

The background of the entire page is a soft-focus photograph of a couple walking away from the camera on a beach. They are silhouetted against a bright, hazy sunset sky with scattered clouds. The ocean waves are visible in the distance, and the wet sand reflects the light from the sky. The overall mood is romantic and serene.

City Manager's Report February, 2019

City Manager's Office

Jonathan Evans

The City of Madeira Beach is making significant progress concerning infrastructure investments, much-needed capital assets, and interlocal agreements with other municipalities. On February 12, 2019, Madeira Beach entered into an agreement with the City of Treasure Island to utilize its Vac-Con Truck. In return, we will allow Treasure Island to use our street sweeper. This reciprocal arrangement saves both cities a substantial amount of money by not having to acquire these expensive apparatuses for maintenance-related issues in our respective communities. Furthermore, the contract does not provide any financial risk to either organization, as the operators and the entities are fully responsible for the cost when either asset is within the other's jurisdiction. This arrangement again shows the potential benefit of close collaboration with our neighboring municipalities.



Jonathan Evans
MPA, MBA, ICMA-CM



Also, the City successfully replaced a 2005 backhoe that was at the end of its useful life and had mechanical problems that rendered it inoperable for significant periods of time. The Board of Commissioners approved the authorization to proceed with acquiring a new backhoe that is currently on-site and increasing productivity and efficiency. This asset's cost was \$84,790.



The City also obtained authorization to acquire a new sanitation truck for \$239,613, to be paid for from the sanitation fund. The new truck will replace one of the City's solid waste vehicles that was experiencing significant downtime and requiring substantial maintenance expenditures. This new vehicle is safer, more reliable, and more fuel-efficient than the existing sanitation truck, and will decrease the City's repair costs. Furthermore, to address the increased demand for sanitation containers among local businesses and multifamily facilities, the City acquired \$27,000 worth of additional iron containers. The City can rapidly deploy these units if a container is damaged or destroyed.

The Board of Commissioners also approved \$270,000 to address multiple miscellaneous construction projects and to resolve lingering maintenance and cosmetic issues.

The City will also be renovating the restrooms at John's Pass Village and John's Pass Park. The work is projected to begin, March 11, 2019, and last for approximately 7 to 10 days. These much-needed and overdue repairs include installing new flooring, painting the interior and exterior of the buildings, deep cleaning all the fixtures, and creating a more modern restroom facility. In the interim, there will be portable restrooms at both locations for our guests. These temporary facilities will be cleaned daily, will be ADA-compliant, and both hand-washing stations and countertops will be present in each self-contained unit.

In closing, the City of Madeira Beach has taken significant steps to address items detailed in the City of Madeira Beach Marina 2019 Forensic Examination Report. A corrective action plan is now in place, and the City's staff is working diligently to ensure that appropriate measures are taken to capture additional revenue opportunities and minimize errors. Of the 25 findings in the report, most have been addressed. However, there are still areas for improvement and continued growth for the staff and management of the Marina operations.

Community Development

Linda Portal

Along with the steady flow of permits under review, the staff continued to pour over several Planned Developments and their site plans. This work includes meetings with residents and neighborhood groups to garner input, as well as meetings with the developers to ensure a timely response to neighborhood concerns.

The Community Development staff also continued the work of updating the Land Development Code by drafting proposed ordinance revisions for the Planning Commission to review in March. Some changes address concerns over duplicate and conflicting review procedures that, over time, have become inconsistent with best planning practices and U.S. court rulings. The staff is also coordinating with other city departments to propose updated regulations for sea turtle protections and have represented the City in the Pinellas County Local Mitigation Strategy update.

Lastly, development means added and/or improved infrastructure. From parking, to traffic patterns, to storm water, all of it has an impact on our community. To pay for those infrastructure updates, the city is looking at establishing local impact fees to be paid by developers. Part of the process for proposing a fee is to perform a study to determine what city resources would be needed to support the new development and how much to charge. For help we turned to the Florida Resilient Communities Initiative (FRCI) at the University of Florida. We are at the beginning stages of this process so stay tuned!

Building Official

Frank DeSantis

The Town Center Project - Hotel "A" is at 12% completion with work progress and materials on-site. They are currently pouring concrete on each deck floor weekly.

The Madeira Bay Project (pictured right) - 44 units at 13101 Gulf Blvd. The roof concrete pour has been completed. Crews are currently working on the elevator shaft and both sets of stairways. They are at 40% completion as they continue on the structure portion only.



The Barefoot Beach Resort project - 13238 Gulf Blvd., is at 98% completion, they are currently working on the roof deck with landscaping and irrigation to follow.

The Madeira Shores project – 6 Single Family Homes on North Bayshore. Because of design changes, staff reviewed the new changes with comments back to the Architect of Record.

The AZUL project - 4-unit Condominiums at 14107 Gulf Blvd. The project remains under a stop-work order because both the architect and engineer of record were released from the project. The stop work order will remain in effect until the issue is resolved.

