

1 MINUTES OF THE LAKE MARY CITY COMMISSION WORK SESSION held April 3,
2 2014, 5:45 P.M., Lake Mary City Commission Chambers, 100 North Country Club Road,
3 Lake Mary, Florida.

4
5
6 Mayor David Mealor Jackie Sova, City Manager
7 Commissioner Gary Brender Carol Foster, City Clerk
8 Deputy Mayor George Duryea Dianne Holloway, Finance Director
9 Commissioner Allan Plank – Absent John Omana, Community Development Dir.
10 Commissioner Jo Ann Lucarelli Gary Schindler, City Planner
11 Steve Noto, Senior Planner
12 Tom Tomerlin, Economic Development Mgr.
13 Bruce Paster, Public Works Director
14 Bryan Nipe, Parks & Recreation Director
15 Steve Bracknell, Police Chief
16 Mary Campbell, Deputy City Clerk
17

18 Courtney Miller, Program Manager of reThink and Adam Maul, Vanpool Program
19 Manager, were also present.

20
21 The work session was called to order by Mayor David Mealor at 5:47 P.M.

22
23 I. Items for Discussion

24
25 A. Continued Discussion of Proposed SunRail Vanpool Grant Options
26

27 Ms. Sova said this will continue the conversations from two weeks ago. Tom Tomerlin
28 will point out additional information he has worked on since that time.

29
30 Mr. Tomerlin said this is a continuation of an item we started discussing at the last
31 workshop on March 20th. We are calling this the Lake Mary Vanpool Grant Program.
32 The program is attached to the existing Lynx program called the Agency Vanpool. The
33 word “agency” is there because basically the vanpool is tied to the corridor. The
34 agreement is between an enrolled employer and the van provider which is VPI.

35
36 Mr. Tomerlin said the program we are proposing is simple. We are trying to make the
37 price point associated with the monthly lease payment attractive to the employer. We
38 are proposing offsetting 50% of the cost associated with the lease payment which is
39 \$345 per month. The total lease payment is \$690 per month and includes maintenance
40 and insurance. It does not provide the driver. That is something that would be
41 arranged between Lynx and the employer. It does not include fuel. There is a mileage
42 cap associated with each one of those vans and that is a detail we would like to leave
43 with Lynx and the employer. The City is proposing that we step into that lease
44 arrangement and make the price point more competitive and appealing to some of our
45 employers. Most of our larger employers are located towards Interstate 4 and the
46 associated roadways of Rinehart, International Parkway, and Lake Emma.

1
2 Mr. Tomerlin said we tweaked the grant program guidelines since the last time the
3 Commission looked at them. We took Commissioner Plank's suggestion to pay the
4 agency directly and the agency will then pay Lynx. We added an explicit limit of one
5 grant per agency per year. The idea there is whatever funding level that this
6 commission believes is acceptable, we would like to be able to spread that across as
7 many firms as we can. We did a little minor language cleanup.

8
9 Mr. Tomerlin said we have had two bookends associated with the funding level. With
10 \$345 per month that works out to \$4,140 for 12 consecutive months. If we fund up to
11 six grants that is roughly \$25,000--\$24,840 to be exact. We looked at having a high
12 level. If we funded 12 grants, it would be about \$50,000 per fiscal year. The actual
13 dollar amount would work out to \$49,680.

14
15 Mr. Tomerlin said he talked to some of the Commission about the program and we
16 believe it's going to give us information about the SunRail. There is still a great deal
17 unknown about how ridership is going to unfold and how people are going to get
18 connected to their employers. That "last mile" is discussion on how we get them from
19 the train station to their place of employment.

20
21 Mr. Tomerlin said we believe this grant program will provide a good trial balloon that is
22 going to be able to inform us of what kind of latent demand is out there to get connected
23 from the SunRail Station stops to their place of employment. One aspect that he
24 thought is key, especially in his role as the Economic Development Manager, is that this
25 is a nice economic development tool. It is something we can offer our employers and
26 say this is a program that is unique at this point to the City of Lake Mary and is a benefit
27 of locating into the City of Lake Mary. It is an additional incentive attached to having
28 door-to-door service associated with SunRail.

