

1 MINUTES OF THE LAKE MARY CITY COMMISSION WORK SESSION held October  
2 16, 2014, 5:30 P.M., Lake Mary City Commission Chambers, 100 North Country Club  
3 Road, Lake Mary, Florida.

4  
5 The work session was called to order by Mayor David Mealor at 5:35 P.M.

6  
7 Mayor David Mealor Jackie Sova, City Manager  
8 Commissioner Gary Brender Carol Foster, City Clerk  
9 Deputy Mayor George Duryea Dianne Holloway, Finance Director  
10 Commissioner Thom Greene John Omana, Community Dev. Dir.  
11 Commissioner Jo Ann Lucarelli Gary Schindler, City Planner  
12 Steve Noto, Senior Planner  
13 Tom Tomerlin, Economic Dev. Mgr.  
14 Bruce Paster, Public Works Director  
15 Wanda Broadway, HR Manager  
16 Joe Landreville, Deputy Fire Chief  
17 Mary Campbell, Deputy City Clerk

18  
19 1. Utility Ordinance

20  
21 Ms. Sova said many sections of this code haven't been touched in 30 or so years. For  
22 about five years she, the folks in Planning, Bruce in Public Works and now adding on  
23 Dianne have been working and taking a look at these codes, going through old  
24 language and language that shouldn't be there any longer. Dianne has done a  
25 tremendous job wrapping this up and getting it forward to you.

26  
27 Ms. Holloway said we are taking all of Title V, Chapters 50 through 55, and pulling it all  
28 together. We're repealing things and adding things. We are moving things to where  
29 they make more sense and the objective is to clean it up. We are not changing any  
30 rates, charges, or fees.

31  
32 Ms. Holloway said the Public Service Tax Code is currently in Chapter 52. Back when  
33 this was written this was also the Communication Services Tax and is now mandated  
34 and run by the state. We are pulling two pieces apart and we are putting the Public  
35 Service Tax piece in Finance, Chapter 31. We are not changing our current rate which  
36 is 10% on gas and electrical.

37  
38 Mayor Mealor said what we are having is an explanation of Ordinance No. 1518 that  
39 comes before us this evening.

40  
41 Ms. Holloway answered affirmatively.

42  
43 Ms. Holloway said Chapter 50 is the City Wastewater System. It was written in 1980 so  
44 we took a comprehensive look at how the system has evolved. What we would like to  
45 do in this chapter is talk about our mandatory connection and clear that up. Basically all  
46 wastewater services are provided by Seminole County. We transmit to Seminole

1 County for disposal and treatment. We are getting rid of the parts that talk about  
2 industrial users because they are going to have to follow the Seminole County Code.  
3 Impact fee changes we made is to clarify categories that we never had in our tables.  
4 Because of the provisions within the code we could price them out. We are listing a lot  
5 of those that are common into the new ERU table. We will be adding warehouses, self-  
6 service storage, places of worship/assembly, and nursing home/assisted living facilities.  
7 We are also clarifying the method because it is confusing the way it is currently written.  
8 One other change we propose to make in all of these chapters is review the penalty  
9 provision because we have a general penalty provision in Chapter 10.99.

10  
11 Ms. Holloway said Chapter 51 is the City Waterworks System. The first thing we want  
12 to do is change it to the City Water System. The impact fee sections that govern the  
13 water system is in Chapter 55. We are picking that up and moving it to Chapter 51 to  
14 be consistent with the way the wastewater is treated. We are doing the same changes  
15 to our categories and ERU tables. We are also doing the same thing with the penalties.  
16 The additional thing we are doing in the water impact fees is moving pieces from the  
17 fees and sections codes because there is a payment plan provision for water impact  
18 fees which was written in the fees and charges but not associated to the impact fees.

19  
20 Ms. Holloway said in Chapter 52 is where we talk about private systems. In 1975 this  
21 was written. The original intent of this section was to regulate the sanitary sewer  
22 collection, treatment and disposal, and to control the public water supply treatment and  
23 distribution. Because of the way the systems have evolved over the last 40 years and  
24 because we require mandatory connection to our system, this chapter no longer applies  
25 as it is written except for the Public Services Tax that is being moved into Chapter 31.  
26 We are keeping Section 52.032(B) which talks about the Communications Services Tax.  
27 We recently discovered as we did Resolution No. 655 in 2001 to establish the rate, the  
28 way it is written she was not sure they could just repeal this yet.

29  
30 Ms. Holloway said Chapter 53 is a new chapter. What she is trying to accomplish with  
31 this chapter is to take all the fees and charges—base rates, volume rates on water and  
32 wastewater, irrigation, turn-on fees/turn-off fees. Everything common to both services  
33 we are picking them up and putting them in a stand-alone chapter. That's easier for us  
34 to manage. If we wanted to make any type of rate change, because they are in different  
35 chapters, we would have to make those changes by ordinance. We are recommending  
36 putting it in one chapter and make a recommendation to do changes by resolution.

37  
38 Ms. Holloway said Chapter 54 is Emergency Water Shortages. We are recommending  
39 this be totally repealed because over time we have adopted water conservation efforts  
40 and St. Johns is also mandating those regulations.

41  
42 Ms. Holloway said Chapter 55 is Water Impact Fees and that chapter in its entirety is  
43 being picked up and moved to Chapter 51 with the rest of the water regulations.

44  
45 Ms. Holloway said Chapter 56 is our Cross-Connection Control Program. We are not  
46 making any recommendations to change anything.

1  
2 Commissioner Brender said when we do put everything in one chapter for all fees and  
3 charges, it will be easier on us and on our constituents. He said to make sure there is a  
4 table or something that is very readable.

