

**City Manager's  
Report  
December 2018**

***Happy New Year!***



# City Manager's Office

*Jonathan Evans, MBA, MPA*

On behalf of the mayor, the Board of Commissioners and staff, we would like to wish you and your family a happy and productive new year. During 2018, the City of Madeira Beach achieved many significant milestones intended to ensure that prosperity continues within our community. One such milestone is the city's adoption of its first-ever mission and vision statements. These declarations were recognized in a resolution that explicitly charts the course for the city – now and into the future – as we seek to protect and preserve the quality of life in Madeira Beach. A new city website was launched, providing for more functionality, increased transparency and easier accessibility to government information and resources for residents, visitors, and businesses. The new website boasts a unique transparency portal, offers an innovative way for vendors to sign up to receive city solicitations and features a modern design that results in a much-needed facelift. The city deployed its first community values survey, which sought public feedback and participation in the governance of the City of Madeira Beach. The community values survey collected over 550 responses, and the input was used in the development of the FY 2019 budget.



We were successful in bringing forth the city's first comprehensive fee ordinance, 2018-03 which provides more revenue opportunities, corrects significant deficiencies within the fees collected for development review services, and ensures that no subsidies from the general fund are utilized to pay for private sector growth and development. Resolution 2018-05 increased the parking rate by \$.50 per hour. One half of that new revenue is dedicated to investments in infrastructure and the other half will be used to pay down some of the city's long-term debt. With the passage of both of these items, the city is projected to receive in excess of \$200,000 in additional parking revenue, as well as \$10,000–\$15,000 per month in additional fee revenue.

Other public policy accomplishments include the adoption of Resolution 2018-10 (the Civility Pledge), and Resolution 2018-06, which focused on refinancing the city's 2014 series bond debt and altering the payment structure of that debt. The end result? More financial liquidity for the city, while reducing the annual debt service payment.

We were also successful in solidifying a renewal of the 10-year contract with the Redington communities to provide fire protection services, which are projected to generate approximately \$2.5 million over 10-years. The city also entered into a contractual agreement with Enterprise Fleet Management to manage the city's fleet vehicles. As a result, the city is projected to save approximately \$100,000 this fiscal year by deferring capital purchases for vehicles and entering into a lease purchase program whereby the city will receive double the number of vehicles at a third of the cost. These vehicles feature tracking devices, boast better fuel efficiency and more safety features, and will allow the city to modernize its fleet within three years rather than in a decade. Operating and maintenance costs alone are projected to decrease by approximately \$12,000 to \$15,000 per year.

In closing, we have surveyed our community, held public information sessions, and hosted listening tours, all under the auspices of good government, understanding that the real authority in government resides in the public and the public's willingness to be governed by those that they elect to represent them. I would like to thank the members of the Board of Commissioners for their support, guidance, and perspective, as they have all been instrumental in the progress we have made as an organization. I would also like to thank the executive management team, and all the employees, who have been a core part of every accomplishment made thus far; their valuable contributions to this organization are interwoven into the fiber of our success as a city.

Lastly, thank you to the community for your support and your much-appreciated well-wishes! I wish you and your family a happy and safe 2019!

### ***Community Development Report***



In December Community Development staff, with the assistance of the building and engineering personnel, prepared for a review of our Floodplain Management Program by FEMA. The city is rated a Class 6, which gives the property owners a 20% discount on their flood insurance. Maintaining that classification requires advancing the program with many layers of additional regulation and administrative procedure. The staff put together a detailed presentation documenting the history of the program and the advancements made so far. We will continue to work

with the FEMA consultants throughout the upcoming months to complete the review process. In other department news, two community meetings were held in December. one for development of the Schooner site including a property across Gulf Blvd., and a second community meeting for the proposed hotel mixed-use development in the John's Pass District.

### ***Human Resources Report***

City employees have been busy completing two required training assignments; sexual harassment training and general security awareness training. In addition, Human Resources has been making available to each department to their specific job functions. These trainings have been added in order to educate our employees about the importance and value of knowing how to identify safety and security issues as well as to increase their job knowledge.

