



CITY OF GROVELAND
156 S. LAKE AVENUE
GROVELAND, FL 34736

PHONE 352-429-2141
FAX 352-429-3852

Groveland City Council
City Manager Report
May 4, 2014 (meeting cancelled) May 18, 2015 (revised)

Pending Action Items:

- Water rate study - Staff is still reviewing the preliminary water analysis and anticipates presenting assessments related to developing a timeline and strategy as to engaging a water rate study at the next City Council Cycle.
- Citizen Advisory Board - In the pursuit of transparency and to increase trust between the Police Department and the Community, the Police Department and City Manager's Office will be moving forward with the creation of a Citizen Advisory Board. The purpose of the Board is to enable an independent citizen group, through a review and evaluation process, make administrative procedure recommendations to the Chief of Police. Duties will include, but are not limited to, advocating for policies which promote fair and humane policing of the city, recommend methods to encourage and develop an active citizen-police partnership in the prevention of crime, and assist in achieving a greater understanding of the nature and causes of community problems. The City Manager's Office will be making a citizen call for service. In order to qualify for this Citizens Advisory Board, volunteers must be permanent resident of the City of Groveland, own real property in the City of Groveland, or maintain a place of business in the City of Groveland. Volunteers should have a good reputation for integrity and community service and cannot have history of felony conviction. (see: attachment 1 - press release)

Report from the Desk of the City Manager:

- Villas at Greengate - It has come to my attention that Former City Manager, Jason Yarbrough entered the city into an agreement with the Villas at Greengate in 2004, to accept prepayment of impact fees with the stipulation that the fees received will be locked in and avoid any future adjustment or change in fees. After a review with the City Attorney and the Finance Department, it was determined that the city is obligated to this agreement. Outside of the issue of having to pay our building contractor at current rates, we are anticipating losing out on a potential \$210,285 dollars of impact fees we would have otherwise collected if this agreement would have not been entered into.
- SR 50 Realignment Update: Now that FDOT (District Five) has agreed to pursue a funding strategy that would include the Groveland SR 50 Realignment project into their 5 year plan; staff has directed its attention to researching public-private partnerships as a strategy and solution to both move up the implementation of ROW acquisition and construction of the realignment. In addition, a well structured public-private partnership will also present opportunity to the city to have leverage in financing a new municipal complex with little to no debt. Staff has also had an additional meeting with Mr. Booth, representative for the owners of several downtown properties; and I believe we have reached a verbal agreement on the potential routing of the coast to coast trail through a key property that will keep the trail closer to the historic downtown. (See Attachment 3)

- Coach Mark Woolum of the South Lake High School Football Team - has requested the City of Groveland to sponsor one or more of his players to attend the 2015 Fellowship of Christian Athletes (FCA) Team Football Camp July 19 - 21, 2015. The cost would be \$175 per player. Coach Woolum expects 57 high school youth will participate. The City Council has \$3,000 remaining in the City Council Discretionary Fund that has been budgeted for similar activities. *(The City Manager is seeking direction from the City Council regarding support for this request with a level of funding).*
- The proposed Groveland Economic Development Ordinance - Upon additional review the proposed ordinance which will start it's two hearing public process May 18th, has gained support from various Lake County economic development professionals and a number of members from the South Lake Chamber of Commerce. Due to public interest and some misleading media coverage, the city has released a press statement that highlights the benefits this ordinance. (see: attachment 2 - press release)

Follow-up / Reminder Items:

- As directed by City Council the City Manager held a meeting with the Wilson Lake Parkway HOA board members regarding the prospect of an Amphitheater at the Robert A. Davis Park site. The presentation was well received. However, there were some reservations as to issues of road capacity, road lighting, and making sure the venue has a strong youth orientation. All very reasonable concerns that would normally be addressed in the design phase of the project. The point was made that since the project includes public offices and public meeting space, it could serve as satellite police station, and club house for sub-divisions in the area that don't have one.
- The City Manager's Office continues to accept new ideas from citizens, city staff, and community stakeholders, as the City moves forward with establishing itself as a "Premier City". The city will continue to benchmark programs, initiatives, and services against the top 10 small communities that have been identified by CNN Money "America's Best Places to Live". These communities are not only thriving economically, they are also maximizing family friendly amenities, well ran government, and strong community involvement. Anyone interested in learning more are encouraged to contact the City Manager's Office at (352) 429-2141 x250.

