

**MINUTES OF THE
TOWN OF LADY LAKE
REGULAR ECONOMIC DEVELOPMENT ADVISORY COMMITTEE
LADY LAKE, FLORIDA
July 9, 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 3:02 p.m.

A. CALL TO ORDER: Mark DuShane, Chairperson

COMMITTEE MEMBERS PRESENT: Mark DuShane, Thad Carroll, David Carnecchia, and Phil Mathias

MEMBERS ABSENT: Joe Quinn, Cindy Satur, and Betty Salas

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

ALSO PRESENT: Mayor Jim Richards, Commissioner Kussard, 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 June 4, 2013

Chairperson Mark DuShane asked if the members had a chance to review the June 4, 2013 meeting minutes.

Upon a motion by Member Carnecchia and a second by Member Mathias, the Committee approved the Minutes of the Regular Meeting of June 4, 2013 by a vote of 4-0.

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

Vice Chair Thad Carroll stated that at the June 4, 2013 meeting of the Economic Development Advisory Committee, the committee was furnished with a presentation detailing the services that could be provided to the Town of Lady Lake by Retail Strategies, Inc., a retail business recruitment firm based in Birmingham, Alabama. He stated at the conclusion of that presentation, the committee made a motion requesting that a presentation to the committee from Retail Strategies be provided at a future meeting. Upon further consideration, it was determined that perhaps the Town should look at the potential of recruiting various types of industries, not just retail, to our area. In an effort to determine what firms may be available to provide these services for the Town, and at what cost, the EDAC could consider forwarding a recommendation

to the Town Commission at this time to advertise a Request for Proposal (RFP). Should this recommendation be made, committee members should provide feedback regarding the scope of services to be provided for inclusion in the RFP.

Chairperson DuShane asked if there was any discussion on this matter.

Vice Chair Carroll stated that some of the firms cater to recruiting to businesses directly and some seemed to cater to municipalities. He stated that the RFP would need to state what type of services should be included for recruitment whether it be retail, manufacturing, medical, tourism, etc., and for what period of time.

Member Mathias stated he looked up the firms on-line and that he thought it is a good idea to look at retail and restaurants, but perhaps not manufacturing because the rail is not available and facilities are not available.

Town Manager Kris Kollgaard stated that the Committee should consider small manufacturing for such as medical supplies as there are many medical facilities in the area.

Chairperson DuShane asked for clarification that the firms will come in and present at no cost or obligation to the Town.

Vice Chair Carroll stated that the first step would be to do an RFP and then the responding firms could be invited to give a presentation to the Town. The only cost involved in this is the advertising for the RFP.

Ms. Kollgaard stated the reason the Town is looking for an RFP is that any services costing above \$5,000.00 must be put out to bid according to the Town's procurement manual. She stated that if firms gave a presentation before the RFP was advertised, then they would not be eligible to respond to the RFP; they would be eliminated if they had already given a presentation and a cost.

Member Mathias asked if Leesburg has any firms under contract for this type of service where the Town could piggyback in on it.

Vice Chair Carroll stated the Town has been working with Lake County to piggyback on contracts, but no firms of this type had contracts in the state of Florida that the Town could piggyback on. He stated the scope of the RFP needs to be defined, so responders to the RFP would know what to bid on.

Chairperson DuShane stated the industries to be focused on would be retail, medical, restaurants, and light manufacturing. He asked Mr. Carroll if retail and restaurants would be separate, and if legal and financial services would be included in that as well.

Vice Chair Carroll stated that restaurant services may be included in retail services, but retail sales and services, restaurants, and professional services could be defined separately so that the Town's intent was clear.

Member Carnecchia stated that he thinks this a great idea, and that the Town should not exclude anything, but go the full scope to see whatever could be supplied for the Town.

Upon a motion by Member Mathias and seconded by Member Carnecchia, the Committee approved the recommendation that the Town move forward on a Request for Proposal to Obtain the Services of an Economic Development Recruitment Firm, by a vote of 4-0.

Chairperson DuShane asked Mr. Carroll if the Growth Management Department would be putting out the RFP.

Vice Chair Carroll stated the RFP will be drawn up and brought back before the Committee for approval before it is advertised.

3. Discussion of Façade Grant Programs and the Potential Implementation of Such a Program for the Town of Lady Lake

Chairperson DuShane stated this is an agenda item that he added. He asked if anyone on the Committee was interested in forming a subcommittee to look into the Façade Grant Program in more depth, and to bring back the information to this Committee. Chairperson DuShane stated that several members of the Committee are absent today, and perhaps this needs to be tabled unless another member has some history or experience in this.

