



September, 2019 City Manager's Report



Manager's Minute

Another month on our way to the holidays!

It seems we were just in the height of summer, and now we are knocking on the door of fall/winter. Just like that, our journey into the “snowbird season” begins with October events, including the 38th Annual John’s Pass Village Seafood Festival, October 18 - 20, 2019. After that, we look forward to our Wag-O-Ween canine costume parade and fair, 10 a.m. – 4 p.m. on Saturday, October 26th, at the newly re-opened Madeira Beach Dog Park.

In early November, we have two premiere events happening on the same weekend! The King of the Beach Fishing Tournament rolls into town November 7 - 9, 2019 at the Recreation Center and the 23rd Annual Veteran’s Boat Parade will cap off the weekend full of fun, also on November 9th, as boats of all sizes hit the water in celebration of all our veterans. The boat parade will begin at 10 a.m. at the America Legion Post #273 on Saturday, Nov. 9th, 2019. Check out their Facebook page for more details.

The Madeira Way Plaza improvements are moving forward quickly, with the traffic light at Madeira Way and 150th Ave, having been reprogrammed to halt traffic on 150th Avenue only when a pedestrian pushes the button for the crosswalk signal. The Gulf Blvd. resurfacing project has now entered its final phases that include electrical work at the intersection of 140th Avenue, but no planned significant lane closures.

The Crystal Island Drainage and Roadway Project moves forward with a Request for Proposal (RFP) later this month. Our timeline is aggressive – review proposals shortly after Thanksgiving with construction scheduled to begin in January. The intent is to keep the project moving forward while minimizing inconvenience to residents.

Grant funding requests for future projects have been filed with the Southwest Florida Water Management District (SWFWMD), while our lobbyist in Tallahassee has been directed to seek additional funding options through the state legislature. Lastly, we have requested funds to help us refurbish and replace our beach groins that protect our beaches.

In closing, I want to thank all of our volunteers, particularly those who help out in city departments, and non-profit groups like the Trash Pirates. Day in and day out, these dedicated people give their time and effort to making Madeira Beach a better place to live, work, and play, for all of us.



Robert J. Daniels
City Manager



Parking

Historically, September is one of the slowest months for parking revenue. Kids go back to school and people begin planning for the end of summer activities. We can look forward to a boost in parking revenue in October when the 38th Annual John's Pass Seafood Festival takes place.

Finance Department

While Parking is pretty quiet in September, the exact opposite is true for Finance. Staff spent most of the month preparing for the end of FY 2019, and, opening a new fiscal year FY 2020. Along with all of that commotion, on September 30th, the Marina completed a physical inventory count of items and supplies in the ship's store. Regular inventory checks have become the new normal at the Marina as the staff works hard to ensure everything is running smoothly.

Budget

During September, the Board of Commissioners approved the FY 2020 Tentative budget at two public hearings, on September 3rd and 17th. The vote by the Board of Commissioners was unanimous at both meetings. The state required this unanimous vote under Florida's Truth in Millage requirements to increase the City's millage from 2.20 to 2.75. The total Adopted Budget for FY 2020 is \$26,515,400.

Human Resources

We're hiring! The City of Madeira Beach is currently accepting applications for the following positions:

- Public Works Director
- Certified Permit Technician
- Planning & Zoning Coordinator
- Marina Manager
- Sanitation Worker II

Get all the details for each position on our website, under the Employment Opportunities webpage.

On September 25, 2019 all city employees participated in Active Assailant Training hosted by the Pinellas County Sherriff's Office. The information and the walkthrough in each department done by the PCSO deputy were beneficial. Knowing what to do in this type of situation is very important and was well received and appreciated by all employees. For more information on how to receive similar training opportunities, visit the Pinellas County Sherriff's website.



Public Works

When you say “Public Works” to the average citizen, they envision a couple of guys driving around town filling potholes. Maybe in the 1950s, but today your Public Works Department does a whole lot more than simple street maintenance. The Public Works Department is also home to Sanitation, Storm Water, Streets, and Parks. The Sanitation team is a hard-working group of guys that remove household trash from residential and commercial properties. Wednesday is yard waste pick up which is ultimately recycled into mulch. Larger items or piles of brush require a call ahead to Public Works (727-543-8154) for a special pick up.

The Stormwater Department concentrates on ways to keep our local streets from flooding during heavy rains and high tides. Since we live on an island at sea level, you can see why their job can be pretty challenging. They crawl into storm drains and pipes to clear barnacles and debris, which can keep backflow check valves from working correctly. You can help by keeping harmful lawn chemicals, pet waste, and other forms of trash out of our storm drains. This small effort is vital to helping protect our canals, the bay, and gulf.

The Streets Department is responsible for keeping our streets free of potholes and installing street signs. Potholes are filled with cold patch to keep the roads smooth for drivers. The Streets Department is also responsible for installing new street, speed limit, and stop signs as needed.

