

**The City of Madeira Beach, Florida
Board of Commissioners Workshop Minutes
October 23, 2012**

CALL TO ORDER. The meeting was called to order at 6:19 p.m.

ROLL CALL

MEMBERS PRESENT: Travis Palladeno, Mayor
Robin Vander Velde, Vice Mayor
Terry Lister, Commissioner District 1
Nancy Hodges, Commissioner District 2
Nancy Oakley, Commissioner District 3

STAFF PRESENT: Shane Crawford, City Manager (CM)
Thomas Trask, City Attorney (CA)
Dave Marsicano, Central Services Director (CSD)
Vince Tenaglia, Finance Director (FD)
Lynn Rosetti, Community Development Director (CDD)
Derryl O'Neal, Fire Chief (FC)
Ginger Stilton, City Clerk (CC)

1. TOPICS

A. DISCUSS THE NEW MUNICIPAL BUILDING PROJECT AND PREFERENCE TO PROCEED WITH PHASE I & PHASE II.

CM Crawford recapped the Town Hall Meeting stating that when the meeting started that people were upset with the Commission's wishes to build a new complex, but once they understood the severity of the problems that exist with the building, they came around. The public realized that repairing the existing structures was just to throw good money after bad and while no one wants to spend that kind of money that it was necessary. He also stated that the survey results were in and they were very positive.

FD Vince Tenaglia is working with the CM to come up with ways to finance the project that it will not increase taxes, and there is a reduction of costs in doing the projects concurrently.

Randy Keys 356 145th Avenue, stated that he is all for the new Fire Station, City Hall, and the Rec Center for the kids, but has a problem funding a Fitness Center. He mentioned the outdoor facilities at Azalea and Freedom Park that are low maintenance and don't have overhead costs such as A/C.

CM Crawford said that the Fitness Center seems to be the white elephant in the room and though it might not make sense there are a number of ways the Commission can address the situation. When you build a Fire Station the Fire Fighters need a place to work out to stay fit, also if you encourage the employees to use the facility the City could cut down on health care costs. He said that he belongs to a gym that is completely automated and does not have to be staffed. He also said that yes it is an insurance liability but so are the walkovers, the sidewalks and the Boardwalk at John's Pass. It was to be put in the multi-purpose section of the Rec Center along with the areas to have weddings, yoga classes and the like. If they only want it for the Fire Fighters then they need to put it in the Fire Station. CM Crawford also stated that the outdoor fitness center could be done but it would be useless in the rainy season and too hot in the summer. Commissioner Oakley said the E-mails she received were overwhelmingly in favor of the Fitness Center. Vice-Mayor stated that the survey from the Town Hall meeting also showed overwhelming support for the fitness center and the multi-purpose room, as well as the parking structure under the building. She also stated that it could be staffed with volunteers.

Peter Trott 378 145th Avenue: Stated that he thinks that there would be plenty of volunteers in this

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community. He also mentioned a Fitness Trail that the Labatt company had put up. It has stops along the running trail that gives a person an activity to do like push-ups or pull-ups. He stated that he wanted to see a copy of the floor plans but that they weren't available at City Hall and that the Commission should put it on line so that people could see the proposal and think about it.

CM Crawford stated that it is just a concept right now but that it will come.

Armando Castellone 553 John's Pass Avenue: States that he is a structural engineer and that he believes the cost of putting up the building with the parking underneath will cost more than the extra \$600,000 the plans call for. The CM stated that the Board will have both options. The Vice-Mayor had some concerns about the elderly or handicapped getting up a hill if they have to raise the grade.

Peter Piechotta 182 148th Avenue East: Discussed the budget and how revenues are down while spending is up as he read some examples from the budget. He states that by 2015 the City will be in the red. He is against the project and thinks that it is irresponsible government.

Guy Critelli 13025 Pelican Lane: Told the Commission that he supports the idea of the new City Hall and Fitness Center, but not the parking garage.

Housh Ghovae of 423 150th Avenue: Says he also is in support of the project and he thinks that it sends a good message that the City cares about the health and well-being of its citizens. He also said that the CM is being very creative with the financing for this project.

CM Crawford defended the budget and stated that in no way will they be in the red in 2015, and he thinks that Mr. Piechotta took some things out of the budget but really didn't understand the shuffling that they did with the budget. The Mayor agreed.

Brian Borneman 14201 N. Bayshore: Stated that he is in total agreement with the project and that the present building is unsafe, and that even though staff has been cut, the City is doing well with less and there has been no loss of services.

