

**MINUTES OF THE
TOWN OF LADY LAKE
REGULAR ECONOMIC DEVELOPMENT ADVISORY COMMITTEE
LADY LAKE, FLORIDA
June 4, 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.

A. CALL TO ORDER: Thad Carroll, Growth Management Director/Chairperson

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

MEMBERS ABSENT: Phil Mathias

STAFF PRESENT: Kris Kollgaard, Town Manager/Town Clerk; Mike Burske, Parks and Recreation Director; Wendy Then, Town Planner; and Nancy Slaton, Deputy Town Clerk

ALSO PRESENT: Mayor Jim Richards and Commissioner Dan Vincent

B. PLEDGE OF ALLEGIANCE

All present stood to recite the Pledge of Allegiance.

C. BUSINESS:

1. Approval of Meeting Minutes of April 2, 2013

Thad Carroll, Growth Management Director and Chairperson, asked if the members had a chance to review the April 2, 2013 meeting minutes.

Member Satur had noted an error when she received the draft minutes that has since been corrected.

Upon a motion by Member Quinn and a second by Member Satur, the Committee approved the Minutes of the Regular Meeting of April 2, 2013, corrected as noted, by a vote of 5-0.

2. Election of Chairman and Vice-Chair

Thad Carroll, Growth Management Director and Chairperson, stated that in accordance with Ordinance No. 2012-02, the Economic Development Advisory Committee shall elect a Chairperson and Vice-Chairperson to serve as officers for a one-year term. The committee shall elect the chair and vice-chair at this meeting. He thanked the members for electing him as Chair for the last year, but asked that he not be considered as Chair for another year so that a business member could steer the meeting from this point forward. He stated he was happy to chair the meetings during the first year start up to get things going. Mr. Carroll passed the gavel and opened the nominations by nominating Vice Chair/Member DuShane as Chairperson.

Vice Chair/Member DuShane stated he would be glad to accept the nomination.

Upon a motion by Member Carroll and seconded by Member Quinn, the Committee approved the nomination of Vice Chair/Member DuShane as Chairperson, by a vote of 6-0.

Member Satur asked Member Carroll if he would accept the nomination as Vice Chair to assist the new Chairperson.

Member Carroll stated he would be willing to act as Vice Chair.

Upon a motion by Member Quinn and seconded by Member Satur, the Committee approved the nomination of Member Carroll as Vice-Chair, by a vote of 6-0.

Vice Chair/Member Carroll stated he would be glad to act as Chair for the remainder of this meeting at Chairperson DuShane's discretion to go over the presentations as prepared.

Chairperson/Member DuShane stated that Vice Chair Carroll was welcome to finish chairing this meeting.

3. Discussion of the "Taste of Lady Lake" - Event Summary

Vice Chair/Member Thad Carroll stated that Mike Burske, Parks and Recreation Director, was present to provide an update regarding the attendance, vendors, and general activities that occurred at the "Taste of Lady Lake" event which was held on May 10th at the Log Cabin. EDAC members were encouraged to share opinions about the event, as well as offer any suggestions that may help to grow the event in the future.

Mike Burske, Parks and Recreation Director, stated he would read the summary that he read at last night's Commission meeting. He stated that the Town of Lady Lake hosted its' first annual Taste of Lady Lake on May 10th, and all-in-all, the event went well. Entertainment was performed by Beautiful Bobby Blackmon and he was well liked.

Mr. Burske reported there were 22 food vendors and restaurants who participated in the event and only one of the hot dog vendors stated he did not make much money. He stated that next time, after holding the event for the first time, he would change the layout of the venue and possibly eliminate putting vendors on the south side of the cabin, as most of the activity stayed on the north side of the cabin, but this may change if there are more vendors next year.

Mr. Burske stated the crowd stayed steady for the evening, and he was happy not to see the event packed with people, but instead a constant crowd. He asked for any comments or suggestions for this event, as this was a first year event and there is opportunity to improve it. He also thanked Member Satur for her assistance and guidance in putting together the event, as it was not her first time working on an event such as this.

