

WEEKLY MANAGER'S REPORT

TOWN OF LADY LAKE, FLORIDA

By Bill Lawrence, Town Manager

August 7, 2025

DEPARTMENT MANAGER'S REPORT (William Lawrence):

Shoutouts & Acknowledgments:

A big thank you to our Department Managers — Thad Carroll, C.T. Eagle, Mike Burske, Aly Herman, Tamika DeLee, John Pearl, Caol Osborne, Elisha Pappacoda, and Steve Hunt — for doing an outstanding job preparing and presenting their budgets at the recent Budget Workshop!

What made this year stand out was the inclusion of a summary of the past year's activities, along with clear explanations for any requested budget increases. Excellent work!

Congratulations to **Elisha Pappacoda**, who attended the Florida Public Relations Association conference this week and was honored with the **Joe Curley Rising Leader Award!** Well-deserved recognition for her leadership and contributions.

Please join us in welcoming **Kathy Rosado**, who is stepping into the role of **Town Clerk** for the Town of Lady Lake. Kathy brings a wealth of experience, having served as Assistant Town Clerk for the City of Daytona Beach for the past three years and Deputy City Clerk in the City of Maitland for nine years. A graduate of Seminole State College, she also holds a **Master Municipal Clerk Certification** and is a **Florida Certified Records Manager**. We're excited about the ideas and energy she brings to this important role!

A County/City Manager's Meeting was held in Leesburg on Thursday, where local leaders gathered for general topic discussions and regional collaboration.

CLERK'S OFFICE (Carol Osborne):

No report this week.

COMMUNICATIONS (Elisha Pappacoda):

This week, I attended the Florida Public Relations Association Annual Summit, with speakers from Universal Orlando Resort, FOX Entertainment, SAG-AFTRA, Duolingo, the Savannah Bananas, Poynter Institute and many other national organizations.

I and two Lake County Chapter members were featured with our pictures and quotes on banners commemorating the 15th anniversary of the Joe Curley Rising Leader Award, which reflects FPRA's commitment to developing and empowering the next generation of leaders in our field.

I'd like to share some of what I learned:

What Media Wants – Dan Simon, CEO of Qwoted

What Drives PR Success?

- Speed
- Truth is slow / lies are fast
- Women continue to outperform men as spokespeople
- Independent platforms are growing fast

Beyond the Logo – Reilly Newman of Brandy

Why do rebrands fail?

- Design but no strategy
- Story but no narrative
- All bark, no bite
- Some things are worth preserving

What is the core of a rebrand?

- Reposition the brand, don't just re-address it
- Redesign is not a rebrand
- Rebrands should be rooted
- Don't put lipstick on a pig without repositioning
- Don't just make it better, make it matter
- Change context, not just aesthetic

Chaos Theory & AI, Mark McClennan

Ethical Considerations of AI

- PR professionals' duty is to society, not just clients.
- Train ethical minds: people are 5x more likely to do the right thing when they have time to think.
- Focus on ethics and staff training – this should be part of the onboarding process.

From learning more about rebranding to AI, and networking with old and new friends, this conference refreshes my enthusiasm for my profession every year and allows me to bring new knowledge and fresh perspective to the town.

FINANCE (Joella LeDonne):

This week, our new Assistant Finance Director, Brandi Carson, has started. She comes with a great knowledge of utilities. She previously worked for the City of Leesburg and The Villages Community Development District. Her focus and duties will be to get our utility department more structured. She is up for the challenge. We are so happy to have her here. Springbrook is moving along as everyone is hopefully getting more comfortable with using it. We all understand the trials and tribulations of learning anything new, but with practice and patience, we will overcome any obstacles. If anyone has any issues, please email the help desk.

GROWTH MANAGEMENT (Thad Carroll):

This week, comments were sent to the applicant regarding the site plan application for the proposed Chase Bank located at the intersection of County Road 25 and North Highway 27/441, lying west of the highway.

An improvement plan application was submitted for Reserve at Hammock Oaks Phase 4A. This phase consists of 163 single-family lots on 34.727 acres. Updated documents were also submitted for the Hammock Oaks Commercial Park Phase 1 final plat.

An updated minor site plan modification was submitted for the La Reina restaurant patio façade remodel in Spanish Springs. The updated plans expand the original scope of work by continuing the streetscape project to include the entire façade along Alvarez Avenue.

