AGENDA MINUTES
CITY COMMISSION MEETING
VENETIAN CENTER, 1 DOZIER COURT
MONDAY, JULY 12, 2021 5:30 PM

1. CALL TO ORDER

The City of Leesburg Commission held a regular meeting Monday, July 12, 2021, at the Venetian Center. Mayor Christian called the meeting to order at 5:41 p.m. with the following members present:

Commissioner Jimmy Burry
Commissioner Jay Connell
Commissioner Dan Robuck
Commissioner Mike Pederson
Mayor John Christian

Also present were City Manager (CM) Al Minner, City Clerk (CC) J. Andi Purvis, City Attorney (CA) Fred Morrison, the news media, and others.

INVOCATION

Commissioner Erika Jasper gave the invocation at the Carver Heights / Montclair Area Community Redevelopment Agency meeting immediately prior to this meeting.

PLEDGE OF ALLEGIANCE TO THE FLAG OF THE UNITED STATES OF AMERICA

2. PROCLAMATIONS:

A. None

3. PRESENTATIONS:

A. None

4. PUBLIC COMMENTS:

This section is reserved for members of the public to bring up matters of concern or opportunities for praise. Issues brought up will not be discussed in detail at this meeting. Issues will either be referred to the proper staff or will be scheduled for consideration at a future City Commission Meeting. Comments are limited to three minutes.

Maria Stefanovic, Executive Director for the Leesburg Center for the Arts, provided an update on what has been happening. They recently partnered with the Leesburg Public Works Department and have identified four lift stations to beautify throughout the City. As Dr. Erika Jasper announced they have two community meetings scheduled for the Montclair Area Art Project, one is at the Leesburg Resource Center tomorrow at 6:00 p.m. and the other will be at the Beverly Shores Elementary School on Thursday, July 15, at 1:00 p.m. They received an award from the National Endowment of the Arts, which gave them an NEA grant for this project. They are hoping to award the artist to complete the project and get that ready to go by December. She is really excited about this project. With the Summer Art Camp, they have 92 kids enrolled this summer. They are back to normal and they are very excited about as well. She wanted to give the City a shout out and thank them for supporting the arts and the kids in the community. We are really blessed to have your support.

5. CONSENT AGENDA:

Routine items are placed on the Consent Agenda to expedite the meeting. If the Commission/Staff wish to discuss any item, the procedure is as follows: (1) pull the item(s) from the Consent Agenda; (2) vote on remaining items with one roll call vote, (3) discuss each pulled item and vote by roll call

Items pulled for discussion:

5.B.1 = Construction Services Agreement with Cathcart Construction Company - Florida, LLC

Commissioner Pederson moved to adopt the Consent Agenda except for **5.B.1**, and Commissioner Robuck seconded the motion.

The roll call vote was:

Commissioner Connell	Yes
Commissioner Robuck	Yes
Commissioner Burry	Yes
Commissioner Pederson	Yes
Mayor Christian	Yes

Five yeas, no nays, the Commission adopted the Consent Agenda, as follows:
(Each item has its coordinating Resolution number listed below the header)

A. CITY COMMISSION MEETING MINUTES:

1. Regular meeting held June 28, 2021

B. PURCHASING ITEMS:

2. Resolution of the City Commission of the City of Leesburg, Florida authorizing the Mayor and City Clerk to execute a Fixed Unit Price Construction Services Agreement with Direct Underground Construction, LLC; and providing an effective date.

Resolution 10,878

3. **Resolution of the City Commission of the City of Leesburg, Florida authorizing the Mayor and City Clerk to execute a professional services agreement on a continuing basis with GAI Consultants, Inc.; and providing an effective date.**

Resolution 10,879

C. RESOLUTIONS:

1. **Resolution of the City Commission of the City of Leesburg, Florida authorizing the Library Department to apply for and accept, if awarded, a grant from the American Library Association of $1,600 to conduct STEAM educational programs for youth; and providing an effective date.**

Resolution 10,880

1. **Resolution of the City Commission of the City of Leesburg, Florida authorizing the Mayor and City Clerk to execute a Construction Services Agreement with Cathcart Construction Company – Florida, LLC for an amount of $528,175.00; and providing an effective date.**

ADOPTED RESOLUTION 10,881

Commissioner Robuck introduced the resolution to be read by title only. CC Purvis read the resolution by title only.

Commissioner Robuck made motion to adopt the resolution and Commissioner Pederson seconded the motion.

Mayor Christian requested comments from the Commission and the audience.

