



Special Economic Development Advisory Committee Meeting

Date: Tuesday, April 22, 2014

Time: 3:00 p.m.

**Place: Town Hall Commission Chambers
409 Fennell Blvd., Lady Lake, Florida**

ALL INTERESTED PERSONS ARE CORDIALLY INVITED TO ATTEND THIS PUBLIC MEETING

AGENDA

A. CALL TO ORDER: Mark DuShane, Chairperson

B. PLEDGE OF ALLEGIANCE

C. OPEN FORUM

D. BUSINESS:

1. Approval of Minutes: Nov. 5, 2013 Regular Meeting & Feb. 20, 2014 Special Meeting/Tour
2. Discussion of the February 20, 2014 Mobile Tour/Presentation by the Ocala/Marion County Chamber and Economic Partnership
3. Discussion of Changing the Economic Development Advisory Meeting Time from 3:00 p.m. to 2:00 p.m.
4. Discussion of the Boundary for a Downtown Redevelopment Area
5. Discussion of a Façade Improvement Program for the Proposed Downtown Redevelopment Area
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
7. Staff Update of New Business Openings and Projects Underway
8. Discussion of the Taste of Lady Lake - Second Annual Restaurant and Food Vendor Evening Event at the Log Cabin Park

E. CHAIRPERSON/COMMITTEE MEMBERS REPORT

F. ADJOURN

NOTE: THIS COMMITTEE IS ADVISORY. ALL RECOMMENDATIONS ARE FORWARDED TO THE TOWN COMMISSION.

This public hearing is being conducted in a handicapped accessible location. Any handicapped person requiring an interpreter for the hearing impaired or the visually impaired should contact the Clerk's Office at least five (5) calendar days prior to the meeting and an interpreter will be provided. To access a Telecommunication Device for Deaf Persons (TDD), please call (352) 753-3810. Any handicapped person requiring special accommodation at this meeting should contact the Clerk's Office at least five (5) calendar days prior to the meeting

Please be advised that one or more members of any other Town Board, Committee, or Commissioners may be in attendance of this meeting.

NS / K: Word/Town Clerk/Agendas/ Economic Development Advisory Committee Meeting – 04-22-14

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**MINUTES OF THE
TOWN OF LADY LAKE
SPECIAL ECONOMIC DEVELOPMENT ADVISORY COMMITTEE
LADY LAKE, FLORIDA
February 20, 2014**

7 The Economic Development Advisory Committee Meeting was held in the Town Hall
8 Commission Chambers at Lady Lake Town Hall, 409 Fennell Blvd., Lady Lake, Florida. The
9 mobile tour/meeting convened at 8:30 a.m.

10
11 **COMMITTEE MEMBERS PRESENT:** Mark DuShane, Joe Quinn, and Thad Carroll

12
13 **MEMBERS ABSENT:** Betty Salas and David Carnecchia

14
15 **STAFF PRESENT:** Kris Kollgaard, Town Manager/Town Clerk; and Nancy Slaton, Deputy
16 Town Clerk

17
18 **ALSO PRESENT:** Commissioner Paul Hannan, Commissioner Dan Vincent,
19 Mayor/Commissioner Ruth Kussard, and Chris Bell, Fruitland Park Mayor

20
21 **1. Commencement of a Mobile Tour from Town Hall to the Ocala/Marion Chamber of**
22 **Commerce (to embark at 8:30 a.m. and return by 12:30 p.m.)**

23
24 The Economic Development Advisory Committee traveled to the Ocala/Marion Chamber of
25 Commerce to meet with the Chamber & Economic Partnership's Executive Board to learn about
26 their collaboration and strategy. Background on the organization is available on their website
27 at www.ocalacep.com.

28
29 This mobile tour served as the February meeting of the Economic Development Advisory
30 Committee. There was no quorum present and no items were voted on.

31
32 The tour commenced at 8:30 a.m. and arrived at the Ocala/Marion Chamber of Commerce at
33 9:13 a.m.

34
35 Town Manager Kris Kollgaard announced at the beginning of the meeting that more than one
36 Commissioner was present and she asked that they not sit together and that no Town business be
37 discussed.

38
39 Members of the Ocala/Marion County Chamber & Economic Partnership's Executive/Steering
40 Committee began the presentation by introductions all around, which included Douglas Cone,
41 Chair; Kevin McDonald, Vice Chair; Rusty Branson, Treasurer; Keith Davis, Past Chair; Jo
42 Salyers, Member; and Kevin Sheilly, President & CEO.

43
44 Chairperson Mark DuShane stated the Town of Lady Lake Economic Development Committee
45 members, members of the Town Commission, and the Mayor of Fruitland Park were present to
46 find out the workings of the Ocala/Marion County Chamber & Economic Partnership (CEP), and
47 what drives its success.

1 Kevin Sheilly, President/CEO, and Jo Salyers, Member, gave an overview of the structure of the
2 CEP and the history of its inception, stating the Chamber and Economic Partnership is a private
3 business operated by a Board of Directors, staff, and partners and investors of the CEP.
4

5 Mr. Sheilly stated they are attempting to follow the model of Austin, Texas. He stated it will be
6 difficult for the Lady Lake area to follow their model because of the challenges presented by
7 Lady Lake being largely retirement driven, and it needs a diversified business community
8 requiring economic input from the citizens of the community.
9

10 Ms. Salyers stated it was an arduous process with much head-butting to get everyone working
11 together despite different personalities, but that it eventually came together.
12

13 Town Manager Kris Kollgaard asked how long it took for the merge between the City of Ocala
14 and the Marion County Chamber to occur for the development of the Chamber and Economic
15 Partnership.
16

