

**MINUTES OF THE
TOWN OF LADY LAKE
SPECIAL ECONOMIC DEVELOPMENT ADVISORY COMMITTEE
LADY LAKE, FLORIDA
April 29, 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 meeting convened at 3:00 p.m.

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

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

ALSO PRESENT: Commissioner Vincent and Commissioner Richards

A. CALL TO ORDER: Mark DuShane, Chairperson

B. PLEDGE OF ALLEGIANCE - All present stood to recite the Pledge of Allegiance.

C. OPEN FORUM

Chairperson DuShane asked if anyone in the audience would like to address the committee. There were no questions or comments.

D. BUSINESS:

1. Approval of Minutes: Nov. 5, 2013 Regular Meeting, Feb. 20, 2014 Special Meeting/Tour & April 22, 2014 Special Meeting

Chairperson DuShane asked if the members had any comments regarding the November 5, 2013, February 20, 2014 and April 22, 2014 meeting minutes.

Upon a motion by Member Quinn and a second by Member Salas, the Committee approved the Minutes of the Regular Meeting of November 5, 2013, the Special Meeting/Tour of February 20, 2014, and the Special Meeting of April 22, 2014 by a vote of 5-0.

2. Discussion of the February 20, 2014 Mobile Tour/Presentation by the Ocala/Marion County Chamber and Economic Partnership

The background summary for this agenda is on file in the Clerk's office. It states that on Thursday, February 20, 2014, the Economic Development Advisory Committee traveled to the Ocala/Marion Chamber of Commerce to meet with the Chamber and Economic Partnership's Executive Board to learn about their collaboration and strategy. Members of the committee who attended the meeting should be prepared to share any ideas or strategies discussed at the meeting that may be beneficial to the Town's economic development efforts. Members who did not

attend the tour can refer to the minutes of the meeting and also visit www.ocalacep.com to find out more about the vision, successes, and activities of this organization.

Chairperson DuShane asked if any of the committee members had any comments on the tour to Ocala.

Member Quinn stated he was present and was nearly overwhelmed by the information presented. He stated that their application was county-wide and was much larger than Lady Lake could hope to achieve. Mr. Quinn stated that Lady Lake may be able to adopt bits and pieces of their model, but the Ocala Chamber's budget and staffing is much larger and Lady Lake's best hope is to rely on the County's assistance where possible.

Member Carroll stated he was impressed with the presentation and their willingness to share how they have achieved what they have, but he agreed with Member Quinn that the financial investments of some of their partnerships could be problematic under Lady Lake's jurisdiction because of the Sunshine Law, etc. Mr. Carroll stated Lady Lake could take advantage of opportunities to further its relationship with Lake County, using Adam Sumner as a resource and a liaison with other Chambers to get ideas, etc. He stated that he believed the trip was worthwhile.

Chairperson DuShane stated the goal of the trip was to see what others are doing and to see what the Committee could learn from them and utilize the knowledge to enhance what the Committee is trying to do. He acknowledged that Ocala's budget and staffing was huge, and stated the things he was most impressed with were their organization and structure, goal setting, the collaboration between Economic Development, the Chamber and the municipalities; leading to cohesive and driving economic development. Mr. DuShane stated he was impressed that they were able to entice the UPS facility to locate there. He stated the purpose of field trips such as this is to see what the Committee members can bring back to enhance the economic development efforts in Lady Lake. He asked if Commissioner Vincent or the Town Manager had any comments about the trip.

Commissioner Vincent commented from the audience (hard to hear on recording) that he felt the Ocala/Marion County Chamber and Economic Partnership was very well organized and worked like a machine, and Town Manager Kris Kollgaard agreed.

Chairperson DuShane stated he would encourage everyone to think back on what they saw to see how the Committee could incorporate any of their ideas and utilize them in Lady Lake.

Member Carroll reiterated that this committee could explore more of a relationship with Lake County and perhaps showcase more of what is available in Lady Lake regarding land and opportunities. He stated when people go to Lake County Economic Development for their assistance with economic development, a relationship such as this would bolster Lady Lake's chances of capitalizing on an opportunity to entice them to this area as a referral.

Chairperson DuShane stated Mayor Kussard mentioned she was impressed with the business opportunity centers. He stated those are available in Lake County already and are more affordable to businesses at \$300.00 a month than they are in Marion County. Mr. DuShane stated the nearest one is in Leesburg, and perhaps Lake County could be talked into opening a BOC in Lady Lake.