Commissioner Robuck stated this appeared to come in over budget, it did not say what the original budget was, and he wanted to know if this had anything to do with the lack of bids. **CM Minner** responded that this was a project put in the queue a couple years ago. The purpose was to change out the old steel two-inch mains and upgrade them to the modern day standard six-inch PVC. It affects about fifty-six water customers and it is just under four thousand linear feet of water main. This part of the main is located on about five different streets; Boyle, Cottonwood, Miller and a few others. In any case when that was designed about a year ago the engineers estimate is what we were working off and that was three hundred and ninety thousand and that went out to bid. The bid you are considering tonight is five hundred and twenty eight thousand, which is about a thirty percent increase. We were looking somewhere around thirty seven dollars a linear foot and that increased to about a hundred and thirty seven dollars a linear foot. That is a thirty percent increase and that is a big number; unfortunately, that is typical of todays standards. Another thing you may want to consider is, is this project too big to pay for and that is the Commissions judgement. He has to bring up one of the primary issues with the water department and that is changing out these old mains. This one was targeted for being a leaky spot where we have fixed ten to twelve various leaks out there. Also with fire services, when you have the two inch main that is also an issue, but it does come with a big sticker. The primary object here is changing out the mains. If you say it is too much money per customer lets go to the next one on the list. You might see a little bit of a difference in unit cost if that number gets up, but in these small neighborhood projects like the next one on the priority list Stock subdivision where we take incremental approaches, you will still see the same unit of cost. You may shift the step on the bubble, but his suggestion would be lets get this one done and move to the next one.

Commissioner Robuck said obviously we need to do this project and with construction costs they have increased, but his concern was the lack of bidders. He understands why we are required by the State to bond so we do not have any choice there and that keeps people out, but are we better to look at taking three or four of these projects, combining them together and bid them all out at once to have a million or a million and a half dollar project to get more people to bid or do you not think that will get any other interest or drive down any costs. **Public Works Director (PWD) Kelsey** stated that would be a great idea, but the trouble with that is we do not have the designs in place for all those other projects. We could put out a bid for services for linear foot of pipe replacement to get a continuous contract for some of that work. **Commissioner Robuck** said if staff believes we need to go ahead with this he is okay with that. He would just like to see us, in the future, get more bids and that maybe we need to think about bundling a couple years into one. If that means not doing anything for two years and doing three years all at once or borrowing the money for three years; however, it shakes out. **Purchasing Manager (PM) Thornton** commented that as mentioned in the agenda memo part of the problem was a lot of the contractors do not have any bonding capacity left. He does not think bundling them is going to solve that problem. **Commissioner Robuck** remarked that he must have misunderstood the memo because he read it as if the larger contractors that have bond capacity were not interested in a job this small. That they have used their capacity for the year and they have no more bonding capacity remaining as projects have gotten more expensive. **PM Thornton** said that he is not sure if bundling them would help that, they could wait on the next one and see what happens, but he does not have a crystal ball. If we do not receive a reasonable response, we can always cancel it or hold it and reissue it later. **Commissioner Robuck** stated with the American Recovery funds being used for water he does not think that you are going to see a decrease in demand anytime soon for this type of work.

CM Minner said there really is no good answers on this, but staff will go back and see what we can come up with. Bundling not only has the pitfall that Purchasing Director brought up, but with bundling if you do more of these you are going to have a bigger sticker for your engineering fees up front and then we are going to spaz out about how much it is going to cost for the engineering designs because we might not just bid it once. Then as we go out to bid and make these water projects bigger we are going to allocate instead of half a million or a million dollars a year we will be talking about three to four million dollars. We will be talking about pinching into some of the other projects that we have going that need to be done. It will be a bit of a nip and tuck with the pay as you go, but there is just not a good solution. With the American Recovery Act funds you will have all the cities looking at doing water and sewer projects so, it is going to start being a contractors world. **Mayor Christian** wanted to know with the other bidder, it was almost four hundred thousand dollars more, did they misread it. **PM Thornton** answered that company is from out of state and it was a situation where "hey, if we get it here is our number." They were actually the only bidder when the first bid closed and when we rebid it the second time they just left the bid in there and we received the one additional bid. **CM Minner** pointed out that given the climate and the experience we had with the Teen Center, the pool and the almost daily correspondence we get from Evergreen on some of the big projects the thirty percent increase is about where the market is. **Commissioner Robuck** thanked the purchasing staff for putting this back out to bid because some cities would not do that. They would just come to you and say look we just got one bid for nine hundred and seventeen thousand, we have to do this project and they were the only people that are interested.

