



MINUTES

BOARD OF COMMISSIONERS REGULAR WORKSHOP MEETING OCTOBER 22, 2025 6:00 P.M.

The City of Madeira Beach Board of Commissioners held a regular workshop meeting at 6:00 p.m. on October 22, 2025, in the Patricia Shontz Commission Chambers at City Hall, located at 300 Municipal Drive, Madeira Beach, Florida.

MEMBERS PRESENT: Anne-Marie Brooks, Mayor
Ray Kerr, Vice Mayor/Commissioner District 2
David Tagliarini, Commissioner District 1
Eddie McGeehen, Commissioner District 3
Housh Ghovae, Commissioner District 4

MEMBERS ABSENT: None.

CHARTER OFFICERS PRESENT: Clint Belk, Acting City Manager
Clara VanBlargan, City Clerk
Mike Fitzgerald, Aclarian
Thomas Trask, City Attorney

1. CALL TO ORDER

Mayor Brooks called the meeting to order at 6:00 p.m.

2. ROLL CALL

City Clerk Clara VanBlargan called the roll. All were present.

3. PUBLIC COMMENT

Capt. Dylan Hubbard, Hubbard's Marina 170 John's Pass Boardwalk, addressed the Commission regarding the Johns Pass Village Association. He explained that the association was once a strong group of business owners and managers that worked well with the city, but has been defunct recently. Some businesses have been trying to revive the association, with two successful meetings held recently. He proposed working with the City to create a committee to improve communication and cooperation between businesses and city leadership. He requested that this topic be added to the November workshop agenda to allow more businesses to attend and show support. He also expressed support for the town hall meeting to discuss the recently purchased property and improvements to the John's Pass Jetty. He commended the Commission for seeking community input on these matters.

4. PRESENTATIONS

A. Presentations: Lobbyists

The following lobbyists gave presentations on their qualifications, experience, and what their firm could do for the City:

- Alis Drumgo, Capital City
- Todd Josko, Ballard Partners
- Alan Suskey, Shumaker
- R. J. Myers

Christopher Dawson with Gray Robinson did not attend the meeting.

Each responded to questions and comments.

B. Presentation: Grantworks, Inc

Rick Faircloth from Grantworks presented their grant management services. He outlined their experience in helping municipalities secure and manage grant funding, with over \$9 billion secured for clients. He explained their approach to grant research, application, and administration, emphasizing their customizable grant management platform.

Commissioners asked questions about potential conflicts of interest when representing multiple municipalities, the accessibility of their staff, and their coordination with lobbyists. Mr. Faircloth assured the Commission that they prioritize small local communities and can work collaboratively with lobbyists and other firms.

C. Presentation: Kimley-Horn Presentation (Strategic Planning and Grant Services Overview)

Joe Crozier from Kimley-Horn presented their grant services capabilities. He highlighted their success in securing over \$3.3 billion in grant funding nationwide. He explained the firm's approach to identifying grant opportunities, developing compelling applications, and managing awarded grants.

Hanna Shaffer from Kimley-Horn outlined their proposed process for developing a strategic plan for Madeira Beach. She emphasized the importance of aligning the strategic plan with the Master Plan and other city documents. The proposed approach includes engagement phases, policy diagnostics, and the development of an integrated list of strategies.

The Commissioners asked questions about the relationship between the Master Plan and the strategic plan, the timeline for implementation, and the potential overlap with other firms' services. The Kimley-Horn team clarified its approach and emphasized its ability to work collaboratively with other firms as needed.

5. BOARD OF COMMISSIONERS

A. Strategic Planning Proposals

The Commission discussed the need for strategic planning and its relationship to the master plan. Mayor Brooks emphasized the importance of having a plan to avoid wasting taxpayer dollars on projects that don't move forward.

The Board's consensus was to workshop the strategic planning proposals further in November.

B. S. Renee Narloch Recruitment Firm to discuss City Manager Recruitment and other Senior Positions

Renee Narloch from Narloch and Associates presented her firm's approach to recruiting for the City Manager and Building Official positions. She outlined her experience in Florida municipal recruitment and explained the process for developing candidate profiles and conducting searches. Ms. Narloch emphasized the importance of aligning candidate qualifications with the city's needs and goals.

Mayor Brooks opened to public comment. There were no public comments.

The Commissioners asked questions about the background check process, the timeline for recruitment, and strategies for ensuring long-term retention of candidates. Ms. Narloch assured the Commission of her firm's thorough vetting process and commitment to finding candidates who would be a good long-term fit for Madeira Beach.

C. Human Resources Director

The Commission discussed the need for a dedicated Human Resources Director. Chief Belk presented information on how other local cities handle the position. Mayor Brooks noted that duties are currently spread across multiple departments. She strongly advocated for a centralized HR position, citing the complexity of HR regulations and the need for specialized expertise.

The Commissioners debated the necessity of the position given the city's size, with some expressing concern about adding staff positions. They all agreed that a dedicated HR professional would benefit the City. Mike Fitzgerald, a representative of Aclarian, said the best practice is to have a fully staffed HR department with at least one director. For internal controls, payroll should be in the finance department.

The Commission agreed to allow staff to move forward with developing a job description and to bring the matter back for a vote at the next regular meeting.

D. Public Information Officer

The Commission discussed the potential creation of a Communications Manager position.

Mayor Brooks opened to public comment. There were no public comments.

Mayor Brooks explained that the need for a Communications Manager became apparent during recent hurricane events when coordinating communication was challenging. The proposed role would centralize all municipal communication efforts, including social media, website management, and public information dissemination.