5  
6 Ms. Holloway said she thought they had done that.

7  
8 Ms. Sova said if we change any rates we have to comply with statutory requirements.

9  
10 Mayor Meador said the presentation this evening under Ordinance No. 1518 is going to  
11 be a revised presentation of what Ms. Holloway just did. He suggested starting off that  
12 this is a clean-up provision updating statutes and an attempt to be more user friendly  
13 with no rate increase.

14  
15 Ms. Holloway said we are making this effective 90 days out. Because of all these  
16 changes being made, it is hard to see what is happening. There are tons of strike  
17 throughs and underlining and if somebody looks at it they could interpret that there is a  
18 change of some sort. This was on Katie's (Reischmann) advice.

19  
20 Mayor Meador said we are doing 90 days to be as transparent as possible.

21  
22 2. Economic Development Marketing

23  
24 Ms. Sova said one of Tom Tomerlin's goals has been to develop an economic  
25 development marketing piece that can serve as both a handout and an introductory  
26 piece on the Internet on our web page. That is the gateway to people knowing who we  
27 are. It is not in final form and we are bringing it forward to get the Commission's  
28 feedback. A couple of other cities around have very slick-looking pieces and spent tons  
29 of money. She said she was excited to bring this at 5% of the cost that two of the other  
30 cities spent.

31  
32 Mr. Tomerlin said the goal for today is to get the Commission's feedback. The most  
33 important word on the document is "draft". It is in rough form but is beginning to gel in a  
34 way that you can see the direction we are taking. He was hoping to get feedback and  
35 open dialogue about something that could be tweaked or changed.

36  
37 Mr. Tomerlin said we are trying to communicate a message to the audience of  
38 prospective businesses. What we want these prospective businesses to know is there  
39 is ample room to grow and to grow jobs for the City of Lake Mary. The central focus is  
40 to identify opportunity zones within the City. Most of these opportunity zones are vacant  
41 land parcels but some are built parcels that have sat for some reason. He said he  
42 would show a road map of how it is laid out but if they believe the road map should take  
43 a detour in one direction or the other to let him know. This is very much in draft form.

44  
45 Mr. Tomerlin said the magazine is meant to be a booklet of magazine size printed in  
46 color. We have partnered with *Lake Mary Life* magazine. They have a talented graphic

1 person that is able to lay out things. We have been partnering with them on the graphic  
2 expertise. He pointed out that internally we have good resources. This is being  
3 internally produced. Every photo is probably a photograph taken by Steve Noto. They  
4 are high-quality photographs. All the content has been written internally. That is still a  
5 work in progress but we are getting to a point where it is becoming clear what kind of  
6 product we are going to come up with.

7  
8 Mr. Tomerlin said we are labeling this “Business Opportunity”. We are talking about  
9 finding a work life balance. We are trying to play off some of the marketing themes that  
10 are playing at a larger regional level. We are very cognizant of more localized themes  
11 but we are trying to get into that work life balance and the whole issue of other halves of  
12 communities and so forth.

13  
14 Mr. Tomerlin said the welcome page outlines the heart and soul of the document which  
15 identifies these opportunity zones. These opportunity zones are subject to your advice  
16 on how we might re-label these. The opportunity zone is something we scratched our  
17 heads about quite a bit and wasn’t sure it was the perfect label. It could be a featured  
18 site or some other terminology but we did focus in on this particular word of  
19 “opportunity”. It is split out according to the Rinehart Business Center, Downtown Lake  
20 Mary, Lake Mary Midtown that is a creation from this document, International Parkway  
21 Industrial Zone, and the High Tech Corridor. He noted on the left of the page is a place  
22 holder letter that he was confident the Mayor would look closely through and offer  
23 something much improved.

24  
25 Commissioner Brender said on the front cover we are zeroing in on Verizon’s front door.  
26 One of the most impressive views of International Parkway is taken from I-4. He didn’t  
27 think that shows what we are trying to get across to the major buildings. He wanted to  
28 see Verizon and wanted to see the scope of the building. He wanted to see the  
29 interstate and the buildings behind it.

30  
31 Mr. Tomerlin said that is a great point and would eliminate the trees with the barricades.

32  
33 Commissioner Brender said no offense to the Mayor but we do have a Commission. He  
34 wouldn’t mind seeing that be a letter from the Commission. He wanted people to know  
35 we are all together on this. He suggested small pictures of them on the side.

36  
37 Mayor Mealor thought the aerial of Verizon was a good suggestion.

38  
39 Commissioner Brender said he would like to see the scope of what we are showing and  
40 not just the front door.

41  
42 Mr. Tomerlin said it is a large 220,000 S.F. office building. Getting a picture of that  
43 would capture its full size.

44  
45 Commissioner Greene suggested some kind of mention about police and fire. A lot of  
46 people are concerned about crime and health and safety in general. He suggested

