



**THE CITY OF MADEIRA BEACH, FLORIDA
PUBLIC NOTICE**

BOARD OF COMMISSIONERS MEETING

The Board of Commissioners of the City of Madeira Beach, Florida will meet at City Hall, located at 300 Municipal Drive, Madeira Beach, Florida to discuss the agenda items of City Business listed at the time indicated below.

6:00 P.M.

Tuesday, May 13, 2014

AUDITORIUM

- A. CALL TO ORDER** – The meeting was called to order at 6:00 p.m.
- B. INVOCATION AND PLEDGE OF ALLEGIANCE:** Invocation by Commissioner Lister- Pledge of Allegiance led by Boy Scouts Troop # 340.
- C. ROLL CALL**

MEMBERS PRESENT: Travis Palladeno, Mayor
Nancy Hodges, Vice-Mayor
Terry Lister, Commissioner District 1
Elaine Poe, Commissioner District 3
Pat Shontz, Commissioner District 4

STAFF PRESENT: Shane Crawford, City Manager (CM)
Thomas Trask, City Attorney (CA)
Sea Marshall-Barley, City Clerk Pro Tem (CCPT)
Vince Tenaglia, Finance Director (FD)
Dave Marsicano, Central Services Director (CSD)

STAFF ABSENT: Aimee Servedio, City Clerk (CC)

D. APPROVAL OF THE MINUTES

- | | | |
|----|----------------------|------------------|
| 1. | BOC Special Meeting | October 23, 2012 |
| 2. | BOC Special Workshop | April 3, 2014 |
| 3. | BOC Special Meeting | April 8, 2014 |
| 4. | BOC Agenda Setting | April 8, 2014 |
| 5. | BOC Regular Meeting | April 8, 2014 |
| 6. | BOC Workshop Meeting | April 22, 2014 |

A motion to approve the minutes was made by Commissioner Lister and seconded by V-M Hodges.

ROLL CALL:

Commissioner Lister.....YES
Commissioner Poe..... YES
Commissioner Shontz.....YES

Vice-Mayor Hodges.....YES
Mayor Palladeno.....YES

E. APPROVAL OF THE AGENDA

A motion to approve the minutes was made by Commissioner Lister and seconded by V-M Hodges.

ROLL CALL:

Commissioner Lister.....YES
Commissioner Poe..... YES
Commissioner Shontz.....YES

Vice-Mayor Hodges.....YES
Mayor Palladeno.....YES

PRESENTATIONS/PROCLAMATIONS

1. ***PRESENTATION BY MAYOR PALLADENO--
HONORING CENTENARIAN HELEN ENGLAND WITH A KEY TO THE CITY***

CM: Read a brief biography on Helen England.

Mayor Palladeno: Present Ms. England with a key to the City of Madeira Beach.

Helen England: Thanked the City and spoke about how much she loves the beaches and Pinellas County. She is very proud to receive a key to the City.

2. ***PROCLAMATION FOR SAFE BOAT WEEK USCG***

Mayor Palladeno: In the past years, life preservers used to be more bulky. Most accidents can be prevented with these devices. He thanked the USCG for all their work on the barrier islands and presented a proclamation for safe boating.

F. PUBLIC COMMENT (limited to 3 minutes) - None

G. CONSENT AGENDA N/A

H. UNFINISHED BUSINESS N/A

I. NEW BUSINESS

1. **PUBLIC HEARING**
TO CONSIDER ALCOHOLIC BEVERAGE USE PERMIT #14.03 TO ALLOW THE
TRANSFER OF A 2COP ALCOHOLIC BEVERAGE LICENSE TO SELL BEER AND WINE
FOR CONSUMPTION ON PREMISES (FROM 15024 MADEIRA WAY TO 15026

MADEIRA WAY). THE LICENSE IS IN THE NAME OF DAILY GRIND EUROPEAN CAFÉ, LLC.

CA: There were specific issues that the Board needed to consider. The staff is recommending authorization and to approve the transfer.

A motion to approve Alcoholic Beverage Use Permit #14.03 was made by Commissioner Lister and seconded by Commissioner Shontz.

Commissioner Lister: The state already issues the licenses that states COP, or "concealed on premise". Can patrons of the businesses move between buildings with their alcoholic beverages?

CA: No, they cannot be walking between those two units.

