

A regular workshop meeting of the City of Madeira Beach Board of Commissioners was held at 2:00 p.m. on September 25, 2018 in the Patricia Shontz Commission Chambers at City Hall, located at 300 Municipal Drive, Madeira Beach, Florida. Mayor Black called the meeting to order.

MEMBERS PRESENT: Maggi Black, Mayor
Deby Weinstein, Vice-Mayor/Commissioner District 1
Nancy Hodges, Commissioner District 2
Nancy Oakley, Commissioner District 3
John Douthirt, Commissioner District 4

MEMBERS ABSENT: None.

CITY STAFF PRESENT: Jonathan Evans, City Manager
Clara VanBlargan, City Clerk
Ralf Brookes, City Attorney

1. CALL TO ORDER

Mayor Black called the meeting to order at 2:09 p.m.

2. ROLL CALL

City Clerk Clara VanBlargan called the roll.

3. PUBLIC COMMENT

Doug Andrews, Madeira Beach, asked why the City Manager's office was closed yesterday [Monday] to attend a hearing and said he was curious if the day off was City paid. Vice-Mayor Weinstein called a point of order, the Board concurred, and she explained the importance of Civility and not making personal attacks. The City Attorney intervened and asked the Board to allow Mr. Andrews the remainder of his three minutes to ask questions and for the Board not to answer. Mr. Andrews had nothing more to say.

John Hendricks, 569 Normandy Road, commented he found it disheartening that City staff would go to a hearing yesterday [Monday] and hoped it was not time spent on the City's clock. He found it amazing that a Commissioner would make a comment that an employee accused of making a statement in sexual nature needed to be terminated when that Commission was brought up on state charges for sexual harassment. He said it was time for that Commissioner to resign.

4. TOPICS FOR DISCUSSION

A. Certificate of Recognition: Celebration of 65 Years as Commission-Manager Form of Government – City Manager Matthew Spoor with the City of Safety Harbor

City Manager Matthew Spoor with the City of Safety Harbor presented a certificate on behalf of Florida City and County Management Association (FCCMA) to the City of Madeira Beach for its 65 years as a Commission-Manager form of Government. He commented that the City of Madeira Beach was fortunate to have an ICMA credentialed and FCCMA member, City Manager Jonathan Evans, leading its City.

City Manager Jonathan Evans asked that Agenda Items E and F to be pulled from the agenda and placed on the October 23, 2018 workshop meeting to allow staff time to incorporate more detailed information in the presentation planned for those items. The Board consented.

**B. Town Center Agreement & Legal Update – Linda Portal, Planning & Zoning Director;
Julia Mandell, Land Use Attorney**

[Begin staff memo]

Background

The City staff will update the BOC on the progress of the Town Center development. The site plan review process for the Town Center development is complete in accordance with the development agreement using the review process in effect at the time of adoption. The building review is underway for Hotel A. The developer and staff have also negotiated with FDOT regarding the staging of roadway improvements associated with the development.

Consulting Attorney Julia Mandell is available to summarize her findings regarding the review of development documents and to answer related questions.

Fiscal Impact

The site plan application was submitted before the recent update of the City's fee schedule and so paid \$300 in base fee for review. Additional charges are being summarized to invoice for time over and above the \$300 fee. These will be levied at the time the Building permit is issued. The Building permit fee for Hotel A is estimated to be \$330,000.

Recommendation

Informational purposes only.

[End staff memo]

Planning & Zoning Director Linda Portal reported on Agenda Item 4.B.

Commissioner Douthirt asked if the other buildings, as part of the town center, would be under the old fee schedule and Director Portal answered that it was unless told differently.

Commissioner Oakley said she was not able to locate the review process in the development agreement. Director Portal said she saw reference to the site plan review in the agreement and that the Land Use Attorney, Julia Mandel, present could address it.

Julia Mandel, Land Use Attorney, introduced herself and said she was serving as special counsel to the City on land use issues specifically reviewing both the ordinance approving the PD site plan and the development agreement and reviewing that against case law and other issues to provide the City with legal guidance moving forward with the approved development.