17 Mr. Sheilly replied that it took almost two years to occur, and they are now 15-16 months into
18 the process. The mission statement for the CEP is: *To be the catalyst for a prosperous*
19 *community*. Mr. Sheilly stated the CEP is guided by two principles: 1) does it create or retain
20 jobs and 2) will it provide a return for our partners. He explained that the CEP is funded 60% by
21 the partnership revenue and 22% by the city and county. Partner Investment Levels are:
22 Chairman's Circle - \$20,000+, Champion-\$10,000-\$19,999, Leadership-\$5,000-\$9,999, Legacy-
23 \$2,500, Premium-\$1,200, and Business-\$600.
24

25 Douglas Cone, Board Chair, agreed it was a lot of work and that the CEP is a sales force for the
26 city and the county, and is a one-stop shop. Some key points he made included that the
27 municipalities and counties should help facilitate development of new businesses by giving
28 incentives and assisting with the permitting process, etc. He stated it would be a return on
29 investment (ROI). He stated that board members of volunteer organizations must be engaged.
30

31 Kevin McDonald, Vice Chair, introduced himself as the business owner of the Allstate office in
32 Summerfield, near Lady Lake. He spoke with enthusiasm regarding the CEP and its inception,
33 goals and results over the past year.
34

35 Mr. Sheilly reported that the CEP has 16 employees, and they have five strategic program areas
36 which include Business Attraction, Business Retention, Business Creation, Business Services,
37 and Business Advocacy. These program areas have three primary five year goals which are the
38 guiding principles of the organization, and they are: 1) impact the creation of 3,500 new jobs, 2)
39 paying wages 15% above the current county average, and 3) resulting in a capital investment of
40 \$25 million. He stated the CEP tracks and reports their activities on these goals to the
41 partnership and leadership on a monthly basis.
42

43 Mr. Sheilly introduced team members who work in the areas of Economic Development
44 Coordination, Business Retention, and Business Attraction and Creation and they spoke about
45 their work, which included the incubator model to assist entrepreneurial businesses with start up
46 in the community. It was noted that they have had eight business graduates from the incubator
47 program in the Power Plant thus far that have remained in the area.
48

49 Mayor Kussard asked what the percentage of the partnership was in the organization.
50

1 Mr. Sheilly replied that it is currently at nine percent, with their goal being 11.5%.

2
3 After a comprehensive presentation by Board members and staff of the CEP, two members of
4 Ocala's sister city in Newbridge, Ireland were introduced and welcomed, lunch was provided,
5 and questions were invited and answered.

6
7 At 12:05 p.m., visiting representatives from Lady Lake and Fruitland Park thanked their hosts for
8 the presentation and lunch, and boarded the van for the return trip to Lady Lake.

9
10 ***The Economic Development Advisory Committee mobile tour/meeting ended at 12:48 p.m.***
11 ***when the shuttle van returned to Lady Lake Town Hall and those present disembarked.***

12
13
14
15 _____
16 Nancy Slaton, Deputy Town Clerk

Mark DuShane, Chairperson

17
18
19 *Note: The tour/meeting was recorded on a hand-held voice-activated recorder and it did not*
20 *pick up a portion of the tour/presentation conversations.*

21
22 Minutes transcribed by Nancy Slaton, Deputy Town Clerk

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**MINUTES OF THE
TOWN OF LADY LAKE
REGULAR ECONOMIC DEVELOPMENT ADVISORY COMMITTEE
LADY LAKE, FLORIDA
November 5, 2013**

7 The Economic Development Advisory Committee Meeting was held in the Town Hall
8 Commission Chambers at Lady Lake Town Hall, 409 Fennell Blvd., Lady Lake, Florida. The
9 meeting convened at 3:00 p.m.

10
11 **COMMITTEE MEMBERS PRESENT:** Mark DuShane, Joe Quinn, Betty Salas, and Thad
12 Carroll

13
14 **MEMBERS ABSENT:** Phil Mathias and David Carnecchia

15
16 **STAFF PRESENT:** Kris Kollgaard, Town Manager/Town Clerk; Wendy Then, Town Planner;
17 and Nancy Slaton, Deputy Town Clerk

18
19 **ALSO PRESENT:** Commissioner Vincent, Commissioner Kussard, Mike Bucher and Ray San
20 Fratello of the South Lake Chamber of Commerce; and Adam Sumner, Lake County Economic
21 Development & Tourism Manager

22
23 **A. CALL TO ORDER:** Mark DuShane, Chairperson

24
25 **B. PLEDGE OF ALLEGIANCE**

26
27 All present stood to recite the Pledge of Allegiance.

28
29 **C. OPEN FORUM**

30
31 Chairperson Mark DuShane asked if anyone in the audience would like to address the
32 committee.

33
34 There were no comments from the audience.

35
36 **D. BUSINESS:**

37
38 **1. Approval of Minutes – October 1, 2013 Meeting**

39
40 Chairperson DuShane asked if the members had a chance to review the October 1, 2013 regular
41 meeting minutes.

42
43 *Upon a motion by Member Quinn and a second by Member Salas, the Committee approved*
44 *the Minutes of the Regular Meeting of October 1, 2013 by a vote of 4-0.*

45
46 **2. Presentation/Discussion of How the South Lake Chamber of Commerce and the**
47 **South Lake County Municipalities Interface Regarding Economic Development (Mike**
48 **Bucher/Ray San Fratello-South Lake Chamber of Commerce)**

1
2 Chairperson DuShane reported that Mike Bucher with United Southern Bank and South Lake
3 Chamber of Commerce, and Ray San Fratello, President of the South Lake Chamber of
4 Commerce, are present by invitation to speak on how the South Lake Chamber of Commerce has
5 worked together with the municipalities.

6
7 Mike Bucher introduced himself and stated he passed out a handout regarding the South Lake
8 Chamber of Commerce showing the 2013 Organizational Chart, the 2013 Board of Directors and
9 Ex-Officios, and the Strategic Plan for 2012-2014. He stated he wanted to share some of his
10 thoughts and discussions about their Chamber's Public Policy Committees and what they have
11 done regarding economic development in South Lake.