29
30 Commissioner Brender asked who would be responsible for the gas.

31
32 Mr. Tomerlin said that would be the responsibility of the employer.

33
34 Commissioner Brender said it would not be the people who would be riding in the van.

35
36 Mr. Tomerlin guessed that could be worked out between the employer and the people
37 riding the van. He said he didn't know if that level of detail had been worked out.

38
39 Commissioner Brender said he would like it identified in the write up that this is an
40 experimental program. He thought they needed better terminology than "trial balloon"
41 and didn't want people to think since it is a government project it will go on forever. We
42 need to make sure it is stated it is experimental, it is up to the Commission to fund it,
43 and we will base the decision on its use. He said he was not against going to 12 but
44 would make it a performance reward. If we announce this next week and the day after
45 we have all six vans taken up then he could see going to 12. He was not sure he would
46 go past that. Let's see how it goes. We have a vested interest in making sure that

1 SunRail does go. He thought it was fair for government to get involved to spur an action
2 but didn't want it forever. If it grows so quickly that much then we need to rethink what
3 we are doing. Putting 12 vans on Lake Mary Boulevard doesn't amount to a hill of beans
4 of difference but putting 50 vans does make a difference.

5
6 Mr. Tomerlin said there is no problem using the word experimental in the guidelines. By
7 virtue of the way it is designed it is up to the Board to reauthorize as part of their budget
8 cycle. At any time it can be canceled during the regular budget process. The way it is
9 envisioned to be implemented is through the resolution that accepts the program
10 guidelines. He thought the experimental aspect was implied.

11
12 Commissioner Brender said he didn't like implications so let's write it down.

13
14 Mr. Tomerlin said staff is recommending one of three items: (1) Consider the item and
15 approve it on the regular agenda later this evening. (2) Continue discussing it and move
16 it to the next April meeting. May 1st is when the operation of SunRail occurs. He just
17 learned that the first two weeks of operation would be free. (3) Deny the program.

18
19 Deputy Mayor Duryea said let's say Verizon has a bunch of vans and doesn't want to
20 lease from Lynx. He asked if there was any provision to supplement that.

21
22 Mr. Tomerlin said that was a great observation. The very large employers have their
23 own vans. Sometimes they just have one or they might have a couple. If we had to
24 guess who would latch onto this program is probably the medium size employers with
25 500 employees or less. The large companies probably have their own van but the price
26 point of \$345 a month might be a better deal to have a van through us.

27
28 Deputy Mayor Duryea said something tells him that the larger the company the less
29 likely they care about how their people get to and from work.

30
31 Mr. Tomerlin said there are some tax advantages associated with employers providing
32 that SunRail ticket to their employees.

33
34 Deputy Mayor Duryea said he hadn't heard any rumblings about any employer being
35 willing to do that.

36
37 Ms. Sova said we have been contacted by one company already. That was the next
38 morning after he saw this on the news.

39
40 Mr. Tomerlin said there was a little bit of press and a response from one employer that
41 expressed keen interest in doing this. He said he believed there were quite a few
42 employers that are probably in a wait-and-see mode. He said that was anecdotal and
43 didn't know that to be certain.

44
45 Commissioner Lucarelli said she thought it was a great pilot project. Hopefully it would
46 encourage privatization naturally. If there are multiple employers in one big office

1 building on International Parkway, it might end up being cheaper for them to partner
2 amongst themselves and share a mini bus if they have that high a usage. It is a pilot
3 project and did not want to micromanage it. Let's do it and see what happens,
4 reevaluate and go from there.