1. Sharon, Massachusetts -	(781) 784-1500	www.sharonma.org
2. Louisville, Colorado -	(303) 666-6565	www.louisvilleco.gov
3. Vienna, Virginia -	(703) 255-6300	www.viennava.gov
4. Chanhassen, Minnesota -	(952) 227-1100	www.ci.chanhassen.mn.us
5. Sherwood, Oregon -	(503) 625-5522	www.sherwoodoregon.gov
6. Berkeley Heights, NJ -	(908) 464-8150	www.berkeleyheightstwp.com
7. Mason, Ohio -	(513) 229-8500	www.imagemason.org
8. Papillion, Nebraska -	(402) 597-2000	www.papillion.org
9. Apex, North Carolina -	(919) 249-3400	www.apexnc.org
10. West Goshen Township, PA -	(610) 696-0900	www.wgoshen.org

Events:

- Memorial Day Tribute, May 25th 2015 at the Puryear Building, Time: 11am - 1pm
- Next Box Car Race - May 30th 2015. Organizers are hoping to possibly have Adult Box Cars Available. condolences



**For Immediate Press Release
May 4, 2015**

**One of Florida's Safest Communities - Continues to raise the bar with another Lake County
First... City of Groveland Police Department Announces A Citizen Advisory Board.**

In the pursuit of transparency and to increase trust between the Police Department and the Community, the City of Groveland with joint leadership from the Police Department and City Manager's Office will be moving forward with the creation of a Citizen Advisory Board. The concept was presented and received with applause by the public and the Groveland City Council at the April 20th City Council Meeting.

The purpose of the Citizen Advisory Board is to engage an independent citizen group, that will assist the Groveland Police Department with: reviewing of closed internal investigations, evaluating of policing processes, and advising the Chief of Police of any board initiated administrative procedure recommendations. Duties will include, but are not limited to, advocating for policies which promote fair and humane policing of the city, recommend methods to encourage and develop an active citizen-police partnership in the prevention of crime, and assist in achieving a greater understanding of the nature and causes of community problems.

The City Manager's Office will be making a citizen "Call for Service", asking for interested Volunteers. It is a non-paying position; however with the current state of police community relations, the City of Groveland anticipates high personal gratification for volunteers so critical to ensuring our community remains safe, transparent, and responsive. In order to qualify for this Citizens Advisory Board, volunteers must be a permanent resident of the City of Groveland, own real property in the City of Groveland, or maintain a place of business in the City of Groveland. Volunteers should have a good reputation for integrity and community service and cannot have history of felony conviction.

Once again, the City of Groveland continues prove its motto; "A City With a Future... Watch Us Grow."

For more details; Please do not hesitate to contact:

The City Manager Office
City of Groveland @ 352-429-2141 ext. 250



For Immediate Press Release

May 1, 2015 & May 4, 2015 (re-released)

The Fastest Growing City in Lake County is Planning to Retain its Ranking Through Revamping Its Economic Development Incentive Strategy.

The City of Groveland City Council will be considering an ordinance that will be re-examining the City's existing economic development efforts and policy. The goal is to remain one of Lake County's fastest growing communities by implementing incentives that stimulate business growth and creation of new jobs.

When asked "Why is the Groveland Economic Incentive Ordinance Good for Tax Payers and Good for Business?"; Groveland City Manager, Redmond Jones responded with the following five explanations.

1. The new ordinance shifts from small town cash incentives to economic development efforts that use applicant fees to facilitate greater capital investment in the city.

Previously the City of Groveland could only offer \$25,000 as a total annual incentive. This alone was ineffective and funds went unused for several years. Our new approach not only supports smaller businesses with a cash incentive program amounting to approximately 10% of investment up to \$10,000; it also could include: tax relief plans, rebate plans, fee waivers, and limited municipal financing options. This ordinance provides opportunities for economic diversity that empowers both small and larger businesses.

2. The ordinance allows economic development incentives to be customized to the needs and unique characteristics of Commercial and Industrial businesses that are investing a minimum of \$3 million dollars.

By giving specialized assistance to business prospects that are bringing a minimum investment of \$3 million dollars to the "economic development table", the city will be able to provide economic development options that go beyond only cash oriented incentives, and can also provide incentives in other areas that may be of greater assistance, or more in tune with the unique attributes of the development in question.

3. It allows a greater concentrated local government effort towards encouraging more capital investment within the City of Groveland.

By having an economic development plan that calculates capital investment rather than attempting to keep count of job creation, the City of Groveland will not only encourage more capital investment (targeting companies in ways that make sense for the company), but will avoid creating bureaucratic headaches for both the city AND the business being regulated with incentive requirements that are focused on seemingly endless job verification reports.

4. The ordinance creates additional financing strategies by allowing qualified investors / developers (who meet the minimum capital investment of \$3 million) the ability to amortize fees owed the city over several years.

It is a well known fact that many businesses experience losses or short falls in their first years in business when starting or moving to a new location. Our new approach allows costly impact fees associated with building and construction to be amortized for up to 5 years, allowing companies to soften the blow of start-up costs.

5. It provides greater opportunities for Public / Private Partnerships.

The city will be better able to expand the tax base through partnerships - rather than taxes or fees alone - providing more dollars to the City of Groveland to better deliver high quality services and infrastructure.

Although, this incentive policy was passed with a City Council vote March 16th in the form of a resolution, the City Attorney advised the City Manager that the incentive policy should also be adopted as an Ordinance. Passing the Ordinance will require a two hearing process that will be heard on May 4th and May 16th. The City of Groveland continues to prove its motto; "A City With a Future... Watch Us Grow."

