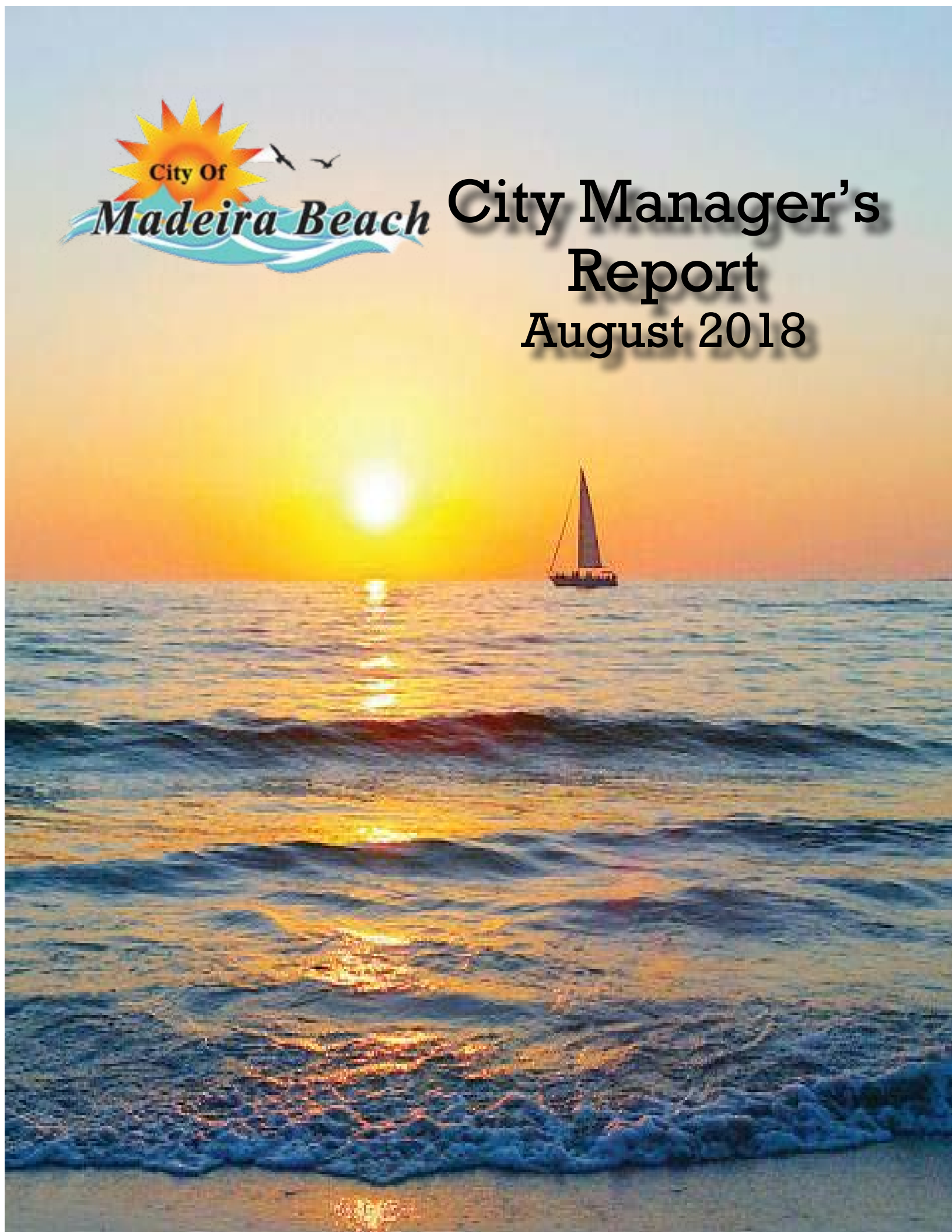




# City Manager's Report August 2018



# *Office of the City Manager*

City Manager Jonathan Evans reports that the Fiscal Year 2019 City Budget is complete, and he extends special thanks to the staff on the Budget Review Committee for their tireless efforts in compiling such a comprehensive and robust document. This 230-page budget document incorporates multiple helpful features for educating the general public about City operations. Each department has furnished its own specific goals and objectives that are consistent with the overarching priority initiatives established by the Board of Commissioners. These goals and objectives will serve as frameworks within which departments can accomplish goals articulated in the City Budget. Furthermore, to ensure that transparency and accountability are at the forefront of every aspect of the City's daily operations, department staff will present quarterly to the Board of Commissioners on the status of these goals and objectives.