City Attorney Ralf Brookes directed Commissioner Oakley to Page 4, subsection 11, of the development agreement for compliance with the site plan requirements of Article II, Chapter 110. He said that is Sec. 110-31 through 110-51 of the Land Use Code. Attorney Mandel said she looked at that and both are within the development agreement and it is also part of the whole premise of the 163 development agreement, which sets forth what Codes are in place and what is applicable to any given development as it relates to the Code and the place and time of when the development agreement was executed. There was a zoning approval coupled with a development agreement that provided an additional process in construction standards. The Board is following the process in line with the ordinances approved, development agreement, Florida Statute, and the City's Code. The site plan review was done legally and properly.

Vice-Mayor Weinstein asked if the City had ever distributed to the Board of Commissioners or anyone a document of what the proposed traffic patterns would be for she would like a copy of that. Director Portal explained that the traffic pattern was included in the design submitted for the PD along with the traffic analysis that FDOT required. Vice-Mayor Weinstein asked if that could make available on an 8-1/2 x 11 size document, so an individual could understand what will happen in three years. Director Portal said she could make that available.

C. Notification Requirements for Neighborhood Meeting – *Linda Portal, Planning & Zoning Director; Julia Mandell, Land Use Attorney*

[Begin staff memo]

Background

Commissioners expressed concern over the limited notice required for neighborhood meetings and asked for input into the legal and logistical issues associated with extending that notice to a wider portion or even to the whole of the community. Section 110-392 – Neighborhood information meeting, requires notice be sent by mail to properties within a minimum of 200 feet from the boundary of the proposed development that are Planned Developments of any size and all other Major Developments as defined in recent code amendments. Section 110-392 also allows the City Manager or his/her designee to require an extended area be noticed. City staff and consulting attorney, Julia Mandell will address the item. Related code sections are provided below.

Sec. 110-392. – Neighborhood information meeting.

Prior to consideration of the rezoning application and the proposed development plan by the board of commissioners, the applicant shall hold a neighborhood information meeting with property owners within 200 feet of the proposed development. The meeting must be held at a location and

time convenient to the surrounding property owners to maximize attendance, subject to the following requirements:

- (1) *Notification.* Two weeks prior to the meeting date, the applicant shall mail notices of the meeting date, time and place for all property owners inside a radius of 200 feet from the boundary of the proposed development, to the board of commissioners and shall post the property. The applicant shall inform the city manager or his designee of the proposed meeting date and time prior to sending out the notices. The city manager or his designee may require a change of time and/or date due to schedule conflicts or to accommodate advertising requirements for the upcoming board of commissioners' consideration. Documentation of the mailed notice shall be provided to the city manager or his/her designee for verification. The city manager or his/her designee may require additional properties be issued a notice, if deemed appropriate.
- (2) *Applicant's presentation.* At the meeting, the applicant shall explain the proposed use of the subject property and make a copy of the preliminary site plan available for review by attendees. The applicant may also discuss the project's development objectives, design philosophy and proposed time schedule for completion.
- (3) *Question and answer period.* Upon completion of the presentation, time shall be reserved for a question and answer period. Questions should be limited to the proposal as presented, not to the question of whether the site should be developed or redeveloped. The applicant shall identify how potential conflicts will be mitigated.
- (4) *Record.* The applicant shall provide to the city both a written and video record of the neighborhood information meeting, including any representations made by the applicant to the attendees which shall become a requirement for the project.

Failure to conduct a neighborhood meeting when directed by the staff shall be cause for denial of an application for development or redevelopment.

(Ord. No. 1040, § 1, 4-26-05)

	MINOR	INTERMEDIATE	MAJOR
Residential	Developments of 1 to 4 single or multiple-family dwelling units.	Developments of 5 to 20 multiple-family dwelling units.	Developments of 21 or more multiple-family dwelling units. Planned Developments
Non-residential	New construction or expansions of up to 200 square feet of building area.	New construction or expansions of 201 to 2,000 square feet of building area.	New construction or expansions over 2,001 square feet of building area. Previously undeveloped or rezoned Non-residential

			developments of over 1,000 square feet of building area adjacent to residential development. Planned Developments
Parking; other impervious areas; construction activity	Parking areas that include up to 6 new parking spaces. Impervious areas up to 3,000 square feet. Excavation, filling, or removal of no more than 100 cubic yards of material for the purpose of development.	Parking areas that include 7—40 new parking spaces. Impervious areas: 3,001—15,000 square feet.	Parking areas that include more than 40 new parking spaces. Impervious areas: More than 15,000 square feet.

