

City Manager's Report November 2018

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City Manager's Office

Celebrating the Holidays in Paradise

On behalf of the Board of Commissioners and City Administration, we wish you and your family a happy and safe holiday season. As we prepare for the hustle and bustle of holiday activities, let us not take for granted the wonderful community that we have the opportunity to call home. Sometimes we forget to take the time to sip a cup of coffee with a neighbor or enjoy the incredible beauty that can be found right here in our own slice of paradise. Our abundance of natural amenities and the quality of life makes our community a wonderful place to live. I hope you'll see this holiday season as a chance to reconnect with your community, to recharge your batteries and enjoy the true essence of the season. Spend time with those that you care about and you take part in the traditions and festivities that bring you joy and happiness.



Over the past 10 months, I have had the honor to serve as a mentor for a young man at the Madeira Beach Fundamental K-8 school, a volunteer opportunity provided through the Pinellas County School District. Executive Assistant to the City Manager, Lacy LaFave also gives her time and energy to ensure that our youth have someone besides mom and dad to help them succeed. This program gives us the chance to encourage, motivate and sometimes just listen to our younger generation. This experience has been remarkable, and we encourage anyone that has the time and energy to look into participating in this program. For more information, please contact the City Manager's Office.

Our participation in this program also shed light on the needs of our students and teachers and inspired the City's first-ever school supply drive. Madeira Beach Fundamental K-8 School is an outstanding academic institution that achieves some of the highest scores within the District. In addition to mentoring, we have decided to support these wonderful young men and women by organizing a collection drive seeking items intended to improve the academic experience in the classroom. The school supply drop-off location is at City Hall (300 Municipal Dr., Madeira Beach, FL, 33708) and will be open through Monday, January 7th, 2019. Supplies needed include:

- Clorox wipes
- Band-Aids
- Dry erase markers
- Tissues
- Glue sticks
- #2 pencils
- 1-inch 3 ring binders
- Legal size envelopes (4-1/8 x 9-1/2)
- Hand sanitizer
- Sharpies
- Packing tape
- Fancy folders
- Cool gel pens
- Cool markers
- Fun covered composition notebooks
- Bright colored sticky notes

Mentoring Our Future Leaders

Recently I had the privilege of participating in the Great American Teach-In at Madeira Beach Fundamental K-8 school. I spoke to three classes, encouraging them to strive for excellence and to focus on academics, which are a critical component for their future success in life. I talked about my upbringing and how my parents encouraged me to take pride in my work and always strive to be the best person I could be. We all need goals in life and with this thought in mind I issued a challenge to each class – if they are able to maintain a collective “A” average, I promised to personally pay for a pizza party for each class that succeeded. The challenge was wholeheartedly accepted, and I look forward to sharing a slice with these great kids.



Community Development Report

The Community Development Department is preparing for the upcoming FEMA review of the City's Floodplain Management Program. This comprehensive review covers risk management, building review, code enforcement, records management, stormwater systems management, funding, environmental protection, policy formation, emergency management and recovery and public information and education. The review is normally performed every 5-years with smaller annual reports required. However, the 2015 review was postponed because the City was undergoing an interim site visit in response to complaints on several house renovation projects. Those complaints were satisfactorily closed in June of this year. Now the postponed full review must be conducted and will cover 8-years.



Community Development activities continue with several code changes proposed to provide standard site design for corner lots, regulate the height of seawalls, update the floodplain ordinance per FEMA standards and define height and use standards for Planned Developments. Along with a large number of renovation and new home plans, the staff is also reviewing 3 Planned Development projects which have begun hosting neighborhood meetings. These proposed projects will appear on the January 14, 2019 Planning Commission Agenda. Details on that agenda will be posted January 4, 2019.

The City continues to work with FEMA and Pinellas County to enhance its floodplain management and emergency response programs. Floodplain maps are proposed for update by FEMA. You can find the proposed change for your property at: http://www.pinellascounty.org/flooding/fema_firm.htm. The changes will have significant affect upon development practices on some lots throughout the City. The City's Certified Floodplain Manager and Public Information Officer are working to develop additional means of communications with residents regarding the proposed changes and also floodplain management program enhancements. Keep an eye on the new city website for links to Pinellas County programs and for new floodplain and emergency management news updated monthly.

Recreation Report

Recreation Director Jay Hatch reports that the 5th Annual Jingle Bell fishing tournament took place on Saturday, December 1st, kicking off the City's holiday festivities. Every child who participated in the event, hosted by Angler Armory, donated a toy and nonperishable food item to Santa's Angels. The tournament featured over 150 kids and each one of them walked home with a prize ranging from a soccer ball to a bike. After the tournament winners were named, Santa arrived on the Madeira Beach Fire Department Ladder Truck and was escorted by Mayor Maggi Black to assist with the John's Pass Christmas Tree Lighting. The Christmas tree lit up beautifully after being provided through a cooperative between the John's Pass Village Association and DeLosa's Pizza.



