

**Minutes of a regular City Council meeting held on July 7, 2010, at 1:30 p.m., in the City of Apopka Council Chambers.**

**PRESENT:** Mayor John H. Land  
Commissioner Bill Arrowsmith  
Commissioner Billie Dean  
Commissioner Marilyn U. McQueen  
Commissioner Kathy S. Till

PRESS PRESENT: Richard Corbeil - Apopka Chief

**INVOCATION AND PLEDGE OF ALLEGIANCE** - Mayor Land called the meeting to order and gave the Invocation. He said last Sunday was the 4<sup>th</sup> of July, "Independence Day", and on that day, 234 years ago, the 2<sup>nd</sup> Continental Congress adopted the Declaration of Independence. After proclaiming that all people were equal, and have the right to enjoy life, liberty, and the pursuit of happiness, free from England, they made a pledge to each other that said, "... and for the support of this Declaration, with a firm reliance on the protection of Divine Providence we mutually pledge to each other our lives, our fortunes, and our sacred honor". All 56 signed, and of the 56 signers, many lost their lives, many lost their fortune, but not ones' honor was blemished. He asked that everyone reflect on the dedication of those 56 signers of our Declaration of Independence, as he led in the Pledge of Allegiance to the Flag.

Mayor Land welcomed Boy Scout Joseph DePaul to the meeting. He said Joseph is attending the meeting as a requirement to earn his Government in the Community merit badge.

**CONSENT AGENDA**

1. Approve the minutes from the regular City Council Meeting held on June 16, 2010, at 8:00 p.m.
2. Approve the minutes of the Administrative Bid Opening #2010-05, Old Dixie Highway Resurfacing Project, held on June 23, 2010 at 2:15 p.m.
3. Authorize the issuance of a Passenger Transport Permit to James Cobb of Redi Care Transport.
4. Award the contract, to D. A. B. Constructors, Inc., for the Old Dixie Highway Resurfacing Project from Richard L. Mark Drive to South Hawthorne Avenue, in the amount of \$218,888.88.
5. Acknowledge notification of the 2010 Justice Assistance Grant (JAG) application to purchase Biometric hardware and software used to secure access to data.
6. Authorize the execution of contract amendment #1 with American Traffic Solutions.
7. Approve the Disbursement Report for the month of June, 2010.

Mayor Land stated Item 3 would be pulled from the Consent Agenda. At the request of Commissioner Till and Dean, Items 2 and 6 were pulled for discussion.

**MOTION was made by Commissioner Arrowsmith, and seconded by Commissioner Dean, to approve Items 1, 4, 5, and 7 of the Consent Agenda. Motion carried unanimously, with Mayor Land and Commissioners Arrowsmith, Dean, McQueen, and Till voting aye.**

## **CONSENT AGENDA ITEM 2**

Commissioner Dean said Old Dixie Highway was narrow in areas, and requested the roadway widened between Errol Parkway and Vick Road.

CAO Anderson said this project was being funded with Federal Stimulus monies and would be very difficult to get any changes at this time. He said he would look into the matter to see if it would be possible.

**MOTION was made by Commissioner Till, and seconded by Commissioner McQueen, to approve Item 2 of the Consent Agenda. Motion carried unanimously, with Mayor Land and Commissioners Arrowsmith, Dean, McQueen, and Till voting aye.**

## **CONSENT AGENDA ITEM 6**

Commissioner Till inquired about several section of the agreement. CAO Anderson responded to her inquiries.

**MOTION was made by Commissioner Till, and seconded by Commissioner McQueen, to approve Item 6 of the Consent Agenda. Motion carried unanimously, with Mayor Land and Commissioners Arrowsmith, Dean, McQueen, and Till voting aye.**

## **PRESENTATIONS**

**1. Sheng Zhang Human Resources - 5 Year Service Award** - Mayor Land said Sheng began working for the City on June 15, 2005, as a Payroll Clerk in Human Resources. On October 2, 2006, she was reclassified to Payroll Specialist I. She had a title change on October 1, 2007, to Human Resource Specialist I, which is her current position. The City Council joined Mayor Land in congratulating Sheng on her service award.

