

**MINUTES OF THE  
TOWN OF LADY LAKE  
ECONOMIC DEVELOPMENT ADVISORY COMMITTEE  
LADY LAKE, FLORIDA  
January 6, 2015**

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 2:00 p.m.

**COMMITTEE MEMBERS PRESENT:** Mark DuShane, Betty Salas, and Sue Nord

**MEMBERS ABSENT:** David Carnecchia

**STAFF PRESENT:** Kris Kollgaard, Town Manager/Town Clerk; Thad Carroll, Growth Management Director; and Nancy Slaton, Deputy Town Clerk

**ALSO PRESENT:** Commissioner Paul Hannan, Mayor Ruth Kussard, Adam Sumner of the Lake County Economic Development & Tourism Department, and Sue Kelly, Executive Director of the Lady Lake Chamber of Commerce

**CALL TO ORDER:** Chairperson Mark DuShane called the meeting to order at 2:00 p.m.

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

**OPEN FORUM**

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

**BUSINESS:**

**1. Approval of Minutes – October 7, 2014 Special Meeting**

Chairperson DuShane asked if the members had any comments regarding the October 7, 2014 meeting minutes. He stated he notified the Deputy Town Clerk of three minor changes; two words on page two and one date change regarding the Legislative Days on page eight, and they have already been corrected.

*Upon a motion by Member Salas and a second by Member Nord, the Committee approved the Minutes of the Special Meeting of October 7, 2014, by a vote of 3-0.*

**2. Introduction of Susan Kelly, Executive Director of the Lady Lake Area Chamber of Commerce**

Chairperson DuShane introduced Ms. Susan Kelly as the new Executive Director of the Lady Lake Chamber of Commerce effective January 1, 2015.

Ms. Kelly stated she is looking forward to the challenge of three goals for the Chamber this year: 1) to expand the membership, 2) to improve the technology of the Chamber, and 3) to get coupons on the Chamber pages for the members. She stated the Chamber will network within as well as with the general public. Ms. Kelly stated she owned her own small business in Orlando in the past, but has most recently worked at Grand Oaks for the past two and a half years before accepting this position. She stated she understands the challenges of being a small business owner and is excited about this new opportunity to work with everyone, and that she wants to hear what everyone wants from the Chamber to expand and grow.

Chairperson DuShane reported that everyone at the Chamber is excited to have Ms. Kelly on board. She was welcomed.

### **3. Discussion of Expiring Terms for Board Members**

Chairperson DuShane reported that there are currently three Board members with terms expiring in April of 2015; himself, Mr. Carnecchia and Ms. Salas. He stated that he is getting very busy since starting his own firm and will resign at the end of his term.

Mr. DuShane reported that Joe Quinn has already resigned from the committee, and that Mr. Carnecchia will need to be asked if he wants to be reappointed. He asked Ms. Salas if she would like to be reappointed at the end of her term.

Member Salas replied that she would like to remain on the committee.

Chairperson DuShane asked about the process for being reappointed or appointed to the Board. He also asked when the committee would hold elections for Chair and Vice Chair.

Town Manager/Town Clerk Kris Kollgaard reported that staff will submit any applications on file for the Commission's consideration, including resubmission of applications by current members that wish to be reappointed. She stated the Town normally advertises for all the boards near the beginning of the year, and it will probably happen at the end of this month. Ms. Kollgaard stated elections for Chair and Vice Chair will occur at the first meeting of the committee after members are appointed or reappointed by the Commission.

### **4. Staff Update of New Business Openings and Projects Underway**

Growth Management Director Thad Carroll reported that the Growth Management Department will briefly provide a summary of development activity to the members of the EDAC Committee at the meeting. He stated they are active in commercial development in the community and have a couple of projects that have been underway for some time and are continuing. 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.

Mr. Carroll reviewed and remarked on the projects underway as follows:

Project Name	General Location	Project Description	Status
To Your Health Spa (V)	S Hwy 27/441 & Hartsock Sawmill Rd.	15,824 Sq. Ft. Health/Exercise Club	Under Construction
Green Key Village	1207 Fiesta Key Cir.	42 Lot Residential Subdivision	Under Construction
Sunset Plaza	801 Highway 466	46,400 Sq. Ft. Office Building Complex	Under Construction
Tree Tops Storage	175 S. Rolling Acres Rd.	Phase I - 110,289 sq. ft. of storage facility, retention, parking lot, landscaping buffers, etc.	Under Construction
Pain & Spine Centers of FL	Hwy 466	Major Site Plan for the construction of a 9,976 sq. ft. multi-tenant complex for Medical Offices along Hwy 466 on approximately 1.27 +/- acres.	Under Construction
Village Veranda at Lady Lake	S Hwy 27/441	New Site Plan-a facility including three separate buildings totaling 22,305 sq. ft. of Office/Clinic space and a proposed 55,369 sq. ft. building to be built in 2 phases for Assisted Living & Memory Care.	Application Under Review

Mr. Carroll reported that the Commission reviewed conceptual plans for a 7,263 sq. ft. Texas Roadhouse restaurant seating 281 people and open in the evenings, proposed to be built on the Sam's outparcel between Town Hall and Sam's Club. He reported that across the street, in Lady Lake Crossings East, a 4,000 sq. ft. structure will be built just south of the McDonald's, and 56,000 sq. ft. of retail space will be built to include a 30,000 sq. ft. SteinMart store. Mr. Carroll showed the conceptual plans of these spaces. He stated that his department has been having a lot of conversations with others who are approaching the Town about additional projects in the near future.