Commissioner Pederson questioned how many more of these are on the horizon. **CM Minner** answered we have about twenty eight million dollars worth of projects in the budget right now. When these come up, remember that the department heads have been yelled at by him before the Commission gets to yell at him and that is how the process goes. When the PW Director brought this to him this year he sent him back to make sure we were prioritizing these projects right and picking out the right areas of the city to fix. We look where our leaks are, where our most number of customers are, but we do not have a mathematical formula that says if you drop the Cottonwood project you can go do the Stock subdivision project. We do have an analysis and a matrix of how much main we have and what needs to be fixed. Where we need to put in fire protection, where the leaks are so on his desk is a matrix from PW Director that has twenty eight million dollars worth of projects. Our water capital budget for this year is about three million dollars and each year we are spread that our over the whole community. We have identified twenty eight million dollars worth of water mains that needs to be changed out in two to three million dollar chunks. **Commissioner Pederson** questioned with these contractors bidding high is this something that we could bring in-house if we had that much of a pipeline. **CM Minner** responded that he is not brushed up with the numbers, but material costs is probably where the numbers jump. We would have to hire more staff, purchase more equipment and then be at the whim of construction costs. We can do a cost comparison on how much a crew would cost versus what a contract would cost in the interim. It would probably be a good exercise especially in light of the cost being that high.

Commissioner Burry asked if we could use a contractor from the job order catalog for a project of this type. **CM Minner** replied yes, but he does not know if the number is going to be significantly different. **Commissioner Connell** stated that for the cost of this, he understands that we have to improve our infrastructure, but the cost for just fifty six houses, that is like ninety five hundred dollars a house. He believes we have better projects where we could be diverting this money to that would better benefit more residents than just fifty six houses for over half a million dollars.

The roll call vote was:

Commissioner Robuck	Yes
Commissioner Burry	Yes
Commissioner Pederson	Yes
Commissioner Connell	No
Mayor Christian	Yes

Four yeas, one nay, the Commission adopted the resolution.

**6. PUBLIC HEARINGS AND NON-ROUTINE ITEMS:
COMPREHENSIVE PLAN INFORMATION SIGN-UP SHEET (YELLOW) AVAILABLE**

A. SECOND READING OF ORDINANCES

1. An Ordinance amending the Future Land Use Map of the Comprehensive Plan of the City of Leesburg, Florida changing the Future Land Use Map designation of certain property containing 36.9 +/- acres from Industry and

Technology Commerce Park to Neighborhood Mixed Use for a property generally located east of Florida's Turnpike and south of County Road 470, as legally described in Section 17, Township 20 South, Range 24 East, Lake County, Florida; and providing an effective date. (CR 470 Smith)

ADOPTED ORDINANCE 21-25

Commissioner Pederson introduced the ordinance to be read by title only. CC Purvis read the ordinance by title only.

Commissioner Burry made motion to adopt the ordinance and Commissioner Robuck seconded the motion.

Mayor Christian requested comments from the Commission and the audience.

Commissioner Connell asked if there had been any public comments received from adjacent property owners. **CM Minner** answered that The Villages are opposed to the PUD; The Villages believe that the thirty seven acres should be zoned ARD.

Commissioner Pederson inquired what ARD stood for. **CM Minner** replied age-restricted development. He continued to say that when the City first partnered with The Villages we took The Villages Comprehensive Plan, their street sizes, their density plan and all their stuff and created another subsection of our city code. We call it the age-restricted development zoning classification. Now, The Villages are opposed to this being a PUD and he would advise the Commission that you have modified that even though we sold that thirty five acres back in October of 2016, we then entered into an agreement with The Villages who came in and talked to us in December of 2017; however, we sold this with the intent on putting Intellisteel there, but it changed understandably. Long story short the PUD needs to be modified so that whatever type commercial development goes in there it will grow in unison with The Villages type growth; which is ARD. This has been explained to The Villages and the owner of this property and all parties seem satisfied with this, so, has anybody squawked about this, yes. **Commissioner Connell** said this is the piece that we sold to Intellisteel and that is what he was thinking. We sold it to them under the assumption that they were going to develop it as an industrial piece and now they are wanting to change it and he will probably have an issue with that. **Commissioner Robuck** asked if there was a clause back in the contract where if they did not build being that we sold this property at a very low number to encourage industrial development just as we did with Coreslab. **CA Morrison** responded that there was no clause in that agreement because all parties intended to proceed with an industrial development. They actually had plans drawn up and were applying for permits to do the Intellisteel facility and The Villages pushed back and said they bitterly opposed that sort of development on this parcel and they withdrew for that reason. They felt like they could not get it with that opposition in front of them and this is their fallback position. **CM Minner** commented from his recollection on how this flowed was at the time the property was sold to Intellisteel back in October 2016 our plan was industrial. He believes Coreslab was first and with both parcels it was fifteen thousand an acre. He does not remember the exact acreage; it was maybe eighty acres for Coreslab and thirty for this one and done in options. When The Villages came in, he does not remember there being a big public push back, but there was concern about that parcel not be developed industrially, but at that time the City through overtures made to Mr. Smith and his group to change it from the industrial concept to the commercial concept. He remembers everyone agreeing after The Villages stepped in that the whole overlay of the land changed from industrial to commercial. He also believes that was the pitch he sold the Commission on that we need to get out of the industrial mode and move into the per say "Villages" mode and that was the understanding that we had on that. This parcel was in fact sold as industrial and literally two months later The Villages stepped in and after we made overtures to buy it back and it did not go that way the owner reasonably capitulated to it being developed as commercial. The feedback we received from The Villages was as long as it looks, feels and matches their developments they are okay with it, hence their PUD is painted with the ARD brush, and that is how he paints this scenario.