**2. Robert Allen - Police/Field Services - 15 Year Service Award** - Mayor Land said Robert started working for the City of June 7, 1995, as a Police Officer in Patrol. He was promoted on July 3, 2007, to Police Sergeant in Field Services, which is his current position. The City Council joined Mayor Land in congratulating Robert on his service award.

**3. Michelle McEachem - Communications Technician - Police Department - 15 Year Service Award** - Michelle was not present and will be presented with her service award at a later time.

## **SPECIAL REPORTS AND PUBLIC HEARINGS -**

**1. D.R. Horton, c/o James H. McNeil, Jr., Esquire, Akerman Senterfitt, has requested that the City Council reconsider allowing the following for the Clayton Estates subdivision: 1) Reduction of living area from 1,800 sq. ft. for 30 of the remaining 53 homes, ranging from 1,540 sq. ft. to 1,750 sq. ft.; and, 2) Elimination of the eight foot recessed garage requirement on the remaining 53 lots.**

CAO Anderson said the City has been working with developers, trying to work through issues the depressed economy has brought forth. As a result, the developer is making two requests, one for a change in the 8' setback for the recessed garage requirement; and the second, a reduction in the minimum square footage for the homes. He advised, based on the economy, the developers and builders would like to revisit the side-load garage requirement in two of these neighborhoods to more adequately address their product line. He stated this would provide more flexibility in the amount of square footage and how they can lay out the houses. Also, the side-load garage usually requires a wider lot.

CAO Anderson advised that Clayton Estates already has residences; however, Phase 2 of Maudehelen has not yet begun building homes. He said this matter was advertised for a public hearing.

Mayor Land opened the public hearing.

Jim McNeil, Land Planner and Attorney, 420 S Orange Avenue, said he was present on behalf of D.R. Horton. He stated this subdivision has 150 home sites and 98 homes have been completed. There are approximately 52 sites that have not had homes built on them, and that this request was on these remaining 52 lots. He stated they were requesting relief on the recessed garage requirement. He said it has been a challenge to make the garage incorporated into the function of the home itself by recessing the garage eight (8) feet. He stated aesthetically, being able to have the garage not recessed will allow the builder to build the home and garage as one component and it will be more integrated. He said the zoning in this neighborhood requires the homes to be a minimum of 1,350 square feet. However, the preliminary plat and final development plan approval require minimum homes of 1,800 square feet. He advised the 98 homes already built have an average home size of 2,125 square feet. He stated they are trying to make this Apopka market very competitive to attract people to the community. He said they are asking for a graduated scale to allow for 30 of the homes to be below scale in order to have diversity.

Mayor Land inquired if the balance of the remainder homes would be up to approved size, and Mr. McNeil responded in the affirmative, and that their intent was to build larger homes, but this provides some flexibility.

Mayor Land inquired if they had met with the current homeowners and whether consideration had been given to the value of the homes already built.

Mr. McNeil said they all recognize this is unprecedented times and this was economy driven. He stated they need to focus on the big picture and recognize that over the next few years the market will return to some degree of normalcy and have a degree of appreciation.

Mayor Land said Apopka has been working to have a better product over the last few years and while they understand the economy the way it is, they don't want to harm the current owners.

Mr. McNeil said their goal was not to lower property values and they don't believe what they are proposing will result in that.

Mayor Land said he was not ready to make a decision without seeing some of the product that would be phased in and more feedback from the public.

Commissioner Dean spoke in opposition to the reduction in the square footage, as so many homes have been already built and purchased with the understanding of the remainder of the development will be based on their approved plans.

Mr. McNeil said when appraising a property, the neighborhood will be looked at as a whole, and reiterated that 80% of this neighborhood was at 2100 to 2600 square feet.

Commissioner McQueen expressed concern with setting precedent for future development. She said they have worked very hard to set the current standards and she has a difficult time altering that, even with the economy as it is.

CAO Anderson said they have been working several months at staff level to resolve this matter. He stated they feel very strongly about not reducing the square footage requirement. Staff recommends a concession be made on the garages.

Commissioner Arrowsmith said the only reason they approved lowering to the 75' lot was the developers agreement to an 1,800 square foot minimum home. He stated he was not in favor of changing the dynamics of the neighborhood now with homes already sold.

