

# CITY OF GREENACRES

## OFFICIAL MINUTES TRACKING

Council/Board: city Council

Meeting Date: 10-16-17

Transcribed by: snf No. of Pages: 14 Transcription Time: \_\_\_\_\_

### REVIEW OF MINUTES

Reviewed By:

Name/Initials	Date	Revisions	
<u>[Signature]</u>	<u>11/1/17</u>	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
		<input type="checkbox"/> Yes	<input type="checkbox"/> No
		<input type="checkbox"/> Yes	<input type="checkbox"/> No
		<input type="checkbox"/> Yes	<input type="checkbox"/> No
		<input type="checkbox"/> Yes	<input type="checkbox"/> No

### APPROVAL OF MINUTES

Meeting Date: 11-6-17

Motion By: Tharp Seconded By: Thelusme

Check One:  Approved  Tabled  Denied Vote: 5/0

Changes requested by Council or Board?  Yes  No

If yes, note changes: \_\_\_\_\_

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Date Scanned and Filed: \_\_\_\_\_ By: \_\_\_\_\_



## OFFICIAL MINUTES

**CITY OF GREENACRES**  
5800 Melaleuca Lane  
Greenacres, FL 33463

**CITY COUNCIL MEETING**  
Monday, October 16, 2017 - 7:00 P.M.

### 1. **Call To Order and Roll Call.**

Mayor Flores called the City Council Meeting of Monday, October 16, 2017 to order at 7:00 p.m. Assistant to the City Clerk Melody Larson called the roll.

#### **ROLL CALL:**

##### Council Present:

Joel Flores, Mayor  
Paula Bousquet, Deputy Mayor  
John Tharp, Council Member  
Peter A. Noble, Council Member  
Judith Dugo, Council Member  
Anderson Thelusme, Council Member

Attendees from Public: 19

Press: 1

##### Staff Present:

Andrea McCue, City Manager  
James D. Stokes, City Attorney  
Michael Grimm, Director/Building  
Jim McInnis, Director/Finance  
Mark Pure, Fire Chief/Fire Rescue Department  
Suzanne Skidmore, Director/Human Resources  
Michele Thompson, Director/Leisure Services  
Kara L. Irwin-Ferris, Director/Planning & Engineering  
Carlos Cedeño, Director/Public Works  
Brian Fuller, Asst. Fire Chief/Fire Rescue Department  
Melody Larson, Assistant to the City Clerk  
Major Ronald Mattino /PBSO  
Captain Tristram Moore/PBSO

### 2. **Pledge of Allegiance to the Flag.**

Mayor Joel Flores led the Pledge of Allegiance.

### 3. **Comments From the Public for Agenda Items Only.**

Mayor Flores asked if there were comments from the public; hearing none, he continued with the Agenda.

### 4. **Agenda Approval.**

A. Additions, deletions, or substitutions to the Agenda.

- B.** Motion to approve and adopt entire agenda as set.

Mayor Flores inquired if there were any additions, deletions or substitutions to the Agenda. Council Member Dugo recommended removing Agenda Item 8.A for discussion.

**MOTION:** Council Member Dugo made a motion to remove Regular Agenda Item 8A from the Agenda. No one seconded the motion.

**Motion died for lack of a second.**

Mayor Flores called for a motion to approve the Agenda as presented

**MOTION:** Council Member Noble made a motion to approve the Agenda as presented. Council Member Dugo seconded the motion.

**VOTE ON THE MOTION:** **In Favor:** Deputy Mayor Bousquet, Council Member Tharp, Council Member Noble, Council Member Dugo, and Council Member Thelusme.

**Motion carried: 5 - 0.**

**5. Special Business.**

- A. Proclamation and Presentation from Greenacres Youth Programs:** “City Government Week”– Joel Flores, Mayor.

Asst. to the City Clerk Melody Larson read the proclamation into the record. The proclamation was presented to Leisure Services Director Michele Thompson and photos were taken with Youth Program participants for Florida City Government Week.

Director Thompson introduced Leisure Services staff. Youth participant Michelle Casares described the Florida City Government Week activities visiting the City Clerk, Fire Rescue, PBSO and Public Works departments. Gabby Santos described the City’s Teen Outreach Program (T.O.P.S.), and Hot Spot participant Javier Gallego talked about the benefits of grant funding. Former Cool Zone/Hot Spot participant Adam Mohammed, now a UF college student, spoke of the positive impact the City’s Youth Program made in his life. He continues working with kids at the Boys and Girls Club and plans on returning to mentor Greenacres youth.

Director Thompson reported that in the last 15 years, 23 Youth Program participants have been promoted with the hope of becoming our future leaders. That’s what the Youth Program is all about. She thanked the Mayor and Council for their continued support.

- B. Economic Development Presentation**– Sharon McCormick and Kevin Crowder, RMA Marketing and Economic Development – Joel Flores, Mayor.

Sharon McCormick, Director of Business Attracting and Marketing and Jenee Valentine of Redevelopment Management Associates (RMA) provided an overview of some of the urban design, planning, real estate, business attraction & marketing services RMA provides. RMA staff currently manages community redevelopment areas (CRA's) in West Palm Beach and Pompano Beach. RMA uses an 8-step business approach described in "Reinventing Your City" authored by Kim J. Briesemiester and Christopher J. Brown. Economic development takes leadership and vision, Cities like Charleston, SC, Delray Beach, Oakland Park, FL are just a few of the success stories where businesses now look to locate and capitalize.

Ms. Valentine discussed business climate themes, opportunities and strategies and asked what is most important to Greenacres leaders.

Ms. McCormick summarized by asking how will investors feel about Greenacres; what sets Greenacres apart from other cities. A unique identity and proper zoning regulations are key parts of any economic redevelopment plan.

Mayor Flores commented on how impressed he was after attending a recent RMA presentation at the Town of Lake Park where he learned that 50 business owners and residents devised several plans and held public meetings to carry out their vision. Again at the Florida League of Cities (FLC) Conference he witnessed the sonar program used by RMA. His focus was on getting City leaders and business owners together to create a vision for Greenacres.

Deputy Mayor Bousquet was impressed with RMA during the FLC Conference and is looking forward to working with them in the future.

Mayor Flores explained to Council that the City would first issue an RFP. He asked Ms. McCormick for a timeline, what are the financial implications and when does a final plan come together.

Ms. McCormick explained that projects can range from a short-term overall assessment (4-6 months) to long-term (18 months) and vary depending on the City's needs and vision. The costs can also vary between \$50,000 - \$300,000. She explained that plans are based on cost.

Council Member Thelusme asked if the lower range \$50,000 fee was to revise an existing plan or to create a new plan for Greenacres.

Ms. McCormick explained it only includes economic development and marketing; it does not include a study of urban design. They are working on a cost schedule for a \$25,000-\$50,000 plan, a \$50,000-\$75,000 plan, etc which would include the items for each plan.

