

PUBLIC MEETING MINUTES

The meeting was called to order by Mayor Leslie Ford Notaro, followed by a Pledge of Allegiance to the Flag of the United States of America.

Roll Call: Present were Councilmembers Glenn Gunn, Wanda Schwerer, and Jody Shirley; Mayor Leslie Ford Notaro, Vice Mayor Nicolas Pavouris, City Manager Lynn Rives, City Clerk Patricia Gentry, and Finance Officer Melanie Kruszona. Councilmember Marv Behm arrived at 9:09am. Councilmember John Pietrowski was unable to attend.

1. City Council Discussion on Finance and Budget.

Discussion began on ways to increase revenue, with grants in particular, for improvement of the City's infrastructure.

Grants

- City Manager Rives reviewed what is available to municipalities, as government agencies are not non-profit entities
- He had been in discussion with the State of Florida for a SWFWMD grant for stormwater
- He advised there is a point system used when grants for parks, playgrounds, etc. are applied for
- That some grants require matching funds for approval
- The possibility for a solar lighting grant
- The hazard mitigation grant representative advised him that a grant has never been approved for undergrounding of utilities in Florida
- The grants for entities that are not a 501(c)(3) are limited
- Grants on the list distributed by Senator Nelson do not apply to anything the City would qualify for, except for a Land and Water Conservation Fund (LWCF) grant to refurbish the boat ramp on 7th Street – and that grant application should do well
- The Florida Department of Environmental Protection (FRDAP) grants have not been funded by the Florida Legislature for several years and they are now working off an established priority list
- The Department of Economic Opportunity would need to be explored to determine if the City would have anything that could be considered of economic impact – tourism, job creation, events to draw people to the City, etc., and the City's lack of land to create and promote that type of event

Discussion followed regarding the:

Marina, Community Center, Morgan Park, Bayside Park

- The limitations of the Marina for grants as there is no space for a boat ramp
- Revisiting expansion of the Marina into the submerged land area, a mooring field in the Intracoastal Waterway, and how much the City

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would be willing to invest, the parking area and restrooms that would be needed, and a LWCF grant possibility

- Maximizing the Community Center building's potential - lowering the rental rate for the facility, using the new website to highlight its availability, using social media, press releases and Bay News 9, promoting for meetings and medical and dental conferences, staffing that would be required, its central location and parking facilities, that whatever is offered should pay for itself in manpower, labor and administrative costs, and revising and streamlining the Community Center contract
- Increasing the parking fees at Morgan Park to whatever the market will bear
- Highlights of the City code section regarding work sessions
- Hiring a professional event planner who would handle all aspects of event rentals – inquiries and contracts through cleanup, and the City Manager and Finance to research this further
- Security and conduct issues of previous clientele, and targeting medical and business conferences as a demographic for responsible conduct
- Changing the price point for meetings, etc., and security cameras for safety
- Using the Marina as overflow parking for Morgan Park
- Increasing rental rates for the Marina
- How many of the Marina renters are non-residents, and that Residents have priority for first choice of a vacant slip
- Putting vacant slips out for bid and let demand drive the cost
- Possible grants to expand the Marina
- Having boat slips on Belle Isle Avenue, impact on Residents and their view, parking, possible deeding or leasing of the ROW along the seawall, and further research of those submerged lands
- Consideration of creative ways to develop and use any City-owned submerged lands
- A mooring field with floating docks at Bayside Park - City Manager Rives to revisit the matter with Pinellas County Water and Navigation, dredging of the channel for mooring to generate revenue, and being vigilant of people mooring that have not paid

Budget in General

- Concentrate on the few things that generate the most revenue
- Network with sister cities and the BIG C
- Mayor Notaro had information and contacts for possible grants from the Florida Shore and Beach Preservation Association (FSBPA) meeting
- City Manager Rives is the conduit for Staff and to designate a person who will be responsible for grants
- That networking, presentation of the grant request, and timing are very important for grants
- City Manager Rives to have a list of potential grants by July

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- The quarterly/monthly financial report sent to City Council details what is budgeted - any variance, whether over or under and the reason (a timing issue, a permanent issue, etc.)
- The impact on the budget of the increase of the 6% taxable value increase versus an additional \$25,000 homestead exemption
- Having a finance update at meetings going forward
- Review of the budget workshop process

Summary:

- Grants - City Manager Rives to make a list of grants available - following restructuring of Staff he will appoint the key person to be accountable for grants
- Community Center Events - events, medical conferences, weddings - look at outsourcing everything to take the toll off Staff and streamline the process if feasible, if not - look at increasing revenue through advertising and outsourcing; an inexpensive social media advertising site is Fiverr.com
- Marina - look at increasing the rates and increasing the number of slips, see if anything can be done for slips at Belle Isle Avenue, and the waterfront at City Hall
- Finance - present brief status report at the next meeting

Discussion followed regarding including the status of the undesignated funds that have been used to balance the budget, and capital improvements transferred in from the General Fund in the status report that was requested. A review of the Community Center building loan, funds that were invested, and any possible options was discussed.

City Manager Rives advised that the court date for validation of the Bellevue Estates Island undergrounding of utilities would be Friday.

ADJOURN

MOTION was made by Councilmember Shirley to adjourn the meeting.

Motion passed 6-0.

July 2, 2018
Date Approved

APPROVED: Leslie Notaro
Leslie Ford Notaro, Mayor

ATTEST: Patricia A. Gentry
Patricia A. Gentry, City Clerk