Fiscal Impact

Mailed notice of neighborhood meetings is the expense of the developer for Planned Developments and Major Developments. Separate notice requirements could be set for Planned Development and other major developments. The cost of mailing would depend upon the concentration of addresses in specified areas. This will affect the City’s budget only when the City is the developer. Cost for a City-wide mailing would be estimated at \$3,131 given current postage rates. Postage in that amount along with other City review costs would be added to the cost of any project.

Recommendation

Informational purposes only.

[End staff memo]

Planning & Zoning Director Linda Portal reported on Agenda Item 4.C.

The City’s Land Use Attorney, Julia Mandell explained the standard notice requirements for notifying people of a proposed development. She encouraged changing City Code to increase the radius of how many people to notify and ways they will be notified, implementing an inhouse policy describing the public notice requirements, and discouraged making the notice requirements too broad to avoid any issues and challenges. She said there is nothing in the Florida Statutes that require providing specified notice for property owners in a jurisdiction through a mailing but does however provide a notice requirement advertising an ordinance. Attorney Mandell addressed questions and comments from the Board.

City Manager Jonathan Evans said it would be helpful for staff to receive direction from the Board on how to address the issue for it is his understanding that the Board would like to expand the 200 feet requirement so the appropriate steps can be taken to amend the Code, and to receive direction from the Board for staff to draft a policy that would communicate the location of the meetings to

be in the Commission Chamber, adequate notice to the public, and to ensure meetings are televised and made available for public consumption on demand etc. Staff will bring that back to the Board for final discussion and then for approval.

Mayor Black opened to public comment

Robert Preston, 425 S. Bayshore Drive, said the Board should consider the Civility Code and not be personal about it. The digital signs should be placed at the three entrances to the City, which is a helpful way in notifying people. Changing the notice requirements to 300 feet is reasonable, having the meetings after 6:30 p.m. is reasonable, and it is reasonable for the Board to have its meetings after 6:30 p.m.

Marilyn Hafling, 806 Bay Point Drive, commented that many problems in the City are due to lack of notice and said everyone should be notified of development issues to give them the opportunity to talk about them.

John Hendrix, 569 Normandy Road, asked if a Commissioner was in an effected area could vote on the project. Attorney Mandell explained that a Commissioner has a legal obligation to vote unless the Commissioner has a personal financial gain or loss from the item in front of them. To not vote would be a violation of State Law. Mr. Hendrix stressed concern about the traffic issues and said it not only affected Madeira Beach but others outside Madeira Beach.

Mayor Black closed public comment

Following discussion, the Board consented to bringing back the item for further discussion at the next workshop. The City Attorney said after workshopped by the Board, the ordinance will also go before the Planning Commission.

D. Enterprise Rental Agreement & Management Plan – *Walt Pierce, Finance Director*

[Begin staff memo]

Background Information

At the July 17, 2018 Budget Workshop, the City Commission heard a presentation from Jeffrey Harbaugh, Business Development Manager, with Enterprise Fleet Management. Mr. Harbaugh presented a good alternative to the City's long-term practice of purchasing vehicles when they are close to disposal. His lease plan also included a detail approach toward vehicle maintenance.

Since then, City staff have been working with and supplying information to Mr. Harbaugh regarding our fleet. The goal is to create a fleet plan leveraging a funding solution that improves the City's ability to steadily replace vehicles each year, even during stressed capital budget years. Additional goals include accelerating the implementation of a safer and more efficient vehicle lifecycle, maximizing potential equity at time of resale by outsourcing through channels other than auction, provide more updated resources and technology including annual vehicle lifecycle

analysis, optional maintenance tracking software, driver mobile app, and ongoing fleet consultation.