Ms. Kollgaard commented that the incubators in Marion County provide training and equipment as well as space, and she reported that she had previously spoken with Adam Sumner of Lake County about the possibility of using some of the space available upstairs at the library for a BOC, but the equipment and training would be quite an investment for the Town to start up and it needs more investigation.

Chairperson DuShane stated he will continue to foster this discussion with Lake County.

3. Discussion of Changing the Economic Development Advisory Meeting Time from 3:00 p.m. to 2:00 p.m.

Chairperson DuShane stated that at the November 5, 2013 meeting of the Economic Development Advisory Committee meeting, it was suggested by Member Joe Quinn that the meeting time be changed so that meetings would begin at 2:00 p.m. rather than the current 3:00 p.m. start time. In Section 1-86 of Chapter 1 of the Land Development Regulations, which details the functions of the Economic Development Advisory Committee, no specification is set as to what time of day meetings are required to occur. If the committee chooses to change the meeting time to 2 p.m. no alteration to the Land Development Regulations or subsequent codification will be required. The committee members should determine if the change of the meeting time will be beneficial for the majority of the members, or at least ensure that the change will have no effect on the ability to obtain a quorum by the members for future meetings.

Chairperson DuShane asked the committee members for discussion on this suggestion.

Member Salas stated she has no problem with the change of meeting time.

Member Quinn suggested that the meeting time could be moved up to 1:00 p.m., right after lunch, instead of 2 p.m.; stating it could help him with his schedule.

Member Carnecchia stated he could not attend the meeting at 1:00 p.m., but 2:00 p.m. should not be a problem.

Member Carroll stated he would attend at any time that is decided upon, but that the time that is decided upon should be what is most conducive to achieving a quorum to hold the meetings on a frequent basis.

Chairperson DuShane asked for a vote.

Upon a motion by Member Salas, with a second by Member Quinn, the Committee approved changing the Economic Development Advisory Committee Meeting time from 3:00 p.m. to 2:00 p.m. by a vote of 5-0.

4. Discussion of the Boundary for a Downtown Redevelopment Area

The background summary for this agenda is on file in the Clerk's office. It states that at the November 5, 2013 meeting of the Economic Development Advisory Committee, discussion occurred regarding setting a boundary where the Committee would like to concentrate efforts for redevelopment and potential programs to steer the efforts as recommended by the committee. In this area, the focus would be to establish incentives and/or programs that may be available through the Town to help stimulate economic development. Again, the Town has not established

any such program specific to assisting businesses or promoting Economic Development through grants or waivers. Through the establishment of a geographic boundary, the Town can clearly define where these efforts should be focused.

Member Carroll stated that staff originally proposed a boundary which defined a core area. Initially, the intent of limiting the boundary was so that improvements would not be dispersed too far apart around Town in an effort that momentum could be gained in one particular area that would, hopefully, be more recognizable when concentrated. He stated that the area was proposed as the main artery in the center of Town which would be most visible to those passing through. In addition, it was thought that if efforts were successful in this area, the Town could consider broadening the boundary at a later time if determined to be beneficial.

Mr. Carroll stated that at the November 5, 2014 meeting during a discussion pertaining to another item (a proposed façade grant program), Mr. Sumner advised that the boundary map appeared to be quite large as it was proposed. He recommended reducing it to the area that needs the most improvement, and then to increase it every year. He stated a program that he managed worked with increments of six city blocks at a time. The committee should consider whether to establish a smaller boundary area initially and expand it as recommended from year to year, or to establish the entire boundary at this time and provide greater latitude as to where efforts could be directed for redevelopment through any grants or programs that may be acquired or implemented. Mr. Carroll suggested the central core could be Lemon Street and CR 466 and Lady Lake Boulevard, and then progress in a southerly fashion. He asked if other members had the opportunity to look at the area and if they had any ideas.

Member Salas suggested starting at the Log Cabin area and moving out from there. She stated she has no problem with the size of the boundary, but agrees it should be at least a three year project and that it could definitely help the Town.

Member Quinn asked if anyone knew when the FDOT was going to start the widening of US Hwy 27/441 in the Lady Lake area. He stated that any businesses that may want to come in on that corridor would want to know what the road will look like and where their entrances will be, etc.

Member Carroll replied that he received an update at a recent MPO meeting that showed there is 30 million dollars committed for the widening of SR 500 (US Hwy 27/441) from Lake Ella Road to Avenida Central in 2018-2019, which is about five years out. He stated that FDOT has a design plan and they met with property owners a couple of years back. The Town provided cure plans after right-of-way acquisitions were completed to assure that the businesses could continue to operate despite them maybe not meeting setbacks due to the widening.

