



# City Manager's Report September 2018

# Office of the City Manager

As we turn the corner into the fall season, Madeira Beach residents look forward to many things; cooler temperatures, costumed children seeking treats, family gathering around the Thanksgiving table and recognition of “The Greatest Generation”. Sunday, November 11th is Veterans Day, however, this auspicious occasion will also be celebrated on Saturday, November 10th in a way that only the City of Madeira Beach can provide, with a premiere boat parade. The City of Madeira Beach is looking for any World War II veterans that reside within the City to participate in this event.



*Jonathan Evans  
City Manager*



These individuals are special for multiple reasons, but we as a City wish to recognize those who have served our country with dignity and distinction. This community will always cherish the service of its veterans, active military personnel, and first responders. Supporting the 22nd Annual Veterans Boat Parade is our way of paying tribute to their patriotism.

We are seeking your assistance in helping find veterans that have served our country during times of conflict. Family members, friends and fellow service members who know of any WWII veterans in our community please contact the Office of the City Manager at 727-391-9951 or by email, [citymanager@](mailto:citymanager@madeirabeachfl.gov)

[madeirabeachfl.gov](mailto:citymanager@madeirabeachfl.gov). While it is impossible to achieve the level of gratitude owed to our veterans in one single day, we look forward to your participation in this event which is a small token of our appreciation.

In closing, I would like to again remind all Madeira Beach residents that the City is on the November 6th General Election Ballot. The 10 proposed changes to our City Charter were recommended by the all-volunteer Charter Review Committee. Please note that the ballot is quite lengthy with the State of Florida placing 12 proposed Constitutional Amendments and/or Revisions on the ballot, in addition to the election of numerous constitutional office holders resulting in the lengthy ballot. The City’s proposed changes to the Charter can be found on pages 4 and 5.

The City has provided information on the Charter Amendments on the City’s website, [www.madeirabeachfl.gov](http://www.madeirabeachfl.gov), that includes the following; Frequently Asked Questions about the Charter, a laypersons’ interpretation of the Charter amendments, a sample ballot, Supervisor of Elections contact information, a copy of the letter from the City, and the actual proposed Charter amendments. We encourage you to be an informed and educated voter, and, more importantly to participate in the process by casting your vote.



## FIRE DEPARTMENT

Fire Chief Derryl O'Neal reports that each year, the Fire Department visits all City-owned buildings and civic organizations, which have an Automated External Defibrillator (AED). An AED is a portable cardiac detection device that checks the heart's rhythm. When a critical heart rhythm is detected, the AED can send an electric shock to the heart to restore a normal rhythm. This safety check ensures the AED heart monitor is functioning properly and all associated items are operational and ready for immediate use.

Earlier this summer, the Madeira Beach Fire Department invited the Recreation Department's Summer Campers to participate in our 3rd Annual "Firefighter for a Day" event. This event has become one of the most popular activities for young people.

More than 60 campers participated in the children's firefighter challenge which consisted of an obstacle course, knocking down a traffic cone with a high-pressure water stream, carrying a real fire hose on their shoulder through a zigzag course while water rained down on them from the ladder truck. Next, they had to run to the pre-built structure, climb up to a window, check the floor with a hammer for safety, climb over the window sill and enter the simulated fire room inside. Quickly, they ran to pull a fire hose and rescue a manikin and pull them to safety.



At the end of the hot day, the children gathered inside the fire house to cool down with ice pops and were greeted by Clover our Fire House Dog. When it was all over, the campers learned valuable lessons about fire safety and what it takes to be a firefighter. Even with all the hard work everyone, including the firefighters, had a smile on their face at the end of the event.

Lastly, City Manager Jonathan Evans participated in the Annual Fire Ops 101 class. Fire Ops 101 is a day-long event, sponsored and conducted by the Pinellas County Fire Chiefs Association and the International Association of Firefighters. It teaches and exposes civic leaders to the duties, responsibilities and challenges associated with fire and emergency services. It offers a brief overview of emergency medical operation, auto extrication, fire suppression techniques, and much more. This year's class was attended by 50 city managers, mayors, and other elected and public officials, as well the public.