*Jonathan Evans*  
City Manager

The 2019 City Budget also includes City Manager Evans's transmittal memo, which is intended to provide readers with a big-picture perspective on the long-term goals of the City of Madeira Beach. Additionally, there is a message from Finance Director Pierce addressing the City's fiscal position. Staff are happy to report that the General Fund Budget this year is \$32,000 less than the adopted Fiscal Year 2018 General Fund Budget. The City's millage rate (ad valorem tax rate) of 2.200 mills shall remain the same and is adequate to fund the expenditures communicated in the Fiscal Year 2019 budget. Other accomplishments highlighted in the Fiscal Year 2019 City Budget include the adoption of the City's mission and vision statements, which will serve as guiding principles as the City of Madeira Beach moves forward.

Sizable investments are also included in the Fiscal Year 2019 City Budget, of which \$106,000 has been earmarked to address cosmetic and infrastructure improvements within John's Pass Village. Among other things these funds will be used to renovate existing restroom facilities, improve pedestrian lighting and signage, and install new trash receptacles. The goal of this strategic investment is to continue allowing our residents and visitors to enjoy Pinellas County's #1 tourist destination. Furthermore, this budget incorporates \$1.6 million projected infrastructure investments to address other long-standing needs throughout the community.



With the recent algae bloom incidents affecting Florida's waters, it is important that residents and guests of Florida, and specifically Madeira Beach, take proactive roles in ensuring that they reduce and eventually eliminate pollutant and nutrient discharges into Boca Ciega Bay and the Gulf of Mexico. These water bodies are critical to the state and local economies and directly impact the quality of life for all who live, work and play in our community. Recently, staff informed the Board of Commissioners of the ongoing challenges our community is facing at our stormwater inlets and outflows. While little can be done to mitigate natural phenomena we experience here on the Gulf Coast, City staff are reporting significant amounts of debris, sediment, grass clippings, lava rocks and other materials blocking inlets and impeding check valves from working properly. Further, staff have observed barnacles growing in lowlight areas throughout our stormwater infrastructure. City staff are inspecting the inlets and outfalls, attempting to seal any opportunity for water intrusion and are monitoring problem areas. However, the City cannot tackle these challenges alone. It is incumbent upon every resident, business owner and visitor to report illegal dumping or suspected intentional or unintentional obstructions of stormwater to the Public Works Department, (727) 543-8154, or the Pinellas County Sheriff's Office nonemergency line, (727) 582-6200. Finally, with the City's elevation practically at sea level, stormwater will consistently be a challenge that must be monitored and addressed over the coming years and decades.



The Charter Review Committee has suggested, and the Board of Commissioners have approved, ballot initiatives to present to the voters of Madeira Beach on November 6, 2018. Of the numerous proposed amendments offered by the Committee, the Board of Commissioners authorized staff to proceed with placing ten questions on the upcoming ballot. Please note that the City is prohibited by state statute from taking an official position on these matters but can communicate the facts concerning particular Charter amendment(s). The City will educate and inform, but each voter must draw their own conclusions based on the information articulated. These Charter amendments will be placed on ballots for voters to decide whether they support or oppose them. The Charter Review Committee is appointed by the Board of Commissioners with the purpose of reviewing the City's established document ("The Charter"). This document serves as the City's constitution and is a contract between the voters and the government, which is sworn to protect the health, safety, and welfare of the public. From time to time, this document and its provisions are reviewed, and any modifications must be agreed upon by the electorate. Charter amendments are passed by a plurality vote, not a super-majority or over 60%, as is required for amending the state constitution. If an amendment is passed, it takes effect immediately upon certification of the election.