February Monthly Totals:

Building Department

- 74 permits issued
- \$24,544.89 in permit fees collected
- \$88,345.10 in estimated building/permit values.
- 259 completed inspections (average 16 per day)

PCSO-Community Policing / Code Enforcement

- 15 new code compliance cases were opened
- 19 existing code compliance cases were resolved
- 26 code compliance cases remain open

Fire Department

Chief Derryl O'Neal

In February, the Madeira Beach Fire Department's focus was on training, both for our department and in partnership with several other departments from around Pinellas County. With the former Snug Harbor Hotel set to be demolished, the Madeira Beach firefighters saw the perfect opportunity to practice life-saving procedures and techniques in a real-world environment. Most property owners wouldn't want these guys busting through doors, windows and even walls, unless of course the building was scheduled to be torn down, which made the soon to be demolished hotel the perfect training ground!

Fire crews from Seminole, Treasure Island, St. Pete Beach, Lealman, South Pasadena, Pinellas Suncoast, and Pinellas Park joined Madeira Beach in practicing forcible entry, ground ladder rescues, interior search and rescue and V.E.I.S (Vent, Enter, Isolate, Search) activities. Crews climbed through windows, broke through locked doors and even cut through walls to rescue training dummies strategically placed in a room full of simulated smoke.

That training came in very handy during the second week of the exercise when the call went out for a 3-alarm fire just a few blocks away in Madeira Beach. Crews arrived on the scene to find one occupant of the fully engulfed apartment house lying in the street and two others suffering from smoke inhalation. Crews from several departments worked together for over an hour to put down the fire and fortunately, no one was seriously injured.

The Snug Harbor Hotel is gone now, demolished in just a couple of days, but the life-saving training experience the building provided will last forever.

Parking Enforcement

Brian Rau

In February it got a lot easier to park in Madeira Beach! The Board of City Commissioners approved the contract agreement for the new Parkmobile app, one of the most popular parking apps in the world. Not only is Parkmobile soon to be accepted in Madeira Beach, but you can also use it at parking lots throughout the entire United States! Before you even leave home, you can search for available parking by city or even a specific venue. Want to extend your time in a parking spot? Just open up the app and add more time to the meter without leaving the beach, concert or restaurant! Speaking of parking, the latest figures show less than 10% of drivers use cash to pay for parking in Madeira Beach. So, Parking Department staff conducted a non-scientific study by running a credit card only test at the Archibald Park pay stations in February. So far no one has complained about using a credit or debit card only.

Building Code Compliance

- 5 new code compliance cases were created
- 9 code compliance cases were resolved
- 25 open/outstanding cases being processed through the Special Magistrate

Residential Rental Inspection Program

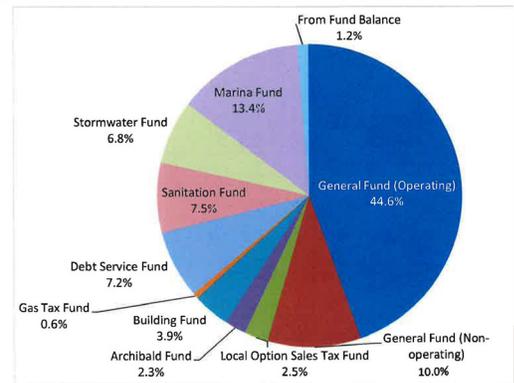
- 3 unit inspections



Accounting/Finance

Walter Pierce

We've heard a lot about "audits" in recent weeks. Did you know the state requires all municipalities to perform an audit each year? What does that mean exactly? Well, the City hires a certified accountant to come in and take random samples of financial data from various departments. That data is checked for accuracy, and it is stored in a database so it can be compared with future data coming from the same department. This is how the Accounting/Finance can spot trends in how a department spends or takes in money. It is a misnomer that the yearly audit goes through every financial detail from every department every year. The random sampling provides an unbiased trend indicator that staff can point to when making adjustments.



You may have heard some folks say the recent forensic audit done at the Marina, which revealed more than \$550,000 in lost revenue, wasn't really an audit – it was an "investigation" that was searching for fraud. This is incorrect. The audit was performed by one of only a handful of firms in the entire state certified in extensive detail auditing after the independent auditor discovered inconsistencies in three consecutive years of financial data samples from the Marina. The audit was done because the numbers did not add up. As a result of the audit, we are now in the process of putting place 25 safeguards and procedures designed to help staff work more efficiently and keep better track of financial data.

Procurement

The Procurement Policy Task Force had its first meeting in February. The conversation focused on decentralizing some of the purchasing functions currently performed by finance staff and moving them to the departments. Members of the Task Force asked the Director of Finance to contact the City's financial software system provider and see if the requisition process can be done at the department level. If this can be done, it would reduce the flow of paper and make the requisition process much more efficient and easier to track.

Human Resources

We have some new faces joining the Madeira Beach team! Welcome to our newest employees, Demi Lombardi, part-time Recreation Leader, Colin Brown part-time Marina Assistant, Russell Schimmer and Don Giovine in Public Works and Tamara Harvie hired as the Building Official Assistant.

