

**MINUTES OF THE  
TOWN OF LADY LAKE  
ECONOMIC DEVELOPMENT ADVISORY COMMITTEE  
LADY LAKE, FLORIDA  
January 5, 2016**

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:** Betty Salas, Heather Curry, and Ronald Francis III

**MEMBERS ABSENT:** Sue Nord and Frank Kirschenheiter

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

**ALSO PRESENT:** Commissioner Paul Hannan; Adam Sumner, Manager of the Lake County Economic Development & Tourism Department, and Dave Weekley, Lake County Economic Development & Tourism Coordinator

**CALL TO ORDER:** Acting Chair/Member Betty Salas called the meeting to order at 2:00 p.m.

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

**OPEN FORUM**

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

**BUSINESS:**

**1. Approval of Minutes – January 6, 2015 Meeting**

Ms. Salas asked if the members had any questions or comments regarding the January 6, 2015 meeting minutes.

*Upon a motion by Member Francis and a second by Member Curry, the Committee approved the minutes of the meeting of January 6, 2015 by a vote of 3-0.*

**2. Introduction of New Committee Members**

The background summary for this agenda item (on file in the Clerk's Office). It stated that Heather Curry and Ronald Francis III were recently appointed to the Economic Development Advisory Committee at the November 2, 2015 Town Commission meeting. Member Betty Salas was reappointed to another term, and Sue Nord was not up for consideration as her term had not yet elapsed. One additional vacancy exists on the committee; however, that appointment could be made at the January 4, 2016 Town Commission meeting.

Under this item, committee members should take the opportunity to share a little bit about themselves with the other members of the board as well as those in the audience. Items such as occupation, service on past boards which may be relevant to their current capacity, any educational experience which may be relevant, how many years they have lived or worked in the area, and what compelled them to serve on the committee, may be topics that the members may want to elaborate upon.

Acting Chair/Member Salas asked that the two new members present today introduce themselves and give some background about themselves.

Member Heather Curry introduced herself and stated she is the Branch Manager of the Insight Federal Credit Union in Lady Lake. She stated she has lived in Lady Lake her entire life and has seen the growth and development around the area. She stated it is a great place to live and she is glad to be here.

Member Ron Francis introduced himself and stated he has been a financial advisor with Edward Jones just down the road for the past two years. He stated he lives in Tavares and also has seen the growth around this area. He stated he looks forward to serving the community.

Acting Chair/Member Salas stated there is another new member who was unable to attend today's meeting. She asked Mr. Carroll if he would like to give some information on him.

Growth Management Director Thad Carroll reported that the Commission appointed Frank Kirschenheiter as a new member of the Economic Development Advisory Committee at last night's Commission meeting, and he was unable to attend today. He stated Sue Nord, present member, was also unable to attend today.

Mr. Carroll stated there is still a quorum with three members present, and he welcomed Mr. Francis and Ms. Curry to the committee. He stated they are welcome to contact Growth Management with any questions between meetings or with any items they would potentially like to see on the agenda for the next meeting. He commented that all members are subject to the Sunshine Law, and he asked that no members contact each other regarding any business that will be presented to this committee.

Acting Chair/Member Betty Salas introduced herself to the new members, stating she works with Coldwell Banker here in town, and has lived in Lady Lake for over 20 years. She stated she has also seen the growth and loves the town.

### **3. Consideration of Selection of a Chairperson and Vice Chairperson**

The background summary for this agenda item (on file in the Clerk's Office). It stated that in accordance with Chapter 1 Section 1-86 (e) of the Town of Lady Lake Land Development Regulations, entitled "Economic Development Advisory Committee", the Economic Development Advisory Committee shall elect a chairperson and a vice-chairperson to serve as officers for a one (1) year term. At this time, neither a Chairperson nor a Vice-Chairperson has been elected. Committee members shall make nominations for individuals that they would like to see chair the committee for the next year, followed by a vote for the candidates. Subsequently, the selection of a vice-chair shall follow the same procedure.

Acting Chair/Member Betty Salas asked if the committee should table the selection of a Chair and Vice Chair until more members are present.