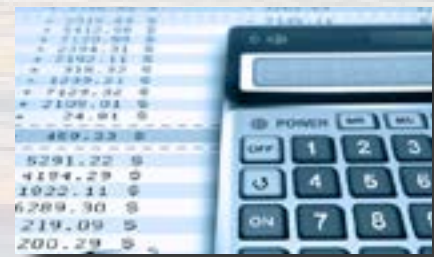
The Charter Review Committee held nine meetings that were open to the public and proffered suggestions to the Board of Commissioners who unanimously approved placing 10 ballot questions before the voters. In the coming days and weeks, City staff will be providing literature to voters that breaks down and defines each ballot initiative. It is very important to get out and vote on these issues and, as we anticipate a very long ballot this year, we are offering multiple tools for learning about each initiative and its potential impact. A website will launch on Tuesday, Sept. 11, 2018 to provide easy-to-understand interpretations of the ballot initiatives and information about community meetings with question-and-answer sessions. As more information becomes available, it will be furnished expeditiously, and residents and registered voters can anticipate receiving multiple notifications across various media concerning the ballot initiatives in the coming weeks.

**ACCOUNTING/FINANCE**

Finance Director, Walter Pierce, who supervises the Finance Department, Information Technology, Human Resources and Parking Enforcement, reports the following activities and updates.

**BUDGET**

The FY 2019 Proposed Operating and Capital Budget was delivered to the City Commission and members of the Budget Committee early in August. The 227-page document was reviewed by staff and the Budget Committee. Following the reviews several minor grammar and punctuation edits were made, however, no changes were needed with regards to line items in the budget. The 2nd Reading and Public Hearing of the ordinance adopting FY 2019 Operating and Capital Tentative Budget will be at a public meeting of the City Commission on September 18, 2018.



**INFORMATION TECHNOLOGY**

The plan, as we explained in last month's report, was to move the servers housed at City Hall to the Fire House where they can reside in a more secure environment, however, this plan has changed. A more economical solution is to run a line from City Hall to the generator at the Fire House. This allows the servers to stay at City Hall and be connected to the Fire House generator in case we have a loss of power event. This has already been completed and is going through testing.



## HUMAN RESOURCES

Open Enrollment, (employee requested changes in healthcare benefits) was completed on August 24, 2018. Changes to the City's health plans will cost over 7% less for FY 2019. The Florida Blue representative spent considerable time explaining the changes and options available to employees through several visits to City Hall.

The City is actively seeking to fill some key positions among our workforce including Planning and Zoning Coordinator, Public Works Technician, Sanitation Worker I and Parking Enforcement Supervisor. Interested parties can download an employment application from the City's website (its located under Employment Opportunities on right side of the home page).

## OFFICE OF THE CITY CLERK

The City Clerk reports preparations continue for the upcoming General Election on November 6, 2018. Voters in Madeira Beach will be asked to review and approve or reject 10 proposed changes to the City Charter.



### **No. 1 Charter Amendment - Grammar and Gender Neutrality**

This Charter amendment would amend the Charter throughout numerous sections of the Charter to reflect gender neutrality, correct and streamline grammar and correct typographical errors, reorganize and renumber the section and articles contained in the Charter. Should the Charter be amended?

### **No. 2 Charter Amendment - Supermajority Vote for Planned Development and Special Area Plans**

This Charter amendment would require a super-majority vote of four members of the Board of Commissioners for approval of any Planned Development Rezoning or Special Area Plan. Should the Charter be amended?

### **No. 3 Charter Amendment - Appointing Pinellas County Canvassing Board**

This Charter amendment would amend the Charter to appoint the Pinellas County Canvassing Board to serve as the designated Canvassing Board for all elections under this Charter. Should the Charter be amended?

### **No. 4 Charter Amendment - Nepotism Definition of Relative**

This Charter amendment would adopt Florida Statute 112.312 definition of a prohibited relative for the nepotism prohibition (prohibiting employing and contracting a defined relative of City Commissioner, City Manager, City Clerk, or City Treasurer). Should the Charter be amended?

### **No. 5 Charter Amendment City Manager Powers, Duties, Qualifications, Residency, Removal Procedures, and Acting City Manager**

This Charter amendment would require that the City Manager maintain membership in good standing in the International City/County Management Association (ICMA) and Florida City and County Managers Association (FCCMA), clarify powers and duties of City Manager, procedures for removal of City Manager and appointment of Acting City Manager, and state that while it may be preferable that the City Manager live within the City of Madeira Beach, it is not mandatory. Should the Charter be amended?



