

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

COMMITTEE MEMBERS PRESENT: Mark DuShane, Joe Quinn, Betty Salas, and Thad Carroll

MEMBERS ABSENT: Phil Mathias and David Carnecchia

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

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

A. CALL TO ORDER: Mark DuShane, Chairperson

B. PLEDGE OF ALLEGIANCE

All present stood to recite the Pledge of Allegiance.

C. OPEN FORUM

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

There were no comments from the audience.

D. BUSINESS:

1. Approval of Minutes – October 1, 2013 Meeting

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

c) *Members; qualifications; appointments.* The Economic Development Advisory Committee shall be comprised of six (6) five (5) voting members who are residents or business owners/representatives of the Town of Lady Lake and one (1) voting One member from the Lady Lake Growth Management Department shall serve as the committee liaison. 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 ...

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

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

f) *Meetings; Sunshine Law.* The Economic Development Advisory Committee shall set a regular schedule for meetings meet on a quarterly basis on the first Tuesday of January, April, July and October, with additional workshops scheduled as needed by the Chairperson, and The Committee Chair 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. (Ord. No. 2011-32).

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

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

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

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

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

Mr. Carroll replied affirmatively.

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

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

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

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

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

4. Discussion of Proposed Boundary for Downtown Redevelopment Area

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

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

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

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

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

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

5. Discussion of Façade Improvement Program for Downtown Redevelopment Area

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

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 Facade 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 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 three 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 Facade 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 Façade Improvements

The Façade 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 50% of the building area to be replaced; or if the existing building is being redeveloped and the cost of redevelopment is greater than 50% 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 three 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

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

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

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

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

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

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

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

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

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

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

Chairperson DuShane asked for the definition of CRA.

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

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

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

6. Staff Update of New Business Openings and Projects Underway

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

- 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

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

- Tree Tops Storage Facility (100,000 sq. ft.) off of Rolling Acres Road (currently a 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.)

E. CHAIRPERSON/COMMITTEE MEMBERS REPORT

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

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

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

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

F. ADJOURN

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

Nancy Slaton, Deputy Town Clerk

Mark DuShane, Chairperson

Minutes transcribed by Nancy Slaton, Deputy Town Clerk