

**MINUTES OF THE
TOWN OF LADY LAKE
REGULAR ECONOMIC DEVELOPMENT ADVISORY COMMITTEE
LADY LAKE, FLORIDA
October 1, 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.

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

MEMBERS ABSENT: Betty Salas and David Carnecchia

STAFF PRESENT: Kris Kollgaard, Town Manager/Town Clerk; Wendy Then, Town Planner; Jeannine Michaud, Finance Director; Pam Winegardner, Assistant Finance Director; and Nancy Slaton, Deputy Town Clerk

ALSO PRESENT: Mayor Jim Richards and Adam Sumner, Lake County Economic Development & Tourism Manager

A. CALL TO ORDER: Mark DuShane, Chairperson

B. PLEDGE OF ALLEGIANCE

All present stood to recite the Pledge of Allegiance.

C. OPEN FORUM

Chairperson Mark DuShane asked if anyone in the audience would like to address the committee.

There were no comments from the audience.

D. BUSINESS:

1. Approval of Minutes – July 9, 2013 Meeting

Chairperson DuShane asked if the members had a chance to review the July 9, 2013 special meeting minutes.

Upon a motion by Member Quinn and a second by Member Mathias, the Committee approved the Minutes of the Special Meeting of July 9, 2013 by a vote of 4-0.

2. Chamber of Commerce and Town Collaboration

Chairperson DuShane stated he suggested this agenda item and asked if the committee would like to discuss and consider opportunities to foster a greater connectivity between the Town of

Lady Lake and the Lady Lake Area Chamber of Commerce to enhance economic development. He stated that as a representative of the Chamber of Commerce, they appreciate all that the Town does, but he believes there is an opportunity to expand the relationship for the benefit of the Town and the Chamber for attracting new businesses and retaining existing businesses. Mr. DuShane stated he would like to see a task force or committee formed to formulate different ideas outside of this committee. He asked Mr. Carroll for his input.

Member Thad Carroll stated that he is aware that some members of this committee attend the Chamber meetings, but staff does not normally attend. He stated that if staff could be given summarized comments of the activities and discussions within the Chamber, they could follow up and find out what resources the Town could use to facilitate and build on those efforts.

Chairperson DuShane reported that today is the one year anniversary of a collaboration between Ocala's Economic Development Committee and the Chamber of Commerce. He stated he drove up to Ocala to see this in person and suggested that the committee members should also make a trip up there to find out what they are doing and see if the Town and this committee could incorporate it here. Mr. DuShane quoted Senator Hays as saying, "*It is better to steal genius than develop mediocrity.*" He stated he has photos of some of their buildings and different economic growth areas they have going on and will share them after the meeting. He asked Mr. Sumner if he had any insight on this topic.

Adam Sumner, Lake County Economic Development and Tourism Manager, introduced himself and stated he does not know what Ocala has been doing, but is aware of some of Marion County's projects that have built off of Ocala's. He stated that Clermont's Chamber of Commerce has an Economic Development Committee made up of about 20 people who are not only Chamber members. They attend every city meeting and work as a lobbying group to support projects within the city to support the city's efforts in economic development. Mr. Sumner reported Leesburg is setting up a group like this now, and Tavares has had a similar set up for about a year. He stated he is seeing very positive results with less of a drastic change than how Ocala is set up and that he would propose it as an idea for this group to consider.

Chairperson DuShane stated he appreciated Mr. Sumner's comments and his assistance in these efforts.

Mayor Jim Richards stated it would be a good idea for the Lady Lake Chamber of Commerce to have someone who is active in real estate and who would have the knowledge, in conjunction with Town staff, of what commercial space is available and what they could be used for. He stated that a firm was looking for space in Lady Lake about a year ago, and they called the Chamber. Mr. Quinn happened to learn about this and helped the firm out by having them contact the Growth Management staff.

Member Phil Mathias stated that Betty Salas is a member of this committee.

Mayor Richards stated a lot of people go to a Chamber as a central source when they are new to the area.

Chairperson DuShane stated the Lady Lake Area Chamber of Commerce has 230 members and their goal is to find out what they can do to drive economic activity in Lady Lake.

Member Mathias stated that Betty Salas is currently the head of the Lake County Realtor's Association and has her own brokerage firm. He stated she has a lot of knowledge regarding the commercial properties in town, and any questions should be sent her way. He also mentioned that there are open spaces in the Best Buy plaza that need to be filled.

Member Carroll stated that the Town's Growth Management Department currently updates their zoning map, future land use map, and annexation map on a monthly basis. He stated that when that is done, they can also formulate a list of properties that are vacant versus occupied. Mr. Carroll stated that the Town does have the knowledge to say what acreage is available for development and the zoning for it, but not whether it is for sale. He stated this was the case with Mr. Quinn when Ultimate Granite was looking for a space in Lady Lake, and Growth Management was able to assist them in their effort.