### **No. 6 Charter Amendment - City Clerk Qualifications**

This Charter amendment would require the City Clerk to maintain certification with the International Institute for Municipal Clerks (IIMC) and Florida Association for City Clerks (FACC). Should the Charter be amended?

### **No. 7 Charter Amendment - City Attorney Limitations and Legal Representation of Elected Officials**

This Charter amendment would prohibit the City Attorney, or the City Attorney's law firm, from personally representing an elected official in any recall litigation or Florida Commission on Ethics proceeding, however, the elected official is entitled to legal representation in any recall litigation or Florida Commission on Ethics proceeding at the expense of the City. Should the Charter be amended?

### **No. 8 Charter Amendment - City Taxes**

This Charter amendment would provide that the City shall have the right to levy taxes by ordinance in a manner not in conflict with the general law of the State of Florida and would delete specific references to a public service tax. Should the Charter be amended?

### **No. 9 Charter Amendment - Delete References to PubliCity Expenditures**

This Charter amendment would delete references to, and limitations on the use of ad valorem taxes for the purpose of giving publiCity to the advantages, facilities, and resources of the City. Should the Charter be amended?

### **No. 10 Charter Amendment - Five Year Capital Improvements Plan**

This Charter amendment would require adoption of a longer five (5) year Capital Improvements Program each year instead of the current requirement for a two (2) year Capital Improvements Program. Should the Charter be amended?

Voters will be able to cast their ballots in the following locations in the City of Madeira Beach:

- Madeira Beach City Hall, 300 Municipal Drive, Madeira Beach
- Faith Community Church, 11501 Walker Ave, Seminole

The City Clerk reports that from January - August, the community had the opportunity to attend 78 public meetings:

- 4 Bid Review Committee Meetings
- 14 Budget Review Committee Meetings
- 41 Board of Commission Meetings
- 10 Civil Service Commission Meetings
- 9 Charter Review Committee Meetings

The City of Madeira Beach Board of Commissioner meetings take place at City Hall on the second Tuesday of every month at 6 p.m. Commission Workshops are usually on the fourth Tuesday of each month at 2 p.m. The Board of Commissioners may schedule other regular meetings as it deems necessary in accordance with its established rules of procedure. Special meetings may be held at the call of the Mayor, a majority of the Commission members or the City Manager with no less than 24-hours notice, in writing, to each member and the public.



## COMMUNITY DEVELOPMENT

The Community Development Department is in the process of interviewing to fill the position of [Planning and Zoning Coordinator](#). This position will provide assistance in managing daily plan reviews and comprehensive planning functions as well as training to become a Certified Floodplain Manager. Currently, the City hires outside consultants for at least a portion of the plan review work and sometimes the floodplain management review. The full-time planner will decrease the time it takes to process permits, which will allow the Planning Director more time to update Land Development Regulations, conduct community planning for the Comprehensive Plan and participate in inter-governmental/agency coordination and emergency management planning.

During August, Community Development and the staff coordinated with FEMA to prepare for the review and recertification of the [City's Floodplain Management Program](#) and related updates to the Community Rating System (CRS), which is used to set discounts for flood insurance rates. It is an extensive and comprehensive review of all activities related to Floodplain Management including permitting, emergency preparation, mapping, stormwater management, public information and general inventory management. Cities are rated 1 (best) through 10 (worst). The best ratings are enjoyed by communities with very little flooding potential or that have experienced devastating flood damage and thus have been almost entirely rebuilt to meet FEMA's elevation standards. The City of Madeira Beach is currently rated a level 6 (most Florida cities are rated a 7 or 6), which provides all property owners a discount of 20% on their flood insurance. The City has received very positive feedback from FEMA within the last month regarding enhancements to process management and excellent permit compliance practices.



Permitting activities continue to be very robust with mostly single-family home projects. Several land owners met in August with City staff to discuss options for small commercial or mixed-use projects along Gulf Boulevard and in the John's Pass area. Staff and planning and engineering consultants also spent a great deal of time reviewing and commenting on the Town Center site plan application and revised plans for the proposed Gulf Grille Restaurant.

## RECREATION

Summer Camp has officially wrapped up, and the 2018 school year has begun. A record number of children participated in the Madeira Beach Summer Camp Program this year, and that number has rolled quickly into the [After Care Program](#). Students from [Madeira Beach Fundamental](#), [Orange Grove Elementary](#) and [Keswick Christian](#) will pack the Recreation Center as they are treated to exciting and educational activities in a controlled and safe environment. Alongside After Care, sports registration has opened up for [youth baseball](#) & [softball](#) as well as [youth soccer](#).