Chairperson/Member DuShane stated he thought it was extraordinarily well done, especially for a first time event. He stated he attended with the Scouts in an unofficial capacity, but everyone seemed to be having a good time, and he heard nothing but positive comments.

Member Quinn asked Mr. Burske if he thought all the vendors would be willing to return next year if another Taste was put on.

Mr. Burske replied that 25% of the vendors sent him emails thanking him and stating they would like to return next year, and again. He stated the only vendor who was unhappy was a hot dog vendor who was located on the south side and who was in competition with another hot dog vendor who was selling loaded hot dogs for the same price as this vendor's bare hot dog. He stated that Paradise Café was right beside this vendor, and they called to say they had an awesome evening.

Mr. Burske stated he had one vendor suggest using the Lady Lake Library as the site for next year's Taste of Lady Lake in case weather was a factor. He stated there could be vendors inside and outside. He asked for input on this suggestion, but stated the biggest con may be the location as the Log Cabin Park has Hwy 441 exposure.

Vice Chair/Member Carroll asked if the hours of the Taste of Lady Lake would conflict with the library's hours. He stated he thought the library was open until 7 p.m.

Wendy Then, Town Planner, mentioned the library closes at 5 p.m. on Fridays.

Mr. Burske stated the hours could be tweaked so they did not conflict.

Member Quinn stated that regarding weather, most vendors would be outside of the library anyway with all the cooking going on, so it would not be a factor in regard to location. He also stated he was disappointed the Chamber did not stay open in the Log Cabin for the event as it would have been an ideal time to give out information. He stated that perhaps the Chamber could be urged to stay open next year, and the Town could have a booth as well. Mr. Quinn asked if one event of this type per year is enough.

Mr. Burske agreed and stated he also tried to get the Historical Society to stay open as it would have been a free fundraiser, but they could not due to staffing issues. He stated that one event per year is enough at this time with the other scheduled events going on.

Member Satur stated that a typical Taste event has only participants from restaurants or food vendors, not businesses, or even food trucks. She stated she is aware that Lady Lake does not have that many restaurants.

Vice Chair/Member Carroll stated that perhaps if the Town contacts vendors earlier, more participants could be had. But as this was a first year event, the thought was to get as many vendors in to attract crowds.

Mr. Burske stated he received advice from a gentleman who runs a lot of the food truck bazaars who stated that for so many patrons, you should have this many vendors. Mr. Burske stated he actually scaled his vendors down from 25 to 22, but could have had as many as 30 with vendors calling at the last minute wanting to participate.

Member Salas stated she thought Mr. Burske did an awesome job, but thinks it is important to keep the event at the Log Cabin. She agreed she would like to see if the Chamber would stay open for the next event. She stated the exposure to Hwy 27/441 probably increased attendance, as she had friends tell her they saw it going on and stopped in. Member Salas stated everyone

she talked to had a wonderful time, and that the personalities of the vendors probably made a difference and was probably a factor with the vendor that did not do so well.

Member Satur commented that someone told her Chick-Fil-A raised their prices at the Taste of Lady Lake event, over the regular prices of their Lady Lake restaurant.

Mr. Burske mentioned that is a good point.

Member Carnecchia stated that Sammy Jo's, who bought Bella Pizzeria, loved the event.

Vice Chair/Member Carroll told Mr. Burske he did a great job.

Mr. Burske thanked the committee members for their suggestions, directions and assistance in putting together the event. He stated he would like to invite Bobby Blackman back next year because he was so well received and inexpensive to hire.

4. Overview of Retail Strategies – Marketing and Recruiting Firm

Vice Chair/Member Carroll stated that the Town Manager was contacted by a firm back in April to see if the Town would be interested in some of the services they provide. He stated he has spoken with them a couple of times and they have offered to come and make a presentation, but direction is requested from this committee first. He stated Retail Strategies is a consulting firm that uses research discoveries obtained through their analysis of the community to create and manage a Retail Recruitment Strategic Plan.