CAO Anderson advised they have already approved the front-load garages. This request is in regards to the eight (8) foot recess of the front-loading garage.

Commissioner Till, concurred with her colleagues, and expressed concern for parking if the garages are not recessed.

Bill Barfield, Division President of D.R. Horton, 5850 T.G. Lee Boulevard, Orlando, said if there were not significant issues with the economy, they would not be making this request. He stated they were building six (6) different floor plans in this subdivision that start at 1,800 square feet and go up to 2,600 square feet. The way the economy is, they are only selling two floor plans and the product mix was shrinking. He said they would like to broaden their product mix so they can increase absorptions, and offer more to the public without substantially diminishing the sell price of the homes. He stated with this variety of mix the house could be built so not to tell the difference from the street scape. They are trying to offer a wider product mix that is marketable in today's economy without significantly impacting the community.

Mayor Land introduced a letter as part of the record by Barbara Holtzclaw.

No one else wishing to speak, Mayor Land closed the public hearing.

After further discussion regarding the recessed garages, Commissioner Arrowsmith said he would like to look at some examples and similar elevations for the recessed garage requirement before taking any action on that portion of the request.

**MOTION by Commissioner Arrowsmith, and seconded by Commissioner McQueen, to decline the request for the reduction in the square footage from what was originally approved for the project. Motion carried unanimously, with Mayor Land and Commissioners Arrowsmith, Dean, McQueen, and Till voting aye.**

**MOTION by Commissioner Arrowsmith, and seconded by Commissioner Dean, to table the request on the setback for the garage to the next meeting. Motion carried unanimously, with Mayor Land and Commissioners Arrowsmith, Dean, McQueen, and Till voting aye.**

CAO Anderson said the recessed garage was more for aesthetics and does not affect the parking. He stated it provides more flexibility with the floor plans.

**2. Ryan Homes, c/o Steve Rosser, has requested that the City Council reconsider allowing the following on the remaining 104 lots in the Maudehelen, Phase 2 subdivision: 1) allowing side-load garages on 30 of the lots; and, 2) the elimination of the side load garage requirement on the final 74 lots.**

CAO Anderson advised this request was just for the side-load garage requirement. They are requesting to place side-load garages on 30 of the 104 lots. Nothing has been built in Phase 2. He said the City allowed a percentage of front-load garages in Phase 1. He reiterated that the intent of the side-load garages was aesthetics, and stated they were requesting the same relief for the eight (8) foot setback.

Mayor Land opened the meeting for public hearing.

Jim McNeil, 420 S Orange Av, Orlando, said he was present to represent Ryan Homes. He stated they would be happy to bring back any additional information.

No one else wishing to speak, Mayor Land closed the public hearing.

**MOTION by Commissioner Till, and seconded by Commissioner McQueen, to table this request to the next meeting. Motion carried unanimously, with Mayor Land and Commissioners Arrowsmith, Dean, McQueen, and Till voting aye.**

## **ORDINANCES AND RESOLUTIONS**

**1. ORDINANCE NO. 2172 - THIRD READING AND ADOPTION - Amending Apopka Code of Ordinances, Chapter 82, by adopting a new Article VI entitled, "Water Conservation Ordinance for Landscape Irrigation." - Mayor Land said Ordinance No. 2172 meets the requirements for adoption having been duly advertised in the Apopka Chief on June 11, 2010. The City Clerk read the title as follows:**

**ORDINANCE NO. 2172**

**AN ORDINANCE OF THE CITY OF APOPKA, FLORIDA, REPEALING AND REPLACING ORDINANCE NO. 2107 IN ITS ENTIRETY; AMENDING CHAPTER 82, "UTILITIES," OF THE CODE OF ORDINANCES OF THE CITY OF APOPKA, BY REPEALING ARTICLE 6, IN ITS ENTIRETY, AND ADOPTING A NEW ARTICLE 6, ENTITLED "WATER CONSERVATION ORDINANCE FOR LANDSCAPE IRRIGATION"; PROVIDING FOR LOCAL IMPLEMENTATION OF THE WATER CONSERVATION RULE FOR LANDSCAPE IRRIGATION OF THE ST. JOHNS RIVER WATER MANAGEMENT DISTRICT; PROVIDING DEFINITIONS; PROVIDING LANDSCAPE IRRIGATION SCHEDULES; PROVIDING EXCEPTIONS TO THE LANDSCAPE IRRIGATION SCHEDULES; PROVIDING FOR VARIANCES FROM THE SPECIFIC DAY OF THE WEEK LIMITATIONS; PROVIDING FOR APPLICABILITY OF THE ORDINANCE; PROVIDING FOR ENFORCEMENT OF THE ORDINANCE; PROVIDING FOR PENALTIES FOR VIOLATION OF THE ORDINANCE; PROVIDING FOR CODIFICATION; PROVIDING FOR SEVERABILITY, AND PROVIDING AN EFFECTIVE DATE.**