Member Quinn stated that he sees the Chamber of Commerce as a joint Town of Lady Lake Welcome Center and Chamber of Commerce, and to make a distinction is wrong. He stated that if someone is looking for a contractor and asks for a list from the Chamber, he expects Chamber members will be listed first, but all contractors should be made available. Mr. Quinn stated the Chamber people need to represent the Chamber members, as well as the Town.

Member Quinn stated he would like to see an electronic sign in front of the Chamber as it would be a valuable tool for the Chamber, as well as the Town, and hopes that it will come up again.

Member Quinn suggested that the Town email businesses around town once a month to let them know what commercial properties are listed for sale, as it could encourage any business who is thinking of expanding or opening another outlet to stay in Lady Lake.

Member Carroll stated that the Town could look into something like this, but the Town must be very objective and it could be construed as endorsing one business over another by recommending a property, etc.

Member Quinn stated he just meant that vacant properties or an inventory of available properties should be sent out, with no names attached.

Mr. Sumner stated that Lake County Economic Development's website has a property finder link where local brokers list local properties for sale or lease throughout the county. He stated he has spoken to Betty Salas about entering her listings on there, although it is time-consuming. He stated that the County attorney has not allowed email blasts to be sent out regarding available properties as it could be construed as marketing for the brokers who have listings on the website. Mr. Sumner stated that if someone calls for information, he is allowed to direct them to the website without it being seen as endorsing a broker's listing. He stated he would like to encourage brokers in the Lady Lake area to list on his website as it is a good marketing tool; even the State of Florida uses it, and Lake County is the only county in the state that the Governor's staff has included on their website. Mr. Sumner stated he would be glad to assist anyone with listing on the County's property finder website.

Chairperson DuShane asked Mr. Sumner's opinion of the committee taking a tour to Ocala and Clermont or Tavares.

Mr. Sumner spoke from the audience and stated that the president of the South Lake Chamber of Commerce in Clermont would probably be happy to attend a meeting of this committee to update the committee on his experiences and the South Lake Chamber's mission.

Chairperson DuShane stated he would ask him.

3. Staff Update of New Business Openings and Projects Underway

The Growth Management Department will briefly provide a summary of development activity to the members of the EDAC Committee at the meeting. The summary will include 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, as well as discussion and presentation of a conceptual plan for the Lady Lake Crossing East development.

Member/Growth Management Director Thad Carroll reviewed the new business tax receipts issued during August and September as follows:

<u>NEW BUSINESSES</u>	<u>ADDRESS</u>	<u>EMPLOYEES</u>
Computer Geeks of FL	Home Occupation	1
Senior Health Plus	117 N Hwy 27/441	2
Star EV Golf Cars	510 Hwy 466 Ste 103	7
Perfect Gifts Plus	127 S Hwy 27/441	1
Jersey Mike's	674 N Hwy 27/441	15
Villages Dental Associates	109 N Hwy 27/441	3
Weight Watchers North Int'l	1060 Bichara Blvd.	10
Moody Financial Group	714 S Hwy 27/441	2

Member Carroll reported that Lady Lake Crossing will be expanding their outparcels with a McDonald's, a Chase Bank, and 56,000 sq. ft. of additional commercial space. He stated they have received a commitment from two other businesses whose names cannot be disclosed at this time.

Chairperson DuShane asked Mr. Carroll if there was any talk of golf cart accessibility to the new development in Lady Lake Crossing.

Member Carroll replied there has been no talk about it at this time.

4. Consideration of the Draft Request for Proposal (RFP) to Obtain the Services of an Economic Development Recruitment Firm for the Town of Lady Lake

Member/Growth Management Director Thad Carroll stated that at the direction of the Economic Development Advisory Committee members, staff has prepared a draft Request for Proposal (RFP) to solicit proposals from business recruitment firms to bring new industries and businesses to the Town of Lady Lake. He reported that at this time, the Town has not allocated a specific budget for the services in fiscal year 2013/14; however, funds may be available contingent upon the amounts as received in the proposals. Mr. Carroll stated that careful consideration should be given as to whether the services are needed at this time given recent activity and applications being discussed and received by the Growth Management Department. He asked if the following elements are what the committee is seeking:

1. The firm's number of years of experience pertaining to the recruitment of businesses into communities of comparable size/population. - 20 points
2. The diversity of industries represented by the firm's recruitment efforts. - 20 points
3. Proposed strategy to be implemented for the recruitment process. - 20 points
4. Number of favorable client reference letters provided from other communities. Please note, only one letter per community will be accepted. - 20 points
5. The quality of the response from the client references provided from other communities. - 15 points
6. Fee or proposed fee basis. - 5 points

Mr. Carroll also asked if it is appropriate to distribute an RFP at this time given the imminent development on the horizon. He asked if the committee should wait to see if the proposed development comes to fruition before the Town spends the money to outsource.