Mr. Harbaugh has constructed a detail fleet analysis of all city-wide vehicles including a fleet replacement worksheet.

Fiscal Impact

Not determined at this time.

Recommendation

Informational purposes only.

[End staff memo]

City Manager Jonathan Evans introduced Agenda Item 4.D. and said as part of the budget process staff discussed the possibility of looking at a lease-purchase program in lieu of purchasing vehicles. The program is believed to modernize the fleet and save the tax payers money.

Jeff Harbaugh, Business Development Manager with Enterprise, explained their program and how the City would benefit from it, such as reduced maintenance costs, leveraged open-end lease to maximize cash flow and recognize equity from vehicles sold, and shifting from actively replacing inoperable vehicles to planning vehicle purchases. The goal is to reduce the amount of depreciation on the fleet.

Mr. Harbaugh answered questions and concerns of the Board.

The Board gave the City Manager direction to bring the Enterprise program agreement to a regular meeting.

Mayor Black opened to public comment.

Robert Preston, 425 Bayshore Drive, commented that having newer vehicles is positive for the City. He said the program is an excellent opportunity to provide the Fire Department with the newest and safest equipment.

E. Pocket Parks Maintenance Update – *Dave Marsicano, Public Works/Marina Director*

[Begin staff memo]

Background

The premise of this memo is to further discuss the Pocket Parks / Right of Ways and the beatification maintenance of these areas in the City of Madeira Beach. These areas are mowed, edged, and trimmed by Floriculture weekly. All the other details of the parks such as dog waste bag replacement, sign replacement, and refuse removal are done by City staff daily. The work is supervised by our Parks Supervisor Deb Laramee and Public Works Admin Megan Wepfer. City

staff have put together some ideas but would like to have the consensus of the Board of Commissioners as to your ideas before staff moves forward. The parks also include all the beach walkovers, medians in the roads, and small and irregular pieces of property throughout the City. The City staff has included the parks inventory report for your review and a map that highlights the parks and right of ways. There is also a list of all work performed by staff at each park.

Fiscal Impact

Informational

Recommendation

Informational purposes only.

[End staff memo]

Agenda Item 4.E. was pulled for placement on the October 23, 2018 workshop meeting agenda.

F. John's Pass Lighting Project Update – *Dave Marsicano, Public Works/Marina Director*

[Begin staff memo]

Background

Pursuant to the direction provided by the Board of Commissioners, on September 19, 2018, the City Manager, accompanied by the Planning and Zoning Director, met with merchants at John's Pass Village to discuss two items on which the Board of Commissioners directed staff to solicit input from adjacent local businesses. The two topics are the merchant's thoughts and concepts associated with the City's kiosk, as well as proposed improvements to John's Pass Village.

Local merchants felt that numerous items could be improved to assist in creating an ecstatically pleasing shopping experience for all who visit John's Pass Village. The terminology "we are a village" was the vernacular used when discussing signage, etc. The improvements that the merchants articulated are as follows:

- Modernization of existing restroom facilities – most important
- Internet connectivity – WiFi
- Landscaping (xeriscaping)
- Trimming palm trees
 - Placement of dead or dying palm trees
- Better signage – to include wayfinding signage that ecstatically blends into the character of the village, including decorative signage as approaching the village
- Crosswalk and intersection improvements
- Improve trash receptacles – to include ashtrays
- Improved lighting, etc., around the village, and the boardwalk
- Removal or replacement of newspaper stands
- Interactive amenities on the boardwalk (binocular viewing area, etc.)
- Benches or other seating elements on the boardwalk

- Bell Tower renovations

More elements and improvements were articulated; however, some aspects will require public-private partnerships to remedy the merchants' concerns; nonetheless, the conversation was very productive and resulted in good feedback. A staff member will return to the merchant association in the coming weeks to report back on the perspective of the Board of Commissioners.

Fiscal Impact

Fiscal impact has yet to be calculated; however, approximately \$107,000 has been earmarked in the Fiscal Year 2019 Adopted Budget. The cost of these items will be priced out, and priorities can be placed on pressing matters. A work plan can be created accordingly.

