TOWN COMMISSION MEETING AGENDA
TOWN OF LADY LAKE, FLORIDA
AUGUST 17, 2026

Commission Chambers
409 Fennell Blvd., Lady Lake, FL 32159
6:00 PM

PROCEDURE

If you wish to address the Town Commission on any item on the agenda or comment on something not on the agenda you must fill out a Speaker Card and turn it in to the Town Clerk before the agenda item. Speakers will be limited to three minutes. Persons interested in speaking on an item not on the agenda may be heard under "PUBLIC COMMENTS." Citizen groups are asked to name a spokesperson. Upon being recognized, please approach the dais, state your name and address, and speak clearly into the microphone. The order of agenda items may be changed if deemed appropriate by the Town Commission. Please be respectful of others and silence your electronic devices.

1. **CALL TO ORDER**

2. **ROLL CALL**

3. **INVOCATION** - Led by Pastor Titus Odom – Lady Lake Church of God

4. **PLEDGE OF ALLEGIANCE**

5. **PRESENTATIONS**

    a. Check presentation to Town of Lady Lake Public Works by Representative Nan Cobb

6. **CONSENT - (PUBLIC COMMENT TAKEN)**

Those matters included under the Consent Agenda are self-explanatory and are not expected to require review or discussion. Items will be enacted by one Motion. If discussion is desired by any member of the Commission, that item must be removed from the Consent Agenda and considered separately.

    a. **Communications —** Consideration of Approval to Award Contract for RFP No.

2026-004 for Town-Wide Branding & Identity Development, Placemaking, and Strategic Marketing Consulting Services to Inspire Placemaking Collective in the amount of $30,000 (Elisha Pappacoda)

b. **Growth Management —** Consideration of approval to advertise a Request for Proposal (RFP) to evaluate the Town's existing 2030 Comprehensive Plan and prepare a new 2050 Comprehensive Plan. (Thad Carroll)

c. **Town Clerk's Office —** Approval of the Town Commission Meeting Minutes July 20, 2026. (Kathy Rosado)

7. PUBLIC HEARINGS & QUASI–JUDICIAL HEARINGS (PUBLIC COMMENT TAKEN) - NONE

8. NEW BUSINESS – (PUBLIC COMMENT TAKEN) - NONE

9. MAYOR AND COMMISSIONER'S REPORTS

10. TOWN MANAGER'S REPORT

11. TOWN ATTORNEY'S REPORT

12. PUBLIC COMMENTS

This section is reserved for members of the public to bring up concerns or comments on any matter. The time limit for such comments is (3) minutes and only those members of the public who submitted a request to speak to the Clerk in writing on the Town's approved form will be permitted to speak. Please be courteous and respectful of the views of others. Personal attacks on the Town Commission, Town Staff, or members of the public are not allowed.

13. ADJOURN

NOTICES: Pursuant to Section 286.0105, Florida Statutes, If a person decides to appeal a decision made with respect to any matter considered at the above meeting or hearing, he/she may need a verbatim record of the proceedings including the testimony and evidence, a record of which is not provided by the Town of Lady Lake. (F.S. 286-0105) One or more members of any other Town Board or Committee may be in attendance at this meeting but will not be conducting business.

In accordance with the Americans with Disabilities Act (ADA), persons with disabilities who need accommodation to participate in this meeting should contact the Town Clerk's Office, 409 Fennell Boulevard, Lady Lake, FL 32159, telephone (352) 751-1501, or email clerk@ladylake.org no later than 4 days before the meeting. If you are using a TDD/TTY, you may contact us through the free Florida Relay Service at 711. This meeting is being held in a handicapped accessible location. If you require assistive listening, the Chamber is equipped to stream live audio using your own device (a personal smartphone connected to your own headset, earbuds, hearing aid or cochlear implant, or a Town loaner headset)."

Please contact the Town Clerk's Office with any questions at 352-751-1501. This meeting is being conducted in a handicapped accessible location. Any handicapped person requiring special accommodation or an interpreter for the hearing or visually impaired should contact the Clerk's Office at least two days prior to the meeting. To access a Telecommunication Device for Deaf Persons (TDD), please call 352-751- 1565.