Mayor Flores called for a consensus on conducting further research and scheduling a presentation in January.

Deputy Mayor Bousquet: Yes, a great idea.

Council Member Tharp: Yes, I'm on board.

Council Member Noble: Suggested holding a workshop.  
 Council Member Dugo: I'm 100% onboard.  
 Council Member Thelusme: I support it and have read the book.

**Consensus: Four Council Members supported further research and a January presentation.**

City Manager McCue offered to work with the Procurement Division to create an RFP.

**6. Consent Agenda.**

A. Mayor Flores asked Council if they wished to pull any of the four (4) Consent Agenda items; hearing none, he called for a motion.

1. **Official Minutes:** City Council & First Budget Hearing of September 19, 2017 – Joanna Cunningham, City Clerk.
2. **Official Minutes:** Joint City Council & Charter Review Committee Meeting of September 18, 2017 – Joanna Cunningham, City Clerk.
3. **Resolution No. 2017-34:** Approving Contract Number W1119 between the Florida Department of Corrections and the City of Greenacres for the purpose of providing work squad(s) to the City during Fiscal Year 2018; authorizing the appropriate city officials to execute contract number W1119; providing for transmittal to the department of corrections; and providing for an effective date; pursuant to Staff Memo. – Carlos Cedeño, Public Works Director.
4. **Resolution No. 2017-47:** Satisfying certain liens imposed against residential property, pursuant to Section 15-32, City of Greenacres Code; pursuant to Staff Memo - James McInnis, Finance Director.

**MOTION:** Deputy Mayor Bousquet made a motion to approve the four (4) Consent Agenda items. Council Member Tharp seconded the motion.

**VOTE ON THE MOTION:** **In Favor:** Deputy Mayor Bousquet, Council Member Tharp, Council Member Noble, Council Member Dugo, and Council Member Thelusme.

**Motion carried: 5 - 0.**

**7. Regular Agenda:**

A. **Ordinance No. 2017-21:** First Reading; Providing for a Referendum Election to be held on March 13, 2018, for the purpose of determining whether the City Charter should be amended; providing for the placement of six (6) referendum items on the ballot; providing the text of the proposed charter amendments; directing the City Clerk to provide the Supervisor of Elections with a copy of the Ordinance;

publishing the referendum items in accordance with State Law; providing for the repeal of ordinances or parts of ordinances in conflict herewith; providing for a severability clause; providing for an effective date; pursuant to Staff Memo. — James Stokes City Attorney.

City Attorney James Stokes read Ordinance 2017-21 into the record. He reported that the following six (6) ordinances resulted from the Charter Review Committee meetings appointed by Council. He reviewed the six (6) proposed referendum questions.

Mayor Flores called on Council Members for comments.

City Attorney Stokes reported on the first referendum question extending the Mayor's and Council Members' terms of office from 2- to 4-year terms effective March 13, 2018.

Council Member Noble believed it was unnecessary to revisit each question again and suggested moving forward with a motion.

Council Member Dugo recalled initial discussions of only proposing four (4) questions, whereas this Ordinance proposes six (6). Question 6 related to prohibiting the outsourcing of the Fire Rescue Department and other City Departments was not discussed by Council and the wording is incorrect. She believed it could place elected officials in a precarious position by requiring a referendum. The City could endure an unpleasant situation for months without recourse.

Council Member Noble explained that originally he too was against making this a referendum question but later decided it was better to let the voters decide.

City Attorney Stokes explained that Question 6 does not revoke the LESA Agreement with PBSO. If in the future the City returns to having its own police department again, this question places the Fire Rescue Department on equal footing. No Charter revision is retroactive and this question would not undo the existing contract with PBSO.

Council Member Dugo asked if an issue like this would require a Special Election? She used the example of the IAFF and the City in deadlock.

City Attorney Stokes explained if the deadlock occurred between election cycles, the City would have to pay the Supervisor of Elections (SOE) for a Special Election. This would only happen if the City completely abolished the Fire Department and contracted out to the County.

Council Member Noble pointed out that the power lies with just three votes on major issues like police and fire departments; hence the reason for making this a referendum question to allow the voters to decide.

**MOTION:** Council Member Tharp made a motion to approve Ordinance 2017-21 on first reading. Deputy Mayor Bousquet seconded the motion.

**VOTE ON THE MOTION:** **In Favor:** Deputy Mayor Bousquet, Council Member Tharp, Council Member Noble, and Council Member Thelusme.  
**Opposed:** Council Member Dugo.

**Motion carried: 4 - 1.**

- B. Ordinance No. 2017-22:** First Reading Providing for amendment of the City's Charter without Referendum, as authorized by Florida Statute, to adjust the qualifying dates to accommodate the Supervisor of Elections; to provide for the swearing-in of elected officials only after receipt of certified election results; providing for the publishing of changes in the City Charter; providing for the repeal of ordinances or parts of ordinances in conflict herewith; providing for a severability clause; providing for an effective date; pursuant to Staff Memo. — James Stokes City Attorney.

City Attorney James Stokes read Ordinance 2017-22 into the record and explained that this amendment proposes changes to three (3) sections of the Charter, however, Florida Statutes does not require a referendum to change the qualifying dates or for the implementation of election results. Articles 2 and 3 of the Charter mandate that newly elected officials shall be sworn in at the first meeting following the election. This Charter amendment clarifies that the swearing in will take place after receiving the certified election results from the SOE. The purpose of changing the qualifying period is to allow the SOE time to mail the Vote by Mail and absentee ballots to the military overseas. Due to these events, the City Clerk proposed new qualifying dates for the first Tuesday in December to the third Tuesday in December.

Mayor Flores called on Council Members for comments; hearing none he called for a motion.

**MOTION:** Council Member Noble made a motion to approve Ordinance 2017-22 on first reading. Council Member Dugo seconded the motion.

**VOTE ON THE MOTION:** **In Favor:** Deputy Mayor Bousquet, Council Member Tharp, Council Member Noble, Council Member Dugo, and Council Member Thelusme.

**Motion carried: 5 - 0.**

- C. Ordinance No. 2017-23:** First Reading; Providing for the implementation of the Charter change lengthening terms for elected officials to four years as authorized by Florida Statute; providing for enactment contingent on voter approval of new

term lengths; providing for the repeal of ordinances or parts of ordinances in conflict herewith; providing for a severability clause; providing for an effective date contingent on voter approval of new term lengths; pursuant to Staff Memo. — James Stokes City Attorney.

City Attorney James Stokes read Ordinance 2017-23 into the record and noted that this Ordinance implements 4-year terms of office for the Mayor and Council Members only if voters approve it by referendum in March 2018. At that time Council District Seats II, III and IV will serve 4-year terms to 2022. The current terms of office for Mayor, Districts I and V would be extended by one (1) additional year to 2020, at which time they will be up for election/re-election.

Mayor Flores called on Council Members for comments.

