, 3%-Strongly Disagree, and 2%-Failed to Respond*

Mr. Carroll stated that Commercial Design standards protect property values, and the results show that people are aware of this.

17. The primary means of commuting the employees of my business utilize to report to the workplace is: *Results: 93%-Single Passenger Vehicle, 1%-Transit, 3%-Golf Cart, and 3% -Failed to Respond*

18. The regulatory requirements (permitting, fees, development process) of the Town of Lady Lake pertaining to business expansions are easy to interpret and access from the Town's website (www.ladylake.org). *Results: 3%-Strongly Agree, 34%-Agree, 51%-Neutral, 4%-Disagree, 4%-Strongly Disagree, and 4%-Failed to Respond*

Mr. Carroll stated that while the 51% who remained neutral on this question is puzzling, it is good to see that 34% agree.

19. What initiative or policy could the Town of Lady Lake put into place to best promote Economic Development in the Town of Lady Lake? *Recurrent themes included:*

- *A desire to extend golf cart accessibility with existing network in Town*
- *Flexibility in the sign code for temporary signage*
- *More attention to the "original" Lady Lake*
- *Development costs and permitting process*

Mr. Carroll reported there were comments regarding the sign codes stating that if Lady Lake was more permissive with signage when a business is just starting up, whether it is a grand opening or a sale, it would enhance their business.

Mr. Carroll stated the comments about paying more attention to the “original” Lady Lake were in regard to promoting growth in that direction, and regarding marketing for Lady Lake, as they feel a lot of marketing is for The Villages.

Mr. Carroll stated that start up costs for businesses with regard to development applications and permits for signs, building, etc. were conceived as a constraint by some.

Mr. Carroll reported that this is the preliminary results of the survey thus far, and as more surveys come in, they will be added and the results updated. He asked if anyone had any questions or comments on the survey results.

Kris Kollgaard, Town Manager, stated she wanted to thank Growth Management staff and the Clerk’s office for their fantastic job with the survey. She stated the questions that Growth Management came up with are very important and will give the Economic Development Advisory Board pertinent information as a starting point, and will help with development in Lady Lake.

Member Mathias commented that he would not like to see golf cart use expanded in Lady Lake on the main thoroughfares such as US Hwy 27/441 and C.R. 25, in reference to question #19. He stated it would be too dangerous. Mr. Mathias also stated that he would not like to see sign codes relaxed. He stated there are A-frame signs on the sidewalks and they look bad.

Mr. Carroll stated that A-frame signs are allowed, but must be within two feet of the building. He stated he can send Code Enforcement out to be sure the sign code is being adhered to.

Member Mathias also mentioned that the new sign at Lady Lake Family Medicine appears to be too bright.

Wendy Then, Town Planner, stated that the LED signs are required to have dimming capabilities, and the Town can contact them to make sure they are adhering to the guidelines under which their sign was approved by the Town Commission.

Member DuShane commented that he agreed with the Town Manager that the survey was really well done, and that he believes the 20% response rate is very significant. He stated that the results were fascinating in that most everything was positive, and the negative seemed to revolve around the labor pool. Mr. DuShane stated this will be an interesting focal point in determining what to do about it. He stated that Lake Express could be an answer for some, yet only 1% showed transit as a transportation method. Mr. DuShane stated these survey results will give the Board a starting point, as stated by the Town Manager, and whether the Town should be looking at educational facilities, or partnering with Lake-Sumter College in terms of having a northern unit in the Lady Lake area so that employers could draw from that pool, etc.

Member Satur commented that although Workforce Central Florida does not offer grant money for cash-based businesses (like retail) to pay for training, etc., they do currently offer grants to

service industry employee/jobs for manufacturing and tech type employees, and that could be explored.

Mr. Carroll stated these survey results will be shared with Adam Sumner of Lake County Economic Development, as well, so they can steer people who are looking for Lady Lake's demographic our way. He stated knowing how the business community feels about Lady Lake's climate will also assist the County. Mr. Carroll stated that it was good to get out in the community and meet some of the business people when he helped hand deliver the surveys, and to get first-hand information from them.

Ms. Kollgaard stated once the survey results are finalized, they will be shared with the commissioners at a commission meeting; it will give them information on the community and help them understand the direction this Board is heading in and why.

Mr. Carroll stated more research on the survey results will be done. He asked the members to contact the Clerk's office if they have any comments or items for the next agenda.

Member Quinn stated he would like a copy of the survey results thus far.

4. Staff Update of 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 February 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:

- Imagine Wigs, Inc. - 730 S Hwy 27/441 (at the Dr. Moussette Plaza); 1 employee
- Land Mark Mortgage Planners - 106 S Old Dixie Hwy (Hendry Professional Plaza), 5 employees
- LB Crossfit & Wellness Studio - 845 Teague Trail, Ste 15 & 16 (Allstor Commerce Center); 2 employees
- Quest Diagnostics - 516 N Hwy 27/441 (Villages Crossroads Plaza); 2 employees

Name/Owner Changes: Star Ev Golf Cars, LLC (formerly Tradewind Golf Carts) - 570 N Hwy 27/441 (Villages Crossroads Plaza); 3 employees

Mr. Carroll reported that two projects are currently underway; they are: Howell Dental, a 4,200 sq. ft. commercial building at 536 Hwy 466; and a substantial interior renovation at the Publix Supermarket at 1120 Bichara Blvd. Mr. Carroll stated that Growth Management staff has been meeting with quite a few people lately for pre-applications. He stated it appears that things are picking up and he is not sure whether it shows confidence in an up-turn of the economy, or whether commercial lending is getting easier. Mr. Carroll stated one residential subdivision is underway, and there are talks of two other subdivisions to come. He stated this may help diversify Lady Lake's labor pool.

D. CHAIRPERSON/COMMITTEE MEMBERS REPORT:

Member Quinn commented that Representative O'Toole was mentioned in an article in today's newspaper regarding a bill before the Senate dealing with removing restrictions for Sumter County's assisted living facilities. Mr. Quinn stated he would like to see a map that shows what part of The Villages that is within Lady Lake's boundaries has development property still available that could be utilized for assisted living facilities.

Member Mathias stated he heard there was an ALF going in on C.R. 25.

Mr. Carroll reported that there is a zoning entitlement for an ALF on C.R. 25, but no applications have been received. He stated he will look into Mr. Quinn's request.

Member Satur stated she had good news to share showing that property values are increasing again. She stated that a golf course lot in Stonecrest that was purchased for \$224,000 last year has just come in at \$320,000 this week, and that it is a lot of equity to gain in a year.

Member Quinn agreed and stated he noticed that even doublewide homes in Silver Lake have increased a lot in value recently.

Member Mathias stated he has heard there are people looking into some good size developments on Hwy 466 just before the Sumter County line.

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 3:43 p.m.

Nancy Slaton, Deputy Town Clerk

Thad Carroll, Chairperson

Minutes transcribed by Nancy Slaton, Deputy Town Clerk