Mayor Christian questioned what staffs recommendations are for approval. **CM Minner** replied to approve the PUD as proposed. **Mayor Christian** then asked if this does not get approved with this still being zoned industrial can the owner put an industrial facility up right now on 470 in the middle of The Villages. **CM Minner** answered that he could apply to do that, but he believes that is something they would not want to do. **Commissioner Connell** wanted to clarify that they purchased this property in 2016 with the intention of putting Intellisteel there. **CM Minner** said that was their intent back in October 2016 before anybody knew it was going to go commercial. **Commissioner Connell** remarked that he had previously met with them on this facility out there and they ran through exactly what they wanted to do and how they do things. Now, he he wonders whether or not they were planning to actually improve it industrialize or if they just used that to grab a chunk of property. **CA Morrison** stated that he knows for a fact that their intent was to put the industrial facility there before The Villages purchase changed the character of the neighborhood. **Commissioner Burry** added that he would think with our spray field in the future to the south of that all we can do is sell that to The Villages because if we allow industrial in there that might not work out so well for that piece of property. **CM Minner** stated the best interest of the City is to approve the PUD. **Commissioner Robuck** agrees with Commissioner Connell's comments, he thinks he is probably on the right path, but does not think we have a whole lot to say here. He is not happy with the way this went down, but he does not think we have any other choice but to move forward with it. **Commissioner Pederson** stated that it makes perfect sense to him to change the zoning to commercial versus industrial.

The roll call vote was:

Commissioner Burry	Yes
Commissioner Pederson	Yes
Commissioner Connell	Yes
Commissioner Robuck	Yes
Mayor Christian	Yes

Five yeas, no nays, the Commission adopted the ordinance.

2. An Ordinance of the City of Leesburg, Florida, changing the zoning on approximately 36.9 +/- acres from PUD (Planned Unit Development) to PUD (Planned Unit Development) to allow for a mixed use residential and commercial development for a property generally located east of Florida's turnpike and south of County Road 470, as legally described in Section 17, Township 20 South, Range 24 East, Lake County, Florida; and providing an effective date. (CR 470 Smith)

ADOPTED ORDINANCE 21-26

Commissioner Pederson introduced the ordinance to be read by title only. CC Purvis read the ordinance by title only.

Commissioner Burry made motion to adopt the ordinance and Commissioner Robuck seconded the motion.

Mayor Christian requested comments from the Commission and the audience. There were none.

The roll call vote was:

Commissioner Pederson	Yes
Commissioner Connell	Yes
Commissioner Robuck	Yes
Commissioner Burry	Yes
Mayor Christian	Yes

Five yeas, no nays, the Commission adopted the ordinance.

3. An Ordinance of the City of Leesburg, Florida, extending the expiration date set by Ordinance No. 00-29 and later extended to September 30, 2003, then extended again to September 30, 2006, and then extended again to September 30, 2009, then extended again to September 30, 2012, then extended again to September 30, 2015, extended again to September 30, 2018, then extended to September 30, 2020, then extended once more to September 30, 2021 for the participation by the City of Leesburg in the Municipal Service Taxing Unit established by Lake County to fund Ambulance and Emergency Medical Services; and providing an effective date.

ADOPTED ORDINANCE 21-27

Commissioner Robuck introduced the ordinance to be read by title only. CC Purvis read the ordinance by title only.

Commissioner Burry made motion to adopt the ordinance and Commissioner Robuck seconded the motion.