Member Carnecchia agreed that starting from the center of Town and moving out is a great idea, and he thinks the area proposed is the right size.

Chairperson DuShane agreed as well, and stated that starting out slowly may take several years, but that makes it manageable.

After further discussion, it was the consensus of the Committee that staff will provide a proposal of divisions, with three phases being suggested, and will outline how many properties would be in each phase. This will be brought back for the Committee's consideration.

5. Discussion of a Façade Improvement Program for the Proposed Downtown Redevelopment Area

Member Carroll stated that staff prepared a draft "Façade Improvement Program" document for the consideration of the Economic Advisory Committee at the November 5, 2013 meeting. The draft outlined the qualifications for the program, procedures, and eligibility for the committee's consideration. Continued discussion and recommendations should pertain to any modifications and amendments that need to be made to the document as presented if the Committee feels the program should be advanced for consideration by the Town Commission. Therefore, consensus is being sought to move forward with this program proposal, or alternatively, to discontinue advancement of the proposal.

Member Carroll stated that this program would tie into the previous discussion of the proposed downtown redevelopment area, and it could be isolated to start in the first phase, then progress to the second and third phases. He stated by concentrating the efforts in a particular area, it would be visible to the public and would hopefully build momentum.

Member Carroll stated that a budget would have to be put in place, and an amount for the grant would have to be decided upon, although a maximum of \$2,500 per property for exterior improvements was previously discussed as a 50/50 match grant, with the business owner being reimbursed after the project was completed. He stated the exterior improvements would include such items as doors and windows, lighting, awnings, and painting. Mr. Carroll stated that three grants were initially proposed.

Member Salas asked if landscaping would be eligible as exterior improvements, as landscaping can sometimes make a big difference in the curb appeal of a business.

Mr. Carroll replied that landscaping is not usually included under a façade grant program as it is not tangible and concrete, but it could be an idea for a landscaping program.

Town Manager Kris Kollgaard reminded the Committee that they had \$10,000.00 in their budget for the year, and some of those funds could be used for a façade grant program.

Member Quinn asked who would operate and be the watchdog for the façade grant program.

Member Carroll replied that he administered a façade grant program in another jurisdiction and site inspections were completed. Three competitive bids and a receipt showing the amount paid for the work were required. He stated that the business owner would be reimbursed after the work was completed and after everything was satisfied.

Member Carnecchia asked for clarification on whether the façade program was for a business owner or a property owner/landlord. He gave the example of the Lady Lake Plaza, which has one property owner, but has six to seven different businesses in the plaza.

Member Carroll stated that could be at the discretion of the Committee whether it is per business or per property.

Member Quinn asked if there would be some control over the paint colors, etc., that would be chosen for the façade improvements.

Member Carroll replied that the applicant for the grant program would have to submit a packet for what they want to do, and staff could pick out any red flags or violations to Code such as colors, type of windows, etc.

Chairperson DuShane asked how the business owners in the particular area such as phase one would learn of this façade grant program. He also asked who would decide which three businesses would be awarded the grant.

Member Carroll replied that it could be put on the Town's website, or letters could be sent to the business owners using the business tax receipt information in the Clerk's office, stating that a grant has been made available for the area and telling how to capitalize on the grant. He stated that they could be awarded based on a first come/first served basis, or proposals could be reviewed by the Committee and they could make the recommendation. Mr. Carroll suggested that the Committee make recommendations as applications could be submitted simultaneously and some proposals may allow for more improvements at a better value than others.

Town Manager Kris Kollgaard agreed that it might be best to have the Committee review the applications for the grant program, and make recommendations to the Town Commission for their decision.

Chairperson DuShane stated that he did not see any use for the budgeted \$10,000.00 other than to pay for the Ocala tour that has already happened and the proposed trip to Eustis.

Member Quinn asked if members would be allowed to approach business owners on their own to let them know of the grant program once it is enacted.

Ms. Kollgaard stated that it would be best to inform all the business owners at one time such as by letter.

Chairperson DuShane asked what the next step would be to get this program launched.

Member Carroll stated staff would formalize the criteria and he asked the Town Manager if an ordinance would have to be enacted, and the likelihood of this program being launched this fiscal year.

Ms. Kollgaard replied from the audience (nearly inaudible on recording) that she would check with the Town Attorney, but most likely an ordinance would need to go before the Town Commission. She stated that the program could probably be ready to be launched by July.