Mayor Land opened the meeting for public hearing. No one wishing to speak, he closed the public hearing.

**MOTION was made by Commissioner Dean, and seconded by Commissioner Till, to adopt Ordinance No. 2172. Motion carried unanimously, with Mayor Land and Commissioners Arrowsmith, Dean, McQueen, and Till voting aye.**

**2. ORDINANCE NO. 2174 - THIRD READING AND ADOPTION - Amending Chapter 78, Article III of the Apopka Code of Ordinances entitled "The City of Apopka Traffic Light Safety Act". - Mayor Land said Ordinance No. 2174 meets the requirements for adoption having been duly advertised in the Apopka Chief on June 18, 2010. The City Clerk read the title as follows:**

**ORDINANCE NO. 2174**

**AN ORDINANCE OF THE CITY OF APOPKA, FLORIDA, AMENDING THE CITY CODE OF ORDINANCES, CHAPTER 78, "TRAFFIC AND MOTOR VEHICLES", ARTICLE III, ENTITLED "THE CITY OF APOPKA TRAFFIC LIGHT SAFETY ACT"; PROVIDING FOR RECORDED IMAGE MONITORING AND ENFORCEMENT OF RED LIGHT CONSISTENT WITH GENERAL LAW; PROVIDING FOR SEVERABILITY; PROVIDING FOR INCLUSION IN THE CODE; PROVIDING FOR CONFLICTS AND AN EFFECTIVE DATE.**

Mayor Land opened the meeting for a public hearing. No one wishing to speak, he closed the public hearing.

**MOTION was made by Commissioner Arrowsmith, and seconded by Commissioner McQueen, to adopt Ordinance No. 2174. Motion carried unanimously, with Mayor Land and Commissioners Arrowsmith, Dean, McQueen, and Till voting aye.**

**3. ORDINANCE NO. 2173 - SECOND READING & ADOPTION - Water Supply Facilities Work Plan.** - Mayor Land said Ordinance No. 2173 meets the requirements for adoption having been duly advertised in the Apopka Chief on June 25, 2010. The City Clerk read the title as follows:

**ORDINANCE NO. 2173**

**AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF APOPKA, FLORIDA, AMENDING THE COMPREHENSIVE PLAN OF THE CITY OF APOPKA BY ADOPTING, BY REFERENCE, A WATER SUPPLY FACILITIES WORK PLAN, TO CORRESPOND WITH AMENDMENTS TO THE GOALS, OBJECTIVES, POLICIES, AND TEXT OF THE INFRASTRUCTURE ELEMENT, CONSERVATION ELEMENT, CAPITAL IMPROVEMENTS ELEMENT, AND INTERGOVERNMENTAL COORDINATION ELEMENT, IN ORDER TO COMPLY WITH STATUTORY REQUIREMENTS RELATED TO THE COORDINATION OF LAND USE AND WATER SUPPLY PLANNING, AND TO MAINTAIN INTERNAL CONSISTENCY OF AND WITHIN THE COMPREHENSIVE PLAN; PROVIDING FOR CONFLICTS; PROVIDING FOR SEVERABILITY; AND PROVIDING FOR AN EFFECTIVE DATE**

Mayor Land opened the meeting for public hearing. No one wishing to speak, he closed the public hearing.