Building plan revisions were received for new renovations for the lofts at the Citrus Exchange building located at 1100 Main Street in Spanish Springs.

The department received an application and plans for a remodel at Joann's Fabrics location for a conversion to Burlington, located at 540 North Highway 27/441.

On Monday evening, the Town Commission voted 5-0 to approve Ordinance 2025-10 on second and final reading. The ordinance modifies language in the Land Development Regulation to comply with Senate Bill 784 (SB 784), which was signed into law by Governor Ron DeSantis on June 20, 2025, with an effective date of July 1, 2025. All plat and replat applications are now subject only to administrative review and approval by designated staff of the local government.

During the week, the department received forty-seven building permit applications or revisions and issued thirty permits. A total of one hundred and ninety-five inspections were conducted in the field.

This week, code enforcement opened fourteen new cases, closed thirteen cases, and conducted fifty-four inspections. Seven signs were also removed from the Town's right-of-way.

HUMAN RESOURCES (Tamika DeLee):

The Human Resources Department recently attended the 89th Annual Florida Public Human Resources Association (FPHRA) Conference, held this past week at the Wyndham Grand Orlando Resort Bonnet Creek in Orlando, Florida. This year's keynote address was delivered by Dr. Natasha S. Hampton, City Manager, best-selling author, and transformational leadership strategist. Her presentation, titled "Step Right Up: Centering People, Power & Purpose in the Future of Public HR," captivated attendees with a dynamic, circus-themed metaphor exploring the evolving role of HR in the public sector. Dr. Hampton has over 20 years of leadership experience in public administration and human capital development. Her work has been featured at national conferences and leadership forums across the country. Learn more about her at www.natashahampton.com.

We are excited to welcome two new employees to the Town:

Brandi Carson, Assistant Financial Director

Keyaun Isaac, Public Works Operator I-Facilities/Streets

Please join us in giving them a warm welcome as they begin their journey with us.

Open Enrollment is currently underway!

Be sure to make your benefit selections no later than August 31st. If you have questions or need assistance, please contact Human Resources.

INFORMATION TECHNOLOGY (John Pearl):

Staff are continuing to focus on the ERP implementation and the FDLE CJIS audit, anticipated next Wednesday.

LIBRARY (Aly Herman):

This week, I wrapped up staff evaluations and took the opportunity to ask each team member about one or two goals they'd like to accomplish in the upcoming fiscal year. I was truly

impressed by the thoughtfulness and creativity behind their ideas. I feel extremely fortunate to work alongside such a hardworking and dedicated team—each one of them consistently goes above and beyond for our community.

On July 25, we were informed that, after more than eight years, Best Buy's Geek Squad will no longer be offering its twice-monthly Apple product help classes at the library. Due to new management and internal restructuring, they have discontinued the program without prior notice, which was disappointing, as it left us with little time to notify patrons or arrange alternative support.

Fortunately, thanks to Ruth's quick work, we've partnered with a member of the Apple Club in The Villages, who has agreed to lead a replacement class. This session will be held on **Thursday, August 22, at 10:00 a.m.** We're grateful to Ruth for stepping in and helping us continue to meet the needs of our patrons.

I will be attending the Lake County Library Director meeting today in Tavares.

It's been a bittersweet week in the Youth Library. Some of our little ones who have been coming since they were just six months old are heading off to Pre-K next week. We're so proud of them—and of their parents—for fostering a love of reading from such an early age. Watching them grow has been such a joy, and we know these kids are going to do amazing things in the world.

Here are the youth program stats for this week:

- Baby Storytime -10
- Video Games- 10
- Craft Corner: 60
- Tiny Tots: 23
- Family Crafting: 15
- Storytime: 37
- Reading with Scarlett: 8

www.facebook.com/lakelakelibrary225

PARKS AND RECREATION (Mike Burske):

No report this week!

POLICE DEPARTMENT (Chief Steve Hunt):

It's employee evaluation season here in Lady Lake, and our supervisors have been working hard to provide honest, accurate, and productive feedback for all our team members. I've had the privilege of reading through nearly three dozen reviews, and I couldn't be prouder of the team we've assembled.

None of us are perfect—myself very much included—but we've built a strong group of professionals who are committed to delivering the highest level of service to our community. They're continually working to perfect their craft, always striving to improve rather than settling into complacency.

