



Lake County Alliance

Meeting Minutes

January 20, 2012

1. Meeting called to order at 12:10pm
2. Pledge of Allegiance to U.S. Flag
3. Invocation
4. **In Attendance:** Scott Blankenship, Susan Brooks, Mike Bucher, Shananne Cain, Deb Dyer, TJ Fish, Sue Harrelson, Steve Jennelle, Kasey Kesselring, Greg Malanczuk, Don Marx, Colleen McGinley, Nancy Muenzmay, Kelly Pisciotta, Ray San Fratello, Time Sennett, and Jan Zacharchuck.

Visitors: Kress Muenzmay of Eustis and Scott Sullivan of Eustis

5. **Introductions:** **Kelly Pisciotta**
Nathan Cook of TW Squared
6. **Minutes of August Meeting** – presented by Kelly Pisciotta, Steve Jennelle moved that the minutes be approved, Mike Bucher seconded the motion. Motion carried.
7. **Financial Report:** Steve Jennelle presented financials from December 31, 2011
Operating Side – broke even for the year
Lake County Days – rental of the bus put the account negative for 2011
Don Marx motioned to accept financials as submitted, Tim Sennett seconded. Motion carried.

Presentation

See Lake County Days 2012 under Old Business

Old Business

1. **Lake County Days 2012 – Kelly Pisciotta**
Nathan Cook gave report
Website is up and running with registration and hotel reservation
Legislative Priorities & Group listing
Appointments Scheduled
Schedule:
Tuesday
Bus arrives LSCC at 7:15am Tuesday, scheduled to depart 8:15-8:30am
Bus scheduled to arrive at Doubletree by 12:15-12:30pm
Early check-in will not be available, room will be available to store luggage
Advocacy visits 1:00 – 4:00pm
Reception at 5:30pm in the Mary Brogan Museum with heavy hors d'oeuvre and drinks
Wednesday
Breakfast 7:30am
Advocacy visits 9:00am to noon
Lunch 12:30 – 2:00pm
Advocacy visits 2:00 to 4:00pm
Bus departs Doubletree 5:00pm
Greatly increased time for advocacy with legislators, compared to previous years
Grace Welch to speak with Economic Development group Wednesday morning from 11:00-11:30am

Attempting to scheduled eight legislative appointments with opportunities for “breakout” meetings
Over 50 paid participants at this point
Hotel sold out
Other advocacy groups visiting same days; Florida Dentist Day, Association of Counties and Children’s Week
Much better communication this year through Chamber Alliance website
70-75% paid through Paypal or credit cards
Lake County Days are a work in progress, if you have suggested improvements, contact Nathan Cook
Goal is always to improve over previous years
No sponsors for any specific event, eliminates exclusion of attendance by party affiliation
Uniformed message, advocacy for Lake County
Economic Development of Lake County sponsored \$2500
Other sponsors:
 Covanta
 Progress Energy
 Lake County
 Mountverde Academy
Marlene O’Toole, Honorary Chair
All Cabinet members invited to reception
18 Local elected officials committed
Group Leads:
 Commissioner Parks – Transportation group
 Commissioner Campione - Economic Development
 Daren Gray – Environmental & Health
 Michael Holland – Local Government
 Jim Miller – Education

General Discussion

Group Leaders asked to prepare synopsis of visit
Talking points will be printed for each group to use and leave with legislator
Groups may mention other priorities, but emphasis should be talking points presented
Sue Brooks: Only counties with springs of “first magnitude” affected by the “septic tank replacement issue; Lake County has no first magnitude springs
Until signed by Governor Scott, it is still an issue of interest to Lake County
Kelly Pisciotta: Thank you to all sponsors, will not be in the red, thanks to sponsors this year

2. Alliance Essay Competition – Don Marx

Winners met at the Daily Commercial for pictures
Essays to be printed in the Daily Commercial Tuesday, January 31
Winners comprised of two girls, one boy
Will attend tours and pick which one of advocacy groups they would like to attend in order to witness how we as a group advocate for Lake County
Jim Miller to be chaperone
Leadership Lake is primary sponsor
Republican and Democratic Parties of Lake County \$250 sponsor each
Students to have nametags for identification
Tours are open to anyone who would like to attend

General Discussion

Colleen McGinley asked who read and judge the essays
The Daily Commercial undertook the task of reading and judging the 85 essays this year
School Board has publicist promoting winners
Colleen McGinley suggested that future essay competitions be opened to open to private and charter schools as well as home schooled children
Don Marx stated that opening the competition to more children add to the challenge of reading and judging essay, but welcomed the additional competitors
Colleen McGinley suggested using teachers to select winners

South, Central and North Lake County represented by this year's winners
Cary Baker committed \$500 for the essay competition for next year's competition

3. **Emergency Operations Center – Cathy Hoescht**

Not present – No report

Reports

- **Lake County Alliance Advisory Committee (AAC) (Mike Bucher)**

Committee met Thursday, January 19

Reviewed simplifying objectives and terms of committee and Lake County Partnership Program

