



**City Council Work Session  
City of Belleair Beach, Florida**

**Wednesday, June 21, 2023  
Community Center, 6:00pm**

**PUBLIC MEETING NOTICE  
AGENDA**

Call to Order  
Pledge of Allegiance  
Roll Call

1. Discussion (Continuation) of the Strategic Plan. (City Manager Riefler)
2. Discussion of Moving the Sandbag Station to the Marina. (Councilmember Zabel)
3. Discussion of Term Limits for City Councilmembers. (Councilmember Roberts)
4. Discussion of Salary for City Councilmembers. (Councilmember Roberts)
5. Discussion of Full-Time Administrative Assistant Position. (Councilmember Roberts)
6. General Business.

**Adjournment**

Any person who decides to appeal any decision of the City Council with respect to any matter considered at this meeting will need a record of the proceedings and for such purposes may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is based. The law does not require the City Clerk to transcribe verbatim minutes, therefore, the applicant must make the necessary arrangements with a private reporter or private reporting firm and bear the resulting expense. Any person with a disability requiring reasonable accommodation in order to participate in this meeting should call 727-595-4646 or fax a written request to 727-593-1409.

Patricia A. Gentry, City Clerk

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## PUBLIC SAFETY & HEALTH

*GOAL 1: Provide a safe and healthy environment for our residents.*

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- Ensure responsive, high quality emergency services
  - Monitor response times and service delivery
- Ensure safe conditions through proactive maintenance and new infrastructure.
  - Seawall improvements
- Implement robust disaster management plans
  - Review annually. Emphasize resiliency & 'lessons learned'
- Maintain Public Bathing Beach Area

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## PUBLIC SAFETY & HEALTH

*GOAL 1: Provide a safe and healthy environment for our residents.*

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- Facilitate healthy lifestyle for residents
  - Maintain walking easement
  - P&R Board recommendation for Bayside Park gazebo or shade cover
- Address future transportation impacts
  - Street repaving
  - Continue to monitor contractor permitting & zone compliance
- Ensure adequate citywide lighting – Staff evaluation
- Monitor 12<sup>th</sup> St X-walk / traffic island situation – County Study

# TAX DOLLAR VALUE

***GOAL 2: Deliver the best value for the taxpayer dollar. Prioritize and manage based on “targeted outcomes”.***

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- ***“Best Value” Focus - Effective, Efficient, Sustainable, Resilient***
  - Continue to invest in our Human Resources and City Staff
    - Training & Development
  - Continue to optimize CIP with reserve projection
  - Continue to engage Citizen Advisory Committee
- **Maximize Return-On-Investment (ROI)**
  - City Hall, Marina
- **Leverage grants, special assessments**
  - Continue policy to integrate with all capital projects and the budget process
- **Leverage technology in communications**

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## TAX DOLLAR VALUE

*GOAL 2: Deliver the best value for the taxpayer dollar. Prioritize and manage based on “targeted outcomes”.*

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- Budget process based on strategic plan
  - Fiscal responsibility
  - Strategic Goals and Objectives
- Seek community volunteers

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## COMMS & COMMUNITY

**GOAL 3:** *Credible, timely, and transparent information and feedback between the city and residents. Engender “Pride of Ownership”, inclusion and civility.*

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- Foster code compliance v enforcement (education & comms)
- Modernize lighting (streets, parks, beach access, public spaces)
  - Develop Citywide plan/align with CIP – near & long term
  - Thoroughly evaluate solar options & grants
- Expand Marina parking lot utilization & revitalized
- Minimize “above ground” utilities
- Mature, manicured foliage and vegetation
- Maintain a citywide maintenance program

## COMMS & COMMUNITY

**GOAL 3:** *Credible, timely, and transparent information and feedback between the city and residents. Engender “Pride of Ownership”, inclusion and civility.*

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- **Manage Resident Expectations:**
  - project schedule & effectiveness (i.e. stormwater mitigation)
- **Timely, accessible, user-friendly**
  - Develop a “feedback system” to acknowledge and provide closure
  - Online permit system for parking (boats, RV’s, trailers)
- **Create a complete contact list of residents**
  - Disaster, emergency, community events, surveys
  - Address privacy & data security issues
- **Increase the functionality of the City website**
  - Update (last 2018)
  - **Interactive (Surveys, feedback, applications, permits, calendars)**
  - Timely, accurate agendas, minutes, events, weather & traffic events
  - ADA (Americans with Disabilities Act) compliance

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## COMMS & COMMUNITY

**GOAL 3:** *Credible, timely, and transparent information and feedback between the city and residents. Engender “Pride of Ownership”, inclusion and civility.*

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- ADA Compliance – monitor
- Refine implementation of electronic sign
  - Viewing (best color & # lines for comprehension)
  - Uses
- Engage community
  - Town Hall Meetings
  - Belleair Beach 101 (Budget, Capital Plan)
    - Utilize Town Hall mtgs to educate residents on Budget, CIP, Codes
  - Optimize City website