Mayor Christian requested comments from the Commission and the audience.

Commissioner Burry pointed out that he spoke with the City Manager about this earlier because we used to approve this on a three year period, then we went down to two years, and now we are doing one year periods. He was curious as to why we are not approving it for a three year period because it is not like we are going to walk away from the money. **CM Minner** answered that the MSTU is charged to us to get the services and statutorily, we have to kiss this ring. We do not technically collect this money, but we benefit from the money. This annual process gives us our right to gripe about the tax every year and if they want to extend it they can, but they have been doing it on the one year basis. **Fire Chief (FC) David Johnson** mentioned that doing this annually gives them the ability to negotiate, so if they are not happy with the services that could be discussed annually instead of every three years. **Commissioner Robuck** said he heard some talk about the county re-evaluating how they provide this because they spend a lot of money on it. He does not know where the discussions will go, but he does know one advantage of doing it annually is if they were to talk about changing things around maybe we would have a little more say in how that discussion went.

The roll call vote was:

Commissioner Connell	Yes

Commissioner Robuck	Yes
Commissioner Burry	Yes
Commissioner Pederson	Yes
Mayor Christian	Yes

Five yeas, no nays, the Commission adopted the ordinance.

4. An Ordinance of the City of Leesburg, Florida, vacating approximately 2.25 acres (98,010 square feet) of right of way, for a property generally located south of Dixie Avenue and east of Lake Street, as recorded in Plat Book 1, Page 69, Public Records of Lake County, Florida; and providing an effective date. (Venetian Isle #2)

ADOPTED ORDINANCE 21-28

Commissioner Burry introduced the ordinance to be read by title only. CC Purvis read the ordinance by title only.

Commissioner Robuck made motion to adopt the ordinance and Commissioner Burry seconded the motion.

Mayor Christian requested comments from the Commission and the audience.

CM Minner stated with Venetian Isle, both of these have already had first readings, and the public hearing was set for today. We are vacating a right of way in two areas in the next two issues on the agenda. Referring to a drawing, in this item it shows as an 'H" and that is the area that will actually become a retention pond. He is very extremely comfortable that we can vacate this property. It does not have any public impact and everything we talked about is okay. With Item #5, it vacates five point seven eight acres of land in an "L" shape, which is the continuation of Clark and Mellathon Circle. There is a long history as to why we did it that way and it has been sitting on the shelf for a couple of years before we processed this, some of it was to keep the area as a private road; which is what the Mellathon Circle people want so there is a clause that was supposed to be in the ordinance that we did not catch. It was section one or two where it states the city vacates the right of way, but retains its rights for utility purposes and that should also say utility and ingress egress. The ingress egress portion of that is not in there, so before you approve item number five that has to go back and be double checked. He needs to revisit that with the City Attorney to make sure he agrees and gets everyone up to speed because it was just brought to his attention before the meeting. His advise is to approve this item, which clears up the bulk of the proposed subdivision, and there is no public intent release, in fact by statute we do not have the right to sell that because there is no public purpose. When we get to item number five he asked that the Commission table that until the next meeting, July 26, so they do not have to re-advertise and it will allow staff to clear up this issue. His knee jerk reaction is to release the "H" tonight and staff will go back to review the minutes on the Mellathon Circle issue because they are the ones who talked us into doing this in two pieces; however, we have inadvertently, on a staff level, left out their request in the ordinance that is before you. **CA Morrison** agreed that will work.

The roll call vote was:

Commissioner Robuck	Yes
Commissioner Burry	Yes
Commissioner Pederson	Yes

Commissioner Connell	Yes
Mayor Christian	Yes

Five yeas, no nays, the Commission adopted the ordinance.

5. **An Ordinance of the City of Leesburg, Florida, vacating approximately 0.73 acres (34,970 square feet) of right of way, and retaining a utility and a public ingress and egress easement for a property generally located south of Dixie Avenue and east of Lake Street, as recorded in Plat Book 1, Page 69, Public Records of Lake County, Florida; and providing an effective date. (Venetian Isle #3)**

TABLED ORDINANCE

Commissioner Burry introduced the ordinance to be read by title only. CC Purvis read the ordinance by title only.

Commissioner Burry made motion to tabled the ordinance until the July 26th meeting and Commissioner Robuck seconded the motion.

Mayor Christian requested comments from the Commission and the audience. There were none.