## ACCOUNTING/FINANCE

The Finance Department is getting ready for the close out of FY 2018 and upcoming audit. To correctly close out the fiscal year, all departments are required to follow specific procedures and meet deadlines regarding invoices and credit card use. For example, there is a deadline of October 10, 2018 for all City vendors to submit FY 2018 invoices. City staff were on a restricted use schedule for credit cards for the month of September to allow finance staff to update as many accounts as possible. The Accounting Manager has set up cash reserve accounts in the General and Archibald Funds to better track the additional \$0.50 collected in parking fees. These fees will be restricted in their use.

## BUDGET

The FY 2019 Tentative Budget was adopted by the City Commission on September 18, 2019 at the second reading. The total FY 2019 Adopted Budget is \$18,229,000 for all funds. Commissioner's thanked members of the Budget Committee which was made up of the following people; Roger Pryor; June Mohns; Doreen Moore; Tom Edwards; and John Hendricks.



## **INFORMATION TECHNOLOGY**

Network People will soon be implementing their next phase of internet security protection and making it even more difficult for cyber intrusion to occur within our computer systems. This phase will concentrate on training and education for all staff who have computer access and includes what steps to take when a cyber intrusion is suspected. Finance staff will be assisting members of the new web site team in transitioning in the new Clear Gov transparency portal. During October, figures provided by Clear Gov will be verified by finance staff before conversion into the City's web site.

## **HUMAN RESOURCES**

Effective October 1, 2018 the Human Resources Coordinator, which previously reported to the Director of Finance, will report to the City Manager. Karen Paulson, the Human Resources Coordinator, has been transitioning into the full-time HR position and training Chris Tarkenton, the Fiscal Coordinator, to assume the financial tasks previously handled by the Human Resources Coordinator. Mr. Tarkenton will also be taking on new responsibilities relating to grant management, fixed assets, and capital budgeting.



The City has hired a new Planning and Zoning Coordinator, who will work in the Community Development Department. Jenny Rowan started employment on September 24, 2018 and is a welcome addition to the team. She will help to keep the Planning and Zoning functions of the department running smoothly. Jenny reports to Linda Portal, the previous Planning and Zoning Coordinator, who has been promoted to the role of Community Development Director, overseeing all planning and zoning responsibilities.

Meanwhile, the City is actively seeking to fill vacant positions including Public Works Technician II, Sanitation Worker I, Building Official Assistant, and a Part-time Bus Driver for the Recreation Department. Interested parties can download an employment application from the City's website (located under Employment Opportunities on the right side of the home page). All position are open until filled.

## **PARKING ENFORCEMENT**

Parking revenue for FY 2018 year which ended on September 30th is estimated to total \$2,097,960 compared to \$2,032,715 for the previous year of FY 2017. The increase is encouraging because parking revenue collection in September has been historically low and paid parking was suspended by the Board of Commissioners on September 25th to help local businesses impacted by red tide. Despite these two handicaps the City realized a 3.2% increase in revenue from parking in FY 2018.

## **COMMUNITY DEVELOPMENT**

During September the Community Development Department reviewed several large homes and commercial proposals including a hotel that is the first to be built as a part of the Town Center Development. With a strong economy, the number of development applications continues to increase. Early in the month Director Linda Portal attended training at the Floodplain Management Conference. Ongoing training for the Certified Floodplain Manager is extensive and requires conference attendance along with monthly online training. The conference sessions provided direction on the preparation and improvement of the City's Community Rating System (CRS) Report. Production of a strong CRS report is essential to maintaining or improving our flood insurance rating.



The Planning and Building staff, with the input of our consulting engineer, are also participating in the review of the proposed changes to the FEMA maps. Changes involving a new overlay zone will require the City to increase its regulations on many properties, both residential and commercial, throughout the community. Community Development staff is working with Pinellas County and the surrounding island communities to provide coordinated input on the policy FEMA will use to regulate the new zone. Staff continues to provide public information notices to all property owners and encourage them to learn how these changes may impact their projects. Staff has also begun meeting with merchants in the Town Center area and with those in John's Pass Village to help identify and plan changes that must be made to improve the quality and functionality of those areas.

