



*City Manager's Report
October, 2019*



City Manager's Minute

Recently, a local newspaper published an article stating that the Madeira Beach City Commission removed height limitations from planned development in our community. At first glance, I can understand why this story confused Madeira Beach residents, after all, development has been at the forefront of controversial issues in our community for years. So why would the Board of Commissioners approve such a drastic change? The answer is they did not. Madeira Beach has eight different categories, of which the vast majority of proposed developments fall into:



Bob Daniels
City Manager

- Single Family Residential
- Low-Density Multifamily Residential
- Medium Density Multifamily Residential
- Tourist Commercial
- John's Pass Marine Commercial
- Retail Commercial
- Marine Commercial
- Public Semi-Public

These categories remain intact in Madeira Beach including all restrictions on height, setbacks, aesthetics, square footage, use, etc. The Planned Development category, which was approved on October 8, 2019, is a new category because we recognize that new ideas don't always fit into the above specific categories. Instead of rejecting an idea because it doesn't fit exactly into one of these categories may deprive our community of a much-needed asset.

I want to be very clear on the following points. No proposal is guaranteed approval or failure. Every proposal must go through several rigorous stages of review including the initial City Planning staff review, neighborhood meetings (including community feedback), Planning Commission review (including public comment), and finally not one, but two public hearings held by the Board of Commissioners which of course include even more public comment. None of this process, or the fact that the entire conversation was about a new and very specific category only, was mentioned in the article and understandably has led to confusion in our community.

In the last few months, I have spoken with hundreds of residents, business owners, community and environmental activists and of course our Commissioners. I have yet to hear anyone say they want something that will threaten the quality of life in Madeira Beach. Most people tell me they want to leave the drama, controversy, and misinformation in the past. The Planned Development ordinance is designed to encourage creativity from developers, transparency for the community, and adherence to a strict review process.



I am grateful to those who have called my office or come out to one of our community meetings to ask questions about this issue. I am also proud of the fact that when we get done having a respectful, fact-based conversation, they walk away with complete and accurate information with which they can form their own opinion about how to move Madeira Beach forward.

City Clerk

City Clerk Clara VanBlargan reports that on October 21st Madeira Beach hosted a Florida's Public Records Law & Records Management Training session in the Commission Chambers. Numerous city staff, staff from neighboring municipalities, and members of the public attended. On October 8, 2019, the Board of Commissioners approved the City Clerk's appointment to hire Permit Clerk, Patty Kordis as the new Deputy Clerk.

As of October 31, 2019, the Board of Commissioners have held 55 meetings in 2019. All meetings are open to public and allow for public comment. Regularly scheduled meetings are held:

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

Due to the Thanksgiving holiday, the Regular Workshop Meeting has been changed to 2 p.m., on November 19, 2019. There will be a Special Meeting held before this meeting at 1:30 p.m. to approve the final budget amendments for FY 2019.

Community Development

October saw the completion of Phase One of the Capital Infrastructure and Municipal Government Service Finance Project (that's government speak for our study of Impact Fees) conducted in partnership with the University of Florida. Phase One of the project identified areas of municipal responsibility among City Departments, and an inventory of existing capital improvements, infrastructure, and municipal services. City administration, the Board of Commissioners, the Planning Commission, city staff, and the public all participated in the identification of potential unmet needs while looking through the lens of the 2050 Comprehensive Plan horizon.

For initial manageability, all areas of municipal responsibility were divided into six categories: Community Policing/Code Enforcement, Fire/Emergency Management, Municipal Facilities, Parks and Recreation, Mobility, and Other, where we listed current municipal services or potential new infrastructure/services that don't fit in any of the standard categories.

While data gathering and analysis continues, the next steps will establish a series of level of service standards in the Comprehensive Plan that will support part of the rational required by Florida Statutes for Impact Fees. Because Impact Fee calculations are often based on existing inventories of capital facilities and municipal services, it is important for the City to capture these inventories as completely as possible. The results of this initial information gathering were shared in an informal community meeting hosted by the Planning Commission November 4, 2019.

To assist with their large and complicated project, Mr. Zain Husain was hired in October as Planning & Zoning Coordinator. Zain has a BA in Political Science with a minor in Biology and a MA in Public Administration with a concentration in Urban Planning from the University of South Alabama. Zain's work experience includes Zoning Analyst for the City of Sarasota, and construction, engineering, entitlements analysis, and planning in the private sector. As a student, Zain completed numerous internships including research for the United States Attorney's Office in Mobile, AL. We are fortunate to have added Zain to our team and look forward seeing his impact on the project.

