



MEMORANDUM

TO: Hon. Mayor, and Board of City Commissioners, and the General Public

FROM: Jonathan Evans, City Manager

DATE: April 16, 2018

RE: Madeira Beach's City Manager's Report 2018-01

Madeira Beach City Manager Report

Salutations all! The premise of this report was intended to highlight and communicate some of the major projects, activities, and newsworthy items applicable to the operations and governance of the City of Madeira Beach. This publication will be disseminated on a frequent basis to ensure that the public is well informed on the aspects affecting the quality of life that is uniformly enjoyed within this community. The frequency of this publication will occur once a month. However, as activities and programs present themselves, publications will occur with more frequency. Please note that not every aspect of what the city does and provides will be encapsulated in every report, but rest assured knowing that the staff is working diligently to make Madeira Beach the envy of all communities on the Gulf Coast. Please take an opportunity to read the report and become more knowledgeable about the city's operations and activities. This administration is focused on exceptional governance and civic engagement which is why we would like to encourage you to share this document and publication with your friends, family members, neighbors, and anyone else who enjoys the wonderful services and amenities that can be found within our great community. On an editorial note, it's our hope that this publication, and all subsequent publications, will allow us to grow as a community. Understand that we may not agree on every aspect of governance, but we will do it in a fashion that is consistent with the ideologies of the community. In this represented Republic that we live in and call home, we are tasked with remarkable challenges and opportunities for amazing accomplishments. Our hope is that we can find the unity and self-sacrifice to do what is in the best interest of the community. We believe that our best days are still ahead of us, so if you haven't visited John's Pass, we encourage you to purchase a good pair of sunglasses because the future of this community is extremely bright.

Humbly submitted,


Jonathan Evans, MPA, MBA, ICMA-CM
City Manager – Madeira Beach



Executive Management Team – Credo

City Manager Evans reports that the Executive Management Team has adopted a credo that was jointly drafted by all members of the executive staff. This credo is intended to memorialize our commitment to the agency, our residents, our community stakeholders, and the Board of City Commissioners. Also, our commitment to good governance, accountability, and transparency will be resolute. We will strive every day at a minimum to meet the items communicated in this document, but more importantly we will attempt to exceed its standards day in and day out.

The Latin word "credo" means "I believe," and credos are routinely used to identify the beliefs or guiding principles for one's actions. It is the doctrine that serves as the moral and ethical fibers of the agency that adopts it. Our intent behind the establishment of this credo is to set our expectations for the agency and its personnel, but more importantly ensure that good governance is always a priority.

The Executive Management Team participated in a discussion concerning this credo, and everyone had an opportunity to provide both insight and input into this document. This credo will be placed in every conference room and meeting space so that the public can see our commitment to exceptional public service.

The City of Madeira Executive Management Credo

"Our Commitment"

"We are an executive management team assembled for the sole purpose of providing exceptional public service to the residents and stakeholders of the City of Madeira Beach. We are committed to exhibiting the highest ethical values and principles to support our clients and customers.

Also, our commitment to integrity and teamwork is resolute and uncompromising; while we may possess different ideologies and philosophies, we are united under the auspices of this agency. Thus, our employees, our elected body, and our peers are all committed to being professional, prompt, accurate, and most importantly honest in our communications.

These will not just be words on paper, but a commitment to exceed your expectations by maintaining fair and equitable practices despite the obstacles. We are qualified, committed, and dedicated to fairness to accomplish tasks set out before us. Furthermore, we value diversity and inclusion effectively and look to strive every day to be better than we were the day before."

Authored by The City of Madeira Beach Executive Management Team -



Board of City Commissioners – Visioning Retreat

City Manager Evans reports that on Thursday, April 5th, and Friday, April 6th, the Board of City Commissioners (“BOCC”) engaged in a retreat to establish a remarkable task. This retreat was intended for the board to establish organizational values intended to chart a course as to how the agency will govern itself moving forward. Values were established such as public trust, accountability, professionalism, fiscal stewardship, etc. The Board of City Commissioners worked diligently for almost 12 hours to formulate the city’s tentative vision and mission statement. The mission statement reads as follows: *“The City of Madeira Beach, a Gulf Coast barrier island community, provides exceptional services to our residents and visitors in a manner consistent with the eclectic nature of our city. We celebrate the quality of life enjoyed by all.”*. The BOCC had done a fantastic job with writing this statement, and they even took the time to set forth a profound vision statement, which as follows: *“The City of Madeira Beach gateway to the Gulf is a welcoming, livable community dedicated to the preservation of our pristine natural beaches and our eclectic neighborhoods which create a unique sense of place for all.”* The training was facilitated by the Florida Institute of Government, Director Crotty, from the University of Central Florida. Her reputation as an exceptional facilitator in local government extends throughout the state of Florida and into other regions of the country. From this productive retreat, the bar has been set and the staff is bringing forward resolutions to memorialize the legislative edicts from the board in order to ratify the items discussed at the retreat and begin the process of embracing the mission, vision, and core values.