For more details; Please do not hesitate to contact:

Redmond Jones II
City Manager
City of Groveland @ 352-429-2141 ext. 250

Attachment 3
(Two Letters)



CITY OF GROVELAND
156 S. LAKE AVENUE
GROVELAND, FL 34736

PHONE 352-429-2141
FAX 352-429-3852

To: Redmond Jones II, City Manager
From: Ryan Berger, Community Development Director
Subject: Coast to Coast Trail Location
Date: May 8th 2015

Mr. Jones,

After reviewing the State Road 50 redesign it is my professional opinion that the Coast to Coast Trail should continue down Broad Street. Arguably, this trail is a linchpin in the redevelopment efforts of Groveland's downtown core. As vehicles are directed away - people become the focus. By inviting these people into the downtown the city's economic development efforts are complimented by encouraging the use of existing restaurants and stores. Studies have shown that pedestrian trails generate economic impacts by delivering additional spending to business. As these businesses become more productive, new jobs and tax revenues follow. The proposed route currently takes pedestrians away from existing and potentially new downtown uses.

The propose route also provides a number of potential safety issues. The most significant is the use of a pedestrian island while crossing State Road 19. Crossing further to the south across from the historic train depot that will become a trail head decreases pedestrian and vehicle interactions.

Additionally the location of the new State Road 50 opens up large parcels for development along its path. As larger retail stores begin to develop on these parcels vehicle and pedestrian conflict points are created as turn lanes and road cuts are needed. Continuing the trail down Broad Street opens up the possibility for pedestrian focused development and recreational opportunities through direct access to those parcels.

With the thoughts of both economic development and the safety of the pedestrians on the Coast to Coast Trail it is my recommendation that the proposed route be changed to follow Broad Street through Groveland's downtown core.

A handwritten signature in blue ink, appearing to read "Ryan Berger".

Ryan Berger
Community Development Director
City of Groveland
352-429-2141 ext. 237

May 11, 2015

Kevin Moss, PE - Project Manager
Florida DOT - District 5
719 South Woodland Blvd.
Deland, Florida 32720

Dear Mr. Moss,

Let me start by sharing with you that the City of Groveland appreciates the work that you and your design team has demonstrated to date. The SR 50 project has several design challenges, and I am sure that closing the Groveland gap of the Coast to Coast Trail project is just one of others. However after reviewing the presentation giving to the Groveland Community Redevelopment Agency (CRA) it is clear that the city's vision of the proposed path is different than what is being proposed by FDOT.

The map below shows the path of the proposed Coast to Coast trail, which was presented to the Groveland CRA Meeting April 27th, 2015. This path raises several concerns for the City of Groveland.

(Illustration 1)



The following items are areas of concern with the existing FDOT proposal as shown in illustration 1:

1. The city envisions a Coast to Coast Trail that utilizes a rehabilitated historic train depot for a trail head. The current proposal would bypass this important Groveland landmark and lose out on a vital economic development opportunity.
2. The use of pedestrian islands (as shown in illustration 2) may meet minimum safety standards, but the city position is that these intersections should be kept to minimum and the current FDOT proposal would include 2 and possibly 3 intersections of this nature. The City believes that this use can be kept to a minimum by redirecting the trail on a more direct path. Note: with regard to the realigned SR50 and SR33 intersection, the City would like more consideration for a trail over pass. We have done preliminary research in the industry of prefabricated bridges and overpasses, and our findings would indicate that structures of this nature can from \$500 to \$2,000 a linear foot depending on usage, aesthetics, and applicable codes. These are options that we would like to hear more about, even if such facilities would require some local funding participation.
3. The property along Main Street is seriously being considered for future development of a municipal complex that includes private office space and commercial restaurant space that may potentially need the proposed trail space for essential parking space. This is conceptualized in illustration 3.
4. After having conversations with property owner representative Morgan Booth, the property identified (for the purposes of this document) as "property A" in illustration 1, will host commercial development that will have land use attributes that will have frontage facing the newly realigned SR50. Creating two or more curb cuts where the current trail is proposed.
5. The last consideration that City believes that FDOT should examine with regard to a potential trail path is choosing a Coast To Coast trail option that maximizes the potential for future development and/or a local trail enhancement.

(Illustration 2)



(Illustration 3)



(Illustration 4)



In closing, it is the City of Groveland believes strongly that a relocation of the current proposed path is needed. The proposed path could hinder our community revitalization efforts with regard to our municipal complex development concepts. It is certain the greater livability and workability opportunities exist with a path goes through downtown not around it (as exhibited in the current proposed trail). In addition, we argue that improved safety and mobility exist in our option by avoiding directing the trail through complicated intersections and pedestrian islands.

We invite the designing team responsible for working on the layout of the Coast To Coast trail to work with the Groveland Community Development Department as we believe there are even additional concepts that can be explored. There are strong considerations of changing the existing hwy 50 once it is dedicated to the city to a single lane road way with parking landscaping; we would certainly consider trail access in such a right of way.

Thank you for your review and consideration in this matter. We hope this is the beginning constructive conversation that can wrap these design considerations, and keep this project on a fast pace. Again, we appreciate the work that you and your team committed to this project. We look forward to a collaborative effort with regard to closing the coast to coast trail gap in Groveland in a way that makes sense for the community as well as for the Department of Transportation.

Respectfully Submitted



Redmond Jones II
City Manager
City of Groveland