Recommendation

Pursuant to the unanimous consensus by the local merchants present, it is the staff's recommendation that the Board of Commissioners direct staff to pursue the total project costs associated with the village renovations.

[End staff memo]

Agenda Item 4.F. was pulled for placement on the October 23, 2018 workshop meeting agenda.

G. Special Event Permitting Program Review - Jay Hatch, Recreation Director

[Begin staff memo]

Background

Pursuant to direction of the Board of Commissioners, the Recreation staff has reviewed and prepared proposed changes to the Special Event Permitting Program. Proposed changes are reflected within 'Article II – Special Events' of the city Code of Ordinances as well as within the forms related to the Special Events Permitting Process. Recreation staff reviewed special event ordinances and permitting forms from neighboring cities and has consulted with other internal departments to ensure the changes address each of their needs within the permit review process.

Additionally, the permit forms have been reviewed and improved upon to ensure clarification of City policies and to avoid previously experienced challenges within the permitting process. While reviewing the permitting process, staff also reviewed the fee schedule as it relates to Special Events and facility rentals to ensure uniformity across the board with the Ordinances and the permitting process. At this time, proposed changes are being presented and the next step will be to make any additional changes and finalize the Special Event Permitting Procedures.

Recommendation

Staff recommends approval of the proposed changes.

[End staff memo]

City Manager Jonathan Evans introduced the item and said the sale of alcoholic beverages on City property associated with an event will be discussed as part of the presentation and staff will need direction from the Board.

Director Jay Hatch reported on Agenda Item 4, his comparison with other cities, and said his proposed changes were based on Commission comment. He said they had conversations with the City's insurance carrier about the sale of alcoholic beverages on City property and the concern was that the City would have to require with the special event application additional insurance to cover the sale of alcohol and secure a COP for the property, and all staff working the events would need to take bar tending classes and alcohol handling classes.

Director Hatch reviewed the proposed changes with the Board, the Board requested corrections and changes, and Director Hatch said he would make the corrections and bring it back to the Commission.

H. City of Madeira Beach Patricia Shontz Day of Good Deeds – *Jonathan Evans, City Manager*

[Begin staff memo]

Background

Pursuant to the direction provided by the Board of Commissioners, staff has conducted an analysis concerning the fiscal impact of what has been referred to as "Patricia Shontz Day." This day was recognized in February 2017 to memorialize and recognize the contributions that Ms. Shontz made to the City of Madeira Beach. This day was intended to celebrate the life and legacy of a true community champion. As a result of direction provided by the Board, as well as additional information furnished by the Chairperson of the Civil Service Commission, staff has calculated the fiscal impact for suspending non-essential City operations and furnishing a day off for all nonessential City personnel at approximately \$12,500. Upon further analysis, and in review of Article VI., Benefits, and Section 601., Holidays, the following are recognized holidays for City employees: New Year's Day, Martin Luther King, Jr. Day, Memorial Day, Independence Day, Labor Day, Veterans Day, Thanksgiving Day, the day after Thanksgiving, Christmas Day, and two floating holidays. There is no mention of Patricia Shontz Day as a paid City holiday. Furthermore, research did not discover any resolution or ordinance that establishes the criteria and the components specific to January 19, or Ms. Patricia Shontz Day. Based on the existing research, no legislative action is effectively required, however, the Board of Commissioners should adopt a resolution effectively recognizing January 19 as the Ms. Patricia Shontz Day of Good Deeds, thus eliminating any ambiguity in providing for additional clarification.

In the past, this holiday has been observed on January 19, however, in lieu of a day off, staff has proposed additional options.

Fiscal Impact

Currently, if observed, Ms. Patricia Shontz Day will have a fiscal impact of \$12,500.

Recommendation

Staff recommends that Ms. Patricia Shontz Day be modified to the Patricia Shontz “Day of Good Deeds,” whereby, on the day of January 19, all nonessential City services will be suspended, and City staff will participate in a community beautification project. These projects will be jointly identified by staff and the Board of Commissioners. In the event the day falls on a Saturday, it will be observed on the preceding Friday, and if the day falls on a Sunday it will be observed on the following Monday. This community beautification project commemorates the legacy of Ms. Shontz, the elected and appointed officials that have made a lasting impact on the lives and businesses in the City of Madeira Beach.