Community Values Survey – Visit our Website and Take the Survey

On behalf of the Board of City Commissioners and City Administration, the City of Madeira Beach is proud to present our Community Values Survey.

This opinion-based survey will assist policymakers, i.e., the Board of City Commissioners, in charting the course for future public policy decisions that will impact the path that this agency takes. Your opinions and perspectives are valued, and the real authority in government is derived from the public consent to be governed. As an agency, we want to encourage participatory governance so that you may assist this organization now and in the future. Working with your local government is the key to our future success, and the only way that we can genuinely promote exceptional governance is by working together to ensure that we all work collectively to do what is in the best interest of all residents, visitors, and stakeholders in Madeira Beach. This survey is the beginning of an ongoing dialogue that staff and elected officials hope to nurture as we move forward. The survey tool will be available beginning today, April 9th, 2018 until Monday, May 25th, 2018, at 5:00 PM EST.

The survey will be available online and at all city facilities; it consists of 30 questions and will take approximately 10 minutes to complete. Commencing on May 28, 2018, the staff will begin compiling and analyzing the data with the intent of providing a full recap to the Board of City Commissioners and provide aggregate survey results to the public.



We intend to conduct the survey annually, but we anticipate that other topics will be discussed utilizing a similar survey tool in the future. We ask that you take this survey seriously, as your responses will be shared with policymakers as a tool to garner your feedback. Remember, things get solved when you get involved. Should you have any questions, comments, or perspectives regarding the survey, please contact the City Manager's Office at (727) 391-9951 x228 or email us at citymanager@madeirabeachfl.gov

City Clerk – Election

City Clerk VanBlargan reports that the March 13th, 2018, Municipal Election was held, and that the challenger, Ms. Deby Weinstein, was elected to serve as District (1) Commissioner for a two-year term that expires on April 14th, 2020. Commissioner Weinstein was sworn into Office on April 10th, 2018. The incumbent, Commissioner Terry Lister, served as District (1) Commissioner from March 25th, 2008, to April 10th, 2018. Commissioner Lister was presented with the city's highest honor, a “Key to the City” for being a valuable and contributing member of the community. Presiding during the “Great Recession,” Commissioner Lister’s commitment and leadership towards the community is much appreciated. Commissioner Nancy Hodges was re-elected to serve as District (2) Commissioner for another two-year term, expiring on April 14th, 2020. For any additional information concerning the election results, additional records, etc., please contact the city clerk.

City Clerk - Launching of iCompass Web-Based Technology Program

City Clerk Van Blargan reports that the city is almost ready to launch iCompass, an innovative, web-based agenda and records management program that will enhance the city’s public image, improve customer service, increase transparency, and provide greater access to your local government. The new technology will streamline costs to make the city leaner and more efficient. Included in the iCompass program is Action Tracker, Archives Tracker, Public Records Request Tracker, Contract Tracker, and the Records Center. The city paid \$8,000 for the program that includes the cost of training and technology upgrades. The \$8,000 is an annual fee; however, the cost will reduce the redundant processes currently in place, and it will allow for staff to be more effective in the distribution and management of the agenda process. Furthermore, for the past three months, the City Clerk’s Office has been scanning all resolutions, ordinances, and minutes dated from when the city was first incorporated in 1947 to the present in order to be uploaded in the new records center so that they can easily be accessed by all, thus enhancing transparency and accessibility.

The next phase of iCompass is the launching of Video Manager, a reliable and affordable transparency-focused solution that will livestream meetings and provide video links in the agendas and minutes so that citizens can easily watch them and see what's coming. With this technology, meetings can easily be accessed anywhere, on any device. The annual cost of this program is \$5,600, which includes training and technology upgrades. Transparency will always be a priority of this agency, and it is anticipated the efficiencies gained as a result of this technology will offset the cost to acquire and deploy the software.



Madeira Beach Fire Rescue

Fire Chief O’Neal is proud to introduce the newest member of the Madeira Beach Fire Rescue Department, Clover, the fire department’s fire puppy! Clover is a rescue puppy that was given to the Fire Rescue Department by Suncoast Animal League in Palm Harbor. Clover will assume a lead role in Fire Rescue Department’s public education program. As a victim of a house fire herself, Clover can show firsthand the possible damaging and long-lasting effects that a fire can have, but more importantly how one can persevere through adversity. Clover suffered from second-degree burns and smoke inhalation, but she is a fighter and her “never-give-in” personality highlights that. Clover is a firefighter. She is tough, resilient, soft, and compassionate. Feel free to stop by the fire station and shake Clover’s paw anytime, or you can see her at the next city event and future public appearances.

The Madeira Beach Fire Department is proud to announce two of our newest members: Firefighter Tom McClave and Firefighter Jared Shenofsky, both of whom are certified Advanced Life Support paramedics and Florida certified firefighters. Together, they have a combined total public safety experience of over 25 years. They are sure to be a positive asset to our community.