Two recent resignations and two additional hires have occurred in the last month. Jon Libby and Dave Marsicano have resigned from the City Marina to pursue other opportunities. Nick Boesch has worked part-time at the marina for two years and will be replacing Jon as a full-time marina attendant. Sue Hofthagen has been hired as a full-time parking attendant. Sue recently moved to Florida and has experience and knowledge in parking enforcement. Both are welcome additions to our team.



The City is actively seeking to fill the following vacant positions: a part-time marina attendant I and a full-time sanitation worker I. Applications will be accepted until the positions have been filled. Employment applications can be downloaded from the city's website.



## City Clerk's Report

City Clerk Clara VanBlargan reports that preparations continue for the upcoming municipal election on March 12, 2019. Candidates for Commissioner of District 3 and Commissioner of District 4 will be on the ballot along with the following 11 proposed charter amendments:

- No. 1 Charter Amendment - Simple Majority Vote
- No. 2 Charter Amendment - Term Limits
- No. 3 Charter Amendment - Forfeiture of Office for knowing violations of certain State Laws
- No. 4 Charter Amendment - Forfeiture of Office after three (3) unexcused absences
- No. 5 Charter Amendment - Adjustment of District Boundaries every five (5) years
- No. 6 Charter Amendment - Adopt State Law for Recall Procedures
- No. 7 Charter Amendment - Induction of newly Elected Commissioners
- No. 8 Charter Amendment - Recognize City Manager and remove City Treasurer on the list of Charter Officers
- No. 9 Charter Amendment - Delegation of Commission Investigation Procedures
- No. 10 Charter Amendment - Special Magistrate to replace Board of Adjustment
- No. 11 Charter Amendment - Citizens' Initiative and Referendum Procedures

For detailed descriptions of what each proposed amendment would do visit the city's website. The City Clerk reports that in 2018 there were 109 public meetings of the following Boards, Commissions, Committees, and including a Charter Amendment Public Forum:

4 Bid Review Committee meetings	16 Civil Service Commission meetings
14 Budget Review Committee meetings	15 Charter Review Committee meetings
57 Board of Commissioners meetings	3 Charter Amendment Public Forum

The Board of Commissioners will meet in 2019 in the City Hall Commission Chamber, located at 300 Municipal Drive, Madeira Beach:

Workshop Agenda Setting	2nd Tuesday @ 5:45 p.m.
Regular Meeting	2nd Tuesday @ 6:00 p.m.
Regular Workshop Meeting	4th Tuesday @ 2:00 p.m.

## Public Works Report



Many of Florida's lakes, streams, springs, and estuaries are considered impaired by the EPA, but not Boca Ciega Bay! Public Works strives hard to keep it that way! Staff patrol the streets after storms to make sure the stormwater inlets and pipes are clear of debris. The staff also makes sure the beaches and parks are patrolled to remove litter. These efforts help keep the bay clean. So, what can you do to help?

**Follow the guidelines of the city's fertilizer ordinance.** Remember that fertilizer application in September is prohibited by ordinance. When you apply fertilizer or pesticides on your yard, make sure that you stay at least 5 feet away from open water. Pesticides kill more than just bugs in your yard. Too much fertilizer in the bay can cause algae blooms.



**Purchase lawn fertilizer without phosphorus.** Phosphorus is only necessary for blooming plants, not lawns.

**Clean up after your pets.** Pet waste contains harmful bacteria. If left in front yards or parks, rain will eventually wash the waste into city streets and to the stormwater system. The city's stormwater system discharges to the bay.

**Blow grass clippings back onto your yard and not into the streets or bay.** When vegetation such as grass clippings washes into the bay, it decomposes and releases nutrients into the water. Excess nutrients are the Number 1 pollutant that harms water bodies in the state of Florida.

If everyone follows these three simple steps, think how much cleaner our neighborhoods and Boca Ciega Bay could be. City staff thanks every resident for their support.