12
13 Chairperson DuShane stated he would like this to be interactive and that the Committee would
14 like to know what has helped to make what is going on in South Lake successful, as suggested
15 by Adam Sumner of the Lake County Economic Development & Tourism Manager at the last
16 meeting.

17
18 Mr. Bucher reviewed the information provided in the handout, and stated some of the Chamber's
19 goals and objectives included spearheading economic development to address job creation and
20 business retention, and included other key issues such as education, sports and tourism, and
21 transportation planning. He stated some of the Chamber's Public Policy Committee's 2013 key
22 initiatives under the Education, Sports & Tourism, and Economic Development Committees, and
23 the Chamber Alliance include:

- 24
- 25 • Job Readiness – High School Program
- 26 • Developed marketing application to brand businesses
- 27 • Achieve runner-friendly and bicycle-friendly designations
- 28 • South Lake Regional Water Initiative in conjunction with the County
- 29 • County on-line permitting
- 30 • State-Lake Legislative Days

31
32 Chairperson DuShane asked Mr. Bucher how many members are on the different Chamber
33 committees.

34
35 Mr. Bucher replied that the Public Policy Committee is comprised of about 12 members;
36 Economic Development has 15 to 20 members; Sports & Tourism has 20 to 25 members, and
37 Education has about 15 to 16 members. He stated that he sometimes feels there are too many
38 expectations with that many members, and that a smaller number might be more productive.

39
40 Mr. San Fratello stated that it is important to try to enlist leaders to develop committees and build
41 relationships which will lead to discussion regarding business retention and expansion, and
42 recruitment.

43
44 Adam Sumner with Lake County Economic Development & Tourism thanked Mr. Bucher and
45 Mr. San Fratello for their presentation. He stated that the South Lake Chamber does a great job
46 facilitating change and in business networking

1 Mr. Quinn asked what DRI means. He stated he is very impressed with the scope of creating and
2 maintain businesses described by Mr. Bucher and that he appreciated the briefing. Mr. Quinn
3 asked how it works with so many cities involved and each having their own agenda.
4

5 Mr. Bucher replied that DRI stands for Development of Regional Impact. He stated that the
6 Chamber is made up of volunteers who cooperate and collaborate, with assistance by Lake
7 County. Mr. Bucher stated that the South Lake Regional Water Initiative was created after
8 discussions where each city originally wanted their own Business Opportunity Center (BOC),
9 but the regional initiative made more sense.
10

11 Mr. San Fratello stated that South Lake Chamber represents five different cities and an
12 incorporated area south of the city, and deals on a regional level. He stated they also work with
13 Orlando and Orange County. He stated the Chamber Alliance of Lake County was formed of
14 eight or nine Chambers so that they could meet on a monthly basis and review over-arching
15 issues and work together on water, schools, and tourism on a regional level.
16

17 Chairperson DuShane asked if the Economic Development initiative is spearheaded by the
18 Chamber, not the local municipalities.
19

20 Mr. San Fratello stated that the Chamber is located in Clermont, which is growing and
21 developing quickly, but their economic development works in partnership with the Chamber.
22

23 Mr. Bucher stated that having the committees meeting under the Chamber umbrella in the private
24 sector avoids having to deal with the Sunshine Law as some people would possibly be
25 uncomfortable discussing some of the sensitive issues that come up in a public forum.
26

27 Mr. San Fratella stated Lady Lake appears to be on the right track and to stick with it.
28

29 Chairperson DuShane and the members thanked Mr. Bucher and Mr. San Fratello for their
30 presentation at today's meeting.
31

32 Chairperson DuShane stated that he would like for this committee to plan to make a trip to
33 Marion County in Ocala for the December meeting to see what they are doing as well. He asked
34 Mr. Carroll to check to see if the bus will be available.
35

36 Mr. San Fratello stated that all the key people from the Marion/Ocala Chamber will be attending
37 a meeting tomorrow morning, scheduled at 8:30 a.m., in Clermont and Mr. DuShane would be
38 welcome to attend.
39

40 Member Carroll stated he will check with the MPO regarding availability of the bus.
41

42 **3. Review of Draft Ordinance 2013-16 - Reducing the Number of Members and the** 43 **Frequency of Meetings of the Economic Development Advisory Committee** 44

45 Member/Growth Management Director Thad Carroll stated that staff has drawn up the draft
46 ordinance making the changes to the number of members of the committee and the frequency of
47 meetings. He reviewed the changes to Paragraph C of Sec. 1-86. Economic Development
48 Advisory Committee as follows:
49

1 c) *Members; qualifications; appointments.* The Economic Development Advisory Committee
2 shall be comprised of six (6) five (5) voting members who are residents or business
3 owners/representatives of the Town of Lady Lake and one (1) voting One member from the Lady
4 Lake Growth Management Department shall serve as the committee liaison. Members shall be
5 appointed by the Mayor with a consensus from the Town Commission. Whenever possible, the
6 Commission shall strive to appoint members including, but not limited to, the ...

7
8 Mr. Carroll stated that reducing the number of members will assist with having a quorum when
9 attendance is an issue, and removing himself from the committee will make him available as a
10 resource for the committee without having to operate under the confines of the Sunshine Law.

11
12 Mr. Carroll reviewed the changes to Paragraph F as follows:

13
14 f) *Meetings; Sunshine Law.* The Economic Development Advisory Committee shall set a regular
15 schedule for meetings meet on a quarterly basis on the first Tuesday of January, April, July and
16 October, with additional workshops scheduled as needed by the Chairperson. and The
17 Committee Chair shall coordinate with the Lady Lake Town Clerk to assure that notice of the
18 meetings has been posted in accordance with Florida Law. The Town Manager may call a special
19 meeting of the Committee in the event a matter warrants the timely attention of the Committee.
20 There must be a quorum at all meetings. In accordance with Florida Law, Economic
21 Development Advisory Committee members are subject to Florida Law regarding open meetings
22 and may not discuss with any other Committee member matters that are pending before the
23 Committee or are reasonably anticipated to come before the Committee unless such discussions
24 occur at a duly noticed public meeting of the Committee. (Ord. No. 2011-32).