[End staff memo]

City Manager Jonathan Evans reported on Agenda Item 4.H. He said in the past the City recognized January 19th as a City paid employee holiday. According to the personnel manual Patricia Shontz Day is not specified in there. Only about 1/3 of the employees took that day off this year in recognition of Pat Shontz and the others worked. To implement that day off with pay, the fiscal impact would be about \$12,500. He recommended changing the day to a Patricia Shontz Day of Remembrance and have people recognize the day by working on a community project. Staff will bring a resolution memorializing the Board’s position on the item.

Mayor Black recommended doing away with Patricia Shontz Day as it stands and not giving employees the day off to do good deeds. If employees want the day off they can use their own time.

Commissioner Oakley commented that employees should not be given a day off in honor of Pat Shontz. If they want the day off they can use their own time.

Vice-Mayor Weinstein read a memo dated June 7th from the Chairman of the Civil Service Commission recommending removal of the day from the list of paid holidays and recommended recognizing that day for community projects. She said according to the minutes the City never memorialized Patricia Shontz Day of Good Deeds by resolution or ordinance, and there was no mention of perpetuity. However, it would be respectful to leave the day as Patricia Shontz Day of Good Deeds and allow employees to take that day off using a floating holiday.

Commissioner Hodges commented that the employees were very important to Pat Shontz and recommended making it a Pat Shontz Day to celebrate the employees and provide them pizza for lunch in honor of Pat Shontz. The City Manager suggested an employee picnic.

The City Manager said the consensus seemed to be recognizing January 19th as Patricia Shontz Day and as a City operational day.

Commissioner Douthirt suggested changing the day to Patricia Shontz Day/City Employees Appreciation Day or just have Employee Appreciation Day on another day.

The Mayor said the consensus is to go forward with a day named after Pat Shontz.

I. Status of Kiosk at John's Pass Village – Jonathan Evans, City Manager

[Begin staff memo]

Background

Pursuant to the direction provided by the Board of Commissioners, on September 19, 2018, the City Manager, accompanied by the Planning and Zoning Director met with merchants at John's Pass Village to discuss two items on which the Board of Commissioners directed staff to solicit input from adjacent local businesses. The two topics are the merchant's thoughts and concepts associated with the City's kiosk, and proposed improvements to John Pass Village.

In relation to the kiosk, there was unanimous consensus that a "staffed" kiosk would be the optimal solution for promoting commerce. However, there was equal consensus on the desire to see more digital and multimedia elements incorporated into the redesign of the kiosk. Blending these two options will result in a more interactive experience for shoppers, while engaging them with whatever platforms they feel comfortable using.

Elements of the conversation also addressed the idea that the existing location of the kiosk is preferred, as it is centrally located within the village and engages patrons before they enter the shopping district or traverse the boardwalk. All in all, it was abundantly clear to the staff that the merchants prefer the city to appropriately modify and renovate the kiosk while integrating technology into the remodeled facility that serves as an important informational hub for those visiting the pass. In addition, it was abundantly clear that they would like to see more promotion of Madeira Beach businesses versus a regional marketing or promotional push.

Fiscal Impact

The proposed fiscal impact based on the preliminary design is projected to be approximately \$20,000. Furthermore, integration with the digital signage boards and technology elements will result in additional costs that currently have not been estimated as part of the project. However, the technology elements can be easily priced out, and a total cost can be furnished to the Board of Commissioners within the next two weeks.

Recommendation

Pursuant to the unanimous consensus by the local merchant's present, it is the staff's recommendation that the Board of Commissioners direct staff to pursue the total project costs associated with the renovation of the kiosk, in addition to scheduling an opportunity for the Board of Commissioners to revisit/interview the entities that responded to the City's request for proposals.