AAC is to be used as an “advisory committee” to the Chamber Alliance (Alliance Board has final vote on matters)

Mike Bucher to make changes to the document, present it to the Advisory Committee for review, then to the Chamber Alliance Board for approval

AAC's purpose is to research matters and provide findings and recommendations to the Alliance Board

2012 Alliance Priorities

Campione and Blankenship to present to AAC issues that they consider important for the Alliance
Formulation of a “simple” survey that leaned towards economic development and send out to industry “specialists”

Selection of 2012 AAC committee members is needed – please provide recommendations to Mike Bucher

4 board members (minimum) (must be Chamber members)

12 industry representatives that are represented in the document (chamber members)

Ex officio members:

Commissioner Campione – Lake County Commissioners

Scott Blankenship attended – Economic Development

TJ Fish – MPO

Jim Miller – Education

Review of Alliance by-laws is needed

Recommend 6 board members to join together, review by-laws and return to AAC, bring back to Alliance Board

Alliance members need to sit on community committees and report back to the AAC on issues that pertain to the Alliance

AAC to identify the community committees that address Alliance priorities and encourage Alliance members to sit in on committees

Scott Blankenship to attend AAC to for communication between the Alliance, the business community and the County

Some issues appear to be “city specific”; what is the Alliance stance on such issues, current by-laws keep the Alliance at the County level

Seating of the new Alliance board has presented new challenges on announcing the AAC meetings. This challenge should be resolved now that the board is seated.

General Discussion

Sue Brooks – East Lake CRA:

Mount Plymouth/Sorrento

Commissioner Campione leading the way

County Commission to vote on Tuesday, January 24

Golf course closed

Limited business

Businesses are concentrated in a one mile area

Previous attempts to bring new business failed; i.e.: Sorrento Commons

Completion of the Wekiva Parkway will divert an estimated 70% of traffic from SR-46; challenging existing businesses even more

CRA is to enhance the business atmosphere in the area to attract new businesses

“Gateway to the Wekiva”

East Lake Chamber has prepared a letter in support of the CRA and would like a letter of support from the Alliance

TJ Fish gave reasons the Alliance should support the CRA

TJ Fish stated, if the issue involves the County Commission, it should be an Alliance priority

Steve Jennelle moved that the Alliance should formulate letter of support of the CRA to the County Commissioners. Mike Bucher seconded the motion, motion carried.

- **MPO update (T.J. Fish)**

Financing plan approved by Seminole and Orange Counties

Orlando-Orange County Expressway will be building from Mount Plymouth to Apopka with big interchange to brake off from 429 to Mount Dora

Florida Turnpike Enterprise to operate the Lake and Seminole portions

6 Lanes of SR-46 to Mount Dora

New 46A in the Seminole State Forest

Two lane free road, low speed to parallel the Parkway

Wekiva Trail still planned as part of this project

Mount Dora – very close to getting tracks upgraded/repared

Tavares and Eustis has land designated for the rail, challenge is land between Eustis and Umatilla

MPO to host the 5th annual MPO Horizon Awards, Wednesday January 25 in the Savannah Center in the Villages.

The Chamber Alliance is nominated for an award “MPO Regional Partner”

South Lake Chamber is extremely engaged with MPO, other chamber challenged to get involved

Tasks Force established to work with chambers to discuss basics of projects affecting their areas

MPO decisions directly affect the businesses throughout the community; the chambers should be representing the business communities at these Task Force meetings.

TJ Fish to provide better communication to chamber directors about meetings

MPO needs and desires input and feedback from the business communities

Public Policy Committees in Chambers?

- **North West Regional Board Advisory (Ray San Fratello)**

West Orange and Apopka Chambers to represent respective areas at next meeting

Economic summit scheduled in March at Mission in “Open For Business”

Looking at “Regional” businesses and municipalities working together

- **Lake County School Board (Rosanne Brandenburg)**

Rosanne not present – no report

New Business

1. Community Service Award nominations out; Alliance has the business category, chambers to nominate business of the year, deadline is February 17 for nomination entries, nomination entry forms are found on the Daily Commercial website.
2. Deb Dyer announced the County’s Wings and Wildflower Festival
3. Steve Jennelle announced he needs chambers to provide him with member counts in order for him to complete billing for the coming year.
4. Colleen McGinley stated that most of the chambers have very limited staff and it needs to be noted that the smaller chambers sometimes cannot be as supportive as they would like. This does not mean the smaller chambers are any less interested in the issues. Cathy Hoechst shared that the East Lake chambers share members and it presents even a greater challenge to solicit for participation in Alliance issues.

Next Meeting

- Friday, February 17, 2012
- Final prep for Lake County Days

Adjourned

Don Marx moved to adjourn the meeting, Steve Jennelle seconded the motion; motion carried.

Meeting adjourned at 1:22pm.