25
26 Mr. Carroll asked if the members had any further recommendations regarding the draft ordinance
27 changes for this committee.

28
29 Member Quinn stated that he was in favor of the changes.

30
31 Member Salas asked if another member of the Growth Management staff would be replacing Mr.
32 Carroll on the committee.

33
34 Mr. Carroll replied that staff would be serving as a liaison only, not as a voting member of the
35 committee.

36
37 Chairperson DuShane asked if this committee approves the changes, will the recommendations
38 then go before the Town Commission.

39
40 Mr. Carroll replied affirmatively.

41
42 ***Upon a motion by Member Salas and a second by Member Quinn the Committee approved***
43 ***Draft Ordinance 2013-16 - Reducing the Number of Members and the Frequency of Meetings***
44 ***of the Economic Development Advisory Committee, by a vote of 4-0.***

45
46 Member Quinn asked if the Committee members would consider changing the meeting time
47 from 3 p.m. to 2 p.m. He stated he will be out of town from the end of November until after
48 December 9th.

1 Mr. Carroll stated that the meeting time is not part of the ordinance, but it would need to come
2 back before the Committee as an agenda item.

3
4 Chairperson DuShane stated that perhaps the December meeting could be held as the bus trip and
5 that it could be scheduled after December 9th and in the morning.

6
7 Mr. Carroll stated that if the bus trip were to occur, it could be noticed as a Special Workshop
8 meeting of the Economic Development Advisory Committee.

9
10 **4. Discussion of Proposed Boundary for Downtown Redevelopment Area**

11
12 Member/Growth Management Director Thad Carroll stated that this is a draft of the proposed
13 boundary for a Lady Lake downtown redevelopment area map. He stated that in previous
14 meetings, there have been discussions regarding incentives or programs which may be available
15 in town to stimulate economic development and none have been established to date. Mr. Carroll
16 stated that establishing a geographic area in which to concentrate those efforts is the first step in
17 doing so, and can build momentum for more improvements. He stated there are some properties
18 included in this proposed boundary that may include churches, public areas, or other tax exempt
19 properties that would not qualify for some of the programs that would be established for business
20 incentives. He asked if there were any comments or recommendations for changes to this
21 proposed boundary.

22
23 Member Quinn asked if this area is identified, will it mean that the Town recognizes that this
24 area is ripe for rezoning or reclassification for new businesses coming in.

25
26 Mr. Carroll stated that would not apply at this time, as most the area is already zoned as light
27 commercial or heavy commercial, residential/professional, or planned commercial; and many of
28 the properties are already operating as a business, or ready for site plan development. He stated
29 that this is only setting a boundary where the Committee would like to concentrate efforts for
30 redevelopment and potential programs to steer those efforts by this Committee. He asked for
31 comments on whether the boundary included too much or too little, and stated it is roughly 273
32 acres.

33
34 Member DuShane stated it appears this boundary is roughly incorporating the area along US
35 Hwy 27/441 and Hwy 466 down towards Lake Ella Road, and staying within a block or two of
36 US Hwy 27/441.

37
38 Mr. Carroll stated it does not go as far south as Lake Ella Road, but attempts to capture
39 properties that are already developed for the most part during a time when Lady Lake did not
40 have Commercial Design Standards. He stated these properties may need an uplift of their
41 façade or development efforts and would be the focus. He stated everything to the north of the
42 overpass bridge has been developed under the Commercial Design Standards of Lady Lake or
43 The Villages. Mr. Carroll stated that this proposed boundary includes those older properties and
44 small businesses in the community that may need assistance, and this could revitalize the
45 community by starting at the core of the Town.

46
47 Chairperson DuShane stated this proposed boundary map will be brought back on the January
48 meeting agenda for further discussion and a vote.

49
50 **5. Discussion of Façade Improvement Program for Downtown Redevelopment Area**

1
2 Member/Growth Management Director Thad Carroll stated that staff has drawn up the Façade
3 Improvement Program. He reviewed the draft presented as follows:
4

5 Preservation of property values is an essential component of Economic Development in that
6 businesses will often choose to establish in areas where they feel their investment will maintain
7 its value rather than choose a location that is more susceptible to depreciation and decline. In
8 order to assure that these values are maintained, periodic improvements are sometimes needed in
9 order to preserve the character and aesthetics of an area. The Town of Lady Lake recognizes that
10 these improvements can sometimes be costly; especially to small business owners.
11

12 Through the establishment of the Downtown Redevelopment Area, the Town of Lady Lake has
13 provided the opportunity to create policies and implement programs specific to a geographic
14 boundary which is designed to help revitalize small business activity and attract new investment
15 into the core of our Downtown. In an effort to provide assistance to our small business owners,
16 the Town has created the Façade Improvement Program. Through this program, business owners
17 and tenants are eligible for a grant match of up to 50% of the cost of their exterior improvements,
18 with a maximum reimbursement of \$2,500 per property. Three grants are awarded per fiscal
19 year, and are allocated on a first come first served basis provided all eligibility requirements are
20 satisfied; no award shall be granted to the same property within a three year period.
21

22 To participate in the Façade Improvement Program, the structure must be:
23

- 24 • Located within the Downtown Redevelopment Area.
 - 25 • Used for a business operating at minimum 20 hours a week.
 - 26 • Have a commercial zoning designation (HC, LC, CP, CT)
- 27

28 Qualifying as an Applicant

29

30 To participate in the Façade Improvement Program, the applicant may be the property owner or
31 the operating tenant. If the tenant is applying for the grant, the property owner must also sign an
32 owner's affidavit to approve the proposed work. The business must also employ no more than 15
33 full time employees at time of the grant award.
34

35 Grant Review and Approval Procedures

36

37 1. Submit completed application form with all required documentation to the Growth
38 Management Department. Applicants may choose to schedule a pre-application meeting with the
39 Growth Management Department if they would like a determination regarding whether their
40 proposed improvements would be eligible for the grant.
41

42 2. Application will be reviewed by the Growth Management Department to assure that it is
43 complete and consistent with all Land Development Regulations.
44

45 3. After staff approval, the applicant can proceed with presenting the application to the Economic
46 Development Advisory Committee for recommendation to the Town Commission.
47

48 4. Applicant must complete the project and satisfy all inspection requirements. Changes to scope
49 of the job after it has been approved without consent of the EDAC/Commission, shall result in

1 forfeiture of the grant funds. Reimbursement shall occur after all work has been completed and
2 the necessary inspections have been approved. The applicant will be reimbursed for costs based
3 upon the actual expenses shown on the invoices submitted to the Growth Management
4 Department following completion of all improvements.