Member Salas stated she is excited to see SteinMart coming in. She also stated she is happy to see To Your Health Spa finally off the ground, and she thanked the Growth Management staff for being so patient in dealing with the developer on this project.

Chairperson DuShane stated that Lady Lake has an advantage of being next door to The Villages, but that these businesses would not be opening here if the Town was not so accommodating in working with them. He also gave kudos to staff.

Member Nord thanked staff for their report.

### **5. Summary Report on the Taste of Lady Lake 2014 Event**

Mr. Carroll reported that this year's event had approximately 12 to 15 vendors; not as many as last year, but that it was well attended. He stated that it appeared that attendance was staggered and did not come in one wave, and that the weather was conducive for this outdoor event as well. Mr. Carroll stated that Parks and Recreation Director Mike Burske organized this event very well, and he is reporting on it in his absence today. He stated Mr. Burske asked for any constructive criticism or comments about the event.

Member Salas stated she attended and thought it was great, and the people she ran into were positive and thought the food was very good.

Chairperson DuShane stated he thought the event went well also and that the Chamber will do all it can to keep on promoting it in the future.

## **6. Update on the Façade Improvement Program**

Mr. Carroll reported that a draft document is in the process of being migrated into an ordinance for the Commission's consideration. He stated some of the document's criteria/language is being reviewed as this program will be somewhat unique in that it is not set up by a Community Redevelopment Agency (CRA) since there is not one in Lady Lake. As such, the Town will set up a redevelopment area outside of the CRA process, and language is being developed to establish that criteria for review to include a business operating at least 20 hours per week and having a commercial zoning designation. Mr. Carroll asked for the committee's consensus regarding whether the grant should be allowed to be awarded to the same property or property owner within a three year period, as an owner could apply for the grant for different properties around town.

Member Salas stated that as there are only two grants awarded each year, she would not like to see the same property owner be awarded the grants each year, but would consider awarding it to the same property owner for another property the next year if no one else applied. If other grant applications were received other than a property owner who had already received a grant, then they should be given priority over someone who had already received one. She stated the desired outcome is improving property in the Town, and she approves the use as long as the property owner is using the grant money wisely.

Member Nord agreed; stating that seems fair.

Chairperson DuShane asked what would happen if a property owner received a grant, then sold the property to someone else, and then that property owner applied for a grant on the same property.

Member Salas stated perhaps the document should state per owner, per property.

Mr. Carroll agreed that the idea is to diversify the funds to spruce up a lot of different areas rather than the same property.

Chairperson DuShane stated that properties in the target area could change hands and the new property owner could have a different idea; he stated he would not want to stymie that growth opportunity.

Mr. Carroll stated staff can craft some language to take that into account, and the draft document will go before the Commission.

## **E. CHAIRPERSON/COMMITTEE MEMBERS REPORT**

Member Nord asked if a liaison had attended the Chamber meetings as discussed at a previous meeting.

Chairperson DuShane replied that Commissioner Vincent has volunteered to do this, but has not yet attended a Chamber meeting, as far as he knows. He asked if Mr. Sumner would like to give an update on the happenings around Lake County.

Adam Sumner, Manager of Economic Development & Tourism for Lake County, stated that his director, Robert Chandler, will be reporting on the economic outlook for 2015 at the County Commission Chambers in Tavares on Tuesday, January 13, 2015 at 9 a.m. He stated people can also view it online on their website if they are unable to attend. Mr. Sumner reported that his office has been doing a lot of tourism projects and he reported on some of the events. He stated that a national fishing tournament, Fishers of Men, is being planned in March to be headquartered at Venetian Gardens and will impact Lady Lake as they will be using some Lady Lake hotels as host hotels, as well. He stated there will be 400 anglers in the area for as many as nine days.

Member Salas asked for the exact dates of the fishing tournament.

Mr. Sumner replied that it is during the week of March 22<sup>nd</sup>.

Chairperson DuShane asked if it is a sure thing, and if it will be televised.

Mr. Sumner replied that there is a signed contract for the tournament after a full-team effort. He stated it is a big deal as the top winners go on to other tournaments, ending in the Bass Master Classic. He stated it will not be televised, but it will get a lot of media coverage on the internet and in the fishing world, and that there have been other fishing-related tourism events going on in the area lately as fishing in the Harris chain of lakes is very good this season.

## **F. ADJOURN**

*With no further business or discussion, the Economic Development Advisory Committee meeting was adjourned at 2:25 p.m.*

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Nancy Slaton, Deputy Town Clerk

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Chairperson

Minutes transcribed by Nancy Slaton, Deputy Town Clerk