Vice Chair/Member Carroll reviewed the slides furnished by Retail Strategies which showed how their company can identify gaps and subsequently recruit retail companies to a community to fill the gaps and expand consumer choices, as well as the tax base. He stated that although the company is based in Birmingham, Alabama, it has a presence in Florida. Costs for their services are to be determined, and Member Carroll stated he is unable to disclose costs at this time, in case the services were to go out to bid as it may jeopardize the bid process. He stated that the company is willing to visit our community.

Kris Kollgaard, Town Manager, stated that if this company has a state contract, the Town would be able to piggy-back off of it without having to go through the bid process. Otherwise, the Charter requires that any cost over \$4,000 must go out for competitive bids. She explained that the competitive process has already been done with a state contract, so that is why we would be allowed to piggy-back off of a state contract. Ms. Kollgaard stated she does not believe this would be a sole source provider, although there may not be a lot of companies out there that provide this service. She stated if the Committee desires, staff can pursue this.

The EDAC committee members were asked to discuss the option of inquiring further about the company, or other alternatives.

Member Satur asked if the Town would be focusing on the Rolling Acres corridor for recruiting retail, or the Town as a whole, depending on where the firm suggested retail growth.

Vice Chair/Member Carroll replied that this service would identify which companies could come to the community to capture leakage, or missing retail service providers. He stated that some companies would prefer to build their own building, and some companies would prefer to move

into an existing building, depending on the type of business. He stated a business such as a Home Depot or a Checkers would probably prefer to build their own building.

Member Satur asked if the Town has a lot of available property for these types of businesses.

Vice Chair/Member Carroll replied that the Town has a lot of commercially zoned property on the south end of Town and along the 466 corridor, and property zoned for Heavy Commercial as you approach Lake Ella on Hwy 27/441. He stated Member Salas may have more information on available vacant buildings.

Member Salas stated there is some, but not a lot of existing vacant commercially zoned property, but there is about 125 acres of commercially zoned acreage along the south Hwy 27/441 corridor and development in that area would boost the Town in a big way.

Ms. Kollgaard stated that a recruitment company such as this does a lot of the due diligence in their research and will have all the information that a company thinking of opening in our community would want. She stated she thinks this is a good idea, and hopes the committee members will give it serious thought.

Chairperson/Member DuShane stated he thinks this idea should be looked into, although he has a lot of questions regarding costs and data interface with on-line purchases. He stated if a recruiting firm such as this could bring in a McDonald's or a Costco, he would like to see them brought in.

Member Quinn asked if the committee could steer the recruiting company toward specific goals such as the Hwy 27/441 corridor at the south end of town, or toward heavy industrial zones.

Vice Chair/Member Carroll stated the Town does not have industrial zoned property on the south Hwy 27/441 corridor; it is in the Duck Lake/Rolling Acres area. He stated there are residential areas back behind the heavy commercially zoned properties in that area, and industrial zoning must be sensitive to residential areas.

Member Quinn stated he was confusing heavy industry with heavy commercial zoning.

Member Carnecchia stated he thinks this is a great idea and the committee should move forward.

Member Satur made a motion to request Retail Strategies provide a presentation; this was seconded by Member Salas, and the Committee approved the motion by a vote of 6-0.

Member Quinn asked that staff go ahead and see if this company has a state contract that the Town could piggy-back off of, as suggested by the Town Manager.

5. Final Summary of Economic Development Survey Results

Vice Chair/Member Thad Carroll stated that at the April 2, 2013 meeting of the Economic Advisory Committee, Town staff presented the results of the 97 surveys received from the total of 483 distributed; 386 economic development surveys that were mailed on March 6, 2013, and 97 surveys which were hand delivered to local businesses that had corporate offices out of the area. He pointed out that home occupations and real estate offices/realtors were excluded. To date, 102 surveys, a 21% participation rate, were returned to Town Hall. Staff has incorporated

the five additional surveys that came in to conclude the report. Vice Chair/Member Carroll stated that the results only deviated by one or two percent in each category compared to the last report. He reviewed the findings. Vice Chair/Member Carroll reported that regarding the regulatory processes and ease of access to permitting, the Town is looking into being able to do on-line building permits, which will help expedite them and will be consumer friendly.