Building

City Building Official, Frank DeSantis reports that our redevelopment/economic development continues at a fast pace including several large condominium projects on the west side of Gulf Blvd that are currently under “extensive” exterior restorations:

- The Town Center Project (Phase 4-Hotel “A”) Overall progress is at 85.4 They are continuing the frame, MEP, sprinkler and low voltage in guest rooms on floors 3, 4 & 5. Exterior insulation and finishing has started on the east elevation and will continue around to the north elevation into the courtyard. All guest room windows and balcony doors have been installed on all floors. Installation of garage floor slabs on the first floor continue. They expect to pour the retail area slab shortly and expect to get the roof installed in the coming weeks.
- The Madeira Bay Project (44 units) at 13101 Gulf Blvd., projects that their overall progress is at 75%. The stucco is progressing on the exterior and exterior paint is about to begin. They are also beginning tile work and the first shipment of cabinets is expected within the next two weeks.
- The Madeira Way Intersection Project at Madeira Way and 150th Ave. is moving forward on schedule with sewer connections complete, new water lines and storm water drainage systems in progress. Grading for traffic patterns will begin shortly as well as installation of shallow infrastructure, (lighting, etc.). Phase 1 of the project is about 30% complete.
- The Madeira del Mar Condominiums project (13 units, 2-stories above parking) at 15305 1st Street East has had their site plan approved and pre-sales completed. They expect to break ground prior to the end of the year.
- The Madeira Shores project (6-Single Family Homes) at 14910 North Bayshore Drive has had the walls and roof trusses installed, and they are ready to enclose the exterior shell and install the mechanical, electrical and plumbing.
- The Gulf Grille project at 14080 Gulf Blvd., has received initial approval of the foundation application. The permit was issued. Ground-breaking is projected to begin in November.
- The West Events Space at 13435 Gulf Blvd., has completed framing the interior walls and drywall is almost complete. The roof, store-front windows and stucco exterior are all complete. They are waiting on fencing, irrigation and landscaping to be completed. Entire project at 85%.

Monthly Totals

Building Department

Code Compliance

- 97 different types of permits were issued
- \$347,710.52 Permit fees collected
- \$16,467,541.00 Permit estimated value or cost
- Completed 292 inspections (16 daily average)
- 6 new code compliance cases were created
- 10 code compliance cases being resolved
- 23 open/outstanding code compliance cases

Community Policing and Code Enforcement

Residential Rental Inspections

- 15 new code compliance cases were opened
- 27 existing code compliance cases were resolved
- 25 code compliance cases remain open
- 25-unit inspections completed

Marina

With the cooler weather in the air and the holiday season approaching we have a true cornucopia of boating and fishing options available. One great option for the entire family is all our local boat parades. We have several different parades in our area that you can participate in, or just sit back relax and enjoy the show. The 23rd Annual Veterans Boat Parade was this past weekend and it drew a record number of boats and a huge crowd of spectators. If you missed, don't worry it will be back again next year and was only the first of several local boat parades you can enjoy in the coming weeks.

Our Madeira Beach Festival of Lights Boat Parade begins at sundown on Saturday, Dec. 14th behind the American Legion just north of the Tom Stuart Causeway and travels through each of the Madeira Beach canals ending at Johns Pass.

Now in its 53rd year this holiday spectacular has become a local favorite that draws spectators from across the region. If you have ever participated in the parade you understand the absolute joy and happiness the event brings to our community. If you have never participated in the parade you should check it out, it is an experience you will never forget.

If your busy holiday schedule conflicts with the Madeira Beach Festival of Lights Boat Parade, don't worry as there are several other parades in our neighboring communities.

- Dunedin Holiday Boat Parade December 7th at 6 p.m.
- Treasure Island's Lighted Boat Parade December 13th at 6 p.m.
- Indian Rocks Beach Holiday Lighted Boat Parade December 22nd at 6:30 p.m.
- Redington Beach & Indian Shores Holiday Boat Parade December 22nd at 6:30 p.m.

This time of year is a great time to be on the water for fishing, participating in one of the parades or just cruising around looking at all the beautifully decorated homes lining our waterways. Be safe and enjoy for it only comes once a year! Contact your Madeira Beach Municipal Marina anytime at 727-399-2631 with questions about fishing or boating in Madeira Beach.



Parking

The Parking Department is happy to announce that the City has entered into a contract with our parking machine provider to upgrade all 29 parking pay stations to a new touch screen model. This system has numerous advantages including being easier to see in bright sunlight, and more intuitive customer interface. We expect installation to be completed in mid-November.

A comprehensive update was completed on the parking section of the City's website with the intent of better informing residents and guests about where, how and when they can park in Madeira Beach. Good news! The city has expanded its parking capacity by opening up the parking lot east of Gulf Blvd. at 134th Ave.

Finance

On October 22, 2019, at the City Commission Workshop, Enterprise representatives provided an update on the lease agreement with the City. Enterprise Account Manager Jamie Lee indicated that prior to this agreement, 40% of the vehicles were 10 years old or older. There were lots of issues with reliability, productivity, and safety. Maintenance and fuel costs were high. The Enterprise Fleet Management's program provides vehicle tracking, reporting and metrics.