TOWN COMMISSION MEETING AGENDA ITEM
TOWN OF LADY LAKE, FLORIDA

AGENDA ITEM TITLE

Communications — Consideration of Approval to Award Contract for RFP No. 2026-004 for Town-Wide Branding & Identity Development, Placemaking, and Strategic Marketing Consulting Services to Inspire Placemaking Collective in the amount of $30,000 (Elisha Pappacoda)

AGENDA ITEM ID

2026-238

DEPARTMENT

Communications

SUMMARY

After reviewing the proposals received, the Town's Selection Committee selected three firms to participate in the interview process. Following the interviews and evaluation of the finalists, the Selection Committee recommended Inspire Placemaking Collective for the project. The Town Commission subsequently approved the $30,000 award. The contract is attached for your review and approval.

STAFF RECOMMENDATION

Approval of the $30,000 Contract to Inspire Placemaking Collective for Branding Services.

FISCAL IMPACT

$30,000

FUNDING SOURCE

TOWN COMMISSION MEETING AGENDA ITEM
TOWN OF LADY LAKE, FLORIDA

AGENDA ITEM TITLE

Growth Management — Consideration of approval to advertise a Request for Proposal (RFP) to evaluate the Town's existing 2030 Comprehensive Plan and prepare a new 2050 Comprehensive Plan. (Thad Carroll)

AGENDA ITEM ID

2026-237

DEPARTMENT

Growth Management

SUMMARY

The Town's current Comprehensive Plan, adopted in 2006 with a planning horizon of 2030, requires a comprehensive update to maintain compliance with Florida law and establish a new planning horizon through 2050. Although the Goals, Objectives, and Policies (GOPs) were updated in 2011 and 2021 to address statutory requirements, the supporting Data and Analysis Report has not been comprehensively updated since 2006, and the plan's demographic projections and planning horizon remain outdated.

The updated Comprehensive Plan will include a new Data and Analysis Report documenting existing conditions, trends, projections, opportunities, constraints, and supporting technical information, as well as revised Goals, Objectives, and Policies based on those findings. The new plan will guide future growth, annexation, redevelopment, and land use decisions through 2050.

Growth Management staff request approval to advertise a Request for Proposals (RFP) to prepare the Town's 2050 Comprehensive Plan. Following receipt of proposals, an evaluation committee will review and rank the submissions and recommend the most qualified firm for contract award, subject to available budget. Proposals are proposed to be due on September 30, 2026, with a contract award anticipated in early November.

STAFF RECOMMENDATION

Staff recommend approval of the request to advertise a Request for Proposal (RFP) to evaluate the Town's existing 2030 Comprehensive Plan and prepare a new 2050 Comprehensive Plan.

FISCAL IMPACT

An amount not to exceed $150,000 (Budgeted FY 2027 – pending adoption).

FUNDING SOURCE

Growth Management – Other Contractual Services (General Fund)

DRAFT MINUTES OF THE TOWN COMMISSION MEETING
TOWN OF LADY LAKE, FLORIDA

August 03, 2026

The regular meeting of the Lady Lake Town Commission was held in the Commission Chambers at Lady Lake Town Hall, 409 Fennell Blvd., Lady Lake, Florida, with Mayor Freeman presiding. The meeting convened at 6:00 p.m.

1. CALL TO ORDER

2. ROLL CALL

Commissioner (Ward)	Present
Regan (Four)	YES
McLea (Two)	YES
Roberts (One)	YES
Sage (Five)	Excused
Freeman (Three)	YES

STAFF PRESENT

Bill Lawrence, Town Manager; Kathy Rosado, Town Clerk; Thad Carroll, Growth Management Director; Police Chief Steve Hunt, Lady Lake Police Department; Deputy Chief Jason Brough, Lady Lake Police Department; Lt. Robert Tempesta, Lady Lake Police Department; Lt. Allen Green, Lady Lake Police Department; Officer Ryan O'Neal, Lady Lake Police Department; Officer Hashaam Choudri, Lady Lake Police Department; C.T. Eagle, Public Works Director; John Pearl, I.T. Director; Joella LeDonne, Finance Director; Rodolpho Gutierrez, Staff Assistant to Town Clerk; and Carol Osborne, Deputy Town Clerk.