[End staff memo]

City Manager Jonathan Evans reported on Agenda Item 4.I. He said he and the Planning Director met with the merchants of John's Pass and they stressed that the kiosk is an important means of information to promote the Pass and the businesses there. The costs for improvements to the

building and to bring it into ADA compliance is about \$20,000 excluding adding the technology elements. As a condition to the agreement, whoever operates the kiosk is to market and promote John's Pass first. He would like to invite all the merchants and business owners to a community meeting in the Commission Chamber to discuss the kiosk and the needed improvements because the improvements will affect them.

Commissioner Oakley suggested a buy in from all the business owners in John's Pass if the City is spending thousands of dollars to improve the kiosk because they need to maintain their property there. The City Manager explained that the City failed to maintain and repair the kiosk over the years and that is the reason we are discussing the issue today. If we begin to proactively enforce the rules that are on the books, we can ensure maintenance of the landscaping and parking spaces.

Mayor Black said there will always be a fight over who would operate the kiosk and suggested flattening the building or removing the walls and leaving the roof and having a seating area. The City can put in an electronic board there for informational purposes. This will be a savings to the City.

Commissioner Hodges said it is important to keep the Kiosk and have someone from the Chambers operate it because currently only the Chambers advertise the City. Missy Hahn with the Treasure Island and Madeira Beach Chamber works hard to do that.

Vice-Mayor Weinstein said the Village should have the Chamber's presence but not at the cost of the tax payers. It is a business expense. There has been no rent paid on that building since April 2017. Back in March 2018 when the Building Official informed the Board about the ADA requirements it was discussed whether the building should be torn down and at that time, she pointed out that the kiosk is not in a safe location, it is close to the street, there is no special curbing, so leaving the kiosk there would not be the right thing. Digital signage is wonderful, but not at the tax payers' expense.

Commissioner Douthirt said the City's ordinance does not allow electronic signage there. The City Manager explained that the Board would have to modify the ordinance allowing it. When meeting with the business owners they communicated the most optimal use of that space to promote commerce in that area. If making substantial modifications the unintended consequences are going to affect those businesses. Before deciding to scrape it, it is important for the Board to have a conversation with those members of the Village in a public forum. The City owned and operated that facility for umpteen years and failed to maintain and keep it in compliance. If so, this conversation would not be happening. The businesses really see the kiosk as a value. The businesses and the two Chambers need to be engaged. Both Chambers see the value of having a person there communicating with folks versus no presence.

Commissioner Douthirt said the list of improvements estimated at a cost of \$107,000 slated for John's Pass Village provided by the businesses in John's Pass does not include the kiosk. He suggested taking \$20,000 out of the \$107,000 for the kiosk and letting the businesses decide on what to cut from the list to make that happen. The City Manager said the discussions about the kiosk occurred long before the discussion and allocation of monies for improvements to the

Village. If the Board would like for him to communicate that to the business owners, he will do so but that was not the direction provided to him. There is an opportunity for partnering with the business communities on getting the kiosk where it needs to be. The items listed that relate to the next agenda item are items obligated by the City to do as a property owner and that is the same with the kiosk. He did not combine the two agenda items because they are different policy decisions the Board must consider.

Commissioner Oakley said the list came from 10 people out of 103 business owners there, so it needs opening to the entire Pass because the business owners that do not belong to the Village Association need to be involved in the decision or add their input.

Vice-Mayor Weinstein agreed with the improvements but not any decorative signage especially not to benefit private property owners. Seating in John's Pass would be very helpful.

The City Manager said if it is the Board's desire he will do whatever or however to talk to the businesses on how to move forward. If entering into an agreement with the Chamber that \$300 per month could offset any costs involved. The facility belongs to the City and the City lawfully has an obligation to maintain it or remove the facility.

The consensus of the Board was for the City Manager to have a meeting with everyone in John's Pass on both agenda items and to do whatever necessary to get as many as possible to participate. Commissioner Douthirt said the backroom of the VFW is available to have the meeting.

Mayor Black opened to public comment.

Miss Hahn, Treasure Island and Madeira Beach Chamber, commented the reason they are interested in operating the kiosk is because it is a money maker. The Convention and Visitors Bureau gives them funding based on the number of visitors they see. Based on the numbers in John's Pass they receive a lot more in funding. John's Pass has always been touted as the number one free attraction in the State of Florida. A lot of the taxes coming into Madeira Beach is from people that are coming to John's Pass shopping and not the residents. The entire village is important to Madeira Beach and to the West Coast area.