5 6 Eligible Façade Improvements

7
8 The Façade Improvement Program is limited to reimbursement for improvements only made to
9 the exterior of commercial structures. Eligible improvements are those on the building elevations
10 that front rights-of-way and are visible to the passers-by on the street. Signs and sign
11 improvements are not eligible for this program. Routine maintenance such as painting, pressure
12 washing, and minor repairs to existing materials alone will not be eligible for reimbursement, but
13 may be an element of the scope of the project .

14
15 Project components that may qualify for a Façade Grant include, but are not necessarily limited
16 to:

- 17
18 1. Exterior improvement, restoration, including removal of decayed materials
- 19
20 2. Repair, replacement, or installation of new:
 - 21 ■ Exterior windows
 - 22 ■ Exterior doors
 - 23 ■ Awnings
 - 24 ■ Exterior lighting
 - 25 ■ Painting (only if entire Façade is repainted)

26 27 Façade Design Guidelines

28 Façade Grant Applications used in conjunction with an improvement that would cause more than
29 50% of the building area to be replaced; or if the existing building is being redeveloped and the
30 cost of redevelopment is greater than 50% of the assessed value of the building, the applicant
31 shall meet the Town's Commercial Design Standards.

32 33 Application Submittals

34
35 Required application submittals shall include:

- 36
- 37 ● Completed application form
- 38 ● Valid Business Tax Receipt for the Town of Lady Lake
- 39 ● Documentation that property taxes are current
- 40 ● Documentation of no outstanding liens or active Code Enforcement cases with the Town
41 of Lady Lake
- 42 ● Detailed budget including three written estimates from licensed contractors to verify
43 costs are within reasonable parameters. Invoice of project costs will have to be submitted.
- 44 ● Photo of current Façade (a photo of the completed façade showing all improvements will
45 be required to close the project as well).
- 46 ● Scaled drawing clearly illustrating proposed improvements
- 47

1 Mr. Carroll stated that funding for this program will still need to be worked out as there is
2 currently no Community Redevelopment Area (CRA) or a Business Improvement District (BID).
3 He stated he has had experience with this program in the past in Tavares.
4

5 Member Salas asked if only businesses within the proposed boundary area would be eligible for
6 this program.
7

8 Mr. Carroll stated that although the current proposed boundary area is mostly zoned light
9 commercial or heavy commercial, there are some properties that are zoned residential, but could
10 be aggregated and rezoned to light commercial.
11

12 Member Salas stated she thinks this program is a great idea.
13

14 Chairperson DuShane asked if anyone had any comments about the policy of three grants a year
15 with a cap of 50% of the cost, or \$2,500.00; whether the match could be as high as \$5,000.00.
16

17 Mr. Carroll stated that he has seen these grants go as high as \$7,000 to \$10,000, but the Town
18 has budgeted \$10,000.00 for the Economic Development Advisory Committee this year. This
19 would allow a cushion for funds for events such as the Taste of Lady Lake, as well as this
20 program for \$7,500.00.
21

22 Adam Sumner of Lake County Economic Development stated that he has run three façade
23 programs during his career and they were all successful. He stated he believed \$2,500 is the
24 perfect amount for the size of businesses in the area proposed. Mr. Sumner advised that the
25 proposed boundary map appears to be quite large right now, and he would reduce it to the area
26 that needs the most improvement, and then increase it every year. He stated his program was
27 within six city block increments at a time.
28

29 Chairperson DuShane asked if the funds only come from the Town or if there is money available
30 from the state.
31

32 Mr. Carroll stated that the money is budgeted for the Committee at this time, and is not directly
33 tied to any one expense, so approval would have to be given by the Town Commission. He
34 stated that in subsequent years, other funding sources could be looked at such as establishing a
35 Community Redevelopment Area (CRA) or a Business Improvement District (BID).
36

37 Mr. Sumner stated that historic preservation dollars are available if an historic area is given a
38 historic designation; otherwise, there are no state funds available. He stated he would like to see
39 the Town ask for matching funds from the County next year. Mr. Sumner stated he would
40 propose that this be started, but look into CRA as long term.
41

42 Chairperson DuShane asked for the definition of CRA.
43

44 Mr. Carroll replied that it is a Community Redevelopment Area and an ordinance is typically
45 implemented that establishes an area of blight and redevelopment, and defines the boundary.
46 This freezes the tax structure at a certain figure, and any appreciation of the tax figure is used to
47 fund growth within the CRA and help elevate the property value.
48

49 Mr. Sumner interjected that there is a fourteen point test to establish a CRA, and you have to
50 meet four of the criteria, with blight being one. He stated low housing occupancy rates will also

1 qualify, along with under-utilized transportation. Mr. Sumner stated it is easy to qualify an area
2 for a CRA.