Linda Horner 330 133rd Avenue East: Also agreed with the project and stated that the City does not need any law suits for sick building syndrome, and said let's do it.

CM Crawford said that if they were going to move forward with Phase I and Phase II that they needed to get moving because there were a lot of things to get in order.

Consensus: For the CM to move forward with Phase I & II.

B. DICUSS A BID RECOMMENDATION FOR PSX/CALE AMERICA INC. TO REPLACE THE CITYWIDE PARKING METERS WITH AUTOMATED PARKING METERS

CM Crawford received 2 bids on the project. PSX/CALE AMERICA INC. was the only one to bid correctly. There is \$275,000 in the budget for this project and with a bid of \$286,000 they are in the ballpark. PSX/CALE AMERICA INC. have adjusted the bid for the pay and display that the City wants. CM Crawford's recommendation to the Commission is to do it citywide with the exception of Kitty Stewart Park, because of the plans for the restaurant at that location, it would be easier to go back and do that lot after the planning was done. It would require a small budget amendment.

Dan Hanyotski of PSX Inc. and Ryan Bonardi of Cale America approached the podium to represent PSX/CALE AMERICA INC.

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Vice-Mayor Vander Velde Stated that she thought that this was supposed to start at Archibald Park. The CM said that he bid the project citywide to see what the total cost would be. The bid came in within budget for the entire City and that they could most certainly start there if that is what the Commission wanted. There is a pressing issue at John's Pass for the meters. He also stated that these meters would still accept cash as well.

Commissioner Oakley wanted to know if there was an app that would alert someone that their meter was about to expire and that would allow them to pay again by phone. Mr. Bonardi stated that a pay by phone could be set up, and if the patron started their parking time using the app they could continue to add money to the meter. It would not cost the City any more money to do this, however the patron would be charged a .35 cent service charge for the convenience. He also explained the pay and display in which the patron pays at the meter, and receives a 2 part receipt, one for the dashboard for parking enforcement and one to take with them as a reference as to what time the parking started. This method requires the patron to go back outside to place more time on the meter. Vice-Mayor Vander Velde also stated that she thought that the City had looked into payment that did not require a patron to return to the car to display the receipt. Mr. Bonardi said that that was an option as well called pay by space, but involved more cost to the City both upfront and ongoing. Commissioner Oakley stated that if someone is at the beach for the day that they don't want to be running back up to the meter all day. Mr. Bonardi said that they could set the rate structure so that 8 hours could be paid for all at once using their credit. Vice-Mayor Vander Velde wants to know if there is a way that the patron could have both; the paying at the meter when they first arrive, but also get a message when the time was about expire. Mr. Bonardi stated that they have shied away from that because of the expectation that they will get the text. Simple human error of typing in in the wrong number at the meter, and that person never receives the text, gets a ticket, and says well I never got the text. He also states that it can seem like a convenience on the front side but not so much on the backside. Vice-Mayor Vander Velde asked if they had a choice on what company would handle phone app, Mr. Bonardi said that there was different companies that did this sort of thing, but what was in their bid was a company that they have used a lot with great success. There was some further discussion on the difference between pay and display and the pay by space. It was explained that the cost to the vendor for the set up was the same either way, but the cost to the City was greater for the pay by space due to the equipment needed for enforcement and the numbering of all of the spaces and maintenance of the numbering system.

Commissioner Lister asked what could be done if for instance one meter at John's Pass was underutilized but another was being over used. Mr. Bonardi stated that they would be putting in the base work and that the meters could be moved if necessary. Commissioner Lister also asked about the warranty and was told that it did not cover acts of God or vandalism. He was also told that as far as repair was concerned that they were located in Oldsmar and could be here quickly, but also suggested that the have a few parts here at Madeira Beach and that they could train employees to be the first respond support.

Commissioner Hodges asked about the language capabilities and was told the most common are English, Spanish, French and German.

The CM asked if the Commission wants to Workshop the idea of paving the parking lots as they go, and whether or not to put it out for bid.

Consensus: Is to move forward with the pay and display.

Meeting was adjourned for 5 minutes and resumed at 7:50

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C. DISCUSS EXTENDING THE EAST SIDE OF THE SIDEWALK ALONG PELICAN LANE AND THE POSSIBILITY OF PURCHASING ADJACENT LAND FOR THE PURPOSE OF UTILIZING IT AS A PARKING LOT.