1 some kind of recognition of our first class fire and police departments. He didn't know  
2 about the crime statistics per se but something general.  
3  
4 Mayor Meador said public safety is the hallmark if you want to invest in this area and that  
5 was a good suggestion.  
6  
7 Commissioner Brender suggested including the tax rate.  
8  
9 Mr. Tomerlin said that was in the demographics section. We have a history and will vet  
10 that more before we get anywhere near publishing. He said he would welcome the  
11 Commission to give Jackie and him feedback as this develops. We believe it is getting  
12 to a point where we might get this printed and hit the streets before Christmas this year.  
13 Having more focus on police and fire and maybe pointing out the favorable levels of  
14 crime statistics.  
15  
16 Mr. Tomerlin said the Top 10 Reasons is an area where staff put their heads together  
17 thinking about the top 10 reasons and would welcome any suggestions.  
18  
19 Deputy Mayor Duryea said the Business Friendly Attitude needs a few words about the  
20 Commission's attitude towards business. It's important to let the reader know that  
21 government is also pro-business.  
22  
23 Mr. Tomerlin said education is key and we have two points talking about an educated  
24 workforce as well as the school system.  
25  
26 Mayor Meador said residents of this community can now acquire 15 baccalaureate  
27 degrees and selected master's degrees in Lake Mary. We're a nationally recognized  
28 partnership of UCF. They need to know they have access to the University of Central  
29 Florida right here in Lake Mary.  
30  
31 Mr. Tomerlin said the next few pages are demographics and are fairly dry but is  
32 something that is often inquired about. Today we had a meeting with a prospective  
33 business and they were keenly interested in hiring millennials—the 20-something  
34 population cohort that is bigger than baby boomers right now. There is a desire to want  
35 to know demographics. This probably requires a bit of wordsmithing but is fairly  
36 standardized things that folks might ask.  
37  
38 Mr. Tomerlin said one of the most important things with the incentives is to recognize  
39 our business attraction efforts for companies that are outside our community and are  
40 considering relocating. He said Deloitte is a good example. He wanted to highlight the  
41 kind of targeted sectors that the Metro Orlando EDC targets. This target list has a lot of  
42 industry sectors that are not specific to the City of Lake Mary but nevertheless they  
43 could be. It is our strongest economic development partner in terms of business  
44 attraction. It is the list they hold close to their vest. That list of targeted industry sectors  
45 is a copy of the Metro Orlando EDC targets.  
46

1 Commissioner Brender asked if they wanted to put Orlando, Sanford, Lake Mary. He  
2 said he would give Orlando some credit.

3  
4 Deputy Mayor Duryea said no.

5  
6 Mr. Tomerlin said the business development people he talked to recognize Lake Mary  
7 as more than just a sub-market of Orlando. He thought they were viewing it as a market  
8 in its own right.

9  
10 Mr. Tomerlin said the State of Florida Incentives is very dry but necessary in this type of  
11 book that would be geared towards new businesses coming in.

12  
13 Mr. Tomerlin said in some of these programs that we highlight there is the ability to  
14 change this real estate up a little bit. We have a couple of programs highlighted and a  
15 little bit of real estate to fill on the right side of the page. Growth Florida is a partnership  
16 with Seminole County with the University of Central Florida who administers this  
17 program. He didn't know the longevity of that support and that partnership with  
18 Seminole County. Before we get close to publishing we will have to come up with some  
19 backup material in case some things might change. This document has been centered  
20 towards adding content so we have dumped a lot of material in it. Its organization and  
21 whether or not some stuff needs to be cut is something we will have to take a second  
22 look at once we get this review draft.

23  
24 Mr. Tomerlin said he would like feedback on Featured Sites. These are the opportunity  
25 zones we have identified. There is a total of five and they are all depicted according to  
26 a geographic area. We are identifying key land parcels and on occasion places where  
27 there is a built facility. A good example is the old Recoton building (currently the Lake  
28 Mary Innovation Center) is identified as one of these targeted areas. It is half million  
29 square feet in size and is currently being underutilized. We wanted to identify  
30 something of that scale as a separate call out, albeit an already developed property.  
31 The remainder are color coded according to the zone name. A big goal of this endeavor  
32 is to try to combat a notion that a lot of folks have that Lake Mary is approaching build  
33 out. We wanted this document to speak directly to that and that there is plenty of room  
34 to grow. What we do have left ought to be primed for some high value development.  
35 All parcels identified are land parcels that either have the entitlements in place, or can  
36 have the entitlements in place, to have this go to some kind of job generating land use.

37  
38 Mr. Schindler said on the cover page it says business opportunity. He asked if it would  
39 be better to say "opportunities" since we have identified five zones.

40  
41 Mr. Tomerlin said what we are referring to is Lake Mary Midtown at the corner of Lake  
42 Mary Boulevard and Longwood-Lake Mary Road. It is in the middle of the City and it  
43 does represent a significant opportunity with the amount of vacant land that does  
44 happen to exist within that area and the surrounding area.

1 Mr. Tomerlin said the other significant land holding that is central to Lake Mary's future  
2 economic development is the Crescent Resources land holdings and that is in excess of  
3 155 acres. That is every bit the scale of duplicating something like Primera or Colonial  
4 Town Park. That will be a centerpiece of communicating where some of this new  
5 development can occur.

6  
7 Mr. Tomerlin said we highlight the postal facility site. It is built but we know eventually  
8 that will close.

9  
10 Mr. Tomerlin said in Downtown Lake Mary we have identified some smaller parcels.  
11 We have pulled out the Shoppes at Lake Mary as an opportunity zone. Some of these  
12 parcels we are calling out as opportunity zones we haven't gotten 100% feedback from  
13 all these property owners but we do believe them to be opportunities. Are they  
14 opportunities that may never be met? That could very well be the case. We are pulling  
15 out what we believe are areas in which new growth could occur. This is a market-driven  
16 process and the market is going to decide whether or not it actually occurs at some  
17 point in the future. He clarified when he says pulled out he was just saying identified.  
18 He has identified these parcels and these parcels are identified as areas that we believe  
19 are suitable for new development if the market permits it.

20  
21 Deputy Mayor Duryea asked if it would facilitate anything if you marked out the  
22 Downtown development and transit district.

23  
24 Mr. Tomerlin pointed out the Downtown area on the map. The opportunity zones here  
25 are limited. The lion's share of the land within this particular zone is within the  
26 Downtown Master Plan area. The Downtown Master Plan area does permit some  
27 additional entitlements like on-street parking and traditional neighborhood type design.