Council Member Noble did not recall discussing the one (1) year extension for the Mayor, District Seats I and V and was unsure of being in favor of that proposal.

**MOTION:** Council Member Dugo made a motion to approve Ordinance 2017-23 on first reading. Deputy Mayor Bousquet seconded the motion.

**VOTE ON THE MOTION:** **In Favor:** Deputy Mayor Bousquet, Council Member Tharp, Council Member Dugo, and Council Member Thelusme.  
**Opposed:** Council Member Noble.

**Motion carried: 4 - 1.**

- D. Ordinance No. 2017-24:** First Reading; Amending Chapter 10 "Personnel", Article II "Civil Service", Division 2 "Civil Service Board", to recompose the membership to consist of the Mayor and Council sitting ex-officio as the CIVIL SERVICE BOARD; providing for repeal of conflicting ordinances; providing for severability; providing for inclusion in code; and providing for an effective date; pursuant to Staff Memo. — James Stokes City Attorney.

City Attorney James Stokes read Ordinance 2017-24 into the record and explained that the Civil Service Board (CSB) has been inactive for quite some time and hampers staff from revising the City's personnel regulations. Ordinance 2017-24 proposes making City Council members sit ex-officio as the CSB as permitted by state law.

Mayor Flores called on Council Members for comments; hearing none, he called for a motion.

**MOTION:** Deputy Mayor Bousquet made a motion to approve Ordinance 2017-24 on first reading. Council Member Dugo seconded the motion.

**VOTE ON  
THE MOTION:**

**In Favor:** Deputy Mayor Bousquet, Council Member Tharp, Council Member Noble, Council Member Dugo, and Council Member Thelusme.

**Motion carried: 5 - 0.**

- E. Ordinance No. 2017-25:** First Reading; Providing a procedure for Council Members attending meetings electronically; providing for the repeal of ordinances or resolutions in conflict herewith; providing for inclusion in the city of Greenacres Code of Ordinances; providing for severability; providing for inclusion in the code; and providing for an effective date; pursuant to Staff Memo. – James Stokes City Attorney.

City Attorney James Stokes read Ordinance 2017-25 into the record and explained that this Ordinance deals with attending meetings electronically by phone or video conferencing. State law permits electronic attendance and recommends that a procedure be in place. The Attorney General has opined that electronic appearances cannot be used to establish a quorum; however, the electronic voter has full voting powers.

Mayor Flores called on Council Members for comments.

Council Member Dugo, City Attorney Stokes and City Manager McCue discussed restricting the number of times a Council Member could vote electronically; determining if the person is physically disabled; would this be a referendum item; creating a Council Policy in addition to the Ordinance and deferring voting power to the Mayor.

Mayor Flores called for a consensus on adopting an ordinance and creating a Council Policy establishing the criteria for electronic voting.

Deputy Mayor Bousquet: Agreed.

Council Member Tharp: Suggested including the policy language in the Ordinance.

Council Member Noble: What restrictions? Would Council approve a draft policy prior to second reading of Ordinance. 2017-25?

Council Member Dugo: Agreed.

Council Member Thelusme: Agreed.

Mayor Flores suggested tabling this item to the November 6<sup>th</sup> City Council meeting for more clarification.

**MOTION:**

Council Member Noble made a motion to table Ordinance 2017-25 to the November 6, 2017 City Council meeting. Council Member Dugo seconded the motion.

**VOTE ON  
THE MOTION:**

**In Favor:** Deputy Mayor Bousquet, Council Member Tharp, Council Member Noble, Council Member Dugo, and Council Member Thelusme.

**Motion carried: 5 - 0.**

- F. **Ordinance No. 2017-26:** First Reading; Providing a procedure for quasi-judicial proceedings; providing for the repeal of ordinances or resolutions in conflict herewith; providing for inclusion in the City of Greenacres Code of Ordinances; providing for severability; providing for inclusion in the code; and providing for an effective date; pursuant to Staff Memo. — James Stokes City Attorney.

City Attorney James Stokes read Ordinance 2017-26 into the record and explained that Council has three primary functions - legislative, administrative and quasi-judicial. Ordinance 2017-26 recommends a procedure for disclosing ex-parte communications and providing the City Clerk with all related documentation for the file. The second part ensures that testimony is done under oath. This Ordinance proposes a speaker card with the name, address and oath included to prevent any court challenges. The intent is to keep Council meetings running smoothly while complying with quasi-judicial requirements.

Mayor Flores called on Council Members for comments; hearing none, he called for a motion.

**MOTION:** Council Member Dugo made a motion to approve Ordinance 2017-26 on first reading. Deputy Mayor Bousquet seconded the motion.

**VOTE ON  
THE MOTION:**

**In Favor:** Deputy Mayor Bousquet, Council Member Tharp, Council Member Noble, Council Member Dugo, and Council Member Thelusme.

**Motion carried: 5 - 0.**

**8. Comments from the Public.**

Jim Morton, a long-time resident and member of the Board of Directors for Pine Ridge IV, commended both Council Member Noble and City Manager McCue for being so helpful. As a City employee, County employee and a military veteran, Mr. Morton thanked the City Council on behalf of their Board of Directors and suggested that other cities take example from Greenacres.

Mayor Flores called for a short recess at 9:00 pm. The meeting reconvened at 9:10 pm.

**9. Discussion Items:**

- A. **City Attorney Evaluation**— Joel Flores, Mayor.

Mayor Flores reminded Council to consider a performance-based merit increase of 2.5% merit equal to that of general employees.

Council Member Dugo asked if the City Attorney's contract addresses annual increases.

City Manager McCue did not recall anything related to increases in the City Manager or City Attorney contracts and explained that increases are the purview of the Council.

Mayor Flores reported briefly meeting with several Department Directors to discuss their interactions with the City Attorney and City Manager. He learned certain processes were being overlooked such as legal sufficiency of ordinances and resolutions and poor response times to emails. He recommended that the City Attorney be more proactive and update Council during the Mayor & Council reporting. He acknowledged not meeting earlier with City Attorney Stokes.

Deputy Mayor Bousquet felt no need to revisit her comments/observations made in her performance evaluation.

Council Member Dugo noted that three of the six reports were closely scored in the areas of wanting to see improved performance.

Council Member Tharp noted that his time back on the Council had been too short to provide a comprehensive evaluation.

**B. City Manager Evaluation – Joel Flores, Mayor.**

Council Member Tharp commended the City Manager on how she guided the City through Hurricane Irma; and provided residents with critical information during the storm. The manner in which she handled the disaster was a testament to her abilities; she showed a great sign of leadership.

Council Member Dugo agreed, City Manager McCue is very professional.

Deputy Mayor Bousquet agreed. City Manager McCue is doing an amazing job; she is very professional and respected by staff.

Council Member Noble noted that City Manager McCue is doing a superb job and the City could not ask for a better person. He recommended a salary increase for both the City Manager and the City Attorney.