Commissioner Lister: There are chairs and tables outside; would they be able to drink there?

CA: No, they will not be allowed to do that.

CM: Code Enforcement would enforce that drinking only occurs on premise. The CM does not think there is a good reason to deny this, despite calls for concern from citizens.

ROLL CALL:

Commissioner Lister.....YES
Commissioner Poe..... NO
Commissioner Shontz.....YES

Vice-Mayor Hodges.....YES
Mayor Palladeno.....YES

2. ORDINANCE 2014-03

A FIRST READING OF AN ORDINANCE OF THE CITY OF MADEIRA BEACH, FLORIDA, AMENDING THE CITY OF MADEIRA BEACH CODE OF ORDINANCES, TO AMEND SUBPART A (GENERAL ORDINANCES) CHAPTER 62 (TAXATION), ARTICLE 11, (LOCAL BUSINESS TAX) TO INCREASE THE LEVY OF THE LOCAL BUSINESS TAX BY FIVE PERCENT AND CORRECTION OF TYPOGRAPHICAL ERROR ON 25 (e) BOAT MARINA OR STORAGE, INLCUDING DRY STORAGE 11-50 SLIPS; BY PROVIDING FOR READING BY TITLE ONLY; BY REPEALING ORDINANCES IN CLONFLICT; AND BY PROVIDING AN EFFECTIVE DATE.

A motion to approve the first reading of Ordinance 2014-03 was made by V-M Hodges and seconded by Commissioner Poe.

Commissioner Lister: We're just keeping up with the normal levels, right?

CM: Yes, the increase has been not done for a few years now, and wasn't done before because of the past down turn of the economy. This five percent means about \$3,500 added to the budget – it will not affect business owners themselves very much, it is a small change.

Mayor Palladeno: Agreed with the CM and explained that the economic impact on his business is not very high.

ROLL CALL:

Commissioner Lister.....YES
Commissioner Poe..... YES
Commissioner Shontz.....YES

Vice-Mayor Hodges.....YES
Mayor Palladeno.....YES

3. **ORDINANCE 2014-04**

A FIRST READING OF AN ORDINANCE OF THE CITY OF MADEIRA BEACH, FLORIDA, AMENDING SECTION 66-74 OF ARTICLE 111 OF CHAPTER 66 OF THE CODE OF ORDINANCES OF THE CITY OF MADEIRA BEACH, REMOVING REFERENCES TO LENGTH OF VEHICLES UP TO 18 FEET IN LENGTH; AND PROVIDING FOR AN EFFECTIVE DATE.

A motion to approve Ordinance 2014-04 was made by Commissioner Poe and seconded by Commissioner Shontz.

CM: The only reason staff recommends is because these spots were never used. The RV's can move to the marina.

Commissioner Lister: This was first done because we wanted to avoid RV's down there.

CM: We will ticket them. We can permit them to park there. We do not want an 18 foot vehicle in John's Pass Parks. If they want to sleep overnight, they can be permitted out at the Marina.

Dick Lewis: He thinks some additional clarification. If you look at the Code, privately vehicles will be able to park "up to 18 feet". If you take out the "up to 18 feet in length", vehicles over that will be allowed. You need to modify the paragraph not delete that section.

Commissioner Lister: Agrees with Mr. Lewis, that the "up to 18 feet in length" needs to stay there. He thinks the wording is confusing and that the goal of removing RV parking is not accomplished by this change. He asks for further research into the topic.

Commissioner Shontz: We thought that John's Pass Park would be a good location, but it turned out not to be the case.

CM: This is true, the example he cites the example of the bus for the casino boat being trapped in the park for hours while beach goers blocked them in. Let's send this back to the workshop. He agrees that there seems to be some confusion and if the Board would like to workshop this topic and come back to it, that is an option.

A motion to refer Ordinance 2014-04 to Workshop for further discussion was made Commissioner Poe and seconded by Commissioner Shontz.