### ***Recreation Report***

The holiday season kicked off with the John's Pass Tree Lighting ceremony and the Jingle Bell Fishing Tournament for kids. Sponsors Angler Armory, Santa's Angels, DeLosa's Pizza, and others helped with the effort to collect toys for children in need. Shortly after the conclusion of the tournament, Santa arrived on the Madeira Beach fire ladder truck to light the tree.

Once again, the Recreation Department and Santa's Angels partnered for the 4th Annual John's Pass Ugly Sweater Pub Crawl. Participants contributed 134 toys and over \$650 to help Santa's Angels provide toys to a record 411 children in need throughout Pinellas County.

Just prior to the holiday break, Madeira Way merchants welcomed vendors throughout the area and hosted another successful edition of the Madeira Way Market. With a festive crowd and a visit from Santa, the December market helped lay the groundwork for future markets that will continue through April.



Finally, the Recreation Center hosted children during their annual Holiday Camp. The children were treated to activities and field trips during the holidays while they were out of school. With the end of the holiday break, we now start to focus athletic league registrations, events, and other activities in the community, including:

- Jan. 11 – Parents' Night Out – 6 p.m. – Recreation Center
- Jan. 11 – Friday Fusion Yoga – 6 p.m. – Recreation Center
- Jan. 13 – Yoga & Mimosa's – 9 a.m. – Archibald Memorial Beach Park
- Jan. 14 – Liz Line Dance and Latin Dance Class – 1 p.m. – Boca View Hall
- Jan. 16 – Social Club Lunch Bunch – 11:30 a.m. – Lulu's
- Jan. 18 – Social Club Bus Trip – 10:30 a.m. – Sponge Dock's
- Jan. 20 – Karma Beach Yoga for SPCA – 9 a.m. – Archibald Memorial Beach Park
- Jan. 25 – Social Bus Trip – 8:45 a.m. – Tampa Boat Trip

## *Marina Report*

Winter is here, and once the water temperature gets into the low 60's the metabolism of most of our inshore species will slow down, causing them to eat less and therefore become harder to catch. There is one fish that thrives in these cooler conditions and can be caught all over the bay—sheepshead. Like the name implies, they have front teeth like those of a sheep, stripes of a convict, scales like chainmail, and the most subtle and delicate bite of any fish. Though fishing for sheepies can be frustrating at times, the reward of delicate white fillets is well worth it.

Your tackle is key. Spinning reels in the 4,000 size with a 7' medium heavy rod and 20–30-pound braid will give you the power to turn big fish away from pilings and the finesse you need to feel the subtle bite. At the other end of the rig, you'll need about 2-feet of 20 or 25-pound mono leader, a #1 to #5 split shot (depending on current), and a 1/0 circle hook. The circle hook seems to navigate the point of the hook around the several rows of teeth and into the corner of the fish's mouth. Remember when using circle hooks do not jerk the rod to set the hook, just reel the line tight and the hook will find its sweet spot.



Now it comes down to the bait. Fresh-cut shrimp, sand fleas, fiddler crabs, clams, and even barnacles threaded onto a hook work, but nothing gets a sheepie more amped up than a fresh oyster. To obtain these oysters you will need a flat shovel, brick, hammer and your landing net. Go to any local bridges, docks, or seawalls that have some current flow and tie off or anchor up to them. These areas are also where you will find large schools of sheepshead. Then, have your partner hold the net down in the water against the oyster coated piling and use the shovel to start scraping them off and into the net. Pull the meat out and thread it over the hook several times, then drop it next to the piling. Wait for the subtle taps or slow movement in the line, then reel tight and get them to the boat.

Offshore: Weather windows are brief this time of year, but when you can get out there, fishing should be hot. Gag grouper will be moving into the shallow waters just off the beach (15 to 20 feet). While the season closed on January 1, shallow water gag fishing is still a ton of fun. If you're looking for something to bring home, there are still plenty of grunts, porgies, seabass, hogfish, sheepshead, and flounder hanging around any good live bottom or ledges within 15 miles of the beach. You can anchor up or even drift larger areas on calm days. Use spinning tackle just the same as mentioned earlier but instead of a circle hook, tie on a half-ounce pink jig head and tip it with a fresh shrimp or even a 3" GULP shrimp. Slowly bounce the jig off the bottom or fan cast around the area to help locate a group of fish. Once you get a nice fish, chances are there are more of his buddies close by.