Council Member Thelusme commended City Manager McCue for her valuable information during Hurricane Irma and her open door policy.

Mayor Flores agreed that City Manager McCue is doing a great job; she is ready and available. He learned that her Department Directors highly respect her. He outlined some goals and objectives he would like to see in the months ahead. Overall, he was pleased with the quality of work and the direction the City is going. He raised the issue of giving a similar raise of 2.5% to both the City Manager and City Attorney and called for a motion.

**MOTION:** Deputy Mayor Bousquet made a motion to approve a 2.5% merit increase for both the City Manager and the City Attorney. Council Member Dugo seconded the motion.

**VOTE ON THE MOTION:** **In Favor:** Deputy Mayor Bousquet, Council Member Tharp, Council Member Noble, Council Member Dugo, and Council Member Thelusme.

**Motion carried: 5 - 0.**

Deputy Mayor Bousquet reminded Council that when the City Manager was hired, she was hired at a lesser salary than advertised. She asked Council Members to consider correcting the discrepancy and increase her salary above the 2.5%.

Council Member Dugo noted that she personally negotiated the contract for the City Manager based on the salary range provided by Council and accepted by City Manager McCue. She suggested if possible, that Council consider a 6-month review of employees which would allow time to make changes in the budget.

Council Member Noble believed the City Manager was being underpaid and was in favor of a salary increase above the 2.5%.

**C. Discussion on Non-profit donations.** – Peter Noble, Council Member.

Council Member Noble reported on Helping Hands, a non-profit corporation that has made a big difference in Greenacres. Helping Hands has done a super job of taking care of Greenacres residents. Made up mostly of volunteers, they have worked with the Manager of Pickwick Park, they help families in need, and shut-ins, citizens who cannot move out of their apartments and who lack nourishment.

Council Member Noble asked Council to donate a used City vehicle such as a 2002 Express cargo van, 2002 F-150 pickup truck or an F-150 Ram van, with one-year of free maintenance.

Helping Hands also needs more storage space. He recommended giving them a one-time donation of \$10,000-\$30,000 cash.

Mayor Flores called on Council Members for comments.

Mayor, Council and staff comments included Helping Hands being a noteworthy organization, review the budget; donate the vehicle but not taxpayer money; setting a precedence; there are other non-profits with similar needs and this would be setting a precedence; must be legislatively decided; the City is currently in a deficit; charitable giving is allowed and donating a used vehicle would not set a precedence, however it is illegal to gift public funds; they would need to ensure they take ownership and complete transfer of ownership.

**MOTION:** Council Member Noble made a motion to donate a used City vehicle and a one-year maintenance agreement. No one seconded the motion.

**Motion died for lack of a second.**

**MOTION:** Council Member Noble made a motion to donate a 15-year vehicle to Helping Hands. Council Member Thelusme seconded the motion.

**Discussion on the Motion:**

Council Member Dugo voiced her concern with the dependability of donating a 15-year vehicle. She was concerned with the operability of the vehicle once donated.

Other Council Members agreed.

**VOTE ON THE MOTION:** **In Favor:** Council Member Noble and Council Member Thelusme.  
**Opposed:** Deputy Mayor Bousquet, Council Member Dugo and Council Member Tharp.

**Motion failed: 2 - 3.**

**10. Staff Comments:**

**A. City Manager's Report.**

• Ballot Questions

City Manager McCue reported on her efforts to educate the public on the upcoming referendum questions and requested Council input. Means of providing public awareness would be through CityLink, the City's website, attending homeowner association meetings and holding a possible townhall meeting.

• Medical Marijuana Workshop

She suggested extending the moratorium one more month at the November 6<sup>th</sup> Council meeting simply to accommodate upcoming information. The PBC League of Cities will provide a presentation related to employee use of medical marijuana and personnel policies on October 25<sup>th</sup>. Another item under consideration is having a PBSO representative provide additional information. She also reached out to the PBCLoC for a list of providers. City Manager McCue noted that the second meeting in December (December 18<sup>th</sup>) may be necessary if approved by Council. She would be sending a follow-up email.

- Florida Municipal Insurance Trust (FMIT)

City Manager McCue reported receiving notification from the Florida League of Cities soliciting nominations to fill two vacancies on the Board of Trustees. She would be forwarding the information to the Mayor and Council. A reply is required by November 8<sup>th</sup>.

- Dates to Remember

Nov 4<sup>th</sup> – Intercoastal Clean-up and Great Greenacres Cleanup at Samuel J. Ferreri Community Park. Lunch will be provided.

- Nov 18<sup>th</sup> – flyers have been posted for the Fall Fitness Festival, Green Market and Rummage Sale. Anyone interested in being a vendor should contact Leisure Services Director Michele Thompson.

**B. City Attorney's Report.**

- Electronic Voting

City Attorney Stokes asked the Mayor and Council if they wanted tabled Ordinance 2017-25 to be added as a discussion item on the November 6<sup>th</sup> agenda.

Mayor Flores called for a consensus:

Deputy Mayor Bousquet: Yes.

Council Member Tharp: Yes.

Council Member Noble: It should be presented for second reading.

Council Member Dugo: Yes.

Council Member Thelusme: Yes.

City Attorney Stokes proposed adding the item as a discussion item since it was not tabled to a time certain and add it as a regular agenda item in December.

**11. Mayor and City Council Reports.**

District 1 – Council Member Tharp had nothing to report.

District 2 – Council Member Noble had nothing to report.

District 3 – Council Member Dugo wanted to revisit the median landscaping at the November 6<sup>th</sup> Council meeting. She asked Public Works Director Carlos Cedeno to provide additional information.

District 4 – Council Member Thelusme recognized Mayor Flores for his hurricane relief efforts for Puerto Rico. The Mayor served as an inspiration to his own homeland in Haiti.

Mayor Flores reported attending three days at the Institute of Elected Officials in Jacksonville, FL. He takes pride in learning. He personally thanked volunteer Palmira of Helping Hands, Leisure Services Director Michele Thompson, PBSO, Fire Rescue, and

those who helped out collecting donations for the victims of Puerto Rico. He called for volunteers for the November 4<sup>th</sup> Great Greenacres Cleanup. He reminded Council on the importance of taking the performance evaluation process seriously.

**12. Adjournment.**

Deputy Mayor Bousquet moved to adjourn the meeting, seconded by Council Member Thelusme. The meeting adjourned at 9:25 p.m.