Mr. Carroll stated it is the Committee's discretion on whether they want to table this until a special meeting is held or the next scheduled meeting on April 11<sup>th</sup>.

Member Curry commented that she thinks this should wait until more members are present.

Member Francis agreed and suggested that a special meeting be called before the April meeting.

Mr. Carroll stated that this can be arranged through the Clerk's Office, and they will poll the members to select a date when all members can be present.

Town Manager Kris Kollgaard suggested having a special meeting to include a Sunshine Law presentation as there are three new members, and to update all members. She stated the Clerk's Office will email the members with suggested dates.

*Upon a motion by Member Curry and a second by Member Francis, the Committee approved tabling the selection of a Chair and Vice Chair until a special meeting is scheduled, by a vote of 3-0.*

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

Mr. Carroll reviewed the background summary for this agenda item (on file in the Clerk's Office). It stated that the Growth Management Department will briefly provide a summary of development activity for 2015 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.

Mr. Carroll reviewed the 2015 project recap, provided some comments on each, and photos of the projects/sites were shown; as listed below:

<b><u>2015 PROJECT RECAP</u></b>			
<b><u>Business</u></b>	<b><u>Square Feet</u></b>	<b><u>Development Order</u></b>	<b><u>Status</u></b>
<b>AutoZone</b>	6,815	5/20/2015	Complete
<b>Citizens First Drive Through</b>	330	3/4/2015	Complete
<b>Lumen Park</b>	151,790	7/21/2015	Not Started
<b>Mattress One</b>	4,000	3/4/2015	Under Construction
<b>Smallwood/Tudor Oak Street</b>	3,600	9/9/2015	Under Construction
<b>Steinmart/Ulta</b>	52,000	3/4/2015	Complete
<b>Texas Roadhouse</b>	7,163	4/23/2015	Under Construction
<b>Van Lady Lake</b>	3,820	11/4/2015	Under Construction
<b>Verizon Wireless</b>	4,500	5/20/2015	Complete
<b>Village Veranda</b>	22,000	3/4/2015	Not Started

Mr. Carroll reported that the Smallwood/Tudor Oak Street facility is a warehouse type building which will offer storage capabilities or other uses such as a man cave, etc. He stated the Lumen Park project is an ALF facility to be constructed on CR 466 near the La Zamora gate. He stated that although the Texas Roadhouse looks to be nearly complete, it is not scheduled to open until March so they can fully train their staff before opening. Mr. Carroll explained that the Van Lady Lake project is located at the old Regions Bank site on N. Hwy 27/441 and three retail business establishments will be constructed on-site instead. He reported the Village Veranda will have 90 ALF beds and 40 memory care beds, and will be located on S. US Hwy 27/441. He also noted that the Village Airport Van campus on Hermosa Street is under construction and has been in progress for a while, which is why he did not include it on this recap.

Member Francis asked for clarification on the location of Village Veranda.

Mr. Carroll replied that Village Veranda will be located on S. US Hwy 27/441, and Lumen Park will be located on CR 466 on the opposite side of the street than Lexington Park.

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

Mr. Carroll reviewed the background summary for this agenda item (on file in the Clerk's Office). He stated that staff previously prepared a draft "Façade Improvement Program" document for consideration by the Economic Development Advisory Committee at the April 29, 2014 meeting. Mr. Carroll reported the draft outlined the qualifications for the program, procedures, and eligibility for the committee's consideration. He stated that since that time, the draft ordinance was submitted to the Town Attorney for review.

Mr. Carroll stated that at this time, the ordinance has been prepared in its final form and is ready for consideration of approval by the Commission to implement the program, pending a recommendation of approval from the Economic Development Advisory Committee and the Planning and Zoning Board, which will consider the ordinance at their meeting on January 11, 2016. He stated that this fiscal year, the budget for EDAC activities has been established at \$7,500 and the intent is to allocate funds for two grants this fiscal year, leaving \$2,500 for other operational expenses.

