



Lake County Alliance

Meeting Minutes

March 16, 2012

1. Meeting called to order at 12:12pm by Kelly Pisciotta
2. Pledge of Allegiance to U.S. Flag
3. Invocation: Don Marx
4. **In Attendance:** Phyllis Baum, Susan Brooks, Mike Bucher, Shananne Cain, Robert Chandler, Deb Dyer, Mark Dushane, TJ Fish, Cathy Hoechst, Steve Jennelle, Judi Phillips Jones, Susan Martin, Don Marx, Colleen McGinley, Jim Miller, Kress Muenzmay, Nancy Muenzmay, Matt Newby, Kelly Pisciotta, Ray San Fratello, Joe Shoemaker (representing Tim Sennett), Scott Sullivan, and Jan Zacharchuck.

Visitors: None

5. **Introductions:** None
6. **Minutes of February's Meeting:** Presented by Kelly Pisciotta, Steve Jennelle moved to accept as presented, Shananne Cain seconded; motion passed
7. **Financial Report:** Steve Jennelle presented financials from February 012, Susan Brooks moved to accept as presented, Jim Miller seconded; motion passed

Presentations

Lake County Chamber

Joe Shoemaker, Boguns Munns & Munns/Commercial Litigations

Addressed issues concerning the entity of "Lake County Chamber"

Appears to be a "fake chamber of commerce"

The question to answer is, "What is a chamber of commerce?" and this entity miss-representing itself

Research with Sunbiz (Secretary of State, Department of Corporations) reveals:

1. Based in South Florida
2. Numerous "county" chambers

Appears that no laws are being violated

A consumer would have most viable opportunity of a successful lawsuit, using Florida's prohibition of deceptive and unfair trade practices

Anything put to print warning against this entity needs be worded carefully in order not bring litigation from the entity; used example of Brenda Armstead (filing lawsuits over anything)

At this point, "much ado about nothing"

General Discussion

Colleen McGinley reported that this individual attempted to recruit at the Mt Dora/Tavares Business EXPO, stating he had 200 members. Lake County website shows one member; with same last name. She asked for "verbiage" that might be used to warn chamber members without risk of litigation from the Lake County Chamber

Steve Jennelle presented printed copies of research of Lake County Chamber, indicating website touted 20 years in existence, with only a few members ... not an organization to join. Previous attempt by this same entity to get established in Lake County failed. Recommended continued monitoring at this time. He also asked the possibility of have the Daily Commercial print a "My Word Column".

Jan Zacharchuck reported that he has been active on Facebook, in an attempt to recruit members, “chambers aren’t providing what the community needs”

Ray San Fratello reported that the State Chamber will be looking at this issue during the May meeting in Ocala.

Pam Bondie stated cannot anything until they do “something” illegal

Attorney’s Suggestions:

1. Florida Attorney General – potential state wide concern of fraud
2. Federal Trade Commission – if he expands out of state
3. Write a letter of cease and desist
4. Take no action that may permit litigation against the Alliance or individual chambers
5. Continue to monitor

Wrap up

Alliance will continue to monitor and take action as deem necessary

Ray San Fratello to report back information from the state meeting in May

We can inform our members “no it is not us”

Lake-Sumter MPO TJ Fish,

MPO concentrating on big infrastructure projects that will have an impact on economic development: Wekiva Parkway, Florida Central Railroad Corridor, Florida Energy and Aerospace Technology Park, Wellness Way, Minneola Interchange,

Wekiva Parkway

Construction in Orange County, Mt Plymouth, realignment of 414/Maitland Blvd, renaming of 2 mile stretch of 429 to 451(Apopka),

Originally fully funded by Orlando/Orange County Expressway Authority tolls, changes required MPO to approve state and federal funding to complete the project

Orlando/Orange County Expressway Authority building up to ¼ mile west of CR 437 in Mount Plymouth, by Kelly Park Road. Tolls up to that point will go to Orlando/Orange County Expressway Authority.

Only interchange planned in North West Orange County is Kelly Park Road with over two million square feet of office and retail approved as a Development of Regional Impact (DRI)

1500 feet east of Round Lake Road; end of the Expressway Authority segment DOT to build a portion and collect toll it as a Florida’s Turnpike enterprise

Mount Dora’s Employment Center will be located in this area

DOT to build interchange into Mount Dora after design challenges agreed upon at intersection of US 441 and SR 46

CR 46A will no longer go through the Seminole State Forest by to intersect with what is now SR 46; interchange at Camp Challenge; MPO is promoting for CR 46A to connect with interchange that will provide a more direct route to Sanford

Estimated traffic flow through Sorrento/Mt. Plymouth will significantly reduce from 15K cars a day to 4K cars a day

SR 46 will become CR 46 in Mount Plymouth/Sorrento. Toll free option will be SR 46 from Camp Challenge to Seminole County.