28  
29 Commissioner Brender suggested to include all those blocks to the north. We know  
30 those homes eventually will go and those are certainly opportunities. He would expand  
31 that map to include everything from Fourth Street or even Third Street.

32  
33 Mr. Omana said he would suggest including the Downtown Master Plan and build on  
34 that following the boundaries.

35  
36 Mr. Tomerlin said maybe two shades of coloring—one that's shading in the entire  
37 Downtown Master Plan area and some that will call out the parcels that we see are  
38 especially ripe for redevelopment.

39  
40 Commissioner Brender said if you are going to call the Shoppes at Lake Mary especially  
41 ripe for redevelopment he would call the blocks north of where Terry Shaw has  
42 developed as probably riper. We already know the Shoppes at Lake Mary is in no hurry  
43 to sell or rebuild. Those lots to the north are where we are going to be capturing.  
44 Those are probably going to be more residentially aimed like townhomes.

1 Mr. Tomerlin said the point is well taken. The Downtown Master Plan has set the  
2 regulatory table. The regulations have been set within the Downtown that indeed all  
3 those single-family lots could redevelop into something. He liked the idea of still calling  
4 out those parcels in a special way because they seem to float to the top and they are of  
5 a scale that we think something significant could happen, but some way to identify this  
6 entire Downtown area is entitled with this special Downtown Master Plan and some way  
7 to have that dual function of identifying everything ripe for redevelopment. He wanted to  
8 keep this steered away from too much residential. It really isn't a residential document  
9 so a lot of those blocks could be mixed use.

10  
11 Commissioner Brender asked if they could separate out just the TOD as the most  
12 intense.

13  
14 Mr. Noto interjected that the Master Plan does.

15  
16 Commissioner Brender thought they should look at that then we could include all the  
17 Downtown Master Plan but could separate out the TOD.

18  
19 Mr. Tomerlin said one challenge with this Downtown area is Parcels 23 and 24 call for  
20 residential but we thought it is worth including in this book as an opportunity site for  
21 potential commercial. Maybe a company would be willing to take a chance on locating  
22 an office environment in that location to take advantage of SunRail. We don't know if  
23 the market for the whole region is at that point yet, and we are thinking that way, but we  
24 did want to identify it as a special area. Those two parcels together are in excess of 10  
25 acres. Let us think about how to call out the rest of Downtown as a potential area.

26  
27 Mr. Tomerlin said we skipped over some of these other zones but could go back to  
28 them. The Rinehart Business Center District is significant because of the amount of  
29 vacant land that currently exists there. That primarily rests on the shoulders of the  
30 Crescent Resources property.

31  
32 Commissioner Lucarelli asked what they were doing to get something going there.

33  
34 Mr. Tomerlin said they continue to work with the Florida Department of Environmental  
35 Protection to have those environmental concerns associated with that property be  
36 diminished. Everything we are hearing at the staff level is that everything is moving in a  
37 positive track for that particular parcel.

38  
39 Mr. Tomerlin said we wanted to identify the parcels associated with Midtown as an  
40 opportunity area.

41  
42 Mayor Meador said he thought Parcel 34 was going to present some very unique  
43 challenges to us and the more we can get Dr. Tomerlin engaged with representatives of  
44 that area to paint a vision or a plan the better off we are. What can go in there right now  
45 is problematic to how we view ourselves and what we want to accomplish.

46

1 Mr. Tomerlin said the International Parkway District is fairly limited. There is a parcel in  
2 front of Verizon that has the first right of refusal on that we didn't identify but will scratch  
3 our heads about that parcel. It is fairly limited in terms of what available land exists at  
4 the north side of International Parkway just south of 46A.

5  
6 Mayor Meador suggested at one of our meetings under Special Presentations we have  
7 Dr. Tomerlin and staff give an update on the current projects in the International  
8 Parkway area because he has a lot of people asking what new construction is going on  
9 over there. Tom is doing it in a proactive way talking about economic development  
10 activity taking place. It is an update for the Commission but is also sending a message  
11 out to a larger audience. He asked to plan to do that maybe as early as the first  
12 meeting in November.

13  
14 Mr. Tomerlin said the High Tech Corridor is one of those districts we isolated a built  
15 facility. Parcel 39 is a built facility and is the Lake Mary Innovation Center (the old  
16 Recoton building). For the most part this was identifying vacant or underutilized land.  
17 In a few special cases we thought the facility warranted a special call out.

18  
19 Mr. Tomerlin said we conclude this document with contact information. One thing  
20 Jackie mentioned early on is that we intend to have an Internet interface of this entire  
21 document that can be accessed online because most of the time the Internet is the  
22 gateway to the City. Looking at some kind of interface of this document once it's  
23 completed to have that posted online and have some kind of online platform. He said  
24 he would welcome any comments or content the Commission would like to see added  
25 or changed.

26  
27 Deputy Mayor Duryea said in Zone 5 in the North Point area, it seems there are a  
28 couple of parcels west of what is labeled No. 37 that appears to be vacant.

29  
30 Mr. Tomerlin said 36 is the largest undeveloped piece.

31  
32 Deputy Mayor Duryea said it is west of 37 next to I-4.

33  
34 Mr. Schindler said that is the Duke Energy piece. It is for sale and we understand they  
35 are working with someone to convey that parcel.

36  
37 Mr. Tomerlin said that sounds like a piece we might want to add.

38  
39 Mr. Schindler answered affirmatively and then the two at the top.