5
6 Mr. Tomerlin said one of the things appealing about the approach is that it is demand
7 driven by an employer. It is leaving it to the market as to whether or not this is a good
8 option. All the City is doing is stepping in and saying let's make this at a price point
9 where it becomes very appealing.

10
11 Mayor Mealor asked if anyone had any objection to the resolution being read tonight.
12 There were no objections from the Board.

13
14 Mayor Mealor said staff has proposed \$4,140 as a threshold, and six grants would be
15 about \$25,000 and 12 about \$50,000. We need to gauge demand. He said he had no
16 problem saying we will allocate "up to" 12 grants (not to exceed 12 X \$4,140) if the
17 demand is there. It may be we get three or four riders early on. He said Mr. Tomerlin
18 has in terms of a marketing tool and economic development incentive, here is an
19 additional tool to tell our story. He asked the threshold the Commission was
20 comfortable with.

21
22 Commissioner Brender said he was willing to go \$50,000 but was questioning whether
23 we want to put it out there as \$50,000 or put it out there as \$25,000 and see how it
24 goes.

25
26 Deputy Mayor Duryea said he didn't care what the breakdown is, but there has got to be
27 an end limit. We could say first come first served and if we run out of money then they
28 are walking.

29
30 Mayor Mealor said he had no problem setting up to 12 agencies partnered with the City
31 with the provision this will be a line item budget discussion and make sure it does not
32 become an entitlement program.

33
34 Commissioner Brender said not everybody is going to be signed up May 1st. He asked
35 what if a company comes to us in November saying they decided to get a van.

36
37 Ms. Sova said it doesn't matter what time of year. It will never be more than \$50,000 in
38 a fiscal year.

39
40 Mayor Mealor said if we adopt the resolution we agree the grant program will go up to
41 12 grants with a maximum of \$4,140 per grant. Once that's done then we just carry
42 forward.

43
44 Mr. Tomerlin said the way we envision rolling this out, being uncertain about what kind
45 of latent interest, is to have a kickoff date of April 21st to start accepting applications and
46 open it up at a certain time.

1
2 Commissioner Brender said if we do get hit we will have to have first come first served.
3
4 Mr. Tomerlin answered affirmatively. They will be date stamped as they come in.
5
6 Commissioner Lucarelli asked Mr. Tomerlin if that was something he would feel
7 comfortable presenting on Saturday at Family Fun Day.
8
9 Mr. Tomerlin said he was fine with that and there might be a van there.
10
11 Mayor Meador said this is an important event for us. Congressman Mica will be there
12 also. This might be a great time to roll out an additional amenity related to SunRail. The
13 Sentinel has expressed interest and would like to follow up. If the Commission has no
14 objection we can adopt the resolution under New Business tonight and Mr. Tomerlin or
15 the City Manager can reach out with our decision.
16
17 Mr. Tomerlin said he had a draft press release.
18
19 Mr. Tomerlin said gas is not covered under the Lynx agreement. He asked Courtney
20 Miller of reThink if the employers would pay for gas or the riders.
21
22 Ms. Miller stated it could be either.
23
24 Ms. Sova said we would like to hear from Courtney on how they are marketing this.
25
26 Mr. Tomerlin said Courtney did a survey in the Lake Mary-Heathrow area and found that
27 42% of the respondents said the thing that would get them on SunRail was a shuttle to
28 get to and from the station. We are seeing some things behind the curtain that make
29 us believe we are moving in a good direction.
30
31 Courtney Miller of reThink, 4004 McGuire Boulevard, Orlando, Florida 32803, came
32 forward. She said we are excited about this and think everyone will be surprised at the
33 response. We have been actively talking about SunRail and connection options on
34 Rinehart and International Parkway for sure. It has been a challenge to engage
35 employees north of AAA Drive along International Parkway, 46A, and Rinehart. When
36 speaking to employers about the opportunity and how it makes sense to do this for their
37 employees, what we have found has been fantastic. The employers in this area get it.
38 It is because they are larger employers and they operate in areas like the northeast and
39 other areas where alternative commuting is the norm. They are already investing in
40 their employees up north or in California where it is required that they invest. They are
41 savvy and they get it. It's this hesitation to commit because of a price point and not
42 knowing who of their employees are going to step up. We have a meeting next Friday
43 with Verizon. She didn't think there would be a problem filling those vans.
44
45 Mr. Tomerlin said he had a conversation with Lynx staff and they are on board with the
46 program. They believe seeing how this vanpool performs will help with informed