**CITY COUNCIL**

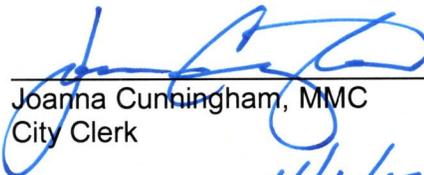
  
\_\_\_\_\_  
Joel Flores  
Mayor



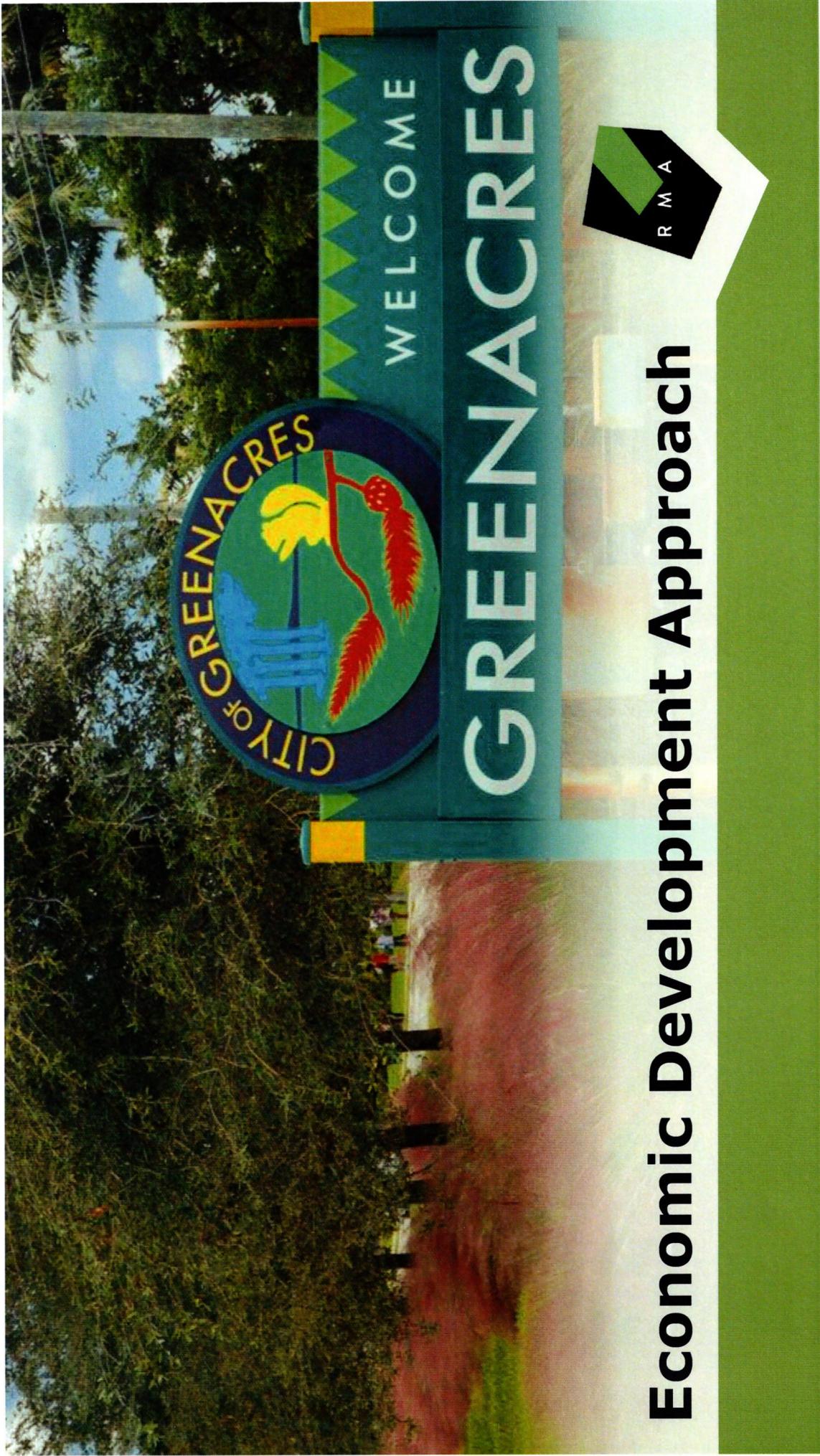
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Attachment: RMA Presentation

Respectfully submitted,

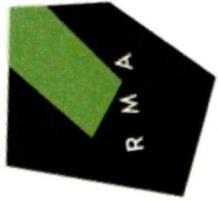
  
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Joanna Cunningham, MMC  
City Clerk

Date Approved: 11/6/17



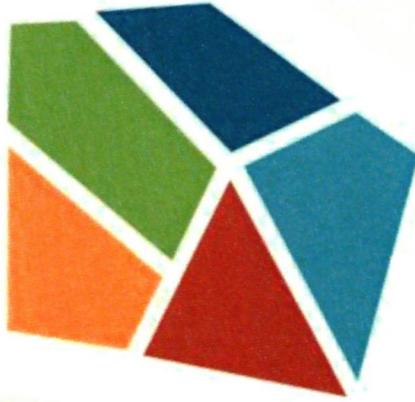
# Economic Development Approach



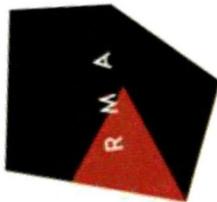


ECONOMIC  
DEVELOPMENT

GOVERNMENT &  
MANAGEMENT &  
ADMINISTRATION

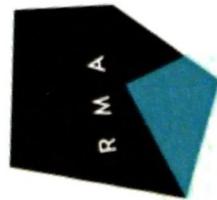


URBAN DESIGN  
& PLANNING

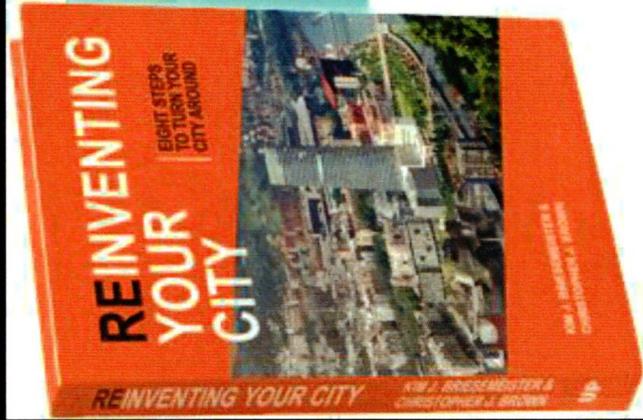


REAL ESTATE

BUSINESS ATTRACTION  
& MARKETING

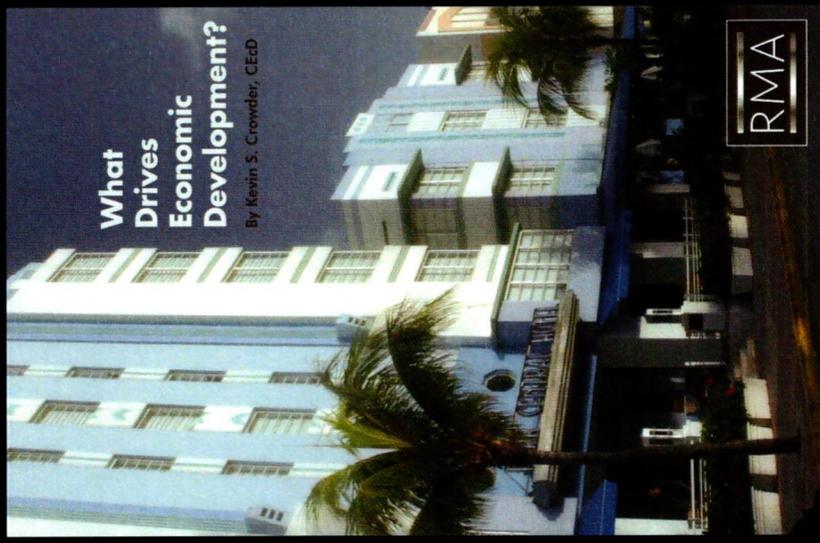


# Our Approach



Is your  
city thriving?