I also want to take a moment to recognize the outstanding job Joella, and all involved in assembling next year's budget. Our team at the Police Department spent many hours over several days combing through each line item to evaluate every dollar spent with honesty and integrity. It's never easy to distinguish between a "want" and a "need," but we approached the process with care, reviewing everything multiple times to ensure we made thoughtful and accurate decisions.

It is my desire to provide our officers with the best tools available to perform their duties without losing sight of fiscal responsibility. Like I said earlier, we are far from perfect—but I can confidently say we are giving our best effort to deliver a product that reflects our dedication, responsibility, and pride in serving this community.

PUBLIC WORKS/UTILITIES DEPARTMENT (C.T. Eagle):

Administration (C.T. Eagle – Director and Peggy Smith – Admin. Assistant to Director):

The annual road resurfacing project is set to start on Monday, August 11th and will continue until August 18th, weather permitting. A full street list and activity schedule will be available on the Town's website.

Updated information regarding the FDOT US 27/441 Road Widening Project can be found here: <https://www.cflroads.com/project/238395-5>.

Questions and concerns can also be submitted via the website.

We have multiple positions open here at Public Works; open positions can be found here: <https://www.ladylakefl.gov/210/Human-Resources>

Information regarding current Town Projects can be found here: <https://www.ladylakefl.gov/167/Town-Projects>

Maintenance Department (Ted Williams, Supervisor):

Welcome aboard to Keyaun Isaac! He started as our new Operator I in the Streets Department this week.

Inspected new streets in the Boulevard Oaks Subdivision.

Performed driveway apron inspections.

Met with residents regarding stormwater issues and tree trimming concerns.

Streets (Kon Scott, Travis Lacey, and Justin Wallace - Lead Operators; Todd Foster – Operator II):

Performed litter pickup along roadways in Town. Continued cleaning or replacing street and stop signs townwide. Cleaned storm drains. Patched potholes and road cuts. Mowed Town maintained rights of ways.

Monitored retention ponds after rain events.

Trimmed trees on Paradise Dr, Gonzales Pl, and Torres Pl.

Facilities Maintenance (Mark Walls - Lead Operator, Joshua Fitchpatrick - Operator II, and Phillip Perna – Operator I):

Staff completed multiple work orders at Town facilities. Assembled new tables and made restroom repairs at the Library. Repaired leaking HVAC duct in the PD.

Continued performing groundskeeping at Town Hall, PD, and the Library.

Motor Pool (Billy Kohler - Lead Mechanic):

Ongoing repair and maintenance on Town Vehicles and Equipment.

Utilities — Water and Sewer (Thomas “Butch” Goodman – Supervisor, and Mary Levesque - Staff Assistant to Supervisor):

Conducted multiple interviews with HR for open positions.

Continued preparing annual staff evaluations.

Coordinated with multiple contractors, engineers, vendors, developers, and other departments regarding future and current in-process projects going on around Town.

Current project coordination with Hammock Oaks (Multiple Phases), Boulevard Oaks, Lake Ella Estates, and Green Key Village, phases 5 and 6.

Distribution and Collection Systems Field Operations (Robert Barnes, Lead Operator):

Completed customer concern calls.

Coordinate and complete various work orders, working on new accounts, meter reading, meter replacements, non-pay disconnects, and re-reads.

Completed 811 dig ticket location requests. Coordinating new fiber optic line locations.

Completed FDEP submittals, Water/Sewer/Reuse physical availability requests, Utility Quotes, CO inspection requests, and required back-flow device verification audits.

Performed weekly fueling and testing of emergency equipment, pumps, vehicles, and generators.

Water and Wastewater Treatment Plants (Daniel Myklejord – Lead Water Plant Operator, Darryl Flanders – Lead Wastewater Plant Operator, and Steve Pfouts – Treatment Plants Operations Manager)

Working on the Lead and Copper sampling plan for the water system.

Water, Wastewater, and Reuse Systems Master Planning Project and the newly approved Water Facilities Plan Project, required for SRF funding, are in process by the Town Engineer, Jason Shepler, with Mittauer-CPH. The results and recommended infrastructure projects will be presented to the Town Commission for consideration of approval this Fiscal Year.

The Consumptive Use Permit (CUP) renewal project with St. Johns River Water Management District (SJRWMD) is nearing the submittal phase to the regulatory agency for review.

Projected completion of renewal is by the end of this year or early 2026.