1 decisions with the regular Lynx service, Route 45. There is an extra benefit there that is
2 going to help us make a case for adjustments to that line if we feel adjustments are
3 needed to the regular bus service, Link 45.

4

5 There being no further business, the work session adjourned at 6:15 P.M.

6

1 MINUTES OF THE LAKE MARY CITY COMMISSION MEETING held April 3, 2014,
2 7:00 P.M., Lake Mary City Commission Chambers, 100 North Country Club Road, Lake
3 Mary, Florida.

4
5

6 I. Call to Order

7

8 The meeting was called to order by Mayor David Mealor at 7:05 P.M.

9

10 II. Moment of Silence

11

12 III. Pledge of Allegiance

13

14 The Pledge of Allegiance was led by Police Lieutenant Mike Biles.

15

16 IV. Roll Call

17

18 Mayor David Mealor	Jackie Sova, City Manager
19 Commissioner Gary Brender	Carol Foster, City Clerk
20 Deputy Mayor George Duryea	Dianne Holloway, Finance Director
21 Commissioner Allan Plank – Absent	John Omana, Community Development Dir.
22 Commissioner Jo Ann Lucarelli	Tom Tomerlin, Economic Development Mgr.
23	Bruce Paster, Public Works Director
24	Bryan Nipe, Parks & Recreation Director
25	Radley Williams, Recreation Chief
26	Steve Bracknell, Police Chief
27	Mike Biles, Police Lieutenant
28	Katie Reischmann, City Attorney
29	Mary Campbell, Deputy City Clerk

30

31 V. Approval of Minutes: March 20, 2014

32

33 **Motion was made by Commissioner Lucarelli to approve the minutes of the March**
34 **20, 2014, meeting, seconded by Commissioner Brender and motion carried**
35 **unanimously.**

36

37 VI. Special Presentations

38

39 A. Proclamation – National Public Safety Telecommunications Week

40

41 The City Attorney read a proclamation proclaiming April 13 – 19, 2014, as National
42 Public Safety Telecommunications Week.

43

44 Mayor Mealor presented the proclamation to Lieutenant Mike Biles.

45

1 Lieutenant Biles thanked the Commission for taking time to recognize these folks. We
2 have 11 men and women that dispatch for the City of Lake Mary. They are the first line
3 of defense for the community and do a great job. The quality is unbelievable. He
4 recognized those who were present: Erin Ward, Dana Theisen, and Yarimar Rivera.

5
6 Mayor Mealor said we pride ourselves on our public safety delivery to the community
7 and thanked them for a job well done.

8
9 VII. Citizen Participation

10
11 No one came forward at this time and citizen participation was closed.

12
13 VIII. Unfinished Business

- 14
15 A. Ordinance No. 1503 – Amending the Primera PUD and providing for the Fifth
16 Amended and Restated Developer’s Agreement; Miranda Fitzgerald, Esquire,
17 applicant – Second Reading (Public Hearing) (Gary Schindler, City Planner)

18
19 The City Attorney read Ordinance No. 1503 by title only on second reading.

20
21 Mr. Omana stated staff had nothing further and recommends approval.

22
23 Mayor Mealor asked if anyone wanted to speak in reference to Ordinance No. 1503. No
24 one came forward and the public hearing was closed.