Public Works Rex Place Update

Public Works/Marina Director Marsicano reports that the construction of Rex Place stormwater and paving project continues on schedule. The 29,000-pound Continuous Deflective Separation (“CDS”) unit on the eastern end of the roadway will capture and retain 100% of floatables and neutrally buoyant debris 2.4 millimeters or larger, effectively removing sediment. There have also been similar smaller boxes installed on the eastern side of the roadway. The first phase of the project will be complete by the end of April, with next phase of construction commencing at the eastern side of the Fire Station driveway, then proceeding west to Municipal Drive. The intersection at Rex Place and Municipal Drive has been redesigned with improved traffic flow and drainage. There will be a new sidewalk and crosswalk added to better access the CVS and Winn-Dixie parking lots on the south side of the road by the Madeira Beach Yacht Club. The project is slated to be completed by November 1st, 2018, and when this project is complete, the waste and sediment that used to freely flow into the bay will be captured and treated before entering the city’s waterways.

Marina – 2018 Great American Grunt Hunt

Public Works/Marina Director Marsicano reports, the City of Madeira Beach Municipal Marina completed the 2018 Great American Grunt Hunt Fishing Tournament. This family-fun fishing tournament entered its 7th year and included a family fish fry on Saturday that was sponsored and provided by Snappers Restaurant. The parishioners from Cross Bridge Church volunteered on Saturday for the fish fry. The event was well attended with approximately 219 anglers in the tournament and many more enjoying the fish fry. The tournament was swept in every division by 7-year-old Cadence Mayer who won the Grunt Division with a



fish weighing 2.41 lbs. She won \$500! Her three grunts aggregated weight was 5.62 lbs., which was worth another \$750 for a total of \$1,250! In addition, Cadence won the very competitive Hogfish Division, reeling in from the deep depths of the Gulf of Mexico a fish that weighed 7 lbs. earning her another \$1,147. When asked where she caught the fish, Cadence responded, “In the Gulf of Mexico...” Madeira Beach Municipal Marina is open 7 days a week, from 7am to sunset. The marina now features a floating fuel dock with pump out for easy access and docking. The weather is great, and the marina can accommodate all your marine needs from fuel, bait, ice, etc. Please come by and meet our knowledgeable, friendly, and eager staff who are here to help. You can contact your Madeira Beach Municipal Marina at 727-399-2631 or on the VHF radio channels 16 or 68.

Building Official(s) – Development Report

City Building Official DeSantis reports that redevelopment/economic development is in full swing, and that the first of five construction phases for the Town Center Project (Phase 4-Hotel “A”) was submitted for processing with a project estimated at \$16 million. A permit was issued for Madeira Bay Condo’s (44 units) at 13101 Gulf Blvd, a project estimated to be \$7.275 million. The Barefoot Beach Resort project at 13238 Gulf Blvd is on schedule and at 70% completion. The Madeira del Mar Condominiums (3-story, 13 units) at 15305 1st Street E is currently in for review. Madeira Shores at 14910 North Bayshore (6 Single Family Homes), 3 of the 6 will be submitted for permitting and are in for internal review. The proposed “Gulf Grille Restaurant” at 14080 Gulf Blvd should be forthcoming; staff will be receiving plans within the next two weeks. John’s Pass Resort Hotel is in preliminary site review. The Building Department averaged 90+ different types of permits monthly with multiple inspections for each permit to follow, and last month (March) the Building Department had a record of 135 different permits issued, collecting over \$222,000. The Building Department is still actively addressing code enforcement concerns.

Finance Department – FY 2017 Audit and FY 2019 Budget Process

Finance Director Walter Pierce reports that the Fiscal Year 2017 audit is nearing completion, thus commencing the start of the FY 2019 budget. The City Manager will be providing FY 2019 budget direction to staff members which will provide the foundation for the upcoming departmental budgets to be considered by the newly appointed Budget Committee. This year's budget calendar and public workshops will be released within the coming week.

Parking Division Update – (“WayToPark”) App in Madeira Beach

Finance Director Walter Pierce reports that the Parking Division has developed a new pay-by-plate application to increase the functionality for our visitors, making the transaction between the City and the payee much smoother. Download the application (“WayToPark”) from the Apple or Google Play store for easy parking in Madeira Beach. Remaining signs explaining this new parking feature will be up in the coming weeks. Revenue collections for February and March have been met, and in some cases, have exceeded budgetary expectations from Fiscal Year 2018.



Parks and Recreation Update

Parks and Recreation Director Jay Hatch reports that in March 2017, the Recreation Center hosted the EMU Madeira Beach Spring Invitational Softball Tournament. The three-week tournament in the City of Madeira Beach welcomed a total of 33 Division I college softball programs along with their fans, spectators, and families. The invitational tournament is in its fourth year and continued to showcase the City of Madeira Beach as an attractive sports tourism destination. Following the tournament, the Recreation Center spirited into Spring Break mode. The combination of their annual Kite Day celebration, Spring Break Camp, along with the Gulf Beaches Rotary Spring Break Water Front Festival kept staff busy and made 200 Rex Place the spot to be for families throughout the Tampa Bay Area. The beautiful weather on Kite Day provided over 1,000 free kites to children, the camp was rich with exciting outdoor activities, and the Water Front Festival went off exceptionally well, showcasing live music, local vendors, and of course carnival rides.

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