In coordination with Angler Armory, FPN Broadcasting, and FPN Outdoors, the Recreation Center hosted the 3rd Annual Fishkids Youth Fishing Tournament and Conservation Day on August 11th. With over 200 kids registered in the seawall tournament, it was the largest turnout to date. Conservation and education vendors included the Sea Bird Sanctuary, Clearwater Marine Aquarium, Water Ventures, United States Coast Guard, Pinellas County Sheriff's Office, Madeira Beach Fire Department, and many others.



## Upcoming Recreation Events & Activities

- September 10th – Madeira Beach Social Club Monthly Meeting – City Centre – 1 p.m.
- September 12th – Madeira Beach Social Club Bus Trip – Tampa Bay Rays Game – Noon
- September 14th – Parents Night Out – Recreation Center – 6 p.m.
- September 15-16th – NSA Softball Tournament – All Day – City Centre Complex
- September 15th – School Day Out – All Day – Recreation Center
- September 19th – Social Club Lunch Bunch – Dockside Dave’s – 11:30 a.m.
- September 25th – CPR Training Course – Madeira Beach Fire Department – 8:30 a.m.
- September 27th – Social Club Early Bird Dinner – Guppy’s – 4 p.m.
- September 29-30th – NSA Softball Tournament – All Day – City Centre Complex
- October 1st – Madeira Beach Social Club Monthly Meeting – City Centre – 1 p.m.
- For more information about upcoming events and activities visit us online!

## BUILDING OFFICIAL

City Building Official DeSantis reports that redevelopment/economic development continues at a brisk pace. The second site plan review for the Town Center Project (Phase 4-Hotel “A”) was completed and a building permit should be issued within weeks. At the Madeira Bay Project (44 units), 13101 Gulf Blvd., the foundation phase of the project is still underway with the installation of the grade beams. The Barefoot Beach Resort project at 13238 Gulf Blvd., is currently at 88% completion. The site plan for the Madeira del Mar Condominiums project (13 units, 2-stories above parking) 15305 1st Street E, has been approved for construction and staff is waiting on the building plans for review. The Madeira Shores project (6 single-family homes) 14910 North Bayshore has 2 of the 6 homes in construction. The Gulf Grille project (restaurant) 14080 Gulf Blvd., is under final site plan review. John’s Pass Resort Hotel is currently awaiting the architect’s graphics and neighborhood meetings.

For the month of August, the Building Department totals included the following:

- 94 different types of permits were issued
- 218 multiple types of inspections were completed
- \$44,691.08 revenue dollars were generated

On the Code Compliance side, for the month of August,

- 9 new code cases were created
- 9 code cases came into compliance
- 28 open/outstanding Code Enforcement concerns are being processed through the Special Magistrate

PCSO Community Policing and Code Enforcement Deputies activities in August:

- 24 new cases were created
- 36 different code cases came into compliance
- 10 cases open/outstanding Code Enforcement concerns

In the annual Residential Rental Inspection program, there was one (1) inspection completed for the month of August.



## MARINA

Late summer is generally when we experience some of our slowest fishing action of the year. With the water temperature flirting in the 90s and with lower oxygen levels, our larger gamefish become much more lethargic, especially during peak levels of daylight, between 9 a.m. and 7 p.m. There are however a few tricks that you can use to increase your chances of getting a bite.

**Inshore:** Fishing the early morning high tides around shallow flats and oyster bars that are adjacent to deep-water channels is a good bet. On the incoming part of the tide, focus your efforts on the edges of the oyster bars and where the deeper sand meets the grass. Trout, snook, redfish and jack crevalle will all be lurking around these areas. Bait is the key, and the best part is that you don't have to go to the John's Pass bridge at 4 a.m. for a productive outing; although that's your prerogative, and it will produce fish. Instead, grab a 5-pound box of threadfins from the marina and head out to your favorite area and quietly slide your anchor in the water. Start by cutting a few threadfins into small pieces and using a chum slinger or bat to pepper the area with small dime-size pieces of chum. For tackle all you will need are a few 15-lb class spinning outfits with about 3 ft. of 30-lb leader and a 3/0 circle hook. Cast out to the areas that you have chummed, either free lined or with a small split shot to hold the bottom. Place the rod in a rod holder, sit back and while you wait, and just enjoy our beautiful nature. You'll be surprised how many quality fish you will catch on dead cut bait during the summer months.