25
26 **Motion was made by Commissioner Brender to approve Ordinance No. 1503 on**
27 **second reading, seconded by Commissioner Lucarelli and motion carried by roll-**
28 **call vote: Commissioner Brender, Yes; Deputy Mayor Duryea, Yes;**
29 **Commissioner Lucarelli, Yes; Mayor Mealor, Yes.**

- 30
31 B. Ordinance No. 1504 – Amending Chapter 92 of the Code of Ordinances to
32 establish fees for Summer Camp – Second Reading (Public Hearing) (Radley
33 Williams, Recreation Chief)

34
35 The City Attorney read Ordinance No. 1504 by title only on second reading.

36
37 Mr. Williams stated staff had nothing further to add.

38
39 Deputy Mayor Duryea asked how much the fees do not cover.

40
41 Mr. Williams said the fees proposed are anticipated to meet all the costs of the camp
42 including staffing, field trips, transportation, and all activities.

43
44 Ms. Sova said we haven’t had camp for several years but it has always been close to
45 break even. It’s tight.

1
2 Mayor Mealor asked if anyone wanted to speak in reference to Ordinance No. 1504. No
3 one came forward and the public hearing was closed.

4
5 **Motion was made by Commissioner Lucarelli to approve Ordinance No. 1504 on**
6 **second reading, seconded by Commissioner Brender and motion carried by roll-**
7 **call vote: Deputy Mayor Duryea, Yes; Commissioner Lucarelli, Yes;**
8 **Commissioner Brender, Yes; Mayor Mealor, Yes.**

9
10 IX. New Business

11
12 A. Resolution No. 934 – Proposed Lake Mary Vanpool Grant Program (LMVPG)
13 for SunRail (Tom Tomerlin, Economic Development Manager)

14
15 The City Attorney read Resolution No. 934 by title only.

16
17 Mr. Tomerlin asked that the motion include a funding level.

18
19 Mayor Mealor asked Mr. Tomerlin to summarize the points from the workshop.

20
21 Mr. Tomerlin said the program is a matching grant to supplement an employer to
22 participate in the Lynx agency vanpool program. It is a 50% match of \$345 per month
23 (per grant). It is connecting employees to their place of employment from the SunRail
24 Station in Lake Mary. The grant program is eligible for the City of Lake Mary only. The
25 funding amount discussed were monies to support 12 grants. The City's match for 12
26 consecutive months would be \$4,140 (per grant). It is limited to one grant per employer.
27 This program will be reevaluated during the budget process.

28
29 Commissioner Brender asked if the wording "pilot program" was in here somewhere.

30
31 Mr. Tomerlin said the grant guidelines don't use the word pilot.

32
33 Ms. Sova said we can make sure when we do our public announcement that it includes
34 the word pilot.

35
36 Commissioner Brender said it sounds like a minor point but wanted it on the record this
37 is not going to be a long-term government giveaway.

38
39 Mr. Tomerlin suggested in the motion to include the funding level and add the term "pilot
40 program".

41
42 **Motion was made by Commissioner Brender to approve Resolution No. 934 with**
43 **adjusted funding level of \$50,000, or 12 applications, and somewhere in the**
44 **resolution we add "pilot program", seconded by Commissioner Lucarelli and**
45 **motion carried unanimously.**

1 X. Other Items for Commission Action

2

3 There were no items to discuss at this time.

4

5 XI. Reports:

6

7 A. City Manager

8

9 Ms. Sova said she didn't have anything for Commission action but had some
10 announcements.

11

12 Ms. Sova said Family Fun Day is this Saturday from 10:00 A.M. to 3:00 P.M. in Central
13 Park. Come out for a day of fun and entertainment. There will be kids' activities, public
14 safety demonstrations, the Farmer's Market and much more. Also SunRail will be
15 offering free tours inside the train and on the platform at the station between 11:00 A.M.
16 and 1:00 P.M. Representative Mica and Chairman Dallari will be here and there will be
17 some speaking at 11:15 A.M. to opening the train service to Lake Mary.