Is redevelopment  
passing you by?



# Leadership and Team

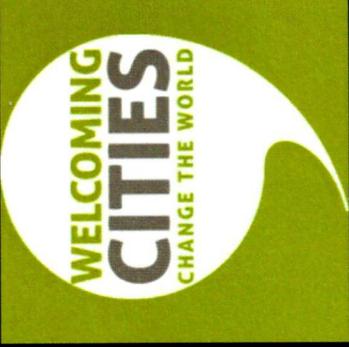
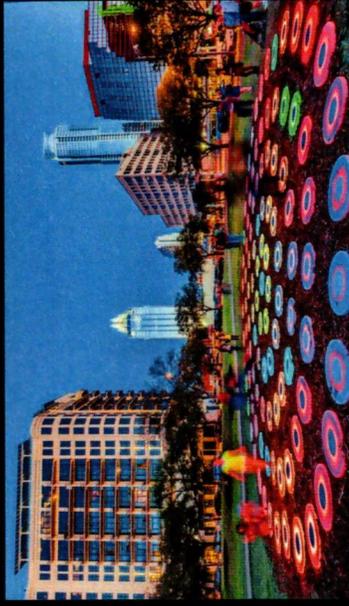


# Vision

Aesthetics ●

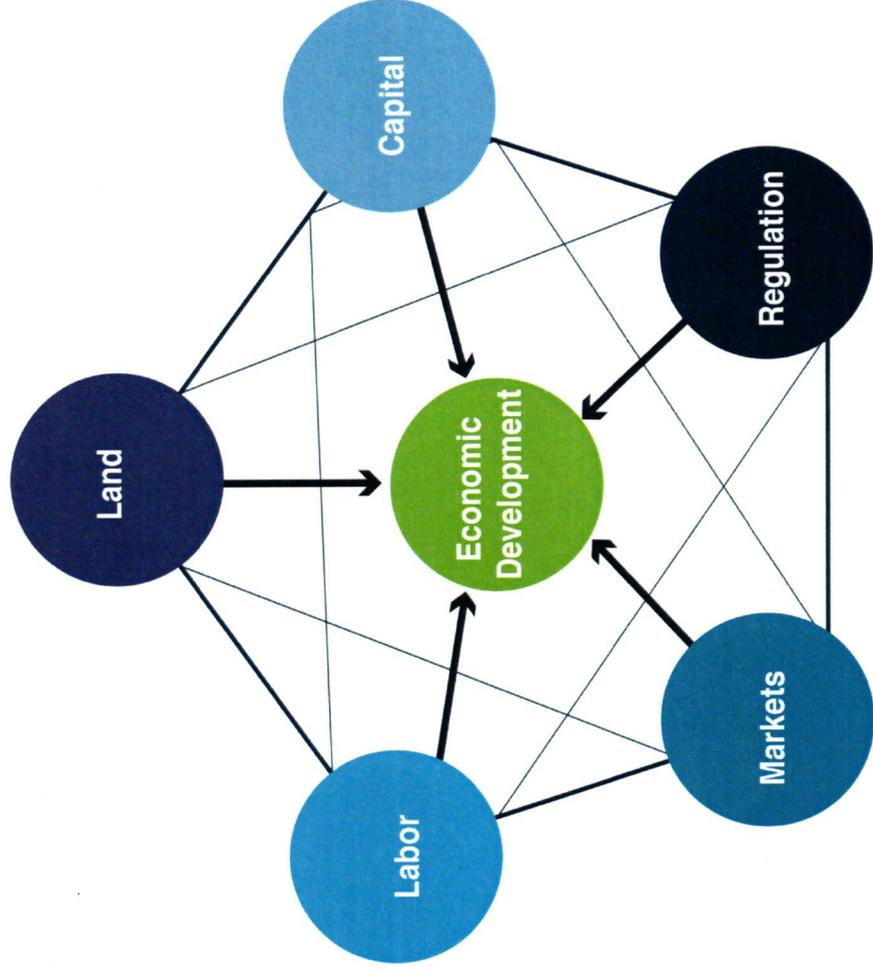
Activities/Social Offerings ●

Openness ●



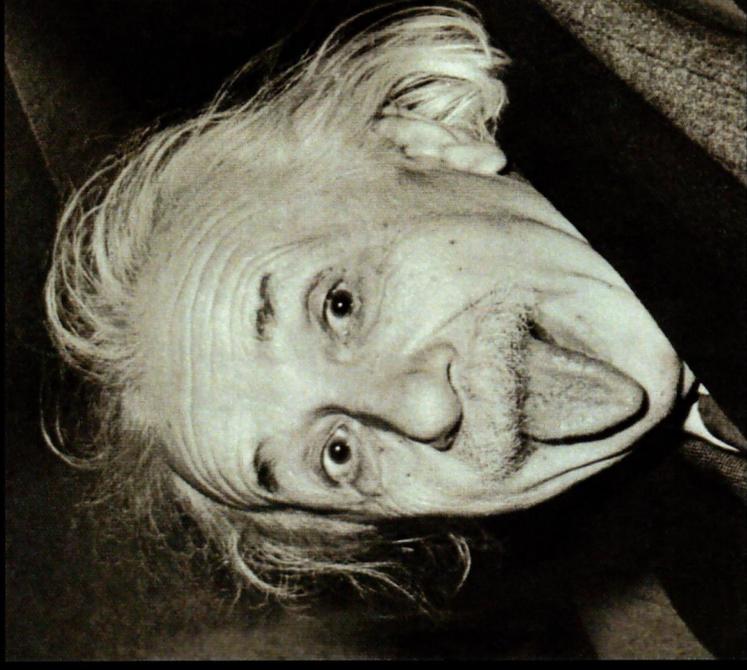
*Have a S.I.P.*  
SUMMER IN PARADISE  
WEST PALM BEACH

# Plan



## Market Analysis Methodology

*"Not everything that counts can be counted, and not everything that can be counted, counts."*



