



City Manager's Report January, 2019

Office of the City Manager



Jonathan Evans

Marina Audit

The City of Madeira Beach recently completed its audit of internal controls and operations at the municipal marina. To perform this critical function, the city engaged Carr, Riggs, & Ingram, (CRI) Certified Public Accountants and Advisors. The city initiated the audit after the original annual review performed by the city's external auditor prompted some concerns. Those concerns were strong enough to warrant a more in-depth analysis which led to the city moving forward with a forensic examination.

The Marina operates like a business with an FY 2019 operating budget of \$2,392,400. This represents what is commonly referred to as an enterprise fund, which means that the fund is supposed to be self-sustaining and should not require any general revenue assistance. After the audit, it was determined by Mr. Ben Kincaid—Certified Fraud Examiner, Certified Public Accountant, Certified Valuation Analyst, and Certified in Financial Forensics—and his team that the estimated losses at the Marina between February 1, 2015, and August 1, 2018, were \$550,685.17.

According to the audit, a majority of the projected lost revenue (\$327,126.25) was associated with unauthorized discounts. The City Clerk researched as far back as 1997 and certified that no Board of Commissioner approved policy existed that would allow staff to grant the discounts. (In June 2018 discounts were officially authorized by the Board of City Commissioners (Ordinance 2018-03). Because the Board of Commissioners had not authorized discounts prior to June 2018 city staff were not allowed to levy, modify or alter fees or provide discounts without expressed legislative authority granted by the Board of Commissioners.

On January 10, 2019, all current and former Marina staff were provided a copy of the Municipal Marina Forensic Audit. Each staff member was given the opportunity to review, dispute, refute, or substantiate any and all information contained in the report. Individuals who received the draft had until January 14, 2019, to provide their responses in writing. Only the Marina Assistant and the Marina Supervisor provided responses before the publishing date of the audit on Wednesday, January 16, 2019.



The information in the forensic audit will be utilized to improve the efficiency of operations at the marina. The staff has already begun instituting numerous changes to help prevent any future losses while maintaining the level of service the community expects from the Marina. These changes and others recommended by CRI will be included in a corrective plan that will be presented to the Board of Commissioners at a workshop on Feb. 26, 2019. Currently, Finance Department staff is on site every day assisting with the reconciliation charges and ensuring there are multiple-party verifications for financial transactions.

I am meeting with marina staff on-site weekly for briefings on operations. I am happy to report staff are taking ownership of the findings and working closely with the administration to ensure that corrective measures are taken and proper procedures are followed. Also, the staff is evaluating ways to remain competitive and investing in technologies and training. For more information on the Municipal Marina Forensic Audit, please visit our website at madeirabeachfl.gov.



Coffee with the Manager

Our first “Coffee with the Manager” event was a rousing success. Held at Madeira Beach Juicery it was standing room only as City Manager Jonathan Evans provided updates on projects and issues in the city. “Coffee with the Manager” will be held every month on the first Thursday. Stay tuned for our next stop! Additionally, keep in mind that Vice Mayor Deby Weinstein’s Community Listening Tour will be restarting in March.



Transparency in Madeira Beach

Madeira Beach is committed to keeping the residents, businesses, and visitors engaged in what is occurring in our community. Over the past 12 months, we have deployed the most robust and comprehensive citizen engagement strategy in years. From the monthly City Manager’s report to Vice Mayor Weinstein’s Community Listening Tour to Facebook Live sessions, we are reaching out and making new friends.

One of the year’s most significant accomplishments was a redesign of the city’s website, which we like to think of as our digital front porch. The new site provides residents, businesses, and visitors with a more intuitive and interactive experience. The city also created Madeira Beach’s first fiscal transparency portal on the website, which provides access to critical financial data and other pertinent information for public consumption. Additionally, the City engaged the community in its first-ever comprehensive community values survey, garnering feedback that we will use to develop priorities and initiatives for years to come.

Transparency is always on our minds. For example, the Board of Commissioners meeting agenda items, found on the website, provide details about public policy and community initiatives. City staff continue to host ballot initiative forums to educate voters on the impact of the proposed charter amendments. We’ve even updated the old signage ordinance to ensure that freedom of expression is consistent with the U.S. Constitution!