**Offshore:** The offshore reefs from 6 to 10 miles have been jumping with large numbers of Spanish mackerel and jack crevalle. These voracious predators are usually willing to eat if you can match your lure to the size of the forage they're feeding on. When they're eating small fry bait, a small Got-Cha or 00 silver spoon will do the trick. Use small spinners with 40-lb leader to get more bites than with wire. Following these schools of fish are some of the Gulf's apex predators. Large barracudas, along with sharks ranging from 5' blacktips and spinners to 15' hammerheads, are feeding on the weaker fish, usually those on your line. If you're looking for hard-fighting, quick action, this is your best bet. Catch a mackerel and send it out immediately on a 20 to 40-lb class conventional reel with #4 to #6 wire rigged with a trailing #2 treble hook as a stinger. This is catch-and-release fishing, but keep a few larger mackerel for dinner. Mackerel get a bad reputation on the table, but when they are cleaned properly (remove all the skin and blood line), they are just as white, flakey, and mild as any fish you have ever had.

The City of [Madeira Beach Marina](#), 503 150th Ave., is open 7 days a week, 7 a.m. to sunset, offering everything from fuel, bait and ice to wet/dry storage, tackle, charts and more.

## PUBLIC WORKS

The Public Works Department reports the completion of the Rex Place Stormwater Improvement and Roadway Project. With the completion of this project, all the stormwater from this roadway now goes through a filtration system before it is discharged to the bay. The stormwater boxes that were installed will be monitored and maintained by City staff to keep track of all the pollutants we will be removing from the stormwater discharged into Boca Ciega Bay.

The cleanliness of our roadway systems in Madeira Beach is one of the keys to keeping our stormwater drain pipes flowing. Sanitation staff reminds all residents and business owners that yard waste pick-up is on Wednesday, and please do not put debris in the roadway if avoidable. If you have big bulk items, please call City staff at 727-543-8143 to schedule a pick-up.

Do you have a streetlight out on your block? You can always call City staff at 727-391-2631 with the pole number and address, which is marked on every light pole in the City, but the fastest way to report a streetlight is to log onto the Duke Energy website. You can also get there through the Public Works page on the City of Madeira Beach website. They will then prompt you to enter some brief info, and then your done. As you are probably aware, some communities to our





south have been experiencing severe effects from red tide. Fortunately, Madeira Beach has so far managed to escape any significant impacts to our beaches. City staff continue to monitor the situation closely. Public Works crews have removed some small pockets of dead fish; however, dead fish are not unusual in a beach community, and we have no way of knowing what killed them. Public Works crews have all the proper equipment in place and are ready to deploy at a moment's notice should it be necessary.

## **UPCOMING MEETINGS**

- September 18 – BOC Special Meeting to adopt FY 2019 Budget and Millage Rate – 6 p.m.
- September 24 – Special Magistrate Variance/Special Exception/Code Enforcement Hearings – 2 p.m.
- September 25 – BOC Workshop – 2 p.m.
- October 9 – BOC Workshop Agenda Setting Meeting – 5:45 p.m.
- October 9 – BOC Regular Meeting – 6 p.m.

## **UPCOMING EVENTS**

- September 10 – Madeira Beach Social Club Monthly Meeting – City Centre Room – 1 p.m.
- September 12 – Madeira Beach Social Club Bus Trip – Tampa Bay Rays Game – Noon
- September 14 – Parents Night Out – Recreation Center – 6 p.m.
- September 15 & 16 – NSA Softball Tournament – 200 Rex Place
- September 29 & 30 – NSA Softball Tournament – 200 Rex Place
- October 20 – Wild West Kingfish Tournament Series – John's Pass Village 5 – 10 p.m.
- October 25 – John's Pass Seafood & Music Festival – John's Pass Village – 3 – 10 p.m.

**[www.madeirabeachfl.gov](http://www.madeirabeachfl.gov)**