## **RECREATION**

While it may still feel like summer outside, Fall Recreation programs and activities are back in full swing! The Madeira Beach Youth Soccer League welcomed over 150 registrants to the program who began practices in the last few weeks. Madeira Beach Youth Baseball and Softball received over 220 registrants for the upcoming season as well. Games for both leagues will begin the first few weeks of October and will take place at the Madeira Beach Recreation Complex and Madeira Beach Fundamental School Fields.

The Madeira Beach Social Club was welcomed back earlier this month with their first official meeting of the calendar year. Over 40 members were treated to a presentation from Alligator Attraction by Travis Palladeno and food from Frabotta's Italian Kitchen. With future planned activities and events, this year's social club membership looks to offer the most excitement to date!

In addition to the youth athletics and social club activities, the fitness and arts programs have added new activities for everyone. Cardio Drumming headlines the new fitness classes and is offered every Wednesday morning at 8 a.m. On the arts side, different classes are being added each month. The twice a month classes will be themed based on the seasons and holidays they fall within.

## **Upcoming Recreation Events & Activities**

- 10/7 – Madeira Beach Yoga – Paddleboard Yoga – 9 a.m. – Recreation Center
- 10/10 – Parents' Night Out – 6 p.m. – Recreation Center
- 10/13-14 – NSA Softball Tournament – All Day – Recreation Complex
- 10/17 – Madeira Beach Social Club Lunch Bunch – 11:30 a.m. – Mangos
- 10/17 – Halloween Craft Night – 6 p.m. – Recreation Center
- 10/20 – Wild West Kingfish Tournament – 5 p.m. – John's Pass Village
- 10/20-21 – NSA Softball Tournament – All Day – Recreation Complex
- 10/20 – Madeira Beach Social Club Trip – 9 a.m. – Hunsader Farms Pumpkin Festival
- 10/25-28 – John's Pass Seafood Festival – All Day – John's Pass
- 10/31 – CPR Class hosted by Madeira Beach Fire Department – 8:30 a.m. – Recreation Center



## **OFFICE OF THE CITY CLERK**

City Clerk Clara VanBlargan reports preparations continue for the upcoming General Election in November. 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 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 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 1 through September 30, 2018 there were 85 public meetings of the following Boards, Commissions, Committees, and including a Charter Amendment Public Forum:

- 4 Bid Review Committee Meetings
- 14 Budget Review Committee Meetings
- 46 Board of Commissioners Meetings
- 11 Civil Service Commission Meetings
- 9 Charter Review Committee Meetings
- 1 Charter Amendment Public Forum

The City of Madeira Beach Board of Commission meetings take place at City Hall on the second Tuesday of every month at 6 p.m. in the Commission Chambers. Workshops are usually on the fourth Tuesday of each month at 2 p.m. also in the Commission Chambers. 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 or a majority of the Commission members with no less than 24-hour's notice, in writing, to each member and the public.

## **MARINA**

The fall air is finally starting to cut through the thick summer heat and with it comes an abundance of fishing options. As the water temperature starts to fall out of the 80's and approaches the mid 70's, big kingfish and Spanish maceral will invade the beaches, reefs, shipping channel, and Tampa Bay.

The beautiful thing about this fishery in the fall is that the hordes of baitfish are already here and that makes finding fish a little easier. When trying to locate fish there are a few crucial conditions you will need to find first. Clean water is the first. Macs do not like dirty or stained water, they are a visual predator that like to use their speed to ambush pray from underneath. The next is structure. Structure will help hold bait in an area which will in turn keep the fish around and feeding. Big Kingfish are especially fond of structure because it holds their favorite food Spanish Maceral.



There are many types of structure from hard bottom, reefs, wrecks, ledges, channel markers, and large container ships that have been at anchor for a few days. You can do some research before you go on [www.marinetraffic.com](http://www.marinetraffic.com). This site gives you names, location and information on ships and lets you know which have been on anchor for a while.