Here's what's coming up for events and activities!

- Dec. 7 – Movies: How The Grinch Stole Christmas & Home Alone – Archibald Memorial Park - 6 p.m.
- Dec. 8 & 9 – NSA Softball Tournament – City Centre Complex – All Day
- Dec. 8 – 52nd Annual Festival of Lights Boat Parade – Boca Ciega – 6 p.m.
- Dec. 15 – Ugly Sweater Pub Crawl benefiting Santa's Angels – John's Pass Village – 6 p.m.
- Dec. 16 – Madeira Way Market – Madeira Way – 10 a.m. – 3 p.m.
- Dec. 26 - 28 & January 2 - 4 – Recreation Holiday Camp – 7:30am – 5 p.m.

City Clerk's Report

City Clerk Clara VanBlargan reports that out of the ten amendments to the City Charter proposed by the all-volunteer Charter Review Committee (CRC), eight were approved by the voters on November 6th. Those ten proposed changes were placed on the ballot at the direction of the Board of Commissioners which, selected them from a larger list of changes proposed by the CRC. The process of reviewing the remaining items on the list was completed by the CRC on November 16th. The Board of Commissioners gave preliminary approval to placing 12 of the remaining 15 proposed amendments on the March 12, 2019 ballot.

Human Resources

The City has hired Sue Toftbogen as a new Parking Enforcement Officer. Sue is a new resident to Florida and is very excited about working for the City. Ms. Kinda Bush has been rehired on a temporary basis to assist with scanning of previous years documents so that they will be easier to retrieve when needed. Kinda is one of our regular volunteers and we are fortunate to have someone with her experience and familiarity with our processes.



Meanwhile, the City is actively seeking to fill two open positions including Public Works Technician I and Sanitation Worker I. Interested parties can download an employment application from the City's website (located under Employment Opportunities on right side of the home page). All position are open until filled.

Public Works Report

The Public Works Department would like to remind you that the catch basins and grates you see on the sides of your streets convey stormwater runoff directly into Boca Ciega Bay. Please do not put anything into these drains that could harm the waters or wildlife that depend on them.

While our latest Red Tide event has subsided, the memory of the smells, dead sea life and impact on our local businesses remains fresh in our minds. No one wants to see this menace return, and one way we can help achieve that is by making sure no chemicals or nutrients reach the Gulf of Mexico.



If you see anyone placing something suspect into a storm drain, please call the Public Works Department at 727-543-8154. It is illegal to dump toxic chemicals or waste into storm drains or anywhere else that may contaminate the environment. Remember, Nothing But Rain Down The Drain!

That means yard trimmings should never be blown into the streets, instead, blow it back onto your lawn. Not only are you helping to protect our community from another Red Tide event, but the clippings also help keep your yard healthy.



Building Report

City Building Official, Frank DeSantis reports that redevelopment/economic development project are continuing on a fast pace including several large condominium projects on the west side of Gulf Blvd. These projects include:

- The Town Center Project's Hotel "A" has broken ground with the safety fences going up and demolition underway.
- The Madeira Bay Project at 13101 Gulf Blvd., has poured the 3rd floor of the building with the mechanical, electrical and plumbing work beginning soon. The project is at 18% completion.
- The Barefoot Beach Resort project at 13238 Gulf Blvd, is currently working on two grade level offices/work areas and is at 93% completion.
- The Madeira del Mar Condominiums, project at 15305 1st Street East site plans have been reviewed and approved for the construction. The Building Official's office is currently waiting on the building plans to be submitted for review and permitting.
- The Madeira Shores project at 14910 North Bayshore, is close to completing 2 of the 6 homes. The remaining 4 single family homes will require additional plan reviews because of changes.
- The Gulf Grille project at 14080 Gulf Blvd., is under final site plan review and awaiting the engineer's response to comments and additional required permits.
- The John's Pass Resort project has begun with the development of architect's graphics and feedback from neighborhood meetings. The meetings are scheduled for 6 p.m., Wednesday, December 12th and Thursday, December 13th in the Madeira Beach City Hall Commission Chamber; both meetings begin at 6 p.m.
- The AZUL project at 14107 Gulf Blvd., is currently underway with the forms and footers under construction.