3
4 **6. Staff Update of New Business Openings and Projects Underway**

5
6 Member/Growth Management Director Thad Carroll stated that there were two new business
7 openings last month which included:

- 8
9
 - Face and Body Solutions at 510 CR 466 in the Sabal Palm Plaza, 4 employees
 - Vintage Pharmacy at 104 S. Old Dixie Hwy, 4 employees

10
11
12 Mr. Carroll stated that the site plan for the 53,161 sq. ft. Assisted Living Facility at Lexington
13 Park, Phase 2, on CR 466 was just approved at last night's Commission meeting. He stated there
14 are a few plans in review as follows:

- 15
16
 - Tree Tops Storage Facility (100,000 sq. ft.) off of Rolling Acres Road (currently a
17 driving range)
 - Village Airport Van Campus at West Hermosa St. (18,200 sq. ft.)
 - McDonald's Restaurant in front of the Kohl's Plaza on US Hwy 27/441 (4,388 sq. ft.)

18
19
20
21 **E. CHAIRPERSON/COMMITTEE MEMBERS REPORT**

22
23 Member Quinn commented that he attended Government Day representing Lady Lake this past
24 weekend.

25
26 Chairperson DuShane stated he would like to see if the sign in front of the Chamber of
27 Commerce could be changed to be more noticeable and more interactive. He asked Mr. Quinn to
28 comment.

29
30 Member Quinn stated that this was brought up at last night's Commission meeting, and there was
31 no interest by the Commissioners to install an electronic sign in front of the Chamber at this time
32 for an approximate cost of \$5,000 to \$12,000. He stated the Town Manager brought up the
33 argument that there is no traffic stop in the vicinity.

34
35 Chairperson DuShane stated he would like this to be looked at again as a Chamber is a welcome
36 center and can drive economic development and programs.

37
38 **F. ADJOURN**

39
40 *With no further business or discussion, the Economic Development Advisory Committee*
41 *meeting was adjourned at 4:02 p.m.*

42
43
44
45
46 _____
47 Nancy Slaton, Deputy Town Clerk

45
46 _____
47 Mark DuShane, Chairperson

48 Minutes transcribed by Nancy Slaton, Deputy Town Clerk



SPECIAL ECONOMIC DEVELOPMENT ADVISORY COMMITTEE AGENDA ITEM

REQUESTED COMMITTEE MEETING DATE: April 22, 2014

ITEM:

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

SUMMARY:

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.

ATTACHMENTS:

Please refer to the Minutes of the February 20, 2014 meeting for an account of the proceedings of the meeting.



SPECIAL ECONOMIC DEVELOPMENT ADVISORY COMMITTEE AGENDA ITEM

REQUESTED COMMITTEE MEETING DATE: April 22, 2014

ITEM:

Discussion of Changing the EDAC Meeting Time from 3 p.m. to 2 p.m.

SUMMARY:

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 p.m. rather than the current 3 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 affect, on the ability to obtain a quorum by the members for future meetings.

ATTACHMENTS: Land Development Regulations, Chapter 1, Section 1-86

Sec. 1-86. Economic Development Advisory Committee.

- a) *Purpose and intent.* The Lady Lake Economic Advisory Committee is hereby established to formulate projects for carrying out such economic development programs through attraction of new businesses and encouragement of existing businesses in the Town of Lady Lake.
- b) *Duties and goals.* The Economic Development Advisory Committee will make recommendations to the Town Commission that will contribute to the establishment of a persisting and comprehensive strategic economic development plan, including:
 - 1) To identify, promote, solicit and coordinate economic development in the Town of Lady Lake through existing businesses and economic enterprises within the Town.
 - 2) Development of a business recruitment strategy including identifying target businesses and planning incentive and marketing programs.
 - 3) To develop and provide recommendations to the Town Commission regarding the establishment of a balanced and sustainable economic development program and the use and distribution of public funds committed to enhancing economic development.
 - 4) To develop and implement a phased and interrelated strategic plan for the economic development of the Town, including internet based (web) marketing applications.
 - 5) To conduct market analyses that will provide information and data that will allow the Town to target businesses and industries that will result in the Town being the beneficiary of economic advances and benefits.
 - 6) To inventory the available lands and facilities that can accommodate future development and assess the need for various infrastructure improvements to provide the necessary capacity for sustainable economic development.
 - 7) To locate and evaluate grants and other funding sources that may be available to the Town to further its economic development programs.
 - 8) To serve as ambassadors to the business community by representing the Town's interest in local and regional business development organizations in an effort to build partnerships.
- c) *Members; qualifications; appointments.* The Economic Development Advisory Committee shall be comprised of six (6) voting members who are residents or business owners/representatives of the Town of Lady Lake and one (1) voting member from the Lady Lake Growth Management Department. Members shall be appointed by the Mayor with a consensus from the Town Commission. Whenever possible, the Commission shall strive to appoint members including, but not limited to, the following professions: Realtors, Developers, Contractors, Bankers, as well as any member of the business community or the Lady Lake Chamber of Commerce. There shall also, whenever possible, be a representative at the meetings from the Lake Sumter Metropolitan Planning Organization and the Lake County Department of Economic Development [and] Tourism; these representatives shall serve in an advisory/guidance capacity to the Economic Development Advisory Committee and shall not have voting rights.
- d) *Terms.* The initial terms of members shall be staggered so that three (3) members serve an initial term of three (3) years; four (4) members serve an initial term of two (2) years. Upon the expiration of each of the initial terms, successor members shall be appointed for a term of two (2) years. In the event a vacancy occurs and the remainder of the current term is more than three (3) months, the position shall be filled for the remainder of the term. In the event a vacancy occurs and the remainder of the term is less than three (3) months, new appointments shall complete the term that has been vacated and serve a two-year term thereafter.