**MOTION by Commissioner Till, and seconded by Commissioner McQueen, to adopt Ordinance No. 2173. Motion carried unanimously, with Mayor Land and Commissioners Arrowsmith, Dean, McQueen, and Till voting aye.**

**4. ORDINANCE NO. 2175 - SECOND READING & ADOPTION -COMPREHENSIVE PLAN AMENDMENT - SMALL SCALE - International Foliage Corp. - from Residential High (0-15 du/ac) to Industrial, property located on the northeast corner of Bradshaw Road and 4<sup>th</sup> Street.** - Mayor Land said Ordinance No. 2175 meets the requirements for adoption having been duly advertised in the Apopka Chief on June 25, 2010. The City Clerk read the title as follows:

**ORDINANCE NO. 2175**

**AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF APOPKA, FLORIDA, AMENDING THE FUTURE LAND USE ELEMENT OF THE APOPKA COMPREHENSIVE PLAN OF THE CITY OF APOPKA; CHANGING THE FUTURE LAND USE DESIGNATION FOR PROPERTY OWNED BY INTERNATIONAL FOLIAGE CORP.; PROVIDING FOR SEVERABILITY; AND PROVIDING FOR AN EFFECTIVE DATE**

Mayor Land opened the meeting for public hearing. No one wishing to speak, he closed the public hearing.

**MOTION by Commissioner Arrowsmith, and seconded by Commissioner Till, to adopt Ordinance No. 2175. Motion carried unanimously with Mayor Land and Commissioners Arrowsmith, Dean, McQueen, and Till voting aye.**

**5. ORDINANCE NO. 2176 - SECOND READING & ADOPTION - CHANGE OF ZONING - International Foliage Corp. - from R-3 to I-1, property located on the northeast corder of Bradshaw Road and 4<sup>th</sup> Street.** - Mayor Land said Ordinance No. 2172 meets the requirements for adoption having been duly advertised in the Apopka Chief on June 25, 2010. The City Clerk read the title as follows:

**ORDINANCE NO. 2176**

**AN ORDINANCE OF THE CITY OF APOPKA, FLORIDA, ESTABLISHING THE ZONING AS I-1 FOR THE HEREINAFTER DESCRIBED LANDS WITHIN THE CITY OF APOPKA, FLORIDA; OWNED BY INTERNATIONAL FOLIAGE CORP., LOCATED AT THE NORTHEAST CORDER OF BRADSHAW ROAD AND 4<sup>TH</sup> STREET; PROVIDING FOR DIRECTIONS TO THE COMMUNITY DEVELOPMENT DIRECTOR, SEVERABILITY, CONFLICTS, AND AN EFFECTIVE DATE.**

Mayor Land opened the meeting for public hearing. No one wishing to speak, he closed the public hearing.

**MOTION by Commissioner Dean, and seconded by Commissioner Arrowsmith, to adopt Ordinance No. 2176. Motion carried unanimously with Mayor Land and Commissioners Arrowsmith, Dean, McQueen, and Till voting aye.**

**6. ORDINANCE NO. 2177 - FIRST READING - ANNEXATION - Mable Wallace, property located at 147 E. Sandpiper Road. (0.90 acre)** - Mayor Land said Ordinance No. 2177 does not meet the requirements for adoption and will be held over for a Second Reading. The City Clerk read the title as follows:

**ORDINANCE NO. 2177**

**AN ORDINANCE OF THE CITY OF APOPKA, FLORIDA, TO EXTEND ITS TERRITORIAL AND MUNICIPAL LIMITS TO ANNEX PURSUANT TO FLORIDA STATUTE 171.044 THE HEREINAFTER DESCRIBED LANDS SITUATED AND BEING IN ORANGE COUNTY, FLORIDA, OWNED BY MABLE WALLACE, LOCATED NORTH OF SANDPIPER ROAD AND EAST OF PARK**

**VENUE; PROVIDING FOR DIRECTIONS TO THE CITY CLERK,  
SEVERABILITY, CONFLICTS, AND AN EFFECTIVE DATE**

Mayor Land opened the meeting for public hearing. No one wishing to speak, he closed the public hearing.