Town Attorney Taylor Tremel was also in attendance.

3. INVOCATION

Led by Reverend Kristina Spaude – Tri-County Unitarian Unilateralist

4. PLEDGE OF ALLEGIANCE

5. PRESENTATIONS

There were no presentations.

6. ANNOUNCEMENT

Announcement of Qualifying Period from 12 noon on August 10, 2026, to 12 noon on August 14, 2026, for the Office of Town Commissioner for Wards One, Three, and Five, for the General Election on November 3, 2026. (Mayor Freeman)

7. CONSENT — (Public Comment Taken)

a. **Town Clerk's Office** — Approval of the Commission Special Conceptual Workshop Minutes — July 20, 2026. (Kathy Rosado)

b. **Library** — Consideration to approve the Fifth Amendment to the Interlocal Agreement Between Lake County, FL and the Town of Lady Lake Relating to the Provision of Library Services. (Aly Herman)

c. **Police Department** — Consideration of renewal of the Agreement for Law Enforcement Dispatch Services for an additional Three-Year Term. (Chief Hunt)

Upon a motion by Commissioner Roberts and seconded by Commissioner McLea, the Commission approved the Consent Agenda as presented. Motion carried 4-0.

7. PUBLIC HEARINGS & QUASI-JUDICIAL HEARINGS (Public Comment Taken) - None

8. NEW BUSINESS – (Public Comment Taken)

a. **Code Enforcement** — Consideration of Reduction of Liens for Code Enforcement Case 25-001533 and Case 25-003227; a request to reduce three liens totaling $49,050 for property located at 702 Summit Street, Lady Lake, Florida. (Denise Williams)

Code Enforcement Officer Denise Williams stated that the subject property, located at 702 Summit Street within the Skyline Hills subdivision, was the subject of two Code Enforcement cases involving multiple violations of the Town of Lady Lake Code of Ordinances and Land Development Regulations.

Case 25-001533 was initiated on May 15, 2025, under the ownership of Gulf Stream LLC. After the property failed to comply with an Order of Enforcement issued by the Special Magistrate on September 25, 2025, administrative fees and two daily fines were imposed. Due to continued noncompliance, an Order of Fine Hearing was held on October 23, 2025, ultimately resulting in a lien being recorded on December 15, 2025.

Case 25-003227 was opened on December 11, 2025, under the ownership of 702 Summit Land Trust for additional violations. After the property failed to comply with an Order of Enforcement issued by the Special Magistrate on January 22, 2026, administrative fees and daily fines were imposed. Due to continued noncompliance, an Order of Fine Hearing was held on February 26, 2026, ultimately resulting in another lien being recorded on April 2, 2026.

The property was purchased by Fernando Calderon on April 3, 2026. Upon acquiring the property, Mr. Calderon contacted the Town, was provided information regarding both outstanding liens, and immediately began correcting the violations. He paid all administrative and recording fees on May 19, 2026, and the property was brought into full compliance on June 4, 2026. On that same date, Mr. Calderon submitted a written request for lien reduction.

At the June 25, 2026, Reduction of Lien Hearing, the Special Magistrate reviewed both cases. The accrued fines totaled $49,050 ($43,050 for Case 25-001533 and $6,000 for Case 25-003227). Based on the new owner's good-faith efforts to resolve the violations after acquiring the property, the Special Magistrate recommended reducing each lien to $250, for a combined total of $500, contingent upon approval by the Town Commission. The Special Magistrate also ordered that the reduced lien amount be paid by September 17, 2026.

Officer Williams stated that on July 14, she observed that the mobile home had been removed from the property. Mr. Calderon emailed Officer Williams on July 21 informing her that the mobile home removal was the outcome of a court-ordered repossession by the bank stemming from legal proceedings involving the previous owners that he was not aware of at the time of purchase.

Commissioner Regan confirmed with Officer Williams that the property is now in compliance.

Commissioner McLea confirmed with Officer Williams that this request will recoup the town’s costs. She inquired about his intentions for the property.