Mr. Carroll reviewed the elements of the program as outlined under Ordinance No. 2016-07 as follows:

*B) Eligibility Requirements.* To participate in the Façade Improvement Program, the structure must be:

1. located within the Downtown Redevelopment Area Boundary (see Figure A below) (Applicants within the Downtown Redevelopment Area will be given priority to the grant award; however, the Town Commission may award the grant to applicants outside of the Downtown Redevelopment Area on a case-by-case basis, provided they meet all other eligibility requirements); and
2. used for a business operating at minimum 20 hours a week; and
3. have a commercial zoning designation (HC, LC, CP, CT).

*E) Eligible Façade Improvements:* The Façade Improvement Program is limited to reimbursement for improvements made only to the exterior of commercial structures.

Eligible improvements are those on the building elevations that front rights-of-way and are visible to the passers-by on the street. Signs and sign improvements are not eligible for this program. Routine maintenance such as painting, pressure washing, and minor repairs to existing materials alone will not be eligible for reimbursement, but may be an element of the scope of the project. Project components that may qualify for a Façade Grant include, but are not necessarily limited to:

Exterior improvement, restoration, including removal of decayed materials. Repair, replacement, or installation of new:

- a) exterior windows
- b) exterior doors
- c) awnings
- d) exterior lighting
- e) painting (only if entire façade is repainted)
- f) roofing materials

G) Application Submittals: Required application submittals shall include:

1. Completed application form
2. Valid Business Tax Receipt for the Town of Lady Lake
3. Documentation that property taxes are current
4. Documentation of no outstanding liens or active Code Enforcement cases within the Town of Lady Lake.
5. Detailed budget including three (3) written estimates from licensed contractors to verify costs are within reasonable parameters. Invoice of project costs will have to be submitted.
6. Photo of current Façade (a photo of the completed façade showing all improvements will be required to close the project as well).
7. Scaled drawings clearly illustrating proposed improvements.

He then showed a map of the downtown redevelopment area boundary as previously defined by this committee.

Mr. Carroll stated that staff is seeking a recommendation of approval from the committee for Ordinance No. 2016-07 so that it may be advanced to the Town Commission for their consideration.

Member Curry asked how someone would learn about this program.

Mr. Carroll replied that there will be three more public meetings where people can learn about it; the Planning and Zoning Board meeting, and two Commission meetings. He stated the Commission meetings are usually attended by the press and they will most likely run an article about it. He reported that once it is approved, the information will also be put on the web site.

Acting Chair/Member Salas remarked that it will most likely get out by word of mouth, as well. She asked for a motion.

***Upon a motion by Member Francis and a second by Member Curry, the Committee recommended approval of Ordinance No. 2016-07 as prepared by a vote of 3-0.***

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

Acting Chair/Member Salas asked if there were any reports by the Committee members.

Mr. Carroll stated that Adam Sumner, Manager of Lake County Economic Development and Tourism for Lake County, is here with a new employee.

Mr. Sumner introduced himself and Mr. Sam Weekley, who is Lake County's new Northwest Lake County Economic Development and Tourism Coordinator. He stated Mr. Weekley will be attending these meetings in the future, as well as the Chamber functions here in the town.

Mr. Sumner reported also that he had just received an email that Lumen Park has submitted an industrial revenue bond application to Lake County to fund that project, and the real estate closing was on the 31<sup>st</sup>. He stated if the bonds get approved, they should be breaking ground quickly, possibly by the end of February.

Acting Chair/Member Salas thanked Mr. Sumner for the information and welcomed Mr. Weekley.

Commission Paul Hannan introduced himself and stated he would love to see an Apple Store in the Town of Lady Lake. He stated he has mentioned this to developer Martin Dellebovi who has written Apple, and Apple responded that the town has the wrong demographics. Commissioner Hannan stated he wrote to Apple himself a year or so ago and told them there is over 1,000 members in The Villages Apple Club. He stated he would appreciate any help this committee can give in this regard.

## **F. ADJOURN**

*With no further business or discussion, the Economic Development Advisory Committee meeting was adjourned at 2:56 p.m.*

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Nancy Slaton, Deputy Town Clerk

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Chairperson

Minutes transcribed by Nancy Slaton, Deputy Town Clerk