40  
41 Mr. Tomerlin said 36 outside of the eventual build to suit opportunity that could occur on  
42 the Crescent Resources property (150 acres) that calls for master planning of the entire  
43 parcel. This is the go-to parcel for a fast build to suit option. If you look at its placement  
44 on the interchange, this particular parcel has all the hallmarks of the current Verizon  
45 parcel. It has a high visibility on I-4, is located directly off of one of the cloverleaves  
46 associated with the interstate. We believe Parcel 36 is a diamond in the rough and that

1 parcel is on the radar screen of the Metro Orlando EDC and is a parcel we believe is  
2 ripe for the next Verizon deal.  
3  
4 Mr. Schindler asked about the two existing buildings on the east side of Skyline Drive.  
5  
6 Mr. Tomerlin said he didn't call those out because they may be vacant but they are not  
7 of a size like that half million square footage. In regard to that, the shelf life on this  
8 ought to be at least a few years. He is sure these parcels will get developed but it  
9 doesn't diminish the overall message that this book might have as things get developed.  
10 Eventually it will need to be revisited but thought it would have a shelf life of more than a  
11 year.  
12  
13 Mayor Meador asked Mr. Tomerlin if he would be the point person.  
14  
15 Mr. Tomerlin said he was the point of contact.  
16  
17 Ms. Sova said we had an intern this summer from UVA.  
18  
19 Mr. Tomerlin said from the University of Virginia and he helped get this kick started. It  
20 has been an internal effort. Along with the intern the planning staff has been invaluable.  
21 The way we came up with this first cut of a parcel list is we are all sitting around a  
22 conference table with a large aerial talking out which of these parcels are entitled, what  
23 are their sizes and so forth. The institutional knowledge of the land resource of this  
24 community was from the planning staff.  
25  
26 Mayor Meador said he would like to make an observation. It wasn't that long ago we  
27 were sitting here talking at our budget workshop and what we want to do. We are  
28 getting a lot of accolades now and a lot has happened. He said the conversation  
29 shared with him last night by a developer, a potential client reaching out to our  
30 community development group, and the first question the community development  
31 group asked that gentleman is what may we do to help you be successful and locate in  
32 Lake Mary. He says he deals with parcels across the country and this is the only time  
33 that anyone has ever said something of that nature. That person will invest in Lake  
34 Mary in a rather significant parcel and is a project we will welcome. Of all the  
35 departments he worked with none is more effective than Lake Mary. Little things like  
36 that speak to leadership. We sometimes lose sight. While we are getting some  
37 accolades, we are not resting on those. We are constantly moving forward and asking  
38 ourselves what do we do today that would be better. He thanked the staff. It is noticed  
39 by others and makes our job easier.  
40  
41 There being no further business, the work session adjourned at 6:31 P.M.  
42

1 MINUTES OF THE LAKE MARY CITY COMMISSION MEETING held October 16,  
2 2014, 7:00 P.M., Lake Mary City Commission Chambers, 100 North Country Club Road,  
3 Lake Mary, Florida.

4  
5 1. Call to Order

6  
7 The meeting was called to order by Mayor David Mealor at 7:08 P.M.

8  
9 2. Moment of Silence

10  
11 3. Pledge of Allegiance

12  
13 4. Roll Call

14  
15 Mayor David Mealor  
16 Commissioner Gary Brender  
17 Deputy Mayor George Duryea  
18 Commissioner Thom Greene  
19 Commissioner Jo Ann Lucarelli

Jackie Sova, City Manager  
Carol Foster, City Clerk  
Dianne Holloway, Finance Director  
John Omana, Community Dev. Dir.  
Gary Schindler, City Planner  
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Tom Tomerlin, Economic Dev. Mgr.  
Bruce Paster, Public Works Director  
Wanda Broadway, HR Manager  
Joe Landreville, Deputy Fire Chief  
Colin Morgan, Deputy Police Chief  
Katie Reischmann, City Attorney  
Mary Campbell, Deputy City Clerk

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22  
23  
24  
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26  
27  
28  
29 5. Approval of Minutes: October 2, 2014

30  
31 **Motion was made by Commissioner Lucarelli to approve the minutes of the**  
32 **October 2, 2014, meeting, seconded by Commissioner Brender and motion**  
33 **carried unanimously.**

34  
35 6. Special Presentations

36  
37 There were no special presentations at this time.

38  
39 7. Citizen Participation

40  
41 No one came forward at this time and citizen participation was closed.

42  
43 8. Unfinished Business

44  
45 There was no unfinished business to discuss at this time.

1 9. New Business

2  
3 A. Resolution No. 950 – Right-of-Way, Sidewalk, and Utility Easement  
4 Agreement for Lot 4 of Washington Estates (Steve Noto, Senior Planner)  
5

6 The City Attorney read Resolution No. 950 by title only.  
7

8 Mr. Noto said this is a clean-up item. He said Mr. Allen Goldberg acquired several of  
9 the lots over the last couple of years and we discovered that some of the infrastructure,  
10 the physical location of the sidewalks, and some of the utilities were on some of the  
11 private properties. We worked with him and a couple of other property owners to obtain  
12 easements so the City and other public entities can do whatever work required in those  
13 areas in the future. We are recommending approval.  
14

15 **Motion was made by Commissioner Greene to approve Resolution No. 950,**  
16 **seconded by Commissioner Lucarelli and motion carried by roll-call vote:**  
17 **Commissioner Brender, Yes; Deputy Mayor Duryea, Yes; Commissioner Greene,**  
18 **Yes; Commissioner Lucarelli, Yes; Mayor Mealor, Yes.**  
19

20 B. Ordinance No. 1518 – Amending, moving, and repealing portions of Title V,  
21 Public Works, of the Code of Ordinances – First Reading (Public Hearing)  
22 (Dianne Holloway, Finance Director)  
23