ROLL CALL:

Commissioner Hodges.....YES
Commissioner Poe..... YES
Commissioner Shontz.....YES

Vice-Mayor Lister.....YES
Mayor Palladeno.....YES

4. **RESOLUTION 2014-13**

A RESOLUTION OF THE CITY OF MADEIRA BEACH, FLORIDA, AMENDING THE CITY OF MADEIRA BEACH POLICY HANDBOOK TO PROVIDE THAT THE HOME PRIDE AWARD BE REMOVED FROM THE COMMUNITY RECOGNITION AWARDS, THAT THE BUSINESS RECOGNITION AWARD BE REMOVED FROM THE COMMUNITY RECOGNITION AWARDS, AND THAT THE DESIGNATED ROOM FOR WORKSHOPS BE MOVED TO THE AUDITORIUM INSTEAD OF THE CONFERENCE ROOM; AND PROVIDING FOR AN EFFECTIVE DATE.

A motion to approve the Resolution 2014-13 was made by Commissioner Lister and seconded by V-M Hodges.

Commissioner Lister: Agreed with the point Commissioner Shontz made at a previous meeting that the Business Recognition Award is something the Chamber of Commerce should decide, not the Board.

Dick Lewis: This is the only action you are taking with regards to the Policy Handbook, but he has a different comment on the Policy Handbook. There is reference to three different types of meetings. Recently, there have been variations with the naming of the meetings and he thinks it should be more consistent.

CM: The reason the agenda setting meeting was implemented because it really gave the appearance that staff was setting the agendas. Agenda Setting Meetings are always titled the same. The Workshop Meeting is the second Tuesday of every month. The meetings are always named the same. When the new building is completed, we can come back to the topic of moving the BOC Workshops to the auditorium. For now, it is just not technologically feasible to spend to fix the electronics in a room that will be demolished this year when the Board can meet in another room.

ROLL CALL:

Commissioner Hodges.....YES
Commissioner Poe..... YES
Commissioner Shontz.....YES

Vice-Mayor Lister.....YES
Mayor Palladeno.....YES

5. **RESOLUTION 2014-14**

AMENDING THE FY 2014 BUDGET BY APPROPRIATING \$25,000 FOR JOHN'S PASS VILLAGE BEAUTIFICATION IMPROVEMENTS.

A motion to approve the Resolution 2014-14 was made by V-M Hodges and seconded by Commissioner Lister.

CM: There is a series of trip hazards in Triangle Park. There is a couple areas of John's Pass Park to help beautify the area and help keep trip hazards down and cover the City from a legal standpoint.

Commissioner Shontz: Wasn't it

CM: We should still put some money down – we might not get a bidder.

Commissioner Lister: Have many people tripped? He knows there were some inputs about reducing trips in the area.

CM: There is one trip and fall lawsuit right now, but most of this is just visual and beautification for the area.

Guy Critelli: He is concerned about putting a table out by the Bamboo. He does not like the idea of more noise coming from certain businesses.

CM: We put that piece of property out for bid but the Board has not approved any bid.

Mr. Critelli: The workers in the City have to pick up all the beer and trash. He thinks that this space could be better utilized as motorcycle parking. If a table is put there, it won't turn out well for the City or the citizens.

CM: This is out for RFP. There have been noise complaints and he doesn't necessarily think putting motorcycles there would solve the noise issue. If the Board wants to revisit this issue, they are more than welcome to.

Commissioner Lister: Let's follow through and see what bids we get.

CM: This is solely about some beautification at JPV.

ROLL CALL:

Commissioner Hodges.....YES
Commissioner Poe..... YES
Commissioner Shontz.....YES

Vice-Mayor Lister.....YES
Mayor Palladeno.....YES

6. **RESOLUTION 2014-15**
AMENDING THE FY 2014 BUDGET BY INCREASING BUDGETED PARKING-RELATED REVENUE, IN THE AMOUNT OF \$450,000.

A motion to approve the Resolution 2014-15 was made by Commissioner Lister and seconded by Commissioner Shontz.

Mayor Palladeno: This is outstanding, that's an increase of over \$400,000.

FD: We didn't change the expected revenue to reflect the parking meter increase, this is a conservative estimate.

CM: Complimented the work by the Parking Department and Nick Lewis. A lot of the success is attributable to reinventing government and really enforcing parking.

Mayor Palladeno: The pay-by-space has really worked well for the City.

Commissioner Lister: Are the meters consistently utilized in JPV?

FD: We have all of the data, we know the hotspots and which are being most used. Right now, he is comfortable where the meters are now.

CM: he thinks most complaints come from people not realizing that the lots are pay-by-space and people. He also mentioned that the City of Clearwater has raised their prices to \$3.00 an hour. He's not necessarily saying this should be the change but the prices should be evaluated in the future and the City shouldn't get too out of touch with other beach community trends.