**MOTION by Commissioner Till, an seconded by Commissioner Arrowsmith, to accept the First Reading of Ordinance No. 2177 and hold it over for a Second Reading. Mayor Land claimed a conflict of interest due to having previously owned and sold property in the area. Motion carried 4-0 with Commissioners Arrowsmith, Dean, McQueen, and Till voting aye, and Mayor Land abstaining and filing a Form 8B.**

**7. ORDINANCE NO. 2178 - FIRST READING - ANNEXATION - Martin and Jennifer Flickinger, property located at 145 E. Sandpiper Road. (0.65 acre) - Mayor Land said Ordinance No. 2178 does not meet the requirements for adoption and will be held over for a Second Reading. The City Clerk read the title as follows:**

**ORDINANCE NO. 2178**

**AN ORDINANCE OF THE CITY OF APOPKA, FLORIDA, TO EXTEND ITS TERRITORIAL AND MUNICIPAL LIMITS TO ANNEX PURSUANT TO FLORIDA STATUTE 171.044 THE HEREINAFTER DESCRIBED LANDS SITUATED AND BEING IN ORANGE COUNTY, FLORIDA, OWNED BY MARTIN FLICKINGER AND JENNIFER FLICKINGER, LOCATED NORTH OF SANDPIPER ROAD AND EAST OF PARK AVENUE; PROVIDING FOR DIRECTIONS TO THE CITY CLERK, SEVERABILITY, CONFLICTS, AND AN EFFECTIVE DATE**

Mayor Land opened the meeting for public hearing. No one wishing to speak, he closed the public hearing.

**MOTION by Commissioner Till and seconded by Commissioner Dean, to accept the First Reading of Ordinance No. 2178 and hold it over for a Second Reading. Mayor Land claimed a conflict of interest due to having previously owned and sold property in the area. Commissioner Arrowsmith said he would be abstaining as they are a client of the bank. Motion carried 3-0 with Commissioners Dean, McQueen, and Till voting aye, and Mayor Land and Commissioner Arrowsmith abstaining and filing a Form 8B.**

**8. ORDINANCE NO. 2179 - FIRST READING - ANNEXATION - N.P. Properties, LLC, properties located at 1031 and 1033 S. Orange Blossom Trail. (0.94 acre) - Mayor Land said Ordinance No. 2179 does not meet the requirements for adoption and will be held over for a Second Reading. The City Clerk read by title as follows:**

**ORDINANCE NO. 2179**

**AN ORDINANCE OF THE CITY OF APOPKA, FLORIDA, TO EXTEND ITS TERRITORIAL AND MUNICIPAL LIMITS TO ANNEX PURSUANT TO FLORIDA STATUTE 171.044 THE HEREINAFTER DESCRIBED LANDS SITUATED AND BEING IN ORANGE COUNTY, FLORIDA, OWNED BY N.P. PROPERTIES, LLC, LOCATED NORTH OF ORANGE BLOSSOM TRAIL AND EAST OF ROGER WILLIAMS ROAD; PROVIDING FOR DIRECTIONS TO THE CITY CLERK, SEVERABILITY, CONFLICTS, AND AN EFFECTIVE DATE**

Mayor Land opened the meeting for public hearing. No one wishing to speak, he closed the public hearing.

**MOTION by Commissioner Till, and seconded by Commissioner McQueen, to accept the First Reading of Ordinance No. 2179 and hold it over for a Second Reading. Motion carried unanimously with Mayor Land and Commissioners Arrowsmith, Dean, McQueen, and Till voting aye.**

**9. ORDINANCE NO. 2180 - FIRST READING - ANNEXATION - N.P. Properties, LLC, properties (3) located on Victor Drive. (1.40 acres) - Mayor Land said Ordinance No. 2180 does not meet the requirements for adoption and will be held over for a Second Reading. The City Clerk read by title as follows:**

**ORDINANCE NO. 2180**

**AN ORDINANCE OF THE CITY OF APOPKA, FLORIDA, TO EXTEND ITS TERRITORIAL AND MUNICIPAL LIMITS TO ANNEX PURSUANT TO FLORIDA STATUTE 171.044 THE HEREINAFTER DESCRIBED LANDS SITUATED AND BEING IN ORANGE COUNTY, FLORIDA, OWNED BY N.P. PROPERTIES, LLC, LOCATED NORTH OF ORANGE BLOSSOM TRAIL AND EAST OF ROGER WILLIAMS ROAD; PROVIDING FOR DIRECTIONS TO THE CITY CLERK, SEVERABILITY, CONFLICTS, AND AN EFFECTIVE DATE**

Mayor Land opened the meeting for public hearing. No one wishing to speak, he closed the public hearing.