Member Mathias asked if an RFP would help develop the CR 466 area in Lady Lake, as it is a main corridor for travel from The Villages.

Mr. Carroll replied that zoning is already in place for development on CR 466, with a PUD entitlement further down from La Zamora by Spring Arbor. He stated that Howell Dental is already under construction at this time, and the Sunset Plaza development is in the process of being developed just west of Summit Plaza on CR 466.

Wendy Then, Town Planner, interjected that the Town's Growth Management Department has received a site plan application for Phase II of the Lexington Park Assisted Living Facility as well, and that a lot of the development in that area is medical.

Chairperson DuShane asked the committee members whether they thought an RFP should go out given the development that is occurring now.

Member Mathias stated he thinks the Town should hold off on it for several months.

Member Quinn stated he has read the RFP, but does not understand some of it. He stated he would hold off on it for now.

Chairperson DuShane stated he agrees that the Town should delay and perhaps save the cost of an RFP at this time and revisit it down the road.

Member Quinn asked if he could speak to staff regarding the RFP without breaking the Sunshine Law.

Member Carroll stated he could speak with staff other than himself, as he is a member of this committee at this time.

Mayor Jim Richards stated he was not sure that the committee could consider the cost or the fee basis of the RFP as an element for points under Florida law.

Town Manager Kris Kollgaard spoke from the audience and stated that you could for an RFP, but not for an RFQ.

Mayor Richards stated that the committee may want to consider going ahead with the RFP, but hold off awarding it until they feel it is necessary.

Ms. Kollgaard stated that the budget includes \$10,000 for the Economic Development Committee and there are contingency funds that could be utilized as well. She stated that the committee could choose to move forward with the RFP as the Mayor suggested, and not act on it until the future, and the cost could be included in next year's budget.

Member Carroll asked the Town Manager if there is a cost involved with putting an RFP on DemandStar.

Ms. Kollgaard stated there is no cost for putting it on DemandStar, but an advertisement for the RFP in the newspaper costs approximately \$150; which is not too expensive.

Mr. Sumner stated he would suggest the committee hold off on the RFP since there is so much development coming in right now, and all available funds should be kept in mind for items such as infrastructure for growth.

Chairperson DuShane commented that the Town Manager has stated that this committee has \$10,000 in its budget, which would pay for a bus trip or tour, and that hardly anything has probably been spent out of it up to now.

After discussion, it was the consensus of the committee to hold off on the RFP for now.

Upon a motion by Member Quinn and seconded by Member Mathias, the Committee approved the recommendation to table the consideration to move forward with the Request for Proposal to Obtain the Services of an Economic Development Recruitment Firm until January of 2014, by a vote of 4-0.

5. Consideration of Reducing the Economic Development Advisory Committee to a Five (5) Member Committee

Member/Growth Management Director Thad Carroll stated that as per Ordinance No. 2011-32, the membership of the Economic Development Advisory Committee shall be comprised of seven members; six members from the public, and one member from the Growth Management Department. At the present time, there are six members serving on the committee as one position has been vacated by resignation.

Mr. Carroll stated that upon the establishment of the Economic Development Advisory Committee, the intent was to have a staff member serving as member in an effort to facilitate the actions of the committee, and to help steer dialogue and present topics to the other members during the course of the first year. He stated that since that time, the staff representative is no longer serving as chair of the committee, and further, feels that staff could better communicate with members of the committee as a resource where they were not subject to the Sunshine Law which prohibits such communications. Mr. Carroll stated the request at this time is to consider reducing the membership to a five member committee; and if approved, this would lessen the membership needed for a quorum to three members as well.

Member Quinn stated he is in favor of reducing the membership.

Member Carroll explained that if this is approved, a draft ordinance would be presented to the Committee changing the language and the provision of the number of members and number needed for a quorum. This would then go before the Town Commission for final approval.

Upon a motion by Member Mathias and seconded by Member Quinn, the Committee approved the recommendation of reducing the Economic Development Advisory Committee to a five member committee, by a vote of 4-0.

Member Mathias commented that there is a member that does not seem to attend the meetings regularly. He stated that the Section 8 of the ordinance for the Economic Development Advisory Committee spells out the requirements for attendance.

Chairperson DuShane read Section 8, which states that any member who misses three consecutive meetings may be removed from the Committee by the Town Commission. He stated he is not aware that the member in question has missed three consecutive meetings, and asked the Deputy Town Clerk if she knew if he attended the last meeting.

The Deputy Town Clerk stated that the member in question had attended the last meeting and that she believed he had not missed three consecutive meetings. She stated that he had emailed to say he was unable to attend this meeting, and keeps in touch.