Massive bridges to pass over wildlife habitat area and the Wekiva River (8,000 feet)

Rail

Orlando to Apopka/Mt Plymouth has “good” rail

Ocoee and Winter Garden’s tracks require repair, not part of the “continuous” rail to Eustis

Goal for Lake County is to develop an employment center similar to Orange County’s Silverstar area in which thousands of jobs that revolve around rail exist

Dora Canal Bridge under construction

Financial challenges force a decision to build Eustis to Umatilla or Tavares to Mount Dora

Umatilla offers “genuine “industrial development potential

Mount Dora would enable train traffic between the two cities, which is desired by the merchants

Regional planning favors the Eustis to Umatilla segment

Rail bed, with tracks, exists between Mount Dora and Sorrento

Study underway to develop the Wekiva Trail from Mount Dora through Sorrento to the Seminole Trail, just past the Wekiva River along this rail bed
West Oaks Trail (Apopka) to be extended to the Neighborhood Lakes (Mt. Plymouth)
Eventually the “system” will connect Tavares and Leesburg
CSX owns the real estate and has not operated in Lake County for over 23 years
Florida Central Railroad leases from CSX to store freight cars
Study proposes completion of these trails will provide a 12 million dollar a year positive impact on Lake County
Trails brings recreational enthusiasts to the area, once they see all Lake County has to offer, they will be back

Reports

1. Emergency Operations Center (Kathy Hoechst)
Nothing new to report;
having challenges contacting Tom Carpenter, searching for new contact
2. Chamber Alliance Advisory Committee (CAAC) (Mike Bucher)

Local Vendor Policy definition

Local Vendor Policy definition change/addition proposed:

“has been regularly transacting business for a one year period”

Don Marx moved for acceptance of this change, TJ Fish seconded the motion; motion carried

Chamber Alliance by-law review

Review of bylaws of the Chamber Alliance is completed

To be distributed to all delegates for review

Discussion at the Chamber Alliance meeting in April

Need chamber directors and their boards input

Forward all feedback to either Mike Bucher or Kelly Pisciotta

2012 Chamber Alliance Issues

CAAC formulating list to present to board

Input from board needed

General Discussion

Colleen McGinley recommended the CAAC present all pros and cons of issues presented and how the CAAC formulated its opinion in bullet point format, to assist in presenting to her board and ensure it is a “Lake County” issue

Nancy Muenzmay supported this recommendation, sighting a chambers limited staff precludes time required to properly research the issues

TJ Fish gave examples of issues that, initially, may have appeared to be local but in reality affected much, if not all of Lake County and the CAAC should ensure issues are presented as such

Sue Martin stated that just because a small business owner does not attend or get involved does not necessarily indicate they are not interested in the issues; may not have time to get away from their businesses.

Chamber Alliance needs to return to a working meeting, as it initially started as

Colleen McGinley recommended move the reports to the start of the meeting

Sue Martin recommended reports to be sent to delegates electronically

Pointed out that the United Chambers meeting starts at 11:00am, keeping individual chamber offices closed for over three hours

Governmental representatives present valuable input and support and recognize that CAAC is and advisory committee to the Chamber Board on issues discussed

Chamber executives should be receiving CAAC meeting minutes, if not contact Mike Bucher

3. North West Regional Board Advisory (Ray San Fratello)
Regional Meeting (myregion.org)
My Central Florida Region meeting scheduled for March 20 & 21 at Mission Inn
Estimated 150 attendees from 7 Central Florida counties
Focusing on: water, transportation and homelessness (over 26,000 in Lake County alone)
4. Lake County School Board (Rosanne Brandeburg)
Refinanced \$48mm of ten year treasury bonds that had matured at a lower interest rate, saving \$2mm
Standard & Poors rated Lake County as "A"
Fiche rated Lake County as "A+"
Spring break March next week
FCAT – April 16

Job Readiness Program

March 28-29

Leesburg High

Teaching job skills

Senator Hayes to address attendees

Focus is on economic development

General Discussion

Community Service Awards scheduled for April 25

United Chambers meeting 11:00a.m. to Noon; do NOT enter meeting area until Noon

Don Marx inquired about 2013 Lake County Day, citing planning should begin early

League of City's committed \$2,500 to 2013 Lake County Days

Thank you letters still need to go out to this year's sponsors

TJ Fish – Alliance needs to start planning on the delegation meeting at the community college, usually in

December, have researched bills, etc

Steve Jennelle – still waiting to hear from certain chambers for lunch counts

Adjourned

TJ Fish moved to adjourn the meeting, Steve Jennelle seconded the motion; motion carried.

Meeting adjourned at 1:32pm.

Next Meeting

- Friday, April 20, 2012