# Business Climate Themes – Building the Plan

Perception

Customer  
Service

Opportunity

Markets

Workforce

Education

Tax Base

**Plan**



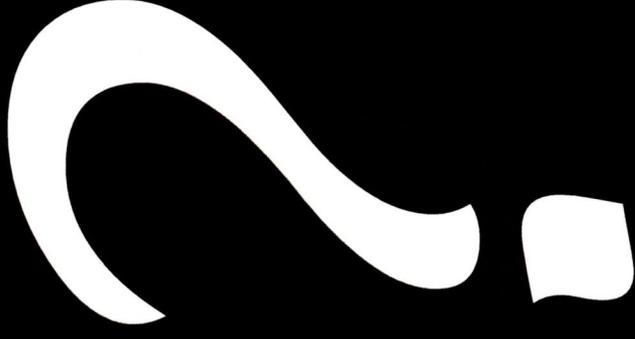
**PRESERVE**

**ENHANCE**

**EXPOSE**

**INVEST**

**CAPITALIZE**



# Titusville

## Business Climate Themes

- Riverfront
- History and Character
- Negative Reputation and Brand
- Poor Aesthetics
- Missed Opportunities
- Trails are Huge Opportunity

## Opportunities

- Preserve Titusville's History and Character
- Enhance Titusville's Aesthetics
- Expose Titusville's Opportunity
- Invest in Titusville's Brand Identity
- Capitalize on the Privatization of Space

## Strategies

- Land – Site Certification
- Land – Downtown Parking
- Land – Acquisition and Disposition
- Labor – Business Assistance Programs
- Labor – Employee Recognition
- Labor – Workforce Training
- Capital – Aesthetic Improvements
- Capital – Feasibility Analysis
- Capital – Public Private Partnerships
- Markets – Branding
- Markets – Trail Network
- Markets – Signage
- Regulation – Advocacy Strategy
- Regulation – LDR Amendments
- Regulation – Process and Customer Service

**Implement**

ECONOMIC DEVELOPMENT VALUES

Responsiveness

Information

Credibility

# Implement

REALITY CHECK

Resources

Politics

Accountability

# Private Investment and Financing



# North Miami Beach



- Market based zoning
- Targeted incentives
- First 15 months
  - 22 land sales worth \$210 million
  - Multiple projects approved:
    - \$520 million construction value
    - 1,500+ units
    - 215,500 sf retail
    - 130,000 sf office
  - 16.7% *citywide taxable value growth*
  - 46% *increase in CRA TIF*
- Incentive Program reached investment target early

# Northwood Village

- Public Sector Effort
  - Market Research
  - Unified Branding and Marketing
  - Ombudsmanship
  - CRA Property Improvement Grants



Old Northwood Historic District, West Palm Beach FL

# Northwood Village

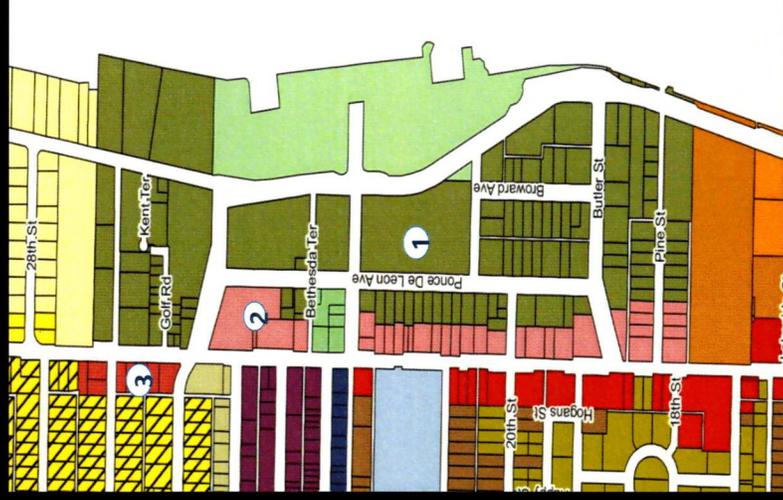


NORTHWOOD Village  
New Northwood Village



# Currie Park Height Regulations

- Three different Zoning areas in the Mixed Use District
- Heights ranged from 3- 15 stories depending on the area's character
- Heights above 8 stories require public benefits i.e. open space



# Zonar – Code Calibration Tool

## World's first site-specific zoning application:

- Integrates any zoning code
- Perform land use studies
- Test new zoning scenarios
- Maximize regulatory efficiency for investment feasibility



# Oakland Park, FL

- Public Sector Effort
  - Infrastructure
  - Market Research
  - Brand and Identity Campaign
  - Zoning Changes



*Allied*  
KITCHEN & BATH



# Oakland Park



## OAKLAND PARK — farmers market — Every Wednesday

4:00—8:00 PM

3800 North Dixie Highway  
Corner of Dixie Highway & NE 38th Street  
Downtown Oakland Park

### Fresh at the Market!

Baked Goods • Handmade Items • Cooking Demos  
Prepared Foods • Gourmet Products • Fresh Produce

**farm to chef**  
S. H. O. W. S. A. S. E.  
at the Farmers Market

**2nd WEDNESDAY of the month**  
From 5:30-7:00pm  
3800 N. Dixie Hwy Oakland Park

February 11, 2015  
Presenting Restaurant



Savor fresh flavors, indulge in **sweet** creations  
& **spice** up your Wednesdays.

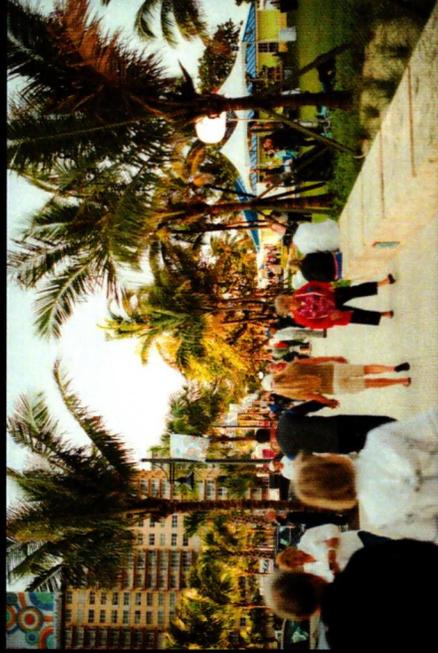
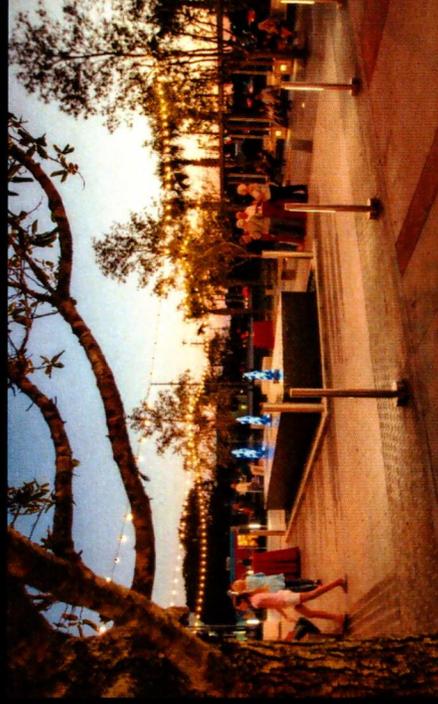
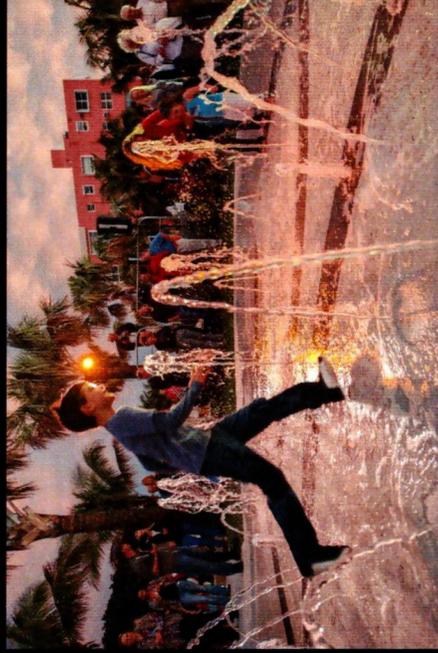
Visit [www.opculinaryarts.com](http://www.opculinaryarts.com) or [www.facebook.com/OPCEA](https://www.facebook.com/OPCEA)  
Instagram: @OaklandParkEvents Twitter: @OaklandParkEvents