J. John's Pass Village Improvements – *Jonathan Evans, City Manager*

[Begin staff memo]

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village” was the vernacular used when discussing signage, etc. The improvements that the merchants articulated are as follows:

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- Improve trash receptacles – to include ashtrays
- Improved lighting, etc., around the village, and the boardwalk
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- Interactive amenities on the boardwalk (binocular viewing area, etc.)
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More elements and improvements were articulated; however, some aspects will require public-private partnerships to remedy the merchants’ concerns; nonetheless, the conversation was very productive and resulted in good feedback. A staff member will return to the merchant association in the coming weeks to report back on the perspective of the Board of Commissioners.

Fiscal Impact

Fiscal impact has yet to be calculated; however, approximately \$107,000 has been earmarked in the Fiscal Year 2019 Adopted Budget. The cost of these items will be priced out, and priorities can be placed on pressing matters. A work plan can be created accordingly.

Recommendation

Pursuant to the unanimous consensus by the local merchants present, it is the staff's recommendation that the Board of Commissioners direct staff to pursue the total project costs associated with the village renovations.

[End staff memo]

City Manager Jonathan Evans communicated that this item is on hold until he has a more global conversation with the business community.

K. Comprehensive Report on Amendment 1 – *Jonathan Evans, City Manager*

[Begin staff memo]

Background

On November 6, 2018, Florida voters will have the opportunity to decide on a proposed statewide amendment for an increase in the homestead property tax exemption. This ballot initiative is

referred to as Florida's Amendment 1 and will provide an additional \$25,000 exemption on a primary residence with an assessed value of \$100,000-\$125,000. If passed, this amendment will take effect on January 1, 2019. Proffered by the state legislature, this amendment affects revenue collection at the local level only; it does not impact any state revenue streams. In addition, this particular amendment does not benefit all Floridians, as it is projected to benefit only 12% of property owners.

Based on the information that Pinellas County has provided, two in three Pinellas County homes would not qualify for the additional property tax exemption. Furthermore, businesses and renters do not qualify. However, the projected fiscal impact to local government agencies throughout the county is projected to be \$42.5 million in Fiscal Year 2020 if this amendment is passed. The projected impact on the city of Madeira Beach is approximately \$54,000 in lost revenue in one fiscal year, and in subsequent years, the costs are invariably projected to increase.

Furthermore, not the voters but rather Tallahassee politicians requested this amendment, which requires 60% plus one to go into effect. According to the Pinellas County Property Appraiser's Office 70% of Pinellas County properties will receive no benefit from this exemption, 7% will receive a partial exemption, and 23% will receive a full exemption. This initiative from Tallahassee is not a tax break; rather, it is a tax shift and will have profound impacts on local governments throughout the state of Florida both now and in the future.

Fiscal Impact

The projected fiscal impact for Fiscal Year 2020 is approximately \$54,000, with the impact being compounded in subsequent years. Countywide, the impact is projected to be \$42.5 million, and statewide, local governments will lose approximately \$644 million of additional revenue.

Recommendation

The staff members recommend that the Board of Commissioners direct staff to collaborate with the Florida League of Cities and other local governments to communicate the impact that the amendment will have on local governments, as well as to proactively educate the citizenry on this particular ballot initiative. Finally, the staff members request that the Board of Commissioners bring forward a resolution communicating the Board of Commissioner's opinion on the amendment so as to educate the general public on it.

[End staff memo]

City Manager Jonathan Evans reported on Agenda Item 4.K. He recommended bringing a resolution to the Board that communicates the impact of Amendment 1 and said he would like to have two community meetings to educate people on Amendment 1. The Board consented to bringing the resolution to the Board.

5. ADJOURNMENT

The meeting was adjourned at 6:03 p.m.

Maggi Black
Maggi Black, Mayor

ATTEST:

Clara VanBlargan
Clara VanBlargan, City Clerk