B. FIRST READING OF ORDINANCES

1. **An Ordinance of the City of Leesburg, Florida, changing the zoning on approximately 160 +/- acres from PUD (Planned Unit Development) to PUD (Planned Unit Development) to allow for mixed use development for a property generally located west of County Road 33 and south of Florida's Turnpike, as legally described in Sections 33 and 34, Township 20 South, Range 24 East, Lake County, Florida; and providing an effective date. (Banning Ranch)**

Commissioner Pederson introduced the ordinance to be read by title only. CC Purvis read the ordinance by title only.

Mayor Christian requested comments from the Commission and the audience. There were none.

2. **An Ordinance of the City of Leesburg, Florida, establishing the Village Community Development District No. 14, pursuant to Chapter 190, Florida Statutes; providing for authority and power of the District; providing for the Board of Supervisors of the District; providing for the District budget; providing for functions of the District; providing for miscellaneous provisions; and providing an effective date. (Villages CDD 14)**

Commissioner Robuck introduced the ordinance to be read by title only. CC Purvis read the ordinance by title only.

Mayor Christian requested comments from the Commission and the audience. There were none.

C. NON-ROUTINE ITEMS

1. Resolution of the City Commission of the City of Leesburg, Florida, executing and submitting the Certification of Taxable Value for Fiscal Year 2021-22 to the Lake County Property Appraiser; and providing an effective date.

ADOPTED RESOLUTION 10,882

Commissioner Burry introduced the resolution to be read by title only. CC Purvis read the resolution by title only.

Commissioner Burry made motion to adopt the resolution and Commissioner Robuck seconded the motion.

Mayor Christian requested comments from the Commission and the audience. There were none.

The roll call vote was:

Commissioner Burry	Yes
Commissioner Pederson	Yes
Commissioner Connell	Yes
Commissioner Robuck	Yes
Mayor Christian	Yes

Five yeas, no nays, the Commission adopted the resolution.

2. Resolution of the City Commission of the City of Leesburg, Florida authorizing the City Manager to execute a Sports Tourism Recruitment agreement between the City of Leesburg and Alison Strange & Associates, LLC (ASA); and providing an effective date.

ADOPTED RESOLUTION 10,883

Commissioner Robuck introduced the resolution to be read by title only. CC Purvis read the resolution by title only.

Commissioner Burry made motion to adopt the resolution and Commissioner Robuck seconded the motion.

Mayor Christian requested comments from the Commission and the audience.

CM Minner stated that a couple of the commissioners had contacted him regarding the contract with Alison Strange. There were three issues at point, he has since then gone back and talked with Ms. Strange and made modifications to the contract. The three points were concerns with overpaying in two ways, one paid a lump sum prior to second and there was some confusion with what the cap would be or how much the contract would actually go, and third was how we defined room nights. Room nights was a key thing on payment and earnings because this is a performance based contract. With the modifications, we added a paragraph that describes how room nights are done, then we modified that there is a cap for the contract at a hundred thousand dollars and we confirmed some terminations.

Alison Strange, Alison Strange & Associates, stated the City Manager adequately summarized the modifications, perhaps not with a lot of details, but generally speaking, prefect. **CM Minner** stated in short this is a good contract for the City especially with this being a partnership. The partnerships we have are great, the one with the Leesburg Partnership for the Main Street organization events and functions and that has brought commerce and the same thing goes on in the sports world. Over the past few years we have really invested a lot more into our infrastructure and sports. Recently we have wanted to become the Lakefront City and part of being the Lakefront City is bringing recreational amenities to the Lakefront. We also modified our mission statement, he believes it is mission number four that say we make us the Lakefront City; so the concept was with these improvements we put in at the baseball field potentially, boating events, yachting events, these types of things that use Susan Street. We also have the basin here at the Venetian and Sleepy Hollow those are the sporting concepts that we want to invest in. We met with Ms. Strange last year and she really helped us out with the NCAA. Quite frankly if we do not partner with Ms. Strange and her company she will take her events to our competing cities. This is a performance based contract and it also uses grant monies to bring in events. From the Commission he heard those three issues and he believes those issues have been addressed and he encourages them to approve this contract. **Commissioner Connell** asked what type of events she would be targeting. **Ms. Strange** responded that the two venues they would be targeting is the Sleepy Hollow Sports Complex and the Venetian Center, which includes the entire Venetian Gardens Area.
For Sleepy Hollow they would be looking at softball and football events particularly. The City has some soccer leads and she is certainly happy to help facilitate those and also see if we can find bigger events for that kind of situation. We have six softball diamonds, two baseball diamonds and two soccer fields there; so they are looking at baseball events as well. She is not going to lie, Pat Thomas is a gorgeous facility that she would love to see more use out of but baseball comes into play. She is looking at diamond sports, baseball, football and soccer out at Sleepy Hollow and then with Pat Thomas and here at the Venetian Gardens, it would primarily be conventions and concerts. She is certainly open to other suggestions, thoughts, goals or dreams. If there is a favorite thing that you would like to see, she has three years to make it happen if this gets approved. They are looking to nail down six events for 2022. **CM Minner** stated as he spoke with Ms. Strange one of the timeframes that is written in the contract goes from March to January because January to March is the baseball window that TDC does, so Ms. Strange is working on trying to get those events. She also receives funding from TDC so during the time between January and March where we want to bring in events and the summer and fall time when we are not peak season events that will keep us going all year. This contract would help us focus on getting off peak events. **Ms. Strange** mentioned that summers are the real target because those can be some of the hardest in Central Florida due to the heat and the rain mixed in with outdoor sports. They are looking at how they can be creative and what they can bring in that people will appreciate at this facility. We all live here, we love it, so the target window is summer and then into the fall and that is where she would really love to see the bulk of these events coming in. **Commissioner Connell** asked if we are talking about youth travel leagues, colleges or both. **Ms. Strange** answered that most of these are going to be youth because youth is one of the biggest markets in sports tourism that travel with parents and siblings so you would be getting more room nights. You are getting more heads in beds in that aspect and those are really where her connections are. There are other ways in the sports world and there are certainly other aspects you can go after and she has found that championships are not necessarily particularly high room generators, so her goal is to fill the room nights and that tends to come from the youth sports. On the concert and the convention side, they are looking to bring in the two hundred and fifty to a thousand room nights on an event and that would be a big event. Where on the youth sports side you are easily