- e) *Election and terms of officers.* The Economic Development Advisory Committee shall elect a Chairperson and a Vice-Chairperson to serve as officers for a one-year term.
- f) *Meetings; Sunshine Law.* The Economic Development Advisory Committee shall set a regular schedule for meetings and shall coordinate with the Lady Lake Town Clerk to assure that notice of the meetings has been posted in accordance with Florida Law. The Town Manager may call a special meeting of the Committee in the event a matter warrants the timely attention of the Committee. There must be a quorum at all meetings. In accordance with Florida Law, Economic Development Advisory Committee members are subject to Florida Law regarding open meetings and may not discuss with any other Committee member matters that are pending before the Committee or are reasonably anticipated to come before the Committee unless such discussions occur at a duly noticed public meeting of the Committee.
- g) *Quorum.* A quorum in the meetings of the Economic Development Advisory Committee shall consist of a majority of the members.
- h) *Attendance at meetings and removal.* Faithful attendance at the meetings of the Economic Development Advisory Committee is essential to the effectiveness of the Committee. Any member missing three (3) consecutive meetings may be removed from the Committee by the Lady Lake Town Commission. Any member not able to attend a regularly scheduled meeting must give notice to the Town Clerk or designee, who shall be responsible for notifying the Chairperson. In the event the Chairperson is not able to attend a regularly scheduled meeting, the Chairperson shall notify the Town Clerk or designee, who shall be responsible for notifying the Vice-Chairperson.
- i) *Rules; records of proceedings.* The Economic Development Advisory Committee shall adopt rules for the transaction of its business and shall keep a record of its members' attendance. The Town Clerk's Office shall keep a record of its discussions, recommendations, findings and minutes. All such records shall be public record on file in the Town Clerk's office. The Committee's records shall be provided to the Town Commission.
- j) *Severability.* If any section, sentence, clause or phrase of this ordinance is held to be invalid or unconstitutional by any court of competent jurisdiction, that holding shall in no way affect the validity of the remaining portions of this ordinance.

(Ord. No. 2012-02, § 1(Exh. A), 2-22-2012)



SPECIAL ECONOMIC DEVELOPMENT ADVISORY COMMITTEE AGENDA ITEM

REQUESTED COMMITTEE MEETING DATE: April 22, 2014

ITEM:

Discussion of Proposed Boundary for Downtown Redevelopment Area

SUMMARY:

At the November 5, 2013 meeting of the EDAC, discussion had 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.

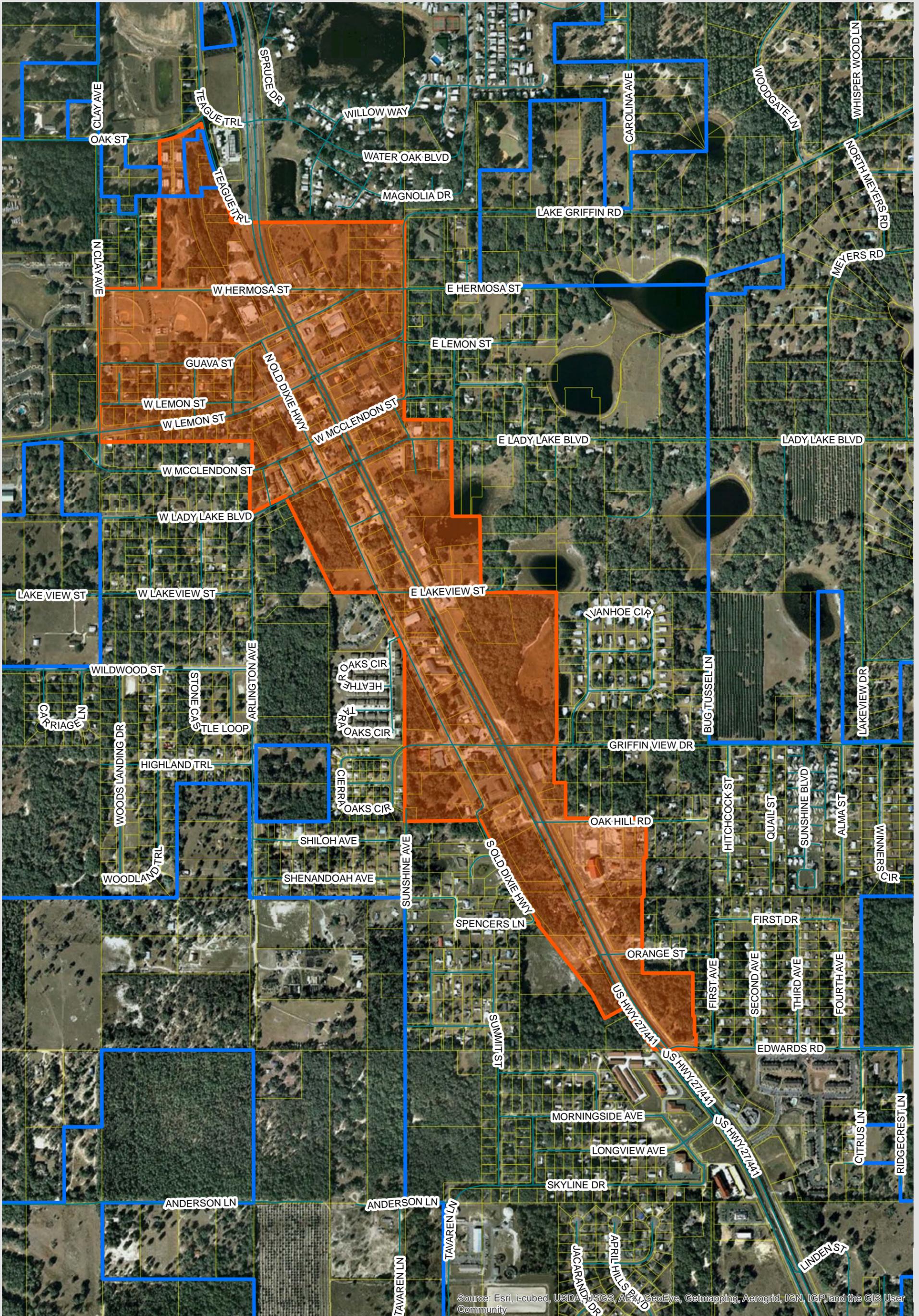
Staff originally proposed a boundary which defined a core area. Initially, the intent of limiting the boundary was so that improvements would not be dispersed too far apart around Town in an effort that momentum could be gained in one particular area that would hopefully be more recognizable when concentrated. The area was proposed as the main arterial 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. At the November 5, 2014, meeting during a discussion pertaining to another item (a proposed façade grant program). Mr. Sumner advised that the proposed 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.