Commissioner Lister: Are permits up?

FD: Parking permits are up 50%.

Commissioner Lister: He is concerned about employees or workers taking spaces that could be used for visitors.

CM: This City is one of the few that offers its residents free parking. This is \$450,000 worth of new revenue just this year.

FD: Last year was a record year, and the next should also continue that trend.

ROLL CALL:

Commissioner Hodges.....YES
Commissioner Poe..... YES
Commissioner Shontz.....YES

Vice-Mayor Lister.....YES
Mayor Palladeno.....YES

7. **RESOLUTION 2014-16**
AMENDING THE FY 2014 BUDGET BY INCREASING BUDGETED PARKING-RELATED EXPENDITURES, IN THE AMOUNT OF \$15,000.

A motion to approve the Resolution 2014-16 was made by V-M Hodges and seconded by Commissioner Poe.

FD: We are just trying to avoid the County's processing fee. By March, we had exceeded our budget for processing fees. This will cover us for the rest of the year with a private contractor. We'll be saving at least \$50,000. Revenues are increasing while expenditures are decreasing.

ROLL CALL:

Commissioner Hodges.....YES
Commissioner Poe..... YES
Commissioner Shontz.....YES

Vice-Mayor Lister.....YES
Mayor Palladeno.....YES

8. **RESOLUTION 2014-17**
AMENDING THE FY 2014 BUDGET BY DECREASING BUDGETED DEBT ISSUANCE
EXPENDITURES, IN THE AMOUNT OF \$28,000.

A motion to approve the Resolution 2014-13 was made by Commissioner Lister and seconded by Commissioner Shontz.

Commissioner Lister: Complimented the FD again.

FD: This has already been done once before this year.

ROLL CALL:

Commissioner Hodges.....YES
Commissioner Poe..... YES
Commissioner Shontz.....YES

Vice-Mayor Lister.....YES
Mayor Palladeno.....YES

9. **RESOLUTION 2014-18**
ESTABLISHING INTENT TO REIMBURSE STORMWATER-RELATED CAPITAL
EXPENDITURES WITH FUTURE FINANCING.

A motion to approve the Resolution 2014-18 was made by Commissioner Shontz and seconded by Commissioner Poe.

CM: We are not obligating ourselves to borrow anything. This is creating to framework for a different option later, if needed.

ROLL CALL:

Commissioner Hodges.....YES
Commissioner Poe..... YES
Commissioner Shontz.....YES

Vice-Mayor Lister.....YES
Mayor Palladeno.....YES

10. **RESOLUTION 2014-19**
A RESOLUTION OF THE CITY OF MADEIRA BEACH, FLORIDA ESTABLISHING AN
ANNUAL AND DAILY SPECIAL EVENT PARKING PERMIT; PROVIDING FOR AN

ANNUAL PERMIT TO INCLUDE THREE (3) SPECIFIED EVENTS AND ADDITIONAL EVENTS AUTHORIZED BY THE CITY MANAGER; PROVIDING FOR A DAILY PERMIT TO INCLUDE INDIVIDUAL SPECIAL EVENTS; ESTABLISHING FEES FOR THE ANNUAL AND DAILY SPECIAL EVENT PERMITS; AND PROVIDING FOR AN EFFECTIVE DATE.

A motion to approve the Resolution 2014-19 was made by Commissioner Lister and seconded by V-M Hodges.

CM: He wants to be very up front. The three specified dates are the Seafood Festival, John Levique Pirate Days, and the Fourth of July. Frankly, on these days, parking is very much needed – the City is packed. This gives other properties the ability to get a permit and creates more parking.

Commissioner Shontz: It's a great idea, years ago, we encouraged people on the Blvd. to buy a permit and sell spaces.

CM: The other resolution is the fee associated with purchasing a permit. The \$100 annual fee is a very affordable option. The Board can also specify other days if needed. If a new event comes up, the CM can designate that the particular new event will be covered under the annual permit, so those who have already purchased won't have to buy another permit.

Commissioner Shontz: This would be good to put in the newsletter.

Commissioner Lister: It's another revenue source?

CM: Yes, it creates new revenue and high-demand parking spaces.

Commissioner Lister: Are we charging the organizers for parking?

CM: When an event application is requested, the FD brings a figure of the City's lost revenue from those free spaces.