It was the consensus of the Committee to move forward with the façade grant program.

6. Consideration/Discussion of a Possible Trip to the Eustis Chamber of Commerce to View Their Facilities and Their Function as a Welcome Center for the City

Chairperson Dushane stated that he is requesting that the Economic Development Advisory Committee consider a possible trip to the Eustis Chamber of Commerce to view their facilities and their function as a Welcome Center for the City of Eustis. If it is determined that the committee would like to visit the Eustis Chamber of Commerce, dates and times for the trip should be discussed and agreed upon so that Town staff can make the necessary arrangements

and reservations. For additional information, members can visit <http://www.eustischamber.org> in advance of the meeting.

Mr. DuShane stated he would like to continue to educate everyone on what is going on in the surrounding local areas, and who seems to be doing well. He stated the Eustis Chamber recently moved in the last year and is now operating on S.R. 19 in a large facility. Mr. DuShane stated their Chamber is being very accommodating to businesses and there is a lot of interface between the City of Eustis and the Chamber. He stated that he would like to plan a field trip to visit them to view their facility, find out what they are doing and what type of successes and challenges they are having.

Member Salas stated that a trip like this would be nice to give everyone different perspectives. She asked if Mr. DuShane had a timeline for this trip. She stated the first or last week of May would be best for her schedule.

Mr. DuShane stated that he would like to do it as soon as possible, and whatever is best for everyone.

Member Quinn stated it would be nice to get a presentation from a city that is more the size of Lady Lake. He stated the second or last week of May would work for him.

Member Carroll stated it would be interesting to see how Eustis' Chamber interacts with the city, and how they retain and attract businesses in Eustis, and whether they are the conduit for establishing businesses in a small town. He stated it is a focus of this Committee and the Chamber in Lady Lake.

Chairperson DuShane stated he has talked with their director and she is more than willing to have the Committee visit. He stated that the last week of May appears to be the best for everyone, and suggested the 28th or 29th since this is following Memorial Day on Monday, the 26th.

After further discussion, it was decided that May 28th or 29th will be looked at, with arrival in Eustis to be around 9:00 or 9:30 a.m., and departure from Town Hall to be around 8:15 a.m. Mr. DuShane stated he will call and find out what is best for the Eustis Chamber, and then he will notify the Clerk's office so they can arrange transportation for the trip. Notification will be made by e-mail, and the trip will be properly noticed by the Clerk's office.

7. Staff Update of New Business Openings and Projects Underway

Member Thad Carroll stated the Growth Management Department has provided a brief summary of the development activity that has occurred for the members of the Economic Development Advisory Committee. The summary includes 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. He reviewed the new business openings, revealing their location and the number of employees they will have, as follows:

FIRST QUARTER 2014 NEW BUSINESS TAX RECEIPTS		
Business Name	No. of Employees	Type of Business
Lor-Ed Enterprises, LLC, 309 LaGrande Blvd.	2	Professional Office

Granny Nannies of N.A., 510 Hwy 466, Ste 207	2	Professional Office
Tactical Element, Inc., 600 Sunbelt Rd.	4	PSC-Training Office
Adult Counseling & Psychotherapy, 510 Hwy 466, St 207	3	Professional Office
Affordable Lock & Security Solutions, 108 N US Hwy 441	2	PSC-Locksmith
Being Health, LLC, 201 W. Guava St., Ste 206	4	PSC-Physical Therapy
In Full Bloom by Harris Lo, 142 N Old Dixie Hwy	2	Retail Sales
Triton Medical Retail, LLC, 570 N Hwy 27/441	4	Retail Sales-Medical
Car Guys Automotive, 328 S US Hwy 441	5	PSC – Collision Repair
Smirnoff Neurology, PA, 771 CR 466	2	Professional Office

Member Carroll noted that the following new development status report is available on the website and it is updated weekly. He stated there is one additional field on the report on the website showing which commission ward it is in, so commissioners can look and see what is happening in their particular ward.