## AESTHETICS

**GOAL 4:** *Create a vibrant, well-planned, well-maintained appearance for the city that denotes our sense of “community” and our quality of life.*

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- Master Plan for Gulf BLVD beautification
  - Undergrounding / wooden pole replacement
    - Evaluate DUKE cost updates
  - Reprogram funding
    - Integrate Rescue Funds / Reprogram Stormwater
  - Complete X-wire removal (WIP monitored weekly)
- Walking Trail paving (break out from streets)
- Street repaving and valley curb repairs
- Street lighting and undergrounding utilities

## BEACH & WATERFRONT

*GOAL 5: Preserve and protect our city's natural beach and waterfront environments.*

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- Beach/swimmer safety
  - \*Buoy Decision
- Beach re-nourishment
  - support state and county projects
  - \*Examine alternative funding
- Red tide mitigation
  - Review clean-up response/capabilities
- Waterfront code enforcement
  - “back side” of properties – Solve HOW?

PUBLIC  
SAFETY  
& HEALTH

**GOAL 1:** *Provide a safe and healthy environment for our residents.*

OBJ 1: Address and mitigate street flooding issues.

OBJ 2:

TAX \$\$ VALUE

**GOAL 2:** *Deliver the best value for the taxpayer dollar. Prioritize and manage based on “targeted outcomes”.*

OBJ 1: Re-visit economic impacts on CIP and Reserve funds

OBJ 2:

COMMS  
&  
COMMUNITY

**GOAL 3:** *Credible, timely, and transparent information and feedback between the city and residents. Engender “Pride of Ownership”, inclusion and civility.*

OBJ 1: Gulf Blvd traffic monitor isl/x-walk @ 12<sup>th</sup> ST.

OBJ 2:

AESTHETICS

**GOAL 4:** *Create a vibrant, well-planned, well-maintained appearance for the city that denotes our sense of “community” and our quality of life.*

OBJ 1: Gulf Blvd – beautification / cable cross-wire & U/G.

OBJ 2:

BEACH/WATER

**GOAL 5:** *Preserve and protect our city’s natural beach and waterfront environments.*

OBJ 1: Beach re-nourishment (IRB issues?). Alternative \$.

OBJ 2:

**PROPOSAL:**

Move Sandbag Station to Marina.

**BACKGROUND:**

The current sandbag station is a blight on an otherwise beautiful park that we are dependent upon for weddings and other outdoor events. The current location hampers our efforts to attract events. This is an industrial facility that is better located in the Marina parking lot, and not in the backyard of our citizens. This location works to the detriment of the residents on 9<sup>th</sup> Street and Harbor. During the days leading up to a hurricane, this street becomes full which fights the residents who may have to park on the street to load their valuables into their cars or evacuate safely.

I have received a complaint from a resident of Harbor drive, "I live at 905 Harbor Drive, at the end of 9<sup>th</sup> Street. Every time you open the sandbag area and 9<sup>th</sup> Street is flooded, and the trucks come down the road the properties flood to the point that on some home's sandbags must be placed in front of the Garage and front door. I talked to Lynn about this issue but fixing the problem at 9<sup>th</sup> Street is not a priority for the City. I suggested to move the sandbag area to the parking lot next to city hall but that doesn't seem to be an alternative."

**SOLUTION:**

1. Move the station and signs to the marina.
2. Add two more bays so that we can ensure that all our citizens have enough sand to protect their properties.
3. Replace the previous location with sod.
4. Paint an additional parking line.
5. Inform the citizens of the new location.

**REASONING:**

1. Yes, Gulf is an evacuation route, however, so is 9<sup>th</sup> and Harbor for those residents who live there. However, the Gulf evacuation route is not impacted by the move of the sandbag station to the marina because unlike 9<sup>th</sup> and harbor, the road is not blocked or heavily impacted by those filling sandbags. In fact, the marina can contain all the cars that would be filling sandbags.
2. With the marina sandbag station, residents on 9<sup>th</sup> and harbor would not be disturbed by station refilling or the sandbag process. In fact, residents would no longer be disturbed unlike what we have now.
3. Return usable space to the park.
4. There are 31 homes on 9<sup>th</sup> and Harbor that will no longer be hampered during evacuation by cars potentially blocking their evacuation route.
5. Any potential fire or EMS calls to the streets in question are hampered by cars that cannot move out of the way due to the one-way entry and exit.
6. There is space for at least 50 cars in the marina parking lot with plenty of room for Marina occupants to address their cars.
7. The look of the park is no longer industrial, but of a park which can increase our revenue from weddings and other outdoor events.

8. Increase available parking spaces by two, which can increase our potential parking revenue.

**CONCLUSION:**

Move the station to the Marina.