24 The City Attorney read Ordinance No. 1518 by title only on first reading.  
25

26 Ms. Holloway said currently Title V, the Public Works chapter of our Code of  
27 Ordinances, is approximately 40 years old. We have reviewed this and as 40 years  
28 have evolved we need to make some changes. The proposed code amendments  
29 address changes in nomenclature, eliminate unnecessary sections, clarify ambiguities,  
30 and ratify current practices. With these changes what we intend to do is bring  
31 everything up to date, make everything transparent, and make it more user friendly for  
32 staff and our citizens. We are asking the Commission to adopt this ordinance. She  
33 clarified that these changes have no effect on fees and charges. The effective date is  
34 90 days out because of the massive changes made. We want to be cautious and make  
35 sure that we have enough notice to the public.  
36

37 Mayor Mealor said what Ms. Holloway is saying is we are taking the common elements  
38 of those, bringing them into a more appropriate section and title, and 90 days is for  
39 transparency.  
40

41 Ms. Holloway said that was correct.  
42

43 Mayor Mealor asked if anyone wanted to speak in reference to Ordinance No. 1518. No  
44 one came forward and the public hearing was closed.  
45

1 **Motion was made by Commissioner Lucarelli to approve Ordinance No. 1518 on**  
2 **first reading, seconded by Commissioner Brender and motion carried by roll-call**  
3 **vote: Deputy Mayor Duryea, Yes; Commissioner Greene, Yes; Commissioner**  
4 **Lucarelli, Yes; Commissioner Brender, Yes; Mayor Mealor, Yes.**

5  
6 C. Ordinance No. 1519 – Franchise Agreement with Waste Pro of Florida, Inc.  
7 for Solid Waste Services – First Reading (Public Hearing) (Dianne Holloway,  
8 Finance Director)  
9

10 The City Attorney read Ordinance No. 1519 by title only on first reading.

11  
12 Ms. Sova said this is a result of the Commission's direction that we bid solid waste  
13 services. We had an RFP constructed along with our consultant, Kessler Consulting  
14 Services. The Commission approved us to move forward to negotiate a contract with  
15 Waste Pro of Florida. We have done that. We have basically kept the City's franchise  
16 fees revenue neutral, we realigned the fees, we dropped the residential rate 22 cents a  
17 month, and we dropped the large can container sizes 1.4%. What we learned during  
18 this process is our previous rates are out of line with market rates. Because there are  
19 so many fixed costs with serving dumpsters, our smaller dumpsters have small costs  
20 and our larger dumpsters have very large costs. That really doesn't work because of  
21 the fixed costs. What we have done this time is we left the rates alone for the 2, 3 and  
22 4-yard dumpsters, made the adjustments downward to the 6 and 8-yard dumpsters so  
23 over time we can try and realign the rates. What was initially proposed doubled the cost  
24 of some of those smaller dumpsters and we did not find that palatable so we worked  
25 through another method to begin this rate readjustment. We have some changes in  
26 garbage days and would let Dianne (Holloway) explain how we are going to do that.  
27

28 Ms. Holloway said when we developed the RFP it was on the basis of a franchise  
29 agreement. When we negotiated with Waste Pro all the terms were met, very little was  
30 changed. The biggest change to the contract was a change to the service days. For  
31 waste and recycle services, collection days are going to remain the same. The biggest  
32 changes are yard waste is on Wednesdays and our bulk is Thursday or Friday. What  
33 we are going to do with Waste Pro is waste and recycles remain the same and yard  
34 waste and bulk will be the day following their waste and recycle day. Customers only  
35 have to remember two days now and they are consecutive.  
36

37 Mayor Mealor said in his case it is now Monday recycling/trash, Wednesday yard waste  
38 and it will now be Monday, Tuesday if Monday is the first day.  
39

40 Ms. Holloway said that was correct.  
41

42 Ms. Holloway said with successful negotiation we were able to reduce our rates to our  
43 customers a little bit.  
44

45 Ms. Holloway said if this is approved they are going to enter into a working transition  
46 plan with Waste Pro for this to be effective March 1, 2015.

1  
2 Deputy Mayor Duryea asked if recyclables are going to be the same or are they  
3 increasing the scope.

4  
5 Ms. Holloway said they are going to remain the same. We have also put in this  
6 agreement a provision that the City will get some revenue based off of the recycling.

7  
8 Commissioner Brender asked if cans would be removed and replaced.

9  
10 Ms. Holloway answered affirmatively and will be done by both parties.

11  
12 Deputy Mayor Duryea asked when that would take place.

13  
14 Ms. Holloway said Waste Pro's services will begin March 1<sup>st</sup> so they will be delivering  
15 the cans around that time.

16  
17 Ms. Sova said that is what this transition plan is about. Not only does Waste Pro have  
18 to order trucks to provide our service but order the cans and then they will work driving  
19 all the routes trying to leave them the same if they can. They will drive and reschedule  
20 all the routes and then work with us on this transition plan, the timing, our residents'  
21 notification of how this is going to happen, and what size cans they want because we do  
22 provide an option of can sizes. We will probably have a default mailer and let people  
23 know they will get a new can on this date unless you provide us otherwise. This will be a  
24 big project for us between now and March 1<sup>st</sup>.

25  
26 Mayor Mealor asked if anyone wanted to speak in reference to Ordinance No. 1519. No  
27 one came forward and the public hearing was closed.

28  
29 **Motion was made by Commissioner Brender to approve Ordinance No. 1519 on**  
30 **first reading, seconded by Commissioner Lucarelli and motion carried by roll-call**  
31 **vote: Commissioner Greene, Yes; Commissioner Lucarelli, Yes; Commissioner**  
32 **Brender, Yes; Deputy Mayor Duryea, Yes; Mayor Mealor, Yes.**

33  
34 10. Other Items for Commission Action

35  
36 There were no items to discuss at this time.