Vice Chair Carroll stated that he previously worked for the City of Tavares and has experience with the Façade Grant Programs. He stated they had one for historic renovation of properties in their community redevelopment area (CRA,) utilizing specific criteria that the renovations would enhance the building, and requiring three competitive bids for the work. Participants in the program would be compensated up to \$2,000.00 or a 50% match, whichever was less, utilizing \$10,000.00 in funding budgeted for the year. Mr. Carroll stated the funding would not roll over, but the same amount would be budgeted each year. He stated the programs have been utilized as a means to provide financial assistance for aesthetic improvements within a particular neighborhood, district, or community redevelopment area.

Vice Chair Carroll stated these grants are structured so that businesses, when found to meet the specified qualifications of the application, can use these funds to make improvements to their property or building and improve the general appearance of their property and the community in which they are located. These improvements may include signage changes, window and/or exterior alteration of the building improvements, painting, roofing material replacements or repairs, or any other scope of work that when complete would promote an attractive environment for business activity and investment. Paramount to the implementation of a Façade Grant Program is identifying a funding source.

Vice Chair Carroll stated that if it is the intent of the EDAC to further explore the establishment of a façade grant program, discussions should focus upon identifying a funding source, identifying a geographic area (neighborhood, census block, general area, etc.), whether it would be related to businesses only, identifying improvements which would be eligible for funding, identifying the amount of the grant, and determining if a match would be required for the award of the grant.

Chairperson DuShane stated he thought that there was state money available for this type of program.

Vice Chair Carroll stated that some state monies are available through Community Development Block Grant (CDBG) funding, but they are normally structured around a community redevelopment area that is defined as an area of blight. He stated this is a comprehensive process.

Chairperson DuShane stated he was thinking of focusing on the area near the Log Cabin and surrounding businesses to create more uniformity in the area where continuity can be recognized.

Ms. Kollgaard, Town Manager, asked if the Committee was focusing on commercial businesses or if they wanted to include residential.

Chairperson DuShane stated his general thought was of commercial businesses only in the area known as the old downtown area, and to create uniform facades in the area.

Ms. Kollgaard stated that would tie in with the Town's commercial design standards. She stated perhaps staff could get a copy of Tavares' Façade Grant Program to review for guidelines. She also stated she will have her assistant look to see if there are any other state monies that may be available besides CDBG funds, as the Town has already received a grant from them for this year.

Chairperson DuShane asked for input from the other Committee members on focusing on the businesses in the old downtown area to create uniformity. He reported he spoke with Reverend Tom Ash who stated some of the small cities in upper Michigan were granted state funding for revitalizing their downtown areas, and they were able to get funding as long as the faces of the buildings were consistent; this created a lot of economic development, and each city became known for its look. He stated it helped draw business and activity to those areas.

Member Mathias asked if the Town had a uniform code on what the exterior of businesses was supposed to look like.

Vice Chair Carroll replied that the Town has commercial design standards that must be met at a certain threshold, and the grant could be applied to signage, as well as buildings.

Member Carnecchia stated that Eustis also revamped their historic area approximately 10 years ago utilizing a state grant with monies chipped in by the owners, as well.

Chairperson DuShane stated that staff can look into the availability of grants and revisit this item in August.

Member Mathias asked how many businesses would be included; whether it was just around the Chamber.

Chairperson DuShane stated he thought that would be a good place to start.

Vice Chair Carroll stated that if this grant is put into place, a geographic area will have to be identified, and the grant criteria could be structured for improvements that bring the building façade into a manner which meets the commercial design standards with better integrity.

Mayor Richards stated that if the Committee comes up with a theme for façade improvements, it may be a problem with the Log Cabin being right in the middle of the area. He stated if the

Committee decided on a theme of a Spanish look, then the Log Cabin would stick out like a sore thumb.

Member Carnecchia asked would this funding be available for owners of vacant commercial buildings such as the abandoned gas stations, or did they have to be in business.

Vice Chair Carroll stated that typically façade grants are given to an applicant that is in business or committed to be in business; façade grants are not available to dress up a property for sale.

Chairperson DuShane stated they will wait to hear back from staff on this item and it will be discussed at the August meeting.