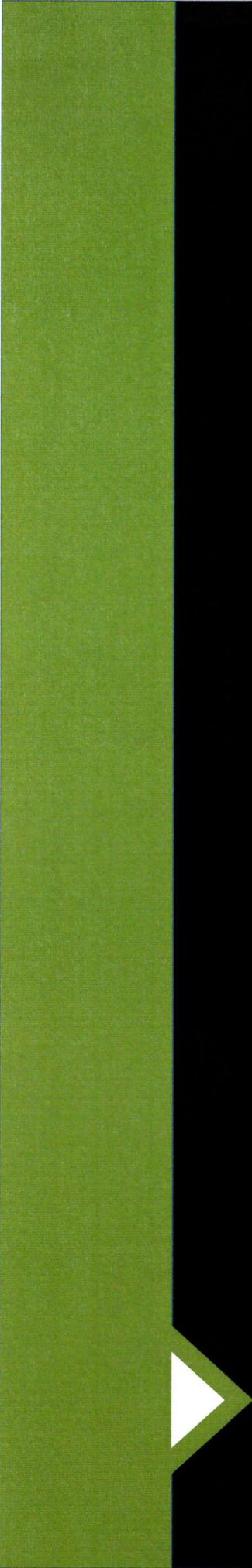


# Harbor Village, Pompano Beach

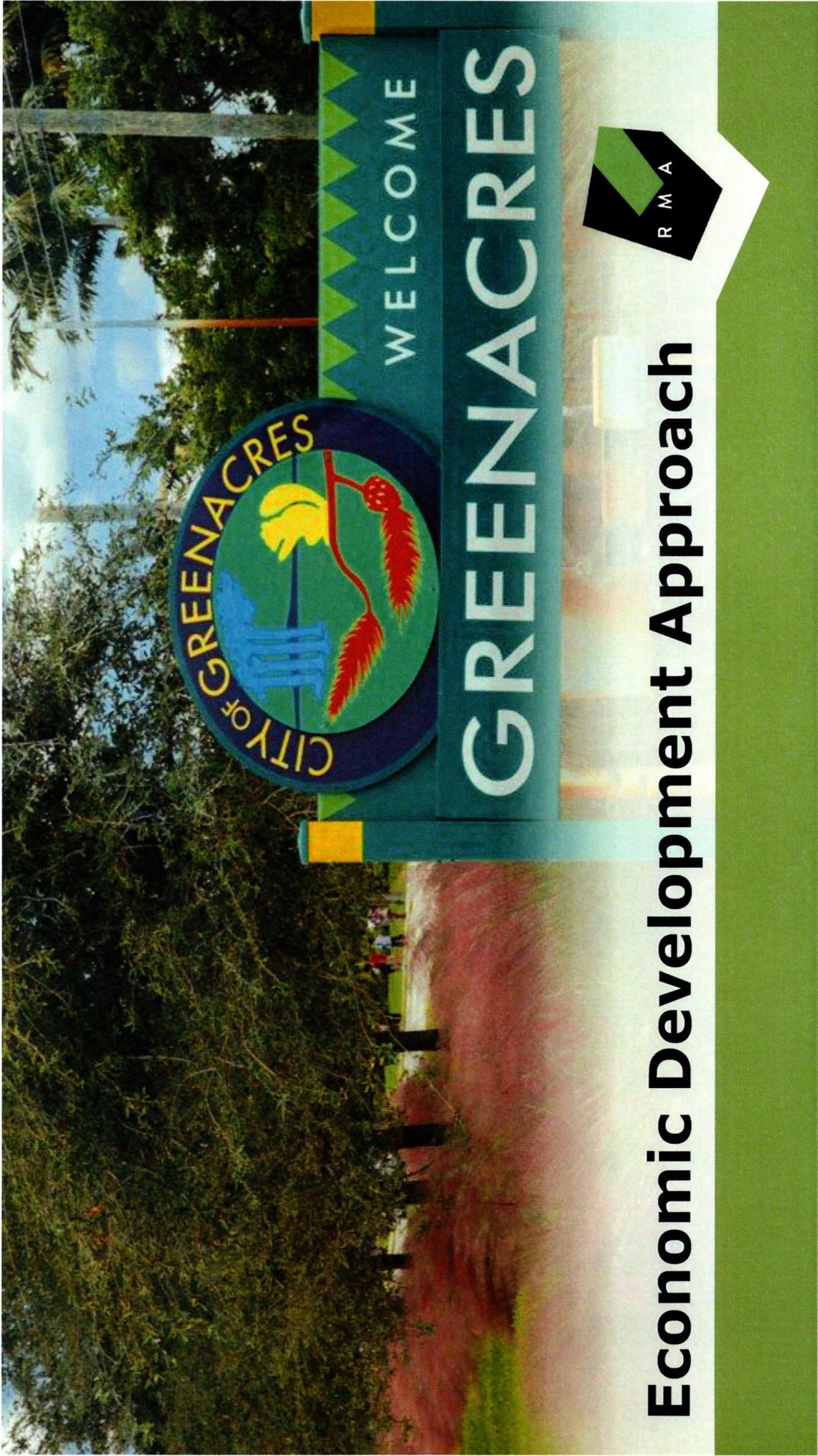


# Pompano Beach





**Thank you for  
your time!**



# Economic Development Approach

