

**FRUITLAND PARK CITY COMMISSION WORKSHOP
MEETING MINUTES
March 14, 2019**

A workshop meeting of the Fruitland Park City Commission was held at 506 W. Berckman Street, Fruitland Park, Florida 34731 on Thursday, March 14, 2019 immediately after the 6:00 p.m. regular meeting.

Members Present: Mayor Chris Cheshire, Vice Mayor John L. Gunter, Jr., Commissioners Christopher Bell, Patrick DeGrave and John Mobilian.

Also Present: City Manager Gary La Venia; City Attorney Anita Geraci-Carver; City Treasurer Jeannine Racine; Community Development Department Director Tracy Kelley and City Clerk Esther B. Coulson.

1. CALL TO ORDER

ACTION: 7:04:18 PM Mayor Cheshire called the meeting to order.

2. ROLL CALL

ACTION: 7:04:21 PM At Mayor Cheshire's request, Ms. Coulson called the roll and a quorum was declared present

3. ECONOMIC DEVELOPMENT PROPOSALS

Mr. La Venia addressed the need for a strategy; referred to the proposals received from Retail Strategies®, Buxton® and The Retail Coach® and described their promotion of commercial growth. In recognizing Lake County's diversity, he addressed preference for a countywide effort or regional approach in working together with an appointed representative from each municipality's economic development.

Mayor Cheshire pointed out the previous meeting among Mr. La Venia and the companies regarding growth; determined that they would not implement the city's desires and recognized the city's deficiency to retain an individual to promote the city's services.

ACTION: 7:04:32 PM **By unanimous consent, the city commission agreed not to consider the proposals from Retail Strategies®, Buxton® and The Retail Coach®.**

4. ECONOMIC DEVELOPMENT STRATEGY

After Mayor Cheshire acknowledged the city commission's initial process in addressing the land development regulations (LDRs), Mr. Greg A. Beliveau, LPG Urban and Regional Planners Inc. (retained by the city), reviewed the December 17, 2018 Unofficial Zoning Map favorably depicting the:

- city's infrastructure (existing roadway networks and proper zoning designations on US Highway 27/441 and County Road 466 A; however, the formulation of smaller lots on the currently constructed CR 466 A roadway ought to be absorbed, transited and consolidated);

- current planned unit developments on CR 466A (the northwest portion of the city, traffic signal intersection and water and wastewater connection);
- opportunity for commercial development along CR 466A roadway (as support services for The Villages of Fruitland Park) and
- Dixie Avenue/CR 25A corridor to be reviewed transitioning the area into small businesses where existing owners can take advantage of applying for the city's Community Redevelopment Agency matching grant program.

After recognizing the city's existing roadway network and infrastructure and how commercial companies initially base their site locations on data, Ms. Tracy Garcia, Lake County Office of Elevate Lake Director, addressed the data tools Elevate Lake currently implements on its website; described Elevate Lake's plan to utilize Enterprise Florida Inc. (EFI) -- an economic development organization for the State of Florida and a public-private partnership between Florida's businesses and governmental agencies -- to create jobs and provide a criteria to find and match properties, which is the inventory, suitable to its needs.

As the first step, Ms. Garcia emphasized the city fitting the criteria if Elevate Lake receives prior information on the city's inventory and larger sites with infrastructure to be marketed to be accessible on commercial real estate search engines and noted Elevate Lake's ability, when considering multiple locations, to help expedite the process.

Commissioner DeGrave suggested that staff submit available property inventory to Elevate Lake who would upload the information to EFI within its map search; utilize the Urban Land Institute membership and register to attend its meetings and if the city is conducting its own marketing, designate a main point-contact person who at this time is Mr. La Venia, to receive initial inquiries from potential developers and site selectors.

Ms. Garcia mentioned Elevate Lake's current implementation and its goal to integrate with EFI by uploading available properties with the county's Geographical Information System map search by the end of the year; addressed her plan to send an email to Mr. La Venia whenever information is received from EFI and voiced preference for the city to provide assistance, and partner with local municipalities by holding frequent meetings or regularly communicate with other local managers; thus, Elevate Lake would anticipate receiving from the city what it currently has to match the description to be subsequently included in Elevate Lake's response EFI.

ACTION: 7:14:00 PM By unanimous consent, the city commission directed the city manager to submit the draft land development regulations (LDRs) in paper form for the city commission to review in advance of holding a workshop and set aside an item on future regular city commission agenda under the city manager's report economic development updates providing:

- **an outline of a strategic plan;**
- **an exploration of partnership efforts with assistance from Lake County Office of Elevate Lake for city commission consideration,**
- **information on the retention of an individual familiar with the city with expertise in economic development to promote the city's services, and**
- **a report on available commercial properties for sale; develop an inventory of property listings for sale focusing on CR 466A, US Highway 27/441, CR 25A and Berckman Street areas, and work with realty groups, commercial property organizations.**

5. OTHER BUSINESS

a. Water and Wastewater Connection

Mr. La Venia referred to his March 13, 2019 communication with Mr. Duane K. Booth, Booth Ern Straughan & Hoitt, engineers, surveyors and land planners, retained by the city, regarding previous calls he received from developers on their interest on a potential development in the city which is not connected to the water and wastewater treatment system. Mr. Le Vena recalled the city commission's previous position on the septic system. He addressed the need to consider the requirement for the developers, in the future, where the sewer impact fees would be waived in lieu of the costs for water and wastewater connection; thus, entering into a five-year pioneer agreement. He noted the monthly payments received for usage of the water and wastewater system.

ACTION 8:29:09 PM Submitted for informational purposes, no action was necessary.

b. Windmill

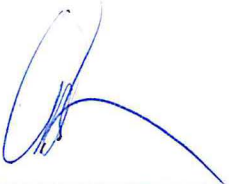
Vice Mayor Gunter relayed the recent positive feedback from the community regarding the Windmill recently located at the new Fruitland Park Library.

ACTION: 8:32:11 PM. No action was necessary


6. ADJOURNMENT

There being no further business to come before the city commission, the meeting adjourned at 8:37 p.m.

The minutes were approved at the March 28, 2019 regular meeting.

Signed 

Esther B. Coulson, City Clerk

Signed 

Chris Cheshire, Mayor