4. Staff Update of New Business Openings and Projects Underway

Vice Chair Thad Carroll stated the Growth Management Department has provided a brief summary of the development activity that occurred in June 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. He reviewed the new business openings, revealing their location and the number of employees they will have, as follows:

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|---------------------------------------|----------------------------|----|
| • Advance Finishes Central, LLC | 734 Cortez Avenue | 2 |
| • United Healthcare Services | 929 Del Mar Dr. | 12 |
| • Foot Solutions | 980 Del Mar Dr. | 1 |
| • Dr. Vallabhan's Office, M.D., P. A. | 929 N. Hwy 27/441, Ste 201 | 6 |
| • Gift Baskets by Debbie | 1106 Main Street | 2 |

Projects underway were noted as development updates on the following:

- Entitlement has been established for a 90 ILF/ALF & 40 bed memory care facility, with 22,000 sq. ft. of commercial support uses, and will take a couple of months before the Site Plan comes before the Town Commission.
- A Major Site Plan for Too Your Health Spa Facility, 15,824 sq. ft., with the potential of two additional phases to include condominiums and a health food store located at 995 S. Hwy 27/441, and going before the Town Commission on July 15, 2013.

Member Mathias stated that Advance Finishes is located in a residential neighborhood.

Vice Chair Carroll apologized for including this as it is a home occupation.

Member Carnecchia asked if the health club was originally proposed to be located next to Oakwood, by the Sherwin Williams store.

Vice Chair Carroll stated he is correct; this development project has had two proposed locations prior to this one, but if the site plan is approved by the Town Commission, it will be located at 995 S. Hwy 27/441.

Member Mathias stated he likes the idea of development happening in that area.

D. CHAIRPERSON/COMMITTEE MEMBERS REPORT:

Chairperson DuShane asked if anyone had anything to bring up at this time.

Member Mathias asked Mr. Carroll if the FDOT will continue with the widening of Hwy 27/441 going north.

Vice Chair Carroll stated it is slated to continue, but he has not seen a schedule for it. He reported there has been a traffic shift and the current phase up to Lake Ella Road is slated to be completed in August. He stated he does not know about the future phase, but perhaps the Mayor does.

- Mayor Richards stated that the next phase of the road widening project is being held up because there are no funds available. The Wekiva Parkway project has taken up the funds. Mayor Richards stated he has asked the FDOT by letter if they would consider splitting the project up and just doing the portion in this area and down to Griffin Road due to all the intersections. He stated staff provided him with a report of all the accidents that had occurred in the area, and intersections are where most of the problems are. He stated all of the right-of-ways are already purchased, and if there is any fall-out money from another project, it could come our way. Mayor Richards stated the project is now pushed beyond 2018, even though it is a priority of the Metropolitan Planning Organization (MPO), unless something breaks.

Member Mathias commented that Lake County Sheriff's Department had both motorcycle units working Rolling Acres Road this morning, and asked if the Town's motorcycle officer was back on the road.

Town Manager Kris Kollgaard stated that he was.

Member Mathias asked if the Town could do anything about the closed down service stations and convenience stores around town.

Vice Chair Carroll replied that unless they have code violations, the Town has no authority to do anything with them. He reported that staff has fielded a couple of inquiries from potential investors for a couple of the properties.

Member Mathias asked if the owner is responsible if semi trucks are parking there.

Vice Chair Carroll stated the property owner is probably not aware of it.

Ms. Kollgaard stated the police department has cameras that can record date and time, and they can document the occurrences, and forward it to Code Enforcement who can take it from there.

Vice Chair Carroll gave an update on the Rolling Acres reliever. He reported that the proposed reliever by widening Rolling Acres from CR 466 to Lake Ella, and widening Micro Race Track Road to 466A will now only be brought up to specifications for two lanes, or 24 feet, with improvements to the shoulders; it will not be four-laned. He stated that there is now a tie-in at Morse, with Morse Boulevard going all the way through and connecting to 468 and tying into the turnpike, and the necessity for the reliever was taken off the table.

Chairperson DuShane asked if Mr. Carroll knew if the speed limits on Rolling Acres Road and Micro Race Track Road would remain the same after the improvements.

Vice Chair Carroll stated both of those roads are county roads and there was no discussion about the speed limits.

Member Mathias stated that Rolling Acres Road is cracking up and needs to be looked at.

Chairperson DuShane asked if a sub-committee could be formed or if a Committee member could be assigned as to work with staff on a certain project to report back to the Committee.

Vice Chair Carroll stated that a liaison could be assigned to work with staff, but a sub-committee within the Committee would be in violation of the Sunshine Law.

Ms. Kollgaard stated that a liaison would be alright, and a member could work with staff if they were not a member of the Committee. She stated an example would be if Member Mathias was assigned to work on the RFP; he would be working mainly with the Clerk's office.

Chairperson DuShane asked the Committee members to think about today's topics and decide if they would like to be assigned as a liaison on a certain project.

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 3:42 p.m.

Nancy Slaton, Deputy Town Clerk

Mark DuShane, Chairperson

Minutes transcribed by Nancy Slaton, Deputy Town Clerk