Fernando Calderon, property owner, 702 Summit Street

Mr. Calderon stated that he intends to purchase a home for the property.

Upon a motion by Commissioner Roberts and seconded by Commissioner Regan, the Commission approved the recommended lien reductions for Code Enforcement Case 25-001533 and Case 25-003227, 702 Summit Street, by the following roll call vote:

Commissioner (Ward)	**Vote**
Regan (Four)	**YES**
McLea (Two)	**YES**
Roberts (One)	**YES**
Freeman (Three)	**YES**

Motion passed by a vote of 4-0.

b. Finance — Discussion and consensus on the tentative millage rate and set proposed dates, times, and place for the first public hearing for the tentative millage rate and budget, and for the second hearing for the final millage rate and budget. (Joella LeDonne)

Finance Director Joella LeDonne stated to set the tentative millage rate of 3.6510 mills for the Fiscal Year 2026-2027, and set the date, time, and place of the first public hearing for the tentative millage rate on Wednesday, September 9, 2026, at 6 p.m., in the Commission Chambers. To set the date, time, and place for the second public hearing for adopting the final millage rate and budget on Monday, September 21, 2026, at 6 p.m., in the Commission Chambers.
The proposed millage rate for Fiscal Year 2026-2027 must be submitted to the property appraiser on Monday, August 3, 2026, along with the date, time, and place of the tentative millage and budget hearings. The proposed tentative millage rate approved can be increased or decreased on September 9, 2026. However, on September 21, 2026, at the final public hearing, the tentative millage rate can be decreased but not increased. The current year's roll-back rate is 3.5064 mills. The proposed budget is based on 3.6510 mills, which is an increase of 4.12% on the current roll-back rate. Any millage rate up to 3.5064 would require at least three affirmative votes of the total Town Commission. A rate of 3.8570 mills would require a two-thirds vote or four affirmative votes of the Town. These votes are based on the total membership of the Town Commission rather than the membership present at the meeting.

The Town's two public hearings cannot conflict with Lake County or Lake County School Board public hearings. The tentative dates for Lake County are September 8, 2026, and September 22, 2026. The Lake County School Board met on July 27, 2026, and is scheduled to meet again on September 14, 2026. The hearings cannot start before 5 p.m.

Staff recommends approval.

Upon a motion by Commissioner McLea and seconded by Commissioner Roberts, the Commission approved the tentative millage rate at the rolled back rate of 3.5064 mills, with the first public hearing on Wednesday, September 9, 2026, at 6:00 p.m., in the Commission Chambers, and set the second public hearing for adopting the final millage rate and budget on Monday, September 21, 2026, at 6:00 p.m., in the Commission Chambers, by the following roll call vote:

Commissioner (Ward)	Vote
Regan (Four)	YES

Commissioner (Ward)	Vote
McLea (Two)	YES
Roberts (One)	YES
Freeman (Three)	YES

Motion passed by a vote of 4-0.

c. Human Resources — FY 2026-2027 Benefits (Medical, Dental, Vision, Life Insurance, Long-Term Disability, Short-Term Disability, Accident Coverage, Critical Illness, and Hospital Indemnity Coverage. (Tamika DeLee)

Town Manager Bill Lawrence stated that Ms. DeLee is at a conference and he will present this agenda item. He advised the only change is a 4.5% increase in medical benefits.

Upon a motion by Commissioner Roberts and seconded by Commissioner Regan, the Commission approved the FY 2026-2027 Benefits as presented, by the following roll call vote:

Commissioner (Ward)	Vote
Regan (Four)	YES
McLea (Two)	YES
Roberts (One)	YES
Freeman (Three)	YES

Motion passed by a vote of 4-0.

d. Information Technology and Public Works — Consideration of Approval to Enter into Master Marketing, Option and Lease Agreement with SQF, LLC (dba Verta Wireless) to Lease Specific Town Properties to Wireless Service Providers to Construct and Operate Wireless Communication Facilities. Tabled at the July 20, 2026, Town Commission meeting. (John Pearl)

I.T. Director John Pearl stated that the amended contract is not finalized at this time. He requested that this item be tabled to a date uncertain to work on the contract language. The town attorney will update the commission under the town attorney's report.