**MOTION by Commissioner Till, and seconded by Commissioner McQueen, to accept the First Reading of Ordinance No. 2180 and hold it over for a Second Reading. Motion carried unanimously with Mayor Land and Commissioners Arrowsmith, Dean, McQueen, and Till voting aye.**

**SITE APPROVALS - There were no site approvals.**

**DEPARTMENT REPORTS AND BIDS - CAO Anderson introduced the new marketing booklet prepared by Land Design Innovations (LDI) for the economic development incentive. He announced**

the beginning of distribution through various venues including the City's website. He said they were working on a number of incentives and will be working with Orange County on some EDC plans.

Pat Tyjeski, Senior Planner with LDI, 1770 Fennell Street, Maitland, said they started with a list of areas to take the booklets such as MetroOrlando, EDC, the Chamber of Commerce, and various groups in the County. She stated they are planning to hold a business forum in approximately three (3) weeks at City Hall, and will be inviting area Realtors, the Chamber of Commerce, and businesses. She said they have started with five areas to market heavily. In response to a question from Commissioner McQueen she stated copies of the booklet will be sent to those sites so that it can be used in their marketing efforts.

CAO Anderson said once the marketing information is out, they will then rely on the types of responses received and will tailor efforts based upon those responses. He stated the first step is to show what the City has available, and then work toward how this will fit and target it more specific.

Commissioner McQueen inquired how Pizzuti was involved in this.

CAO Anderson advised that Pizzuti was involved in the Downtown phase. They have been working on the demographic studies to see what it would support, what types of businesses, and what type of residential capacities are in the City. He said there will be a public meeting on July 15, 2010, 6:00 p.m. at the VFW. He stated there have already been some stakeholder meetings held with anyone interested in the Downtown project. The meeting on July 15<sup>th</sup> is the public engagement aspect. He said the information they are receiving from Pizzuti, EDC, and other groups will be put together to come up with a good approach on what they need to target. He reiterated that Pizzuti was bringing back the demographics and marketing survey in addition to what the City has.

Commissioner Till suggested the Chamber place a link from their website to the City's website and this booklet. She also suggested the Florida Chamber of Commerce have copies as well.

**MAYOR'S REPORT** - Mayor Land reported he received a note from Lennox R. Crawford wanting to congratulate Donna Davis of Administrative Services for the help provided to them.

Mayor Land said a letter was received from Apopka resident, Otto Kosa, expressing his gratitude to the Apopka Fire Rescue staff regarding his 911 services on May 27. He commended the following members of the responding team for a "job well done": John Dreschel, Sean Knapp, Nick Shelton, Tony Keener, and Jason LeBlanc.

Mayor Land said when the City was growing fast, that consideration was given to change in representation on the Council. He stated population growth has slowed and suggested using the time available to hear from the public or use a consultant for deciding on changes in the future. He made several suggestions but said it is most important to hear from the public on how they may want to proceed and what is best for the community. He discussed the importance of educating the public and Council regarding this matter as it would have to be by referendum.

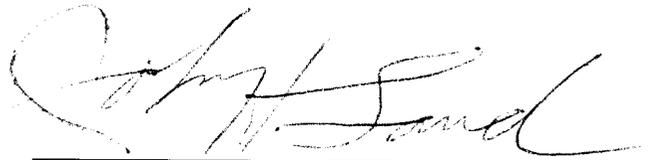
**OLD BUSINESS**

1. **Council** - There was no old business from the City Council.
2. **Public** - There was no old business from the public.

**NEW BUSINESS**

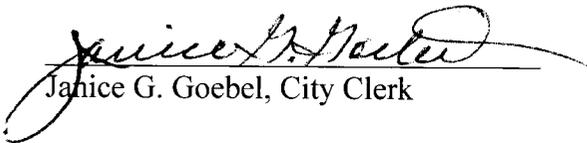
1. **Council** - There was no new business from the City Council.
2. **Public** - There was no new business from the public.

**ADJOURNMENT** - There being no further business to discuss, the meeting adjourned at 3:40 p.m.



John H. Land, Mayor

ATTEST:



Janice G. Goebel, City Clerk