37  
38 11. City Manager's Report

39  
40 A. Items of Approval

41 1. Rescue Truck (Ambulance) Replacement

42  
43 Ms. Sova said this is a request for a new rescue truck to replace Rescue 137. We have  
44 utilized the State of Florida Sheriff's Bid 14-12-0904 with American Emergency Vehicles  
45 (AEV) as the proposed vendor for the ambulance unit. It is a Type-1 ambulance

1 scheduled to cost \$216,793. The budgeted amount was \$220,000. She asked that the  
2 Commission approve the purchase of the AEV Type-1 ambulance for \$216,793.

3  
4 Deputy Mayor Duryea asked if this included the necessary equipment.

5  
6 Deputy Fire Chief Landreville answered affirmatively. Once we move over to the unit  
7 we are having a power lift for our stretcher and our stretcher is going to be there. The  
8 power lift is part of the bid. The equipment we are going to move over we already own  
9 or is in the budget to be replaced this year. We have the pharmaceuticals and other  
10 things ready.

11  
12 Deputy Mayor Duryea asked what we would do with the other one.

13  
14 Ms. Sova said we would bring it forward again for surplus. We are a ways off before we  
15 can surplus and begin the process of selling it. We have to have the other one on site.  
16 This is about a six-month lead time.

17  
18 **Motion was made by Commissioner Lucarelli to approve the purchase of the AEV**  
19 **Type-1 Ambulance in the amount of \$216,793, seconded by Commissioner**  
20 **Brender and motion carried unanimously.**

21  
22 Ms. Sova extended congratulations to our Parks & Recreation Department. They are  
23 now nationally accredited. They got that award in Charlotte, North Carolina last night.  
24 She saw pictures of that ceremony and was proud of the whole crew that worked on  
25 that.

26  
27 Mayor Mealor asked if that was the team that was here when we did the dedication of  
28 the new Community Center.

29  
30 Ms. Sova answered affirmatively. She said Bryan (Nipe), Radley (Williams), and Amber  
31 (Lyons) are in Charlotte at a Parks & Recreation conference.

32  
33 Ms. Sova said the Lake Mary Museum Ghost Walk will be held on Saturday, October  
34 18<sup>th</sup> and Saturday, October 25<sup>th</sup> beginning at 6:30 P.M. and departing every ten  
35 minutes. Take a stroll down a haunted lane and hear spooky tales told by storytellers.  
36 The tour takes about 45 minutes. Reservations are required and you can call 407-585-  
37 1481.

38  
39 Ms. Sova said the Halloween Spooktacular will be held Friday, October 31<sup>st</sup> in Central  
40 Park from 5:00 P.M. to 8:00 P.M. There will be safe and fun trick or treating, music,  
41 kiddie games, kiddie train rides, and a children's costume contest.

42  
43 Ms. Sova said the Fire Department Open House at Station 37, 911 Wallace Court, will  
44 be held on Saturday, November 1<sup>st</sup> from 11:00 A.M. to 2:00 P.M. There will be all sorts  
45 of games for the kids, fire demonstrations including a live side-by-side burn, station and  
46 fire truck tours, apparatus displays, and much more.

1  
2 Ms. Sova said daylight savings time ends on Sunday, November 2<sup>nd</sup> at which time  
3 customers revert to once per week landscape watering in accordance with the St. Johns  
4 River Water Management District rules. Residential with odd numbers or no addresses  
5 are allowed to irrigate on Saturdays and residential with even numbered addresses can  
6 irrigate on Sundays. Non-residential properties can irrigate on Tuesdays. Irrigation  
7 must occur before 10:00 A.M. and after 4:00 P.M.

8  
9 Ms. Sova said our Holiday Food Drive to benefit the school food pantries at Crystal  
10 Lake Elementary and Lake Mary Elementary begins. You can call 407-585-1424. We  
11 thank anybody who participates in that.

12  
13 Ms. Sova said we have previously scheduled a swearing-in of Mayor Mealor,  
14 Commissioner Brender, and Commissioner-elect Miller for 6:30 P.M. on November 6<sup>th</sup>  
15 prior to the regular meeting. She asked that we change the meeting time to 6:15 P.M.  
16 in order to finish up the second reading of these items tonight and then followed by the  
17 swearing-in. The meeting that evening would be all new business.

18  
19 **Motion was made by Commissioner Brender to begin the November 6, 2014,**  
20 **meeting at 6:15 P.M. to discuss Unfinished Business, seconded by Deputy Mayor**  
21 **Duryea and motion carried unanimously.**

22  
23 12. Mayor and Commissioners' Reports (2)  
24  
25 Deputy Mayor Duryea said he attended the Seminole County Regional Chamber of  
26 Commerce Industry Recognition luncheon. He said he didn't know some of those  
27 companies existed but are doing very well.

28  
29 Commissioner Greene extended condolences to Jackie and her family for their loss. He  
30 was glad she made it back and to let them know if there is anything they can do.

31  
32 Commissioner Greene thanked the Mayor and Commission for the opportunity to come  
33 back for five or six months. He said he was gone for six years but it seems like you  
34 haven't changed. He enjoyed serving with them and hopefully they will continue what  
35 they have done so far which is to make the City the best city in the country. These  
36 accolades keep coming and ya'll are doing a great job. It was great working with staff.  
37 They too haven't changed and are doing a good job. Six years ago Jackie wasn't City  
38 Manager but has been Assistant City Manager for many years. He commended her on  
39 the job she has done. From what he has heard from the employees they are happy.  
40 He commended the City Attorney on a good job. He thanked Carol, Mary and Colin.  
41 You are doing a good job.