ROLL CALL:

Commissioner Hodges.....YES
Commissioner Poe..... YES
Commissioner Shontz.....YES

Vice-Mayor Lister.....YES
Mayor Palladeno.....YES

11. RESOLUTION 2014-20

A RESOLUTION OF THE CITY OF MADEIRA BEACH, FLORIDA, AMENDING THE CITY OF MADEIRA BEACH FEES AND COLLECTION PROCEDURE MANUAL TO ESTABLISH A FEE FOR SPECIAL EVENT PERMIT PARKING; AMENDING ARTICLE IV (FINANCE DEPARTMENT) BY ADDING SECTION E TO INCLUDE FEES FOR AN ANNUAL PERMIT AND DAILY PERMIT; AMENDING ARTICLE IV (FINANCE DEPARTMENT) BY RENUMBERING SECTION E TO SECTION F; PROVIDING FOR READING BY TITLE ONLY; PROVIDING FOR DISTRIBUTION; AND PROVIDING FOR AN EFFECTIVE DATE.

A motion to approve the Resolution 2014-20 was made by Commissioner Shontz and seconded by Commissioner Poe.

CM: This just inserts the fee into the previous resolution. He also pointed out that the Fees schedule be amended to have the annual permit be \$100.00.

A motion to approve Resolution 2014-20 as amended was made by Commissioner Shontz and seconded by Commissioner Poe.

ROLL CALL:

Commissioner Hodges.....YES
Commissioner Poe..... YES
Commissioner Shontz.....YES

Vice-Mayor Lister.....YES
Mayor Palladeno.....YES

J. REPORTS/CORRESPONDENCE

• **CITY COMMISSION**

Mayor Palladeno: Great things are happening in Madeira. The parking department is doing very well for the City and the revenue increases are incredible. Looking for getting more bed tax dollars – this will be the third year that we’ve broken records. There’s also talks about promoting tourism from the ball fields. He thanks the City.

V-M Hodges: Mentioned Flip Flop Fridays – a lot of the vendors are excited. She has been asked if the City can help put some more advertisement out. It was a very positive reaction.

Commissioner Shontz: Commended the Wednesday Morning Market. It was wonderful, it was a very nice market day. It lasts from 9:00-2:00 and once residents realize what’s happening, it will really take off. The vendors were ecstatic.

Commissioner Lister: Thanked the Boy Scout Troupe for attending the meeting and complimented them for earning their Civic Duty badges.

• **CITY ATTORNEY**

CA: There was a memo about the adopted legislation in regards to parking meters. He has not have the opportunity to talk to the CM or FD. If we have any parking meters on state roads, we will be affected. If not, it shouldn’t really be an issue.

CM: 150th is state, Gulf Blvd is state, but there is not parking on those roads.

• **CITY MANAGER**

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CM: On June 2nd, Gulf Blvd project starts. In regards to the events, the mid-week market was a pretty good success. 150th and Madeira Way is blocked, and people seemed irritated. Municipal Drive will be open, Winn Dixie will allow parking, as well as parking behind the businesses. The store fronts are open

as well as the tented vendors. He also added that Flip Flop Fridays will be cancelled in May because staff needs time to get more sponsors and regroup.

Mayor Palladeno: Added that with the Gulf Blvd project, they will be putting lights in at the cross walks and adding bike lanes to the road.

- **CITY CLERK**

CCPT: Found out that Turtle Nesting Season began on May 1st and extends through October 1st. Last year in 2013, there were 23 turtle nests in just Madeira Beach itself.

The CM was told that the Coast Guard had a quick presentation to add and something to give the Board.

Charles Lambeth, USCG: Presented a plaque to the Board. The Coast Guard has been here since the late 1800s. The Coast Guard thanks the City for their cooperation with the Coast Guard, especially in the last 60 years.

Brenda Burger, USCG: Announced that anyone interested could also buy a Memorial Brick for a wall that goes around the whole side of their building on 299 Boca Ciega Drive. The bricks are \$59.95 for a 4X4 and \$79.95 for a 4X8. If interested, residents should contact Brenda Burger.

K. ADJOURNMENT – The meeting was adjourned at 7:20 p.m.

Date Approved: 06-10-2014



Travis Palladeno, Mayor



Submitted by Sea S. Marshall-Barley, City Clerk Pro Tem