November Monthly Totals:

Building Department:

- 88 different types of permits issued
- \$18,006,826 in total permit value
- 210 completed inspections (average 13 per day)
- \$379,731.60 revenue dollars generated

Code Compliance:

- 6 new code compliance cases were created
- 8 code compliance cases resolved
- 24 open/outstanding code compliance concerns are being processed by the Special Magistrate

PCSO-Community Policing and Code Enforcement:

- 8 new code compliance cases were opened
- 9 existing code compliance cases were resolved
- 12 code compliance cases remain open

The Residential Rental Inspection:

- 31-unit inspections



Marina Report

Staff at the Marina report that winter is upon us, and Gag grouper and Red Grouper are both closing December 31st. Although these primarily reef species cannot go home with you beyond that date, many other tasty opportunities are right in or near your favorite grouper spots. Mangrove Snapper, Flounder, Porgies and the always willing White Grunt are very plentiful around our shallow reefs and bottom areas. Adjusting your tackle and bait choice is critical to getting in their strike zone. When fishing for Snapper or Flounder, you should anchor up just ahead or behind a rocky bottom and fish the surrounding sand. Use medium spinning tackle and a sliding sinker rig with an 18 inch, 20 or 30 lb. fluorocarbon leader and a 1/0 live bait hook. You can use strips of frozen bait; however, you will have better luck with small live bait such as greenbacks, pinfish chubs, or shrimp. Be sure to take lots of bait with you as they will go fast.



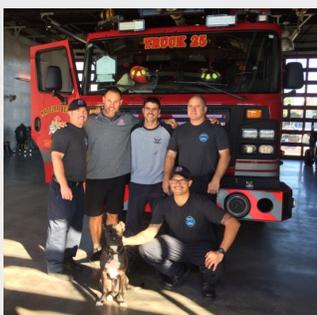
Next, we move on to one of our more shrugged at species in the Gulf, the White Grunt. Anyone who has spent some time bottom fishing in the Gulf of Mexico has undoubtedly caught plenty of these small but tenacious fish. Many people feel that targeting Grunts is a waste of time and effort; however, Grunts are always willing to bite and are easy to locate. They are found virtually on any piece of structure or hard bottom though larger ones seem to like deeper water in the 40 to 80-foot range. Once located maximize your catch by using “chicken rigs” with two or three hooks. For bait use half dollar size chunks of squid, shrimp or octopus and large enough bell sinkers to quickly get you to the bottom. Once you feel the slight taps just reel up and examine your bounty, you’ll be surprised with all the different species you’ll bring up. Though there is no size limit on Grunts I suggest only keeping the larger ones; not only is it environmentally responsible, it will save you a lot of time at the cleaning table.

Fire Department

November was a busy month for the Madeira Beach Fire Department in the community. From contributing to worthy fundraisers to celebrating the accomplishments of one of our own to helping an NFL legend deliver Thanksgiving dinners to those in need; MBFD answered the call! On November 21st Inspector Belk participated in a raffle event with our friends at Ladies First Choice. The store held a raffle drawing for a handmade quilt by a local cancer survivor. MBFD donated \$550 raised from the sales of Hope T-shirts. A total of \$1100 was raised to assist local women battling breast cancer or who are survivors. Lack of insurance coverage prevents many from obtaining needed items. Madeira Beach Fire Department is honored to be a part of this fundraiser.



Firefighter/Paramedic John Sleppy was recognized by HCA Hospitals as Pinellas County EMS All-Star! Firefighter Sleppy became the Department’s Firefighter of the Year in 2018. FF Sleppy is pro-active, self-driven, and hard-working. He continues to show initiative with hands-on projects and is always willing to assist with water rescue training. His strong character qualities and dedication were noted during the recognition.



Finally, the Department hosted a visit former Tampa Bay Buccaneer All Pro Mike Alstott before the Thanksgiving Holiday. Mr. Alstott and his Foundation traveled to each station in south County to personally deliver groceries for a Thanksgiving dinner.



Accounting/Finance

Finance Director Walter Pierce has announced that the Finance Department has been awarded the Certificate of Achievement for Excellence in Financial Reporting by the Government Finance Officers Association of United States and Canada (GFOA) for its Comprehensive Annual Financial Report (CAFR). The department and Director Pierce also received awards for Financial Reporting Achievement.

The new Enterprise Fleet Management Agreement was approved by the Board of Commissioners at their November 27th meeting. This lease agreement with Enterprise will provide the City with a fleet of work vehicles to replace our aging (and costly) City fleet. This lease agreement will save taxpayers money through better gas mileage, lower maintenance costs, and improved performance.

Information Technology (IT)

Recently, all staff who use a computer or any device to access City email or City files began mandatory cybersecurity awareness training. This training will instruct staff on how to spot suspicious emails, links and other cyber intrusion schemes like the city faced last in 2017.

Parking Enforcement

Parking Supervisor Brian Rau has completed work on an initial draft of policies and procedures for the Parking Enforcement Department. This is the first phase of developing a comprehensive set of standards. Staff is reviewing a new app, ParkMobile, designed to integrate with our digital parking kiosks. The app is used by several neighboring communities parking systems and provides motorists with the option to add more time to their parking space without having to return to the kiosk and many other handy features.

Speaking of our state-of-the-art digital parking kiosks, informational brochures on how to use them, where to park in the City and the rules for parking have been completed. Parking Enforcement staff is working closely with the Public Information Officer to distribute these throughout the community.

Last, but certainly not least, we welcome Sue Toftagen, our new Parking Enforcement Officer to the team!

www.madeirabeachfl.gov