Be sure to check for all, new 2019 regulations and have a great new year full of fun and excitement.

## ***Fire Department***

The city commissioners approved and adopted fire service contracts with the Redington communities and the City of Seminole. The agreements provide for dependable fire operations and consistent funding for the next 10-years. Over this period, Madeira Beach is expected to receive over \$2.5 million.

Clover celebrated her first birthday on December 19th with many of her fans who traveled from as far as Odessa to help her celebrate. It was a busy day for the birthday pup as she and firefighter Ubiles were interviewed by Fox 13 and CBS 10 news. The party began at 2 p.m. The fire station was decorated; cupcakes, snacks, and refreshments prepared and although the weather did not want to cooperate, more than 100 of Clover's closest friends stopped by. In lieu of presents, donations were collected for Suncoast Animal League and the generous gift giving continued throughout the week – the donation drive was a great success! Madeira Beach Fire Department would like to say “thank you” for the continued support of Clover from our community.



## ***Accounting/Finance Report***

The accounting and finance staff have been very busy working on year-end adjustments in finalizing financial reports that include the general ledger and budget to actual reports. These reports will be utilized by the city auditor in the completion of the city audit for the 2017/18 fiscal year.

As usual, challenges for staff center on reporting for capital assets. It has been determined, that 107 assets whose value totals \$879,937 will need to be disposed of and removed from the city's financial inventory system (upon commission approval on January 8, 2019). This will assist greatly in providing for more accurate reporting of the city's assets on the city's Comprehensive Annual Financial Report or CAFR for the 2017/18 fiscal year.

## ***Parking Enforcement***

Parking revenue fees collected for the first quarter of FY 2019 (October–December) totaled \$291,922.19.

Parking Supervisor Brian Rau continues his training on our digital kiosk system. The city's parking kiosk vendor, Flowbird, has made numerous changes recently to update the software interface on kiosks, making the payment process more straightforward for customers.

The parking webpage on the city's new website continues to impress with updates like information on the city's coming addition of the "Parkmobile" app, the most widely used parking app in the country. The site also includes information on how to get one of our annual resident passes at City Hall.

### *Information Technology*

By the end of December, about half of all city staff have completed the security awareness training provided by KnowBe4 and Network People. This mandatory training will further assist in preventing intrusions from cyber attacks, which the city faced last December, should be completed by mid-January.

During December, negotiations began with Konica Minolta which will provide a new copiers to City Hall, the Recreation Center and Fire Department. If approved by the Commission in January, this comprehensive agreement is projected to save the City over 25% in costs, and allow staff to be more efficient in completing their assigned tasks.

In December, the director of finance was informed that one of the largest banks the city invests with will be merging with another banking institution: Florida Community Bank will be merging with Synovus Bank. The city has over \$5 million invested with Florida Community Bank. Florida Community Bank recently increased its CD rates for the city by over 50%.

The director of finance continues to update the listing of capital projects that the city has budgeted for FY 2019. This report will be updated quarterly. Additionally, the director of finance has tasked the fiscal coordinator with updating the costs of all capital projects for FY 2018, including grant funds received. For the FY 2017 audit, the city auditor had to prepare a single audit due to the city exceeding the minimum grant funding received from the state.

### *January Meetings*

- Jan. 8, 6 p.m. - Board of Commissioners - Regular Meeting
- Jan. 14, 6 p.m. - Planning Commission - Regular Meeting
- Jan. 22, 2 p.m. - Board of Commissioners - Workshop Meeting
- Jan. 28, 2 p.m. - Special Magistrate Hearing
- Jan. 29, 2 p.m. - Board of Commissioners - Workshop Meeting

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