talking about twelve hundred to twenty five hundred room nights for a single event, so we want to balance that out. **Commissioner Connell** then asked as far as travel, lets say baseball, would you go out and try to recruit AAU or top teams because it sounds like you are trying to put on a tournament yourself or are you attracting organizations to come down here to put on a big tournament. **Ms. Strange** answered it is more about attracting other people to come. She is busy enough and right now there is an event organizer that she would love to see come to Lake County. They have been dabbling their toes from time to time here, but they have winter and summer events along with a state championship and a summer national and winter championship. This organizer that she is aggressively going after to see if she is willing to give Lake County an opportunity to bid knowing that Sleepy Hollow is going to be one of the top facilities for that location. We would be talking about five hundred teams in that situation; anywhere from a hundred and fifty to five hundred teams, so that is a lot. Her goal is when she goes after these events it is to have them say Sleepy Hollow is their home and that is where the Championships are played.

Mayor Christian asked if six events is the maximum number or if you get four events that may not meet your max or will you go past six events to try to get more heads in beds or will you just say you are at six. **Ms. Strange** answered that six is her commitment to the City, but the City Manager asked her to incentivize herself even more and to keep going that is why you see the opportunity to earn more money with more events. She was not comfortable in this one to simply tie it to room nights because she thinks there are ways that you could easily meet a two thousand room night criteria with one or two events and that does not help, so during their conversations they agreed that they wanted a minimum of six events between the two facilities, so it is not just the one facility and a minimum of the two thousand room night between those six events. The incentive base pay comes for every two events over six and up to ten and every thousand room nights over three thousand room nights up to five thousand. **Mayor Christian** asked if she could tell them more about the concerts, like where they are in terms of demographics and what type of connections they have. **Ms. Strange** answered that she has two promoters she is currently working with but they are more in the concert industry, so she would go to them and say this is what I am looking for, can you go get me those people. A lot of this is going to be staff driven on what they think the community would like see because in a concert situation a lot of times you have a good promoter and it is about telling them what you are looking for and setting that up. Leesburg has a beautiful venue here with the gardens, and Pat Thomas Stadium as a potential opportunity with the water and ski beach, but we will be working together. From a concert standpoint it is really about having relationships with promoters and there are a couple nearby that are really excited about potentially doing something here in Leesburg. When she goes to them she will simply ask what is it going take to get you here. One question she was asked which was relevant to that is what does she do with city staff and the County and that is help them to see if we can tap into any tourism development grant money because there are marketing programs and there are room night programs there along with capital programs that we need to see if we can tap into. This is something she is very familiar with and she would be more than happy to assist with. With the concern about the future and the payment up front, she shared with someone today that you are going to know with her October report what she is looking at for 2022 and the latest December because after that she is looking at 2023. These events book fast if you are talking real events, they book six to eighteen months out. We are already on a time crunch because she is wanting to get summer of 2022 to be a big time for us. **Mayor Christian** said for his wish list he would love to see her bring in an African American promoted concert here in Leesburg. Lake County has had a rough time over the last fifteen to twenty years with anything R&B or Gospel; so if she could assist with that it would be a prayer marker for Lake County. **Ms. Strange** stated she loves this industry and this really is an opportunity for her to take this vision and make it a reality.