18

19 Ms. Sova said we have invited the consultants who prepared the FDOT/MetroPlan
20 SunRail Quiet Zone Concept Study to present their findings at the April 17th
21 Commission meeting.

22

23 Ms. Sova said at the last meeting the Commission addressed a public health and safety
24 violation at 565 Webster Street. Staff was directed to have the problem rectified. We
25 had our subcontractor for tree removal go in and remove vines, dead brush, and four
26 sizable oak trees. There was a snake observed on the property. It took four days at a
27 cost of \$2,150, and we will place an additional lien for that. The Senior Intervention
28 Group with Officer Hudson pulled together about 60 volunteers. They filled a roll-off
29 dumpster in just a few hours but another dumpster has been ordered. They have taken
30 out the carpet and cabinets inside the house and plan to help her get it back in order.

31

32 B. Mayor

33

34 Mayor Mealor had no report at this time.

35

36 C. Commissioners (1)

37

38 Commissioner Brender said he attended CALNO at the City of Longwood and they gave
39 a show and tell of their rider park which is across Church Street from the hospital one
40 block north of 434. They have made several improvements and next plan on putting in
41 an amphitheater. They have transplanted the Senator II which is one of the clone trees
42 taken off the original Senator and have planted that in the park.

43

44 Commissioner Brender said next month they will be talking about moving the CALNO
45 meeting to another time and day. That was at the request of the School Board. We

1 know among the seven cities and the County each has a meeting either on Monday,
2 Tuesday, Wednesday, or Thursday so there is not going to be a perfect night.

3
4 Deputy Mayor Duryea said he hoped Commissioner Plank was going to get better this
5 time for good and hoped to see him back here next time.

6
7 Commissioner Lucarelli said she was officially inducted into Rotary. She has already
8 helped out at two events. The Rescue Run was a huge success and Taste of Lake
9 Mary was sold out. We had almost 700 attendees and tons of food. It gets better every
10 year.

11
12 Commissioner Lucarelli said to echo what Jackie (Sova) said about Fun Day we always
13 seem to have a good turnout. Opening ceremonies will be at 10:30 A.M. and at
14 approximately 11:15 A.M. we will be at the SunRail Station for remarks from
15 Congressman Mica, the Mayor and a few other people.

16
17 D. City Attorney

18
19 Ms. Reischmann said she was sure everyone had seen the blast from the League of
20 Cities opposing this new public records law, House Bill 1151, which has gone through
21 the Senate and is moving through the House. It will allow a request to be made to any
22 city employee anytime and anyplace. Anybody doing anything would have to drop it
23 and deal with the public records request. It does have some things that are supposed
24 to help with these requests. They are supposed to make some kind of attempt to
25 contact the City before they file suit but it is very vague. Hopefully we will get it
26 modified.

27
28 Commissioner Brender asked if a firefighter was in the middle of fighting a fire he would
29 have to stop and deal with the public records request.

30
31 Ms. Reischmann answered affirmatively.

32
33 Commissioner Lucarelli asked where this was coming from.

34
35 **SIDE 1B**

36
37 Ms. Reischmann said it all has to do with the Chandler brothers. The brothers go
38 around and ask people like the clerk that's got the jail log that is monitoring who comes
39 into the jail. They will say show us the log and if she doesn't immediately show it to
40 them they run off and file suit. That is their full-time occupation. They are trying to help
41 by having this attempt to contact but at the same time are adding this additional onerous
42 obligation to respond to every request anytime and anyplace.

43
44 Mayor Mealor thanked Dr. McLaughlin for representing the Forest.

45
46 XII. Adjournment

1
2 There being no further business, the meeting adjourned at 7:25 P.M.

3

4

5

6

7 David J. Mealor, Mayor

Mary Campbell, Deputy City Clerk

8

9

10

11 ATTEST:

12

13

14

15

16 Carol A. Foster, City Clerk