NEW DEVELOPMENT STATUS - UPDATED 04/22/14				
Project Name		General Location	Project Description	Status
ALF @ Lexington Park- Phase II	MJSP	950 Hwy 466	53,161 Sq. ft. Memory Care Assited Living Facility with 70 beds.	On Hold
To Your Health Spa (V)	MJSP	S Hwy 27/441 & Hartssock Sawmill Rd.	15,824 Sq. Ft. Health/Exercise Club	Site Work Commenced
Church on the Square Addition	MJM	1100 Main Street	20,700 Sq. Ft.	Under Construction
Green Key Village	SUB	1207 Fiesta Key Circle	42 Lot Residential Subdivision	Under Construction
St. Albans Anglican Church	MJSP	626 W. Lady Lake Boulevard	2,589 Sq. Ft. Worship Facility	Under Construction
Sunset Plaza	MJSP	801 Highway 466	46,400 Sq. Ft. Office Building Complex	Under Construction
Lady Lake Town Center (Bacsik)	MJSP	363 Fennell Boulevard	3,800 Sq. Ft. Office Building	Near Completion
Howell Dental Building 2	MJSP	838 Highway 466	4,702 Sq. Ft. Dental/Office Building	Construction Plans in Review
Mattress Firm	MJSP	887 N. Hwy 27/441	4,020 Furniture Store	Under Construction
Village Airport Van Campus	MJSP	121 East Hermosa Street	Transportation Services and LPG Conversion Facility	Permit Issued
McDonalds Site Plan	MJSP	452 N Hwy 27/441	4,388 Sq. Ft. Restaurant	Under Construction
Tree Tops Storage Facility	MJSP	175 S. Rolling Acres Rd.	Phase I- 110,289 Sq. Ft. of Storage Facility, Retention, Parking Lot, Landscaping Buffers, etc.	Under Construction
Wendy's Restaurant Patio Addition	MNM	1011 Bihara Boulevard	384 square foot covered patio addition - outside seating	Modification Approved
Paradise Park Area "B"	MJM	SE Corner of Hwy 441 & Wales Plaza/Paradise Dr.	Landscaping and Recreation Improvements (Walking Path, Golf Cart Parking Areas, Picnic Benches/Table)	Under Application Process
Hilltop Subdivision	Improvement Plans	Griffin Avenue	94-Unit Single Family Subdivision	Under Application Process
Lake Ella Estates	Preliminary Plat	Lake Ella Road	232-Unit Single Family Subdivision	Under Application Process
Orange Blossom Hills CC Renovation	MNM	1542 Water Tower Circle	878 sq. ft. Outside Bar/Dining Area and ancillary improvements	Under Construction
Orange Blossom Garden-Lindsey Golf Maintenance Facility	MNM	1025 Lindsey Lane Court	5208-square-foot Building Replacement, 600-sq.ft. IPM Building, Tree removal, parking spaces delineation, Pre-Treatment Pond, Water line, and Golf Soil Bins.	Under Construction

Member Carroll showed photos of some of the new development and noted that Sunset Plaza is under construction as an office building complex just west of the Summit Medical Plaza on CR 466. He reported that the McDonald's is due to open this week and went up in 74 days from beginning to end, and will have 60 part-time employees and 15 full-time employees. He stated Mattress Firm is a 4,020 sq. ft. furniture store under construction in front of Home Depot, and Tree Tops Storage is a 110,289 sq. ft. storage facility underway.

Chairperson DuShane commented that this was an awesome first quarter and that people will want to go where things are doing well and Lady Lake is doing well.

8. Discussion of the Taste of Lady Lake - Second Annual Restaurant and Food Vendor Evening Event at the Log Cabin Park

Member Carroll stated the Taste of Lady Lake idea originated with this Committee. He stated the Parks and Recreation Department will host the Town's second annual restaurant and food vendor evening event, "The Taste of Lady Lake", at the Log Cabin Park on May 23, 2014. He stated that last year, approximately 23 vendors participated in the event, and about the same are expected this year. Mr. Carroll reported Bobby Blackmon has agreed to be the entertainer once again and he was a big hit last year. He stated that although there were discussions regarding charging the food vendors this year, again the Town will keep it free for area restaurants and food vendors. The hours for the event will be from 5:00 p.m. to 7:30 p.m. This event was approved for date and time by the Lady Lake Town Commission at the April 7, 2014 meeting.

Chairperson DuShane commented that he noticed that the Lady Lake Easter Egg Hunt had 38 businesses signed up and they were spread out in different locations at the Guava Street Park. He stated the Taste of Lady Lake will probably grow and get bigger, as well, and that Mike Burske with the Parks and Recreation Department is doing a great job with these events.

E. CHAIRPERSON/COMMITTEE MEMBERS REPORT

Member Quinn apologized for missing the scheduled meeting last week as he had to leave town for a funeral.

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

Mark DuShane, Chairperson

Minutes transcribed by Nancy Slaton, Deputy Town Clerk