ATTACHMENTS: Map of proposed Downtown Redevelopment Area.

Proposed Downtown Redevelopment Area





SPECIAL ECONOMIC DEVELOPMENT ADVISORY COMMITTEE AGENDA ITEM

REQUESTED COMMITTEE MEETING DATE: April 22, 2014

ITEM:

Discussion of Façade Improvement Program for the proposed Downtown Redevelopment Area

SUMMARY:

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.

ATTACHMENTS: Façade Improvement Program Document



409 Fennell Boulevard
Lady Lake, Fl 32159

Façade Improvement Program

Preservation of property values is an essential component of Economic Development in that businesses will often choose to establish in areas where they feel their investment will maintain its value rather than choose a location that is more susceptible to depreciation and decline. In order to assure that these values are maintained, periodic improvements are sometimes needed in order to preserve the character and aesthetics of an area. The Town of Lady Lake recognizes that these improvements can sometimes be costly; especially to small business owners.

Through the establishment of the Downtown Redevelopment Area, the Town of Lady Lake has provided the opportunity to create policies and implement programs specific to a geographic boundary which is designed to help revitalize small business activity and attract new investment into the core of our Downtown. In an effort to provide assistance to our small business owners, the Town has created the Façade Improvement Program. Through this program, business owners and tenants are eligible for a grant match of up to 50% of the cost of their exterior improvements, with a maximum reimbursement of \$2,500 per property. Three (3) grants are awarded per fiscal year, and are allocated on a first come first served basis provided all eligibility requirements are satisfied; no award shall be granted to the same property within a 3 year period.

To participate in the Façade Improvement program, the structure must be:

- Located within the Downtown Redevelopment Area.
- Used for a business operating at minimum 20 hours a week.
- Have a commercial zoning designation (HC, LC, CP, CT)

Qualifying as an Applicant

To participate in the Façade Improvement Program, the applicant may be the property owner or the operating tenant. If the tenant is applying for the grant, the property owner must also sign an owner's affidavit to approve the proposed work. The business must also employ no more than 15 full time employees at time of the grant award.

Grant Review and Approval Procedures

1. Submit completed application form with all required documentation to the Growth Management Department. Applicants may choose to schedule a pre-application meeting with the Growth Management Department if they would like a determination regarding whether their proposed improvements would be eligible for the grant.
2. Application will be reviewed by the Growth Management Department to assure that it is complete and consistent with all Land Development Regulations.
3. After staff approval, the applicant can proceed with presenting the application to the Economic Development Advisory Committee for recommendation to the Town Commission.
4. Applicant must complete the project and satisfy all inspection requirements. Changes to scope of the job after it has been approved without consent of the EDAC/Commission, shall result in forfeiture of the grant funds. Reimbursement shall occur after all work has been completed and the necessary inspections have been approved. The applicant will be reimbursed for costs based upon the actual expenses shown on the invoices submitted to the Growth Management Department following completion of all improvements.

Eligible Facade Improvements

The Facade Improvement Program is limited to reimbursement for improvements only made 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:

1. Exterior improvement, restoration, including removal of decayed materials
2. Repair, replacement, or installation of new:
 - Exterior windows
 - Exterior doors
 - Awnings
 - Exterior lighting
 - Painting (only if entire Façade is repainted)

Façade Design Guidelines

Facade Grant Applications used in conjunction with an improvement that would cause more than fifty (50) percent of the building area to be replaced; or if the existing building is being redeveloped and the cost of redevelopment is greater than fifty (50) percent of the assessed value of the building, the applicant shall meet the Town's Commercial Design Standards.

Application Submittals

Required application submittals shall include:

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



SPECIAL ECONOMIC DEVELOPMENT ADVISORY COMMITTEE AGENDA ITEM

REQUESTED COMMITTEE MEETING DATE: April 22, 2014

ITEM:

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

SUMMARY:

Chairman Mark Dushane has requested 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.

ATTACHMENTS: None



SPECIAL ECONOMIC DEVELOPMENT ADVISORY COMMITTEE AGENDA ITEM

REQUESTED COMMITTEE MEETING DATE: April 22, 2014

ITEM:

Staff Update of New Business Openings and Projects Underway

SUMMARY:

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.

ATTACHMENTS: New Business Tax Receipts First Quarter 2014

FIRST QUARTER 2014 NEW BUSINESS TAX RECEIPTS

BUSINESS NAME	EMPLOYEES	TYPE OF BUSINESS
Lor-Ed Enterprises, LLC, 309 La Grande Blvd	2	Professional Office
Granny Nannies of N.A., 510 Hwy 466, Suite 207	2	Professional Office
Tactical Element, Inc, 600 Sunbelt Road	4	PSC-Training Office
Adult Counseling & Psychotherapy of Lake County, LLC, 510 Hwy 466, Suite 207	3	Professional Office
Affordable Lock & Security Solutions, 108 N. US Hwy 441	2	PSC - Locksmith
Being Healthy, LLC, 201 W. Guava St. Suite 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 Equip.
Car Guys Automotive, 328 S. US Hwy. 441	5	PSC – Collision Repair
Smirnoff Neurology, PA, 771 CR 466	2	Professional Office



SPECIAL ECONOMIC DEVELOPMENT ADVISORY COMMITTEE AGENDA ITEM

REQUESTED COMMITTEE MEETING DATE: April 22, 2014

ITEM:

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

SUMMARY:

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. Last year, approximately twenty-three (23) vendors participated in the event, and about the same are expected this year. Bobby Blackmon has agreed to be the entertainer once again. 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.

ATTACHMENTS:

There are no attachments for this item.