Interviews have started in our search for a Public Works/Marina Director. Applications will be accepted until the position has been filled. The City is also looking for an accountant that can work at the Marina. A CPA or equivalent certification is required.

Parks

Spring is blooming all around Madeira Beach. The live oaks are budding with leaves and fluorescent green pollen. The maple trees red leaves are sprouting from bare branches. Many trees are dormant through the winter months and are now starting to grow anew. If there is a tree in your yard that needs trimming, make a call to a professional arborist. Are you one of those people who like to add colorful annual flowers to the garden? Remember, annuals are great for color but only last one season. Choose summer annuals, like Marigolds, Vinca, Lantanas, Salvias, Zinnias or Cosmos for color in the garden through the fall. A good garden center can assist with the right plant in the right place.

Public Works

You may have seen our new street sweeper out on the streets of Madeira Beach. Why is this important (beyond keeping our community looking its best)? The street sweeper helps keep road debris, chemicals, and yard waste from getting into our storm water system, clogging the drains and eventually polluting the bay. Think about it, yards get treated with pesticides and fertilizers. When the lawn is cut where do those clippings (still saturated with pesticides and fertilizers) end up? In the storm drain and eventually the bay! If you think that isn't such a big deal just remember that red tide smell from last fall and you start to get the unpleasant picture.

Be sure to do your part:

- REMEMBER ONLY RAIN DOWN THE DRAIN
- Blow all yard debris back onto your property
- Never pour paint, oil, gas, or concrete down the storm water drain.
- Wash your car on the grass to filter the chemicals before entering the storm water pipes
- Keep the storm water grates free from debris to help prevent flooding

Marina

Megan Wepfer



The 8th Annual Great American Grunt Hunt takes place March on 21st - 23rd . The captain's party and angler registration will be held Thursday, March 21, at 7 p.m. at the Madeira Beach Marina. The event is open to the public with T-shirt sales, a raffle, 50-50, full bar, Delosa's pizza, and a grunt fishing seminar with Capt. Dave Zalewski the "Grunt Master."

On Saturday the 23rd at 4 p.m., we begin our weigh-in and famous fish fry. For just \$10 you get a heaping portion of freshly cleaned fish with fries and coleslaw prepared by Snappers Sea Grill. The Grunt Hunt is an easy, inexpensive and fun event that anyone from kids to grandparents can participate in and win. Pre-registration is only \$30, but you better hurry as it closes March 20th. An optional Hogfish division is also available for an additional \$25. On-site registration is \$40. To pre-register or for more information visit our website www.madeirabeachmarina.com, you can also drop in or give us a call at 727-399-2631.

City Clerk

Clara VanBlargen

City Clerk Clara VanBlargen reports that District 3 Commissioner Nancy Oakley, officially resigned her seat on Feb. 6, 2019, at which time the Board of Commissioners accepted the resignation at a special meeting. As of February 28, 2019, there were 12 public meetings of the following Boards, Commissions, & Committees that the City Clerk's Office managed:

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

Recreation

Jay Hatch

The Recreation Department just wrapped up the 3-week long Madeira Beach Invitational Softball Tournament. In coordination with Power-Line Softball, they welcomed 37 Division I Softball programs to the City of Madeira Beach. In its 4th year, the event welcomed the highest number of teams, representing many of the top conferences in collegiate athletics.



Recreation now transitions into Spring Break with activities planned for all ages! Below is a list of all the upcoming excitement:

- March 14th – 17th – Gulf Beaches Rotary Spring Break Waterfront Festival – Rec. Center
- March 16th – Great American Clean-Up – Archibald Memorial Beach Park – 8am-11am
- March 21st & 23rd – Great American Grunt Hunt – Madeira Beach Marina
- March 23rd & 24th – NSA Softball – Madeira Beach Softball Fields
- March 25th-29th – Madeira Beach Social Club Spring Break – Various Trips
- March 30th – Madeira Beach Fundamental Fish Fry – Madeira Beach Fundamental School
- April 6th – Light the Water Festival – ROC Park – 4p.m.-8p.m.

Upcoming Meetings

Board of Commissioners

- March 15, 2019 - BOC Special Meeting (Announcement of Official Final Election Results) 4 p.m.
- March 19, 2019 - BOC Workshop Agenda Setting Meeting 5:45 p.m.
- March 19, 2019 - BOC Regular Meeting 6 p.m.
- March 26, 2019 - BOC Workshop Meeting 2p.m.
- April 9, 2019 - BOC Workshop Agenda Setting Meeting 5:45 p.m.
- April 9, 2019 - BOC Regular Meeting 6 p.m.
- April 23, 2019 - BOC Regular Workshop Meeting 2 p.m.
- April 24, 2019 - Big C (City Centre Room - Breakfast provided by City) 9 a.m.

Planning Commission

- April 8, 2019 - Regular Meeting 6 p.m.

Special Magistrate / Variance/Special Exception/Code Enforcement Hearings

- March 25, 2019 - Regular Meeting

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