42  
43 Commissioner Lucarelli said she attended the Families in Transition fundraiser at  
44 Seminole Harley and it was well attended. That helps the homeless families in  
45 Seminole County.

46

1 Commissioner Lucarelli said she has been sending e-mails via Carol of the Tri-County  
2 League of Cities Board that she sits on and some activities going on. For the upcoming  
3 legislative session now is the time to get your requests in for projects for money and any  
4 issues you have. Try to make those meetings and requests prior to December before  
5 they start committee meetings. Carol also sent information on any committees you  
6 want to be on. You don't have to be a board member. It is any elected official.

7  
8 Commissioner Lucarelli said Monday is the Rotary Barbecue at Seminole Harley. She  
9 had tickets for sale.

10  
11 Mayor Mealor said it is a great event and has tremendous implications to scholarship  
12 funds for our students. He appreciated Commissioner Lucarelli reading the  
13 proclamation from the City to the Lake Mary Rotary Club. He believed Mayor Lacey  
14 was elected first vice president which means in 2016 he will be the president of the Tri-  
15 County League.

16  
17 Commissioner Brender said he attended the Alliance for Children meeting at the  
18 Sheriff's Office. We always say we're doing great but any time anything happens with a  
19 child it is bad enough. When you see some of the reports we do get and how many  
20 children are involved it's heart wrenching. We are doing well as far as placements,  
21 adoptions, and keeping kids out of dangerous situations. The hardest part is to realize  
22 this kind of thing will always be with us. It does change with the season. We are a  
23 county that is almost alone in the state. Even though this kind of alliance is set up  
24 statewide, we are one of the only counties in the state that has it established where the  
25 Alliance actually tries to get its arms around all of the various organizations, both public  
26 and private, that do work for the children as well as these families that are often in  
27 distress. Because all this rolls downhill it ends up with the kids. It is sometimes good to  
28 remind ourselves that we are doing better than most but we always want to do better.

29  
30 Commissioner Brender said one of the things that came up at CALNO is a discussion  
31 that Seminole County is now looking at an ordinance for the Ride Share programs. He  
32 realized we didn't have a huge taxi service running through Lake Mary but something  
33 they are looking at is adopting an ordinance that will monitor and whatever government  
34 can do to control it and figure out whether or not they are going to allow them to run. It  
35 may be something we should take a look at. While they may not be here yet since this  
36 is all done over the Internet and with the click of a phone we may want to examine  
37 whether or not we need some kind of ordinance for Uber, Ride Share, and You Ride.

38  
39 Commissioner Brender said the other thing brought up was Winter Springs is dealing  
40 with a closed golf course. When you get a closed golf course you end up with Bermuda  
41 grass looking like a field of wheat. They have run into some problems in that there is no  
42 code enforcement that's written that specifically addresses a golf course or large open  
43 spaces. While we only have one and it is successful, it may be something to take a look  
44 at. Maybe take a look at what Winter Springs is doing. He said he didn't know if we  
45 need to prepare it but at least be aware they have generated a lot of governmental extra  
46 work because a lot of the people that live on that golf course are calling in daily

1 complaints about what's being done and how fast it can be done. The city is finding  
2 their hands are tied because they don't have a law to go for it.  
3  
4 Deputy Mayor Duryea said the City of Longwood had the same problem with Sabal  
5 Point. They just went in and cut the grass and put a lien on the property. They can do  
6 that if they like.  
7  
8 Commissioner Brender said he didn't know if we had anything specific to address.  
9 Winter Springs admitted that they kind of got caught because they didn't have anything  
10 in the books that they could use.  
11  
12 Mayor Meador said there was request by Commissioner Brender through our City  
13 Manager to look at two items. He asked if there were any objections. There were no  
14 objections from the Board.  
15  
16 Commissioner Brender said on the short drive to get here this afternoon, he was backed  
17 up on Lake Mary Boulevard all the way to Longwood-Lake Mary Road. We have the  
18 One-Cent Sales Tax money and we expressed we would be using it for intersection  
19 improvements along Lake Mary Boulevard. He asked if they wanted to have a  
20 discussion at a work session as to what we are going to do with Lake Mary Boulevard.  
21  
22 Mayor Meador said it had already been discussed.  
23  
24 Ms. Sova said the Penny Sales Tax money for Lake Mary Boulevard isn't scheduled to  
25 be spent until 2019/2020. In the grand scheme of things it's pretty far off.  
26  
27 Commissioner Brender said his point was looking at the traffic. He didn't know what we  
28 should be doing because he wasn't sure if intersection improvements or light  
29 improvements are going to help.  
30  
31 Ms. Sova said it won't only be intersection and light improvements. When it happens it  
32 will probably be lengthening of turn lanes. There aren't any decel lanes on the  
33 Boulevard. There will likely be those kinds of improvements and not just strictly at the  
34 intersections. There are other alternatives to doing a mass six-laning from Rinehart  
35 Road to Country Club. That just moves that problem down the road a mile.  
36  
37 Mayor Meador said that is the kind of thing we will continue to monitor and thought that  
38 was the best way to handle that.  
39  
40 13. City Attorney's Report  
41  
42 Ms. Reischmann had no report at this time.  
43  
44 14. Adjournment  
45  
46 There being no further business, the meeting was adjourned at 7:40 P.M.

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14

\_\_\_\_\_  
David J. Mealor, Mayor

\_\_\_\_\_  
Mary Campbell, Deputy City Clerk

ATTEST:

\_\_\_\_\_  
Carol A. Foster, City Clerk