All in all, we have taken significant steps to garner community input and feedback. We appreciate the support we have received from so many as it relates to our commitment to engage and inform the public here in Madeira Beach. Here is just a small sample of the improvements we have made in the areas of transparency and communication:

January Website Statistics

Visitors – 4,518
New Visitors – 3,969
Page views – 14,868
Average Session Time – 1 minute 53 seconds
Top local locations visiting – Seminole, Tampa, Orlando
Top countries visiting – United States, Canada, India

Social Media (Facebook)

68,157 likes
45,586 – The weekly number of people who engaged with our webpage
614,080 – The weekly number of people who had any content from our webpage or about our webpage enter their screen.

Public Information Distribution Channels

Nextdoor – 1063 subscribers – Average 39% Open Rate – 168 stories – 24,592 views
Constant Contact – 4884 subscribers – 42% Open Rate – 151 stories – 162,594 views
City Manager’s Reports – Monthly reports that summarize the activities and accomplishments of the 10 departments delivered to every subscriber (5,947) of Nextdoor and Constant Contact.



Building Official – Development Report

City Building Official, Frank DeSantis reports that redevelopment and economic development activities continue at a brisk pace including several large condominium projects on the west side of Gulf Blvd.:

- The Town Center Project - Hotel “A” is at 8% completion with work progress and materials on-site, The pile driving is complete with 66% excavated and cut-off. Currently forming and installing rebar for pile caps in preparation for a pour of the first section
- The Madeira Bay Resort Project - Has poured the 5th floor of the building with the mechanical, electrical and plumbing to follow. They are at 25% completion as they continue on the structure portion only
- The Barefoot Beach Resort Project - 95% completion, currently working on the two-grade level offices/work areas and the roof deck
- The Madeira Shores Project – Has received the certificate of occupancy for the second of six homes being built on-site. The remaining 4 homes will require additional plan review because of design changes
- The AZUL project - The project was issued a stop work order because both the architect and engineer of record were released on this project. The stop work order will remain in effect until the issue is resolved.
- The Snug Harbor project is projected to start demo work mid-February



Madeira Bay Resort Project

January Building Department Totals

99 permits issued	27 cases being processed through the Special Magistrate
\$31,295 in permit fees collected	16 new code compliance cases were opened
\$1,173,093.00 in estimated building value	15 existing code compliance cases were resolved
296 completed inspections (average 17 per day)	24 code compliance cases remain open
6 new code compliance cases were created	17 residential rental unit inspections
7 code compliance cases were resolved	

Parking Enforcement

The Parking Department continues to find ways to make parking easier for our residents and guests. The new Parkmobile app agreement is set to be approved by the Board of City Commissioners in February. So, if approved, the City would offer both the current Way-to-Park app and the new Parkmobile app.

Accounting/Finance

Eight new replacement vehicles are now on order and delivery is anticipated in March. These new leased vehicles should save taxpayers over \$50,000 in the FY 2019 budget. They include safety and tracking devices which will reduce insurance costs.

Treasury Management

The city has over \$5 million invested with Florida Community Bank. Effective January 1, 2019, Florida Community Bank officially merged with Synovus Bank. During the first quarter of FY 2019, finance staff was successful in getting Florida Community Bank to increase their yield to 1.36% which is above “the market” yield for money market public funds. Finance staff was equally successful in getting Bank United to increase its return on city investments it has to 1.90%.



Capital Projects/Grant Management

The Director of Finance continues to update the list of capital projects for FY 2019 which currently stands at slightly more than \$6 million. Additionally, the Fiscal Coordinator is updating the costs of all capital projects for FY 2018 which includes grant funds received.



Public Works

Florida equals palm trees. However, because of our sandy soils, they may suffer from nutritional deficiencies. These problems can be easily prevented if you keep a regular maintenance schedule. Fertilize established palms with a palm special fertilizer three times per year; February, May, and September. Make sure all the nitrogen, potassium, and magnesium in your fertilizer are in a slow-release form. If your palm is not looking healthy, it could be that it is lacking in one or more of the essential nutrients, or it could have an insect or disease problem. To figure out the specific problem, bring a sample into your County Extension office located at 12520 Ulmerton Road, Largo. They can help diagnose what your palm needs.

Marina Fishing Report

It's been a tough winter with frequent cold fronts and "arctic blasts" all through January making fishing and boating seem like ancient history to most of us. Surely, there are some warmer days ahead? When these opportunities present themselves, it is the perfect opportunity to dust off our gear and practice in preparation for the first main tournament event of the year, The Great Grunt Hunt coming March 21st and 23rd.