Chairperson/Member DuShane stated he thought it was important that the survey results showed that the areas where everyone wanted to see development remained consistent.

6. Staff Update of New Business Openings and Projects Underway

Vice Chair/Member Thad Carroll stated the Growth Management Department has provided a brief summary of development activity including April and May for the members of the EDAC Committee. The summary includes zoning applications that are currently being processed, site plan applications, completed projects, and other projects and activities that may soon be underway in the Town.

Vice Chair/Member Carroll reviewed the new business openings, which do not include home occupations, revealing their location and the number of employees they will have, as follows:

• Green Apple Health Foods	724 S Hwy 27/441	3
• Ultimate Granite	452 Rolling Acres Road	3
• Medical Imaging and Therapeutics	769 Hwy 466	10
• Triad Financial Center	25 LaGrande Boulevard	3
• Showtime Piano	566 N. Hwy/441 STE E	4
• Face and Body Solutions	510 Hwy 466 Unit 104B	2

Vice Chair/Member Carroll noted that Ultimate Granite had reached out to Member Quinn, who in turn, gave them information that resulted in them moving their business to Lady Lake.

Projects underway were noted as follows:

• Arden Place Apartments	Clay Street
• Sunset Professional Plaza	Hwy 466
• Lexington Memory Care Phase II	Hwy 466
• Tayand Investments	S. US 27/441/Hartsock Mill Road
• Too Your Health Spa	S. US 27/441/Hartsock Mill Road
• Church on the Square	Main Street

Vice Chair/Member Carroll noted that Arden Place Apartments had their grand opening last week. He reviewed a slide showing an artist's rendering of the proposed Sunset Professional Plaza, 50,231 sq. ft. of professional/medical condominium office suites. He stated this will be built just west of the Summit Medical Plaza on Hwy 466; two buildings in the front and one in the back are proposed, and the development will be started in the very near future.

Chairperson/Member DuShane stated he spoke with the developer of Sunset Professional Plaza and it is his understanding that the office suites can be purchased, not just leased.

Vice Chair/Member Carroll stated information on Sunset Professional Plaza can be found on the internet, and this drawing came from it. He stated it is a condominium plaza and the developer will normally do a condo plat or record an agreement for condominiums, which will allow them to sell fee simple condo units in this plaza, but this could change and they may decide to lease units.

D. CHAIRPERSON/COMMITTEE MEMBERS REPORT:

Chairperson/Member DuShane reported he spoke with Tom Ash who stated some of the areas in upper Michigan were granted state and federal funding for revitalizing their downtown areas, and suggested looking into this for the original Lady Lake area south of Hwy 466. In Michigan, they were able to get funding as long as the faces of the buildings were consistent and this created a lot of economic development. He stated he will look into this and bring back information to the committee.

Member Quinn mentioned that it was just chance at an outing where he had a conversation with the people who own Ultimate Granite. When he went to get information for them from the Town, this was when the Town Manager and staff quickly put together a Welcome Packet which he was able to give to them. He stated they sat down that morning and went through it, and after a couple more conversations, they decided to move to Lady Lake.

Member Quinn also stated the expansion of the Church on the Square will bring in tax dollars and a gathering place for the community. He also stated that the community development standards really help the Town.

Member Salas stated that improvements are being done at the corner of US 27/441 and Hermosa and another business should be coming in there soon, and may have three employees.

Vice Chair/Member Carroll thanked everyone for having him as Chairperson for the last year. He stated it is his pleasure to pass these duties on to Member DuShane, and that he looked forward to the meetings in the future under new leadership.

The committee members stated he did a good job, and thanked him for getting them off on the right foot.

E. OPEN FORUM:

There were no comments from the audience.

F. ADJOURN:

With no further business or discussion, the Economic Development Advisory Committee meeting was adjourned at 3:48 p.m.

Nancy Slaton, Deputy Town Clerk

Mark DuShane, Chairperson