Mayor Palladeno wants to see about the possibility of getting a sidewalk on the east side of Pelican Lane. He has had several people ask about this and he rode his bicycle over there and said there is a lot of traffic on the road.

Guy Critelli 13025 Pelican Lane: stated that there is a need for a sidewalk for several reasons. It is behind a shopping center and there are large trucks pulling in and out. There are also a lot of people parking on the right of way instead of public parking spaces; a sidewalk would put an end to this as well because there is no parking on a sidewalk.

CM Crawford stated that there is a pedestrian issue on Pelican Lane and agreed that it would alleviate the parking problem as well. He suggested that the Mayor direct Staff, that there is a governmental contract the City could piggyback off of, and that it would be relatively cost effective project that could be done pretty quickly. Commissioner Lister suggested that they use the bricks they have left over from John's Pass so that it would match. He also said that the no parking signs need to go up and then enforced.

Consensus: Is to come back to the BOC meeting with an anticipated cost of the project.

D. DISCUSS PURCHASING DECORATIVE BIKE RACKS.

Before handing things over to Commissioner Oakley, CM Crawford wanted to say that as they go through beautifying the City and also handling the parking issue, you want to encourage the use of bikes. The restaurants and condos want them to take some pressure off of the parking code.

Commissioner Oakley said she saw one up in Clearwater that was shaped like a big fish and that it was very pretty. She feels that they could be functional as well as art.

CM Crawford wants to know if the Commission wants to require business owners to have them or does the City want to provide them.

Vice-Mayor Vander Velde thinks that further discussion is needed. She is opposed to forcing business owners into buying the bike racks but maybe offering an incentive program to help pay for the decorative ones.

The CM recommended that they use John's Pass as a "guinea pig" for the project to see what the reaction is. He also said he needs to find out if this is on a State bid that they can piggyback off of. He thinks that this needs to be on a Workshop and he will be able to have more information for the Commission.

Consensus: To Workshop it again.

E. DISCUSS PERMITTING SOUTH BEACH PARKING LOT.

CM Crawford states that they are comfortable as staff permitting 50% of the 97 spots in South Beach. He really can't give financial statistics on parking revenue because it is so underutilized that they will not

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forfeit meter revenue versus the \$35 monthly fee revenue. He would venture to say that he thinks if anything that the revenue will go up just because it is so underutilized.

Commissioner Oakley asked how that would be handled to the businesses. Mr. Crawford stated that it would be done on a first come first serve basis, which is how the rest of the permitting is done. There was also some discussion on signage to let people know that there is additional parking at South Beach.

Vice-Mayor Vander Velde wants people to use the lot that is already permitted at 130th and leave South Beach to the residents and visitors to John's Pass, not to the employees of John's Pass. The shop owners want the employees out of the garage so that the patrons can use it. That is why they are asking South Beach be permitted. Commissioner Lister suggested that they permit 75% of 130th and 25% of South Beach. CM Crawford suggested that they permit 50% of South Beach for 6 months and see how it goes. Vice-Mayor Vander Velde wants to permit 130th and 132nd at 75%. The CM wants to be clear about what the Commission wants. He asks if they need to draft a new Ordinance that allows 130th and 132nd to be permitted at 75%, and South Beach at 25% for a 6 month trial period.

Consensus: Come back to the first BOC meeting that the CA can have a draft ready.

F. DISCUSS DRAFT RESOLUTION NO. 2012-24; AMENDING THE FEES AND COLLECTION PROCEDURE MANUAL FOR THE ESTABLISHMENT OF A PERMIT FEE RELATED TO THE ADMINISTRATION AND REVIEW OF DOG DINING APPLICATIONS. (ORDINANCE NO. 2012-03)

Lynn Rosetti the Community Development Director stated that she feels that a \$75 charge for both initial the application and of the review of subsequent annual reviews is sufficient.

Consensus: To place it on the agenda for the next BOC meeting

G. DISCUSS A DRAFT ORDINANCE ADDRESSING THE CAPITAL IMPROVEMENT ELEMENT (CIE).

Lynn Rosetti the Community Development Director states that the draft of the ordinance has to go to the Planning Commission first on November 19th and then coming back to the BOC for first reading in December and then again in January.

The recommendation is that it comes back to the BOC after the Planning Commission.