The primary species is the White Grunt, our areas most abundant reef fish. They are easily caught using a bottom or chicken rigs with pieces of squid, shrimp, or octopus for bait. They live in large schools on hard bottom areas in 15 to 100 foot of water. However, the larger ones that will really tip the tournament scales are usually in the 50 to 80-foot depths. Anyone from 8 – 80 can catch these tasty morsels. Last year's winner was 11-year old Cadence Mayer who swept the board with a 2.41-pound grunt and a three fish aggregate of 7lbs to take home \$1250.00 in Grunt money, with only a \$30 entry fee.

Recreation

There's plenty of excitement ahead for the Recreation Department in the coming months. Youth Baseball, Softball, and Basketball have kicked off with over 350 kids taking part in athletics to begin 2019. Utilizing the three athletic fields at the Recreation Complex and the indoor basketball court located at Madeira Beach Fundamental School, these action-packed leagues will be running nearly every night of the week through April. In addition to the exciting youth sports activities, the Recreation Complex is proud to play host to the 4th edition of the upcoming Madeira Beach Spring Invitational presented by Power-Line Softball. This year 37 Division I softball teams will descend on Madeira Beach over three weeks beginning February 15th.

Athletics isn't the only thing happening as the Recreation Department is deep into the planning stages of many exciting upcoming events around the community. The Madeira Beach Social Club is going strong with their monthly meetings, trips, and activities planned in the coming months. Community-based events include the Monthly Beach Clean Up, Madeira Way Sunday Market, City Wide Garage Sale, Kids' Kite Day, the Spring Break Carnival, the 8th Annual Grunt Hunt, and more! All in all, it's an exhilarating time to be in and around Madeira Beach!



Upcoming Events

- February 10th – Madeira Way Sunday Market – 10 a.m.-3p.m.
- February 11th – Line Dance and Latin Dance Class - 12:30-2 p.m.
- February 15th-17th – Madeira Beach Spring Invitational, Week 1
- February 22nd-24th - Madeira Beach Spring Invitational, Week 2
- February 25th - Line Dance and Latin Dance Class – 12:30-2 p.m.
- March 1st-3rd - Madeira Beach Spring Invitational, Week 3
- March 2nd – Madeira Beach Fundamental Fish Fry – Noon-6 p.m.
- March 8th – School Day Out Camp – 7:30 a.m. – 5:30 p.m.
- March 9th-10th – City Wide Garage Sale – Sunrise – Sunset



Community Development

Community Development Director Linda Portal reports that staff continues to work toward completion of the final response to our FEMA review of record keeping functions for the Floodplain Management Program.

On January 14th the Planning Commission recommended for approval a mixed-use development containing a hotel with guest services, restaurant, and retail. If approved by the Board of Commissioners, the project would replace the existing Schooner Hotel and the retail development across Gulf Blvd. It is also projected to include an elevated walkway over Gulf Blvd.

Community Development staff also continue to work on for the fee schedule, signs, corner lot setbacks and other code areas. Staff also met with several groups of property owners and contractors in January to review code compliance and explain floodplain management requirements.

These meetings including those for homes being constructed under the FEMA Flood Mitigation Grant Program that were approved in past years and which must be administered by the City. They also provide assistance to other departments and outside agencies. In January, Community Development staff represented the city at meetings of the Regional Planning Council, the Pinellas County Planners Advisory Committee, the Pinellas County Local Mitigation Strategy Working Group, and the Pinellas County Community Rating System Committee.

City Clerk

City Clerk Clara VanBlargan reports that the City of Madeira Beach Municipal Election is on March 12, 2019. On the ballot, there are two candidates for Commissioner District 3, two candidates for Commissioner District 4, and 11 proposed Charter Amendments. There is a special Board of Commissioners meeting scheduled for 4 p.m., March 15, 2019, to report the official final results of the election.

The launching of the new iCompass agenda management program and the iCompass document center has been a success. The goal is to begin training staff in using the program soon. The City Clerk's office is excited to start training in using the iCompass video manager soon. This is a reliable and affordable transparency-focused solution that will live stream meetings and provide video links in the agendas and minutes.

Boards, Commissions & Committees Meetings

In January there were seven public meetings of the following Boards, Commissions, & Committees that the City Clerk's Office managed:

- 1 Bid Review Committee Meeting
- 4 Board of Commissioners Meetings
- 2 Civil Service Commission Meetings

Monthly Board of Commissioners Meetings – City Hall, 300 Municipal Drive, Madeira Beach, FL

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



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