Commissioner Pederson asked with looking at upgrading the Pat Thomas field and talking about upgrading the sound system for concerts, do the performers bring their own sound equipment. **Ms.**

Strange answered yes, they normally do bring their own equipment. **Mayor Christian** mentioned that when they are talking about the sound system at Pat Thomas they are referring to if he is sitting over here at the Venetian Center, he wants to be able to hear the announcer say the person on third base is either safe or out, not if it is a fifty thousand watt sound system.

Dr. Erika Jasper asked if this was a five or ten year contract. **Ms. Strange** answered it is a three-year agreement that can be terminated by the City at any time. The caveat in there is that if she has already achieved her goals for that year then she would still be paid for that year assuming that those events actually take place. Otherwise, she would have to pay the City back that money. This contract was drafted to be consistent and commensurate to the Greater Orlando Sports Commission contract. They use that contract so they would be consistent with what they are already doing in Lake County with their event attraction businesses. **Mayor Christian** asked if she has a similar contract with Lake County. **Ms. Strange** answered she does not Lake County, but has one with the Greater Orlando Sports Commission, which she used as a model for this one.

Commissioner Robuck remarked that he is excited about this and he is usually always skeptical about the City spending money to market stuff, but that does not mean we should not do it. This is a good balance of dipping our toes in and seeing if it actually works. He is happy with the hundred thousand dollar cap because he does not know if you get a twenty thousand dollar room night and really how much value does that provide to the City. There is a number but we do not get a tourism tax revenue like the County does, but we do want the hotels and restaurants to do well. We spend a similar amount promoting Bikefest each year and that has been good for the City, but this allows us to spread events out, which is good as opposed to just having one and now we can diversify a little bit.

Commissioner Burry stated he is a big fan of this because she already brought the Big10 and that put us on the map with college softball. He believes this is a very beneficial thing for the City going forward. **Commissioner Robuck** stated that is a really good point especially for the people watching that have not been involved with this and hearing us talk about spending a hundred thousand dollar. She has already helped us and she played a big part in getting us a three hundred thousand dollar grant to upgrade Sleepy Hollow, so we did not have to pay. She has already shown what she can do here.

The roll call vote was:

Commissioner Pederson	Yes
Commissioner Connell	Yes
Commissioner Robuck	Yes
Commissioner Burry	Yes
Mayor Christian	Yes

Five yeas, no nays, the Commission adopted the resolution.

7. INFORMATIONAL REPORTS:

The following reports are provided to the Commission in accordance with the Charter/Ordinances. No action required.

A. Financial Reports as of May 2021

No comments.

8. CITY ATTORNEY ITEMS:

CA Morrison offered no further comments this evening.

9. CITY MANAGER ITEMS:

CM Minner offered no further comments this evening.

10. ROLL CALL:

Commissioner Pederson had no comments.

Commissioner Burry had no comments.

Commissioner Robuck commented at the last MPO meeting they mentioned that FDOT funded the Complete Streets Design or the first pro-step for both East and West Main Street. Complete Streets is what was done on Dixie Avenue where we had all the landscaping and when they came in, designed it from a traffic safety, pedestrian and cyclist friendly aspect. So, the fact that they are funding that he is sure they will have more information on when the first meeting will be because that is a good project that they have identified. Hopefully in a couple years, after the design stages, they would then fund the project like they did here with Dixie where we did not have to pay.

Commissioner Connell had no comments.

Mayor Christian stated he is excited about this sports contract and he cannot wait to see what happens in Leesburg with the new activities that are generated. It is a good move for Leesburg and he thanked the Commission for being visionaries for our City.

11. ADJOURN:

PERSONS WITH DISABILITIES NEEDING ASSISTANCE TO PARTICIPATE IN ANY OF THESE PROCEEDINGS SHOULD CONTACT THE HUMAN RESOURCES DEPARTMENT, ADA COORDINATOR, AT 728-9740, 48 HOURS IN ADVANCE OF THE MEETING.

F.S.S. 286.0105 "If a person decides to appeal any decision made by the Commission with respect to any matter considered at this meeting, they will need a record of the proceedings, and that for such purpose they may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based." The City of Leesburg does not provide this verbatim record.

The meeting adjourned at 6:39 p.m.