H. DISCUSS A REVIEW OF THE CURRENT CODE REGULATIONS (CHAPTER 102), PERTAINING TO POLE SIGNS.

Mayor Palladeno has had several business owners come to him and inquired about digital signs on poles and he was looking to the Commission to refer this to the Planning Board to get some of their thoughts on the matter. CM Crawford agrees with the Mayor stating that the City has outdated Sign Codes and that the Planning Commission is a good place to start. The John's Pass Boardwalk Association as well as those businesses on 150th wants to be heard on the issue, and though it is a hot topic it needs to be addressed.

I. DISCUSS BIKE RENTALS IN THE CITY.

After a brief discussion Commissioner Lister feels that this item can be shelved at this time.

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J. DISCUSS AND CONSIDER ALTERNATIVES TO AMENDING CODE SECTION 58-96 RELATED TO AN APPLICATION FOR A BUILDING PERMIT FOR THE INSTALLATION OF STAIRS AND LANDING AT BUBBA GUMP SHRIMP COMPANY, LOCATED AT 185 BOARDWALK PLACE WEST IN JOHNS PASS VILLAGE.

CM Crawford states that Bubba Gump's had an original set of plans that showed a stair installation. Their reasoning for it was to make an easier access to the restaurant. They went through FDOT for permitting and need to attach the stairs to the Boardwalk itself and Madeira Beach has an Ordinance that prohibits that, and the Ordinance would need to be adjusted to allow that to happen. Commissioner Oakley said that it would open a whole can of worms, as there are too many at the Boardwalk who had done just that and were not permitted to do so. CM Crawford stated that this situation was different as they were permitted when Madeira Beach was with Treasure Island. The issue is allowing them to connect to the Boardwalk or find another solution.

CCD Lynn Rosetti stated that they are looking for solutions and gave the Board copies of the signoff that she did and the FDOT permit. She said that as far back as 2007 this was being discussed. At the time, John's Pass Bridge was under construction and FDOT told them to wait. In May they received an easement from FDOT. When Lynn signed off on it the stairs were not to connect to the Boardwalk. She has talked to CA Trask about some possible alternative language in the Code that would give the Commission some oversight and perhaps some review authority. The applicant is working with FDOT for possible alternatives but asked that it be brought before the BOC for further discussion. One possibility was to add alternative language to the Code "without the approval of the BOC and without obtaining a building permit through the City". The second alternative would use the language "such connectors shall require the approval of the BOC, shall require a Madeira Beach Permit, shall be constructed by the applicant at their own expense, and shall become part of the public Boardwalk owned by the City of Madeira Beach".

Vice-Mayor Vander Velde wanted to know if their intention all along was to connect to the Boardwalk why is the staircase made of metal, she said that it does not match the Brazilian Hardwood of the Boardwalk. Commissioner Lister stated that a representative for Bubba Gump's needs to come to the BOC and talk to them, and he was through talking about it.

K. DISCUSS ADDING A SHELTER AND PAD AT THE END OF THE RECREATION COMPLEX AREA.

CM Crawford stated to the Mayor that they had just approved Phase II of the Municipal project and while he thinks it is a great idea, he feels that it would be better to wait because they would just end up moving it. He said that it could be worked into Phase II. The problem is not placing the bench that was donated to the City, but the roof structure.

Consensus: To place the bench only at this time.

Before the adjournment CA Crawford wanted to let the Board know that the budget was on their desk. They also have minutes from the John's Pass Village town hall style meeting that was requested by the Vice-Mayor. He also gave the BOC a new expense sheet and stated that Phase I & II have really combined itself into one big project. He reminded the Board of a Special Meeting next week on Tuesday for the purpose of CWA Contract Ratification, and possible Law Enforcement Contract Ratification. Also a recently discovered Halloween Party on Madeira Way that was not permitted that they need to handle.

Commissioner Lister brought up the Christmas Boat Parade stating that the date set for the parade

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coincides with Treasure Island, St Pete Beach and Clearwater. There was a short discussion on alternative dates.

Consensus: For Friday December 7th and to start at 7 p.m.

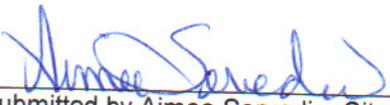
Commissioner Lister also mentioned the Seafood Festival on October 26th, 27th, and 28th.

CA Crawford mentioned that the Haunted House had to be shut down for safety reasons, but that they were working on it.

2. ADJOURNMENT. Being no further business to come before the Board of Commissioners, the meeting adjourned at 8:57p.m.

Date Approved: 3/12/13


Travis Palladeno, Mayor


Submitted by Aimee Servedio, City Clerk Pro Tem