Most important is bait. Bait comes in all shapes and sizes but there are some that just drive big kings and Spanish crazy. Large Spanish maceral love 4 to 5-inch live



pilchards or Spanish sardines. I like to fish them on 4000 size spinning reels loaded with 10-pound mono with 30-pound fluorocarbon leader and a long shank 2/0 hook. Using fluorocarbon leader instead of wire will improve your bites and the long shank of the hook will help guard the leader from their teeth.

Big Kings love big baits. If you are looking for a stud kingfish to put you on the board at The King of the Beach, big baits will help you key in on larger fish. Spanish maceral, ladyfish, mullet, silver trout, bluefish, and 12" blue runners are prime baits. Mullet, ladyfish, and runners can be caught a few days ahead of time and kept in a large bait pen if their well-fed. Others must be caught on site and Spanish need to be caught and put back out immediately as they will quickly die in a well. Make sure to use #3 or #4 wire with a 2/0 nose (J hook) and two #4 4x strong stinger (treble) hooks that cover  $\frac{3}{4}$  of the bait you are using. If you do get the big hit make sure that everyone on your team has a job to do, clearing lines, downriggers, securing hooks and do not forget to take the safety tube off the end of the gaff. Good luck and enjoy some world class drag screaming action right in our back yard.

## **PUBLIC WORKS**

It's coming up on that time of year again, when we start preparing our lawns for cooler temperatures and proper irrigation. Everyone wants to use less water, it results in a lower water bill, a healthier lawn and most importantly less runoff into our storm drains and eventually the bay. The best way to accomplish those goals is with Florida friendly vegetation. Here are some frequently asked questions about how to grow a Florida yard.....

### **1. Use Turf Grass Only Where Needed for Pets or Play Areas**

- Use Florida friendly trees, shrubs and groundcovers to reduce turf grass in your yard
- Match the right plants to the right places in your yard
- Expand your landscape beds and reduce the time spent mowing your yard

### **2. Use Water Wisely**

- Don't water until you can see footprints in your lawn and plant leaves start to curl
- Don't water when rain is expected or immediately after it rains
- Place a rain gauge in an open area to track the amount of rain and the amount of water used for irrigation
- Supervise your sprinklers to make sure they work and that the spray hits your lawn and not the street
- When you irrigate, give the landscape at least 1/2 to 3/4 inches of water for deep roots

### **3. Reduce or Eliminate Fertilizers**

- Use of fertilizer is banned for turf grass in ALL areas of Pinellas County between June 1 and September 30
- When you fertilize your lawn, use a fertilizer with slow-release nitrogen and no phosphorous
- Clean up fertilizer that lands on sidewalks, driveways or roadways. Blow it back on to your yard
- Remember to keep fertilizer at least 10-feet away from surface water and the edge of a seawall

### **4. Reduce or Eliminate Pesticides**

- The No. 1 rule for pest control is to know what insects are infiltrating your territory before you start applying pesticides. Many insects in Florida are helpful, such as ladybugs and spiders. There are a variety of non-toxic horticultural soaps and sprays that keep harmful plant insects under control without using poison. By taking control of your yard with Florida friendly landscaping you'll save money, have less maintenance, contribute to the health of the bay and of course, have the coolest yard in the neighborhood!



# UPCOMING MEETINGS

- Monday, October 8 - 6 p.m. - Planning Commission Regular Meeting
- Tuesday, October 9 - 5:45 p.m. - BOC Workshop Agenda Setting Meeting
- Tuesday, October 9 - 6 p.m. - BOC Regular Meeting
- Wednesday, October 10 - 10 a.m. - Charter Review Committee/Civil Service Commission Joint Meeting
- Wednesday, October 10 - 11:30 a.m. - Civil Service Commission Meeting
- Monday, October 22 - 2 p.m. - Special Magistrate-Variance/Special Exception Hearings & Code Enforcement Hearings
- Tuesday, October 23 - 2 p.m. - BOC Workshop Meeting



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