Upon a motion by Commissioner Roberts and seconded by Commissioner McLea, the Commission approved tabling this item to a time uncertain, by the following roll call vote:

Commissioner (Ward)	Vote
Regan (Four)	YES
McLea (Two)	YES
Roberts (One)	YES
Freeman (Three)	YES

Motion passed by a vote of 4-0

e. Town Clerk's Office — Resolution 2026-104 – Declaring Qualifying Dates for the Office of Town Commissioner for Wards One, Three, and Five for the November 03, 2026, General Election; and Authorization to Request that the Lake County Supervisor of Elections Conduct the Election. (Kathleen Rosado)

Town Clerk Kathleen Rosado presented this agenda item and recommended approval.

Commissioner Roberts inquired if there is a cost to the Supervisor of Elections to conduct this election.

Ms. Rosado stated that the cost is $100.

Upon a motion by Commissioner Regan and seconded by Commissioner McLea, the approved: Resolution 2026-104, by the following roll call vote:

Commissioner (Ward)	Vote
Regan (Four)	YES
McLea (Two)	YES
Roberts (One)	YES
Freeman (Three)	YES

Motion passed by a vote of 4-0.

9. MAYOR AND COMMISSIONER'S REPORT

Commissioner Roberts stated that she attended the Cybersecurity Awareness program presented by the town's Security Analyst, Howard Davis. She said it was well attended and Mr. Davis was gracious in answering many questions. She stated that his community outreach on this very important subject is much appreciated.

Mayor Freeman stated that he and Commissioner Roberts will be attending the Florida League of Cities conference in Hollywood, Florida.

10. TOWN MANAGER'S REPORT

Town Manager Bill Lawrence stated that he and staff continue amending the proposed FY 2026-2027 budget. He and the department managers continue working on employee evaluations.

11. TOWN ATTORNEY'S REPORT

Attorney Tremel advised that continued agreement negotiations with Verta may take an additional five hours. He inquired about specific terms important to the commission that need to be included, i.e., revenue from each tower, and whether construction costs and other costs are deducted from the rent or paid by Verta. He stated that he will request Verta's attorney to clarify various terms in the lease.

Commissioner McLea stated that the commission requested a report of the projected revenue from one or more towers, along with a clause that the town can reject any proposed site.

Commissioner Roberts clarified further that the verbiage needs to state that the town has absolute authority to reject. She requested a report detailing the revenue generated from their towers in other towns and the percentage of revenue paid to those municipalities. Also, clarification on which party is responsible for construction and maintenance costs.

Commissioner Roberts stressed that these requests need to be gathered by Verta, not the town attorney's office.

Mr. Pearl stated that they were inclined to accept our terms at the latest negotiations with Verta and the town attorney.

Mayor Freeman stated he was dissatisfied that a Verta representative was not present at the July 20 commission meeting.

Mr. Pearl verified that the representatives will be present at an upcoming commission meeting.

12. PUBLIC COMMENTS

Rick Carlins, 5144 Albert Road, Fruitland Park

Mr. Carlins expressed his concerns with Flock cameras and requested that BookPage be removed from the library.

Gail Carlins, 5144 Albert Road, Fruitland Park

Ms. Carlins requested that BookPage be removed from the library.

John Abriola, Miami, Florida, Christian Family Coalition

Mr. Abriola expressed his concerns about BookPage being in the library and requested the town observe Charlie Kirk Day.

Paul Harsh, Pastor, First Baptist Church of Lady Lake

Mr. Harsh expressed his opinion regarding the PRIDE proclamation and BookPage being in the library.

Laura Conyers, 40216 Palm St., Lady Lake

Ms. Conyers requested that BookPage be removed from the library and observe Charlie Kirk Day.

Gary Conyers, 40216 Palm St., Lady Lake

Mr. Conyers expressed his support in recognizing Charlie Kirk Day.

13. ADJOURN

There being no further business to discuss, the meeting adjourned at 6:54 p.m.

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Kathleen Rosado, Town Clerk

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Ed Freeman, Mayor