The Parks Department is responsible for the City’s green space like Archibald Memorial Beach Park, beach access walkovers, pocket parks, John’s Pass Village, and John’s Pass Park. Parks staff are responsible for weed control, tree fertilizing, irrigation, and shrub trimming in all of our green spaces.

Lastly, when our community is under threat, from mother nature or a human-made disaster, the dedicated employees from each one of the departments mentioned above come together on one team. Each brings their particular skill to the group. From making sure the garbage is picked up each day, to filling sandbags for a senior citizen who is scared about flooding, these folks are the heart and soul of Madeira Beach.

City Clerk

As of September 30, 2019, the Board of Commissioners have held 52 meetings in 2019. All meetings are open to public and allow for public comment. Regularly scheduled meetings are held:

Board of Commissioners Meetings – City Hall, 300 Municipal Drive, Madeira Beach, FL 33708

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



Marina

Fall is in the air, and for Gulf Coast anglers, that means a few months of hard-charging, drag screaming excitement. Kingfish are here! There are many ways and several reasons to catch kings. Our favorite is to get some for the table and make some fish spread for the holidays. Kingfish have historically gained a bad reputation among anglers, but I assure you that proper handling and cleaning of the fish will change anyone's mind.

Large kingfish (25lbs.) do get a little coarse, and we suggest releasing them. Smaller fish are fine to eat but must be appropriately covered in ice as soon as the fish is landed. A mistake that many people make with kingfish and mackerel in general is leaving the skin on and the dark red bloodline intact. There is a technique that will remove both these pieces in just a couple of easy steps. First, cut the fillets into pieces about half the length of the knife blade. Last, place the knife parallel to the lateral line then gently move the edge toward the top of the fillet removing the loin from the skin. What you have left will freeze well and make great fish fingers and tacos. If you are smoking, place the pieces on a sheet of aluminum foil to keep your grill nice and clean.

Fishing for big kingfish in the fall will require live bait. Some top choices are blue runners, ladyfish, silver mullet, and my favorite, a freshly caught Spanish mackerel. Match your stinger rig to the size of your bait. You'll want the last treble to come back about $\frac{3}{4}$ of the length of the baitfish. Use a light drag, so you don't pull the hooks, and be sure to get your boat on top of the fish as soon as you can. Finally, once you reel that monster in remember to ice the fish as it will lose weight if you don't. A fish bag is a big help with this.

Don't forget "King of the Beach" is coming November 7 - 9 to R.O.C. Park at the Madeira Beach Recreation Center. This tournament is fun for the whole family because literally, anyone can win! As always, if you have any questions about boating or fishing, please feel free to contact the Marina seven days a week. If you ever need a quick lesson on how to properly fillet fish, we'll be glad to show you. Just bring your catch down to the Marina, and we'll give you a quick one on one lesson. Remember to keep only what you can eat and help protect this precious resource and the environment.

Fire Department

Our Madeira Beach Fire Department (MBFD) operates at a very high level and traditionally has taken the lead in many lifesaving initiatives. Providing such a high level of service requires a commitment to staying in peak physical and mental condition as well as regular training and certification requirements.

All of this training and knowledge hinges on one key factor, having the right personnel with the proper training in the right place at the right time. But what happens when the right personnel is not available? The Pinellas County Fire Chiefs Association, with the approval of the related governing bodies, has adopted a very progressive approach to emergency response. No matter your location, when you call 911, the closest available unit will be dispatched to you. In other words, you may see Seminole fire engines in Madeira Beach or Madeira Beach fire engines in any other part of the surrounding areas. Each fire department covers every other department when multiple calls are received, or extra units are required.



The trade-off for this efficiency is that if our firefighters are out on a call, a neighboring community unit gets dispatched, which could result in a delay. When minutes and even seconds can mean the difference between life and death, this delay is critical. Lately, we see more and more incidents when our firefighters are not available. In the next edition of the City Manager's Report, we will look at what needs to be done to ensure our public safety standards are maintained and our levels of service to our community stay consistent and reliable.

Building

Our redevelopment/economic development continues at a fast pace, including several large condominium projects on the west side of Gulf Blvd.:

The Town Center Project (Hotel "A"). Overall progress is at about 60% completion. Structurally, the masons are finishing up with the block on the upper pool deck. The mechanical, electrical, and plumbing work continues on all floors. Partial inspections for framing, electrical, and mechanical have been completed on the third floor. Framing and drywall installation continues on all floors. Window and door frames are also being installed.

The Madeira Bay Project at 13101 Gulf Blvd. is at 65% complete. Balcony waterproofing and stucco are progressing on the rear of the building, and the roof trusses have been inspected with final connections and sheathing continuing. Roof flashing has been installed, and the tapered insulation system and tile roof material have been ordered. Interior framing is about 95% complete.