6. Consideration of Reducing the Frequency of the Economic Development Advisory Committee Meetings to Occur on a Quarterly Basis

Member/Growth Management Director Thad Carroll gave the background summary for this item. He stated as per Ordinance No. 2011-32, the frequency of the Economic Development Advisory Committee meetings is scheduled to occur on a monthly basis. In the 2013 calendar year, four meetings have been cancelled to date, and two meetings were cancelled in calendar year 2012 (June – December).

Mr. Carroll stated at this time, the Committee shall consider whether the goals of the Economic Development Advisory Committee can be achieved if meetings were to occur on a quarterly basis, as cancellations in the past seem to suggest that various efforts often take months to coordinate and report to the committee regarding change of status. He stated that if the committee voted to amend the ordinance to change the frequency of meetings to occur on a quarterly basis, the language of the ordinance would still contain the language that a special meeting could be called in the event that a matter warrants timely action of the committee.

Member Mathias agreed that it was a good idea, and that a special meeting could be called if something comes up.

Member Quinn stated he would support the change.

Chairperson DuShane stated that he believes more things get done and more ideas get propagated, and things happen with more interaction. He stated that invariably one meeting will get cancelled if the meetings are changed to quarterly, so there would only be three meetings. Mr. DuShane stated that communications that would enhance the collaboration between the Chamber and the Town would be lessened, and with constraints of the Sunshine Law being taken into consideration, he wonders what would happen to the momentum.

Member Mathias reiterated that a special meeting could be called at any time if need be.

Chairperson DuShane stated that is a valid point, but thinks four meetings are still not enough. He suggested looking at a different schedule, with perhaps eight meetings per year.

Member Quinn stated that eight is a weird number, but perhaps every other month would work.

Chairperson DuShane stated that he mentioned eight because there are some months of the year, especially July, August and December, when people are on vacation or distracted by the holidays.

Town Manager Kris Kollgaard stated one of the Town's boards meets quarterly, but sets their dates at the beginning of the year. She suggested that the committee could schedule quarterly meetings along with a couple of workshops in between. Ms. Kollgaard stated that workshops are less formal and are held to discuss ideas, and one at the beginning of the year may be a good idea to decide what direction the committee would like to go in for the rest of the year. She stated that it would be a good idea to change the meeting dates now since the ordinance is being changed to reflect the reduced number of members. Ms. Kollgaard stated the wording can state a minimum of four meetings per year, and the Chairperson has the ability to call a meeting, or two members of the committee that want to call a meeting can contact the Chairperson.

Member Quinn suggested meeting the first Tuesday of January, April, July and October, with the allowance that the Chairperson of the committee reserves the right to schedule workshops as necessary.

Chairperson DuShane stated perhaps this could remain a discussion item only at this time, moving forward with a vote on it at the next meeting.

Member Carroll suggested that with the committee's approval, he could draft the ordinance with the terms put forth today and bring it back to the next committee meeting for approval prior to going before the Town Commission.

Chairperson DuShane stated once again that if the meetings are limited, productivity will be limited as well; and the more the committee gets together, the more productive it will be because great minds with a lot of experience can help the Town drive business.

Mayor Richards stated that there are many times that meetings get cancelled now due to lack of a quorum or if there is no reason to hold one. He stated that if the meetings continue to be scheduled monthly, they can be cancelled at any time, and the Chairperson and members control that now.

Member Quinn commented that he does not like to see cancellation of regularly scheduled municipal or government meetings; he would rather have the meetings scheduled less frequently with the option of scheduling a workshop if necessary.

Upon a motion by Member Quinn and seconded by Member Mathias, the Committee approved the drafting of a new ordinance to reduce the meetings of the Economic Development Advisory Committee to the first Tuesday of the month in January, April, July and October, with workshops scheduled as needed by the Chairperson, by a vote of 4-0.

E. CHAIRPERSON/COMMITTEE MEMBERS REPORT

Member Quinn asked the Town Manager for information regarding Government Day on November 2nd.

Town Manager Kris Kollgaard stated that Government Day is scheduled on November 2, 2013 at Colony Cottage Recreation Center in Sumter County. She stated that displays will be set up and staff is being rotated this year to include representatives from the Clerk's office, Utilities, and the Police Department. Ms. Kollgaard stated Mr. Quinn attended last year and did such a great job of marketing for the Town that he is going to be made an official spokesperson for the Town. She invited the committee members to attend. Ms. Kollgaard stated an announcement will be sent out once everything is worked out and this will be announced at a future Commission meeting.

F. ADJOURN

With no further business or discussion, the Economic Development Advisory Committee meeting was adjourned at 3:55 p.m.

Nancy Slaton, Deputy Town Clerk

Mark DuShane, Chairperson

Minutes transcribed by Nancy Slaton, Deputy Town Clerk