A proactive replacement cycle helps reduce the total cost of ownership of the fleet. Maintenance costs are controlled by taking advantage of Enterprise's fleet maintenance program.

Also, at the October 22nd City Commission Workshop, the Finance Director reported good fiscal news in lieu of the upcoming FY 2019 audit. This included the following:

- The City earned interest on the \$15 million Series 2019 funding totaling \$78,567 for two and a half months.
- During FY 2019 a total of \$1,420,726 was reimbursed to the city from Pinellas County for the Penny for Pinellas undergrounding of utilities project.
- A total of \$209,000 has been reimbursed to the city from FEMA for Hurricane Irma damages.
- General Fund interest earnings totaled \$135,877 which is \$90,087 over the amount budgeted.
- General Fund parking revenue totaled \$1,764,514.

Budget

A final "clean-up" Budget Amendment for FY 2019 will be presented to the City Commission on November 19, 2019.

Human Resources

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

- Marina Manager
- Part-time Marina Attendant
- Senior Public Works Technician
- Sanitation II – CDL required

More information about all these positions can be found on our website.

Fire Department

Last month, we discussed the level of service that our community has come to expect and the types of threats we experience in Madeira Beach. As good as our firefighters are, they can only be in one place at a time. When multiple emergency events are received at the same time, delays occur. To minimize the time it takes to begin critical interventions, additional units and personnel must be provided.

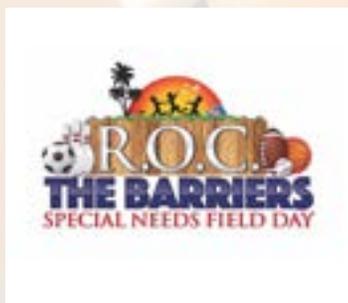
The Madeira Beach Fire Department has never increased the number of firefighters serving our community. Now is the time to re-evaluate our emergency capabilities. The idea of a smaller quick response vehicle (QRV) has been discussed. A QRV would allow staff levels to have a marginal increase and the apparatus acquisition cost would be relatively economical. The vehicle would be utilized as a “first out” unit for medical calls and allow the larger, more expensive ladder truck to serve as a backup for medical responses and focus on fire related emergencies while providing consistent level of coverage to our residents and visitors. This will reduce the QRV’s operating cost and extend the life of our rolling fleet.

Next month, we will discuss the potential impact of a Fire/EMS station being provided through Pinellas County to the Redington Beach communities.

Recreation

October kicked off another exciting beginning to the holiday season in Madeira Beach! The 38th Annual John’s Pass Seafood Festival was the highlight of the month with three days of excitement in John’s Pass Village. Live music, fresh seafood, and craft vendors lined the streets of the village as thousands of visitors made their way to Madeira Beach to enjoy the festival. With excellent coordination between the John’s Pass Village Association and city staff, we managed to endure some minor interruptions from mother nature and host a great festival.

The end of the month wrapped up with events anchoring both ends of town. On Saturday October 26th, the Recreation Department hosted Wag-O-Ween at ROC Park. The event celebrated its first year in Madeira Beach with activities and vendors for dog lover’s all in one location. On the other end of town, Angler Armory hosted the Wild West King Rush Fishing Tournament. The excitement was capped off with the winning team reeling in a king weighing 42.16 lbs. and taking home \$50,000.



The fun continues with this list of up-coming events in Madeira Beach:

- 11/16 (10 a.m.) ROC the Barriers/Miracle By The Bay – Rec. Complex
- 12/7 (8 a.m.) Trash Pirates Beach Cleanup – Archibald Beach Park
- 12/7 (1 p.m.) Jingle Bell Kid’s Tournament and John’s Pass Tree Lighting
- 12/13 (7 p.m.) John’s Pass Holiday Pub Crawl
- 12/14 (3 p.m.) Merry Beach Market - Rec. Complex
- 12/14 (6:30 p.m.) Festival of Lights Boat Parade & Viewing – Recreation Complex
- 12/20 (6:30 p.m.) Movie on the Beach – The Santa Clause – Archibald Memorial Beach Park

Public Works

At the Oct. 22nd Board of Commissioners Workshop, a consensus was reached that the city will continue to offer its recycling program at the same rate in 2020. One key focus for the city in the coming months will be educating the community on the proper way to recycle. Here is a quick visual guide.

WHAT CAN I RECYCLE?

Everything must be **EMPTY, DRY** and **UNBAGGED**

METAL
Only food and drink cans

GLASS
Only bottles and jars

PLASTIC
Only bottles and jugs

PAPER & CARDBOARD
Clean and dry — no food contact
No shredded paper

CARTONS
No straws

See Page 16 for additional information and exceptions for specific municipalities. Always check with your municipality's program for changes.

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Questions about recycling can be directed to Madeira Beach Public Works at 727-543-8154.