The Madeira Way Intersection Project at Madeira Way and 150th Avenue is moving forward quickly with the installation of new water lines and the new stormwater drainage system. The sewer connections are in place. Grading will begin shortly, and any shallow infrastructure (lighting, etc.) will be installed in the next few weeks.

The Barefoot Beach Resort project at 13238 Gulf Blvd. has had the original permit closed, and a new permit has been issued for work on the rooftop and lounge area only.

The Madeira Shores project at 14910 North Bayshore Drive continues moving forward with the walls and roof trusses installed. Crews are ready to enclose the exterior shell and begin installing the mechanical, electrical, and plumbing systems.

The Gulf Grille project at 14080 Gulf Blvd. has not broken ground yet; however, the "foundation" application was approved for the project, and a permit was issued.

The West Events Space at 13435 Gulf Blvd., is nearing completion on framing the interior walls to allow the mechanical, electrical, and plumbing trades to be installed. The roof is dried in, roof covering is on, storefront frames are in. They are waiting on fencing, irrigation, and landscaping to be completed. The entire project is at 70% completion.



Monthly Totals

Building Department;

- 77 different types of permits were issued
- \$65,027.85 Permit fees collected
- \$2,093,207 Permit estimated value or cost
- Completed 231 inspections (15 daily average)

Building Code Compliance;

- 5 new code compliance cases were created
- 6 code compliance cases being resolved
- 22 code compliance cases remain open

Code Enforcement;

- 20 new code compliance cases were opened
- 44 existing code compliance cases were resolved
- 31 code compliance cases remain open

Residential Rental Inspection;

- 21-unit inspections completed

Recreation

The Recreation Department welcomed an exciting first-time event to Madeira Beach in September as the Wounded Warrior Amputee Softball Team made an inspirational stop in our community. Made up of wounded amputee veterans, the team visited Madeira Beach for 3-days and participated in several events. To cap off their visit, these heroes took to the field at the Recreation Complex for a Celebrity softball game. With donor support from the City of Madeira Beach, the American Legion, VFW, Elks Lodge, and others in our community, we raised nearly \$20,000 to support the Wounded Warrior Team and their Children's Camp for Amputee Kids. Dates for next year's event are in the planning stages.

Fall activities are underway at the Recreation Center, and the holiday event season is right around the corner! Over 150 children have registered and begun play in the 2019 Fall Soccer Season. Madeira Beach Babe Ruth attracted a record 250 kids for the season. Our calendar is full of excitement with games and practices taking place at the Madeira Beach Recreation Complex and Madeira Beach Fundamental School!

Upcoming Events & Activities

- Oct. 16 – CPR Class, City Hall 8 a.m.-noon
- Oct. 18-20 – John's Pass Seafood Festival, John's Pass Village
- Oct. 26 – Wag-O-Ween, Recreation Complex – 10 a.m.-4 p.m.
- Oct. 26 – Wild West King Rush Tournament, John's Pass Village Bell Tower
- Nov. 2-11/3 – NSA Softball Tournament, Recreation Complex
- Nov. 7-11/9 – Fall King of The Beach, Recreation Complex
- Nov. 9 – Veterans Day Boat Parade, American Legion & Intracoastal
- Nov. 11 – Veterans Day, City Hall Closed
- Nov. 16 – Miracle By The Bay Event, Recreation Complex – 10 a.m.-2 p.m.
- Nov. 20 – CPR Class, City Hall – 8 a.m.-noon
- Nov. 28 – Thanksgiving Day – City Hall Closed



Community Development

September saw the initiation of the Capital Infrastructure and Municipal Government Service Finance Project conducted in partnership with the University of Florida. Phase I of this project focuses on the identification of areas of municipal responsibility among City Departments, beginning with the inventory of existing capital improvements, infrastructure, municipal services, and development of potential unmet needs.

A vital aspect of this project is City staff, the Planning Commission, and the Board of City Commissioners identifying potential unmet needs. To achieve this, we'll look at the functions, resources, and processes utilized by each City department.

This exercise will help establish a series of level of service standards in the Comprehensive Plan that will support part of the rationality required by Florida Statutes for impact fees. Because impact fee calculations are based, in large part, on existing inventories of capital facilities and municipal services, the City needs to capture these inventories as completely as possible. This initial information gathering will be shared in an informal community meeting hosted by the Planning Commission later this year.

Staff continues to address improvements in the Code of Ordinances. Most recently, the Board of Commissioners has considered changes to regulations for planned developments (Ordinance 2019-07), fences, hedges, and walls (Ordinance 2019-17), amendments to the parking code (Ordinance 2019-20), and live-aboard vessels (Ordinance 2019-21). With the return of the season, we anticipate an increase in the volume of our workload and are actively seeking to fill position vacancies due to staff departures for other opportunities.

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