The Commissioners supported the idea but requested more information on the specific job description and potential salary. Mayor Brooks said she would send the information she received from other municipalities to the Acting City Manager, who will share it with the Board.

The Board's consensus was to review the more detailed information at the next workshop.

E. Aclarian Finance Director

The Commission discussed the current arrangement with Aclarian for finance director services. Vice Mayor Kerr raised concerns about the increasing cost of the contract and questioned whether the City would receive a higher level of service if it hired a full-time finance director. It weighs heavily on him that the residents voted for a finance director. Mr. Fitzgerald explained the firm's role in the City's financial management and their intent to help the City find a finance director.

Mayor Brooks opened to public comment. There were no public comments.

The Commissioners debated the pros and cons of hiring a full-time finance director versus continuing with the contracted services. The Commission requested more information on the specific services provided by Aclarian, as well as the potential costs of hiring a full-time finance director for comparison.

F. Private Parking Lot Signage

Mayor Brooks introduced the issue of private parking lots in the city, particularly around John's Pass Village. She expressed concern that visitors often mistake these lots for city parking and are surprised by high fees. The Mayor proposed requiring clearer signage indicating that these are not city lots and potentially regulating the display of pricing information.

Community Development Director Marci Forbes provided the specific guidelines in the Florida Statutes for current signage requirements in private lots. If they wanted to address what the Mayor proposed, they would have to add to the Code. The City could be proactive and find a way within the Code to sign for the private lots.

Mayor Brooks opened to public comment.

Cristina Pascuzzi, 14072 W Parsley Dr., thanked the Mayor for bringing the issue up. The prices they are charging are unreasonable and unethical.

City Attorney Trask suggested amending the City Code to make a specific Code provision that would require them to follow the State Statute. If they do not comply, it could be taken to the Special Magistrate, and the fine would be much higher.

The Commission directed staff to investigate whether the current private lot signage is proper, to further research options to make them want to comply, to investigate what the State would allow them to do, and to bring back recommendations at a future meeting.

Mayor Brooks opened to public comment.

Jeff Young, a Madeira Beach resident, asked if the City could require them to post the maximum amount they charge.

Bob Bello, 13301 Gulf Lane, suggested more prominent signs that say \$4 an hour parking in City-owned lots.

G. Schedule Town Hall Meeting to discuss 555 150th Property & JP Jetty

The Commission discussed scheduling town hall meetings to gather public input on the recently purchased property at 555 150th Avenue and improvements to John's Pass Jetty. Mayor Brooks reported positive feedback from a recent "Conversations with the Mayor" about the property purchase.

Mayor Brooks recommended having the workshop meeting before the regular meeting on November 12th and December 10th. The Board agreed.

The Commission debated potential dates for the town halls, considering the need for both daytime and evening options to accommodate different schedules. They directed staff to gather site plans of all City-owned properties on 150th Avenue for discussions.

Vice Mayor Kerr suggested they consider the current elevation of the property and whether they would want to increase it, regardless of what would be developed. If they wanted to increase the elevation, he would like it relayed to the lobbyist for possible grants.

Mayor Brooks opened to public comment. There were no public comments.

The Board consensus was to schedule the first Town Hall Meeting for Saturday, November 15, 2025, at 10:00 a.m. and the second Town Hall Meeting for Wednesday, November 19, 2025, at 6:00 p.m.

H. City Clerk's Performance Review

The Commission discussed the process for conducting the City Clerk's performance review. They agreed to continue the practice of individual meetings between commissioners and the City Clerk, followed by a compilation of scores to determine any merit increases. The Commission

emphasized the importance of one-on-one discussions and ensuring transparency in the final results.

City Clerk VanBlargan said she completed the new level of Florida Professional City Clerk Certification on October 7th, and the Association will present her Certificate and pinning on November 12th.

6. COMMUNITY DEVELOPMENT

A. Ordinance 2025-19 C-3, Zoning District Setbacks

ORDINANCE 2025-19

AN ORDINANCE OF THE CITY OF MADEIRA BEACH FLORIDA, AMENDING CHAPTER 110 (ZONING) ARTICLE V. – DISTRICTS, DIVISION 7. - C-3, RETAIL COMMERCIAL, SECTION 110-321. - SETBACK REQUIREMENTS, OF THE CITY’S LAND DEVELOPMENT REGULATIONS TO REDUCE THE FRONT AND SIDE SETBACKS; PROVIDING FOR CONFLICT; PROVIDING FOR SEVERABILITY; PROVIDING FOR CODIFICATION; AND PROVIDING FOR AN EFFECTIVE DATE.

Director Forbes explained the item. Andrew Morris, Long Range Planner, presented a proposed text amendment to reduce front yard and side yard setbacks in the C-3 Retail Commercial Zoning District. The amendment would reduce the front-yard setback from 25 feet to 10 feet and the side-yard setback from 10 feet to 5 feet. Mr. Morris explained that the change would make it easier to redevelop lots along Gulf Boulevard that have been impacted by road widening.

Commissioner Ghovae asked questions about the impact on sidewalks and buffering requirements. Staff recommended the text change as it aligns with recommendations from the Master Plan to encourage mixed-use development along Gulf Boulevard.

Mayor Brooks opened to public comment. There were no public comments.

B. Resolution 2025-09 Adopting an Updated Madeira Beach Master Plan and Proposed C-3/C-4 Zoning Amendments Discussion

RESOLUTION 2025-09

A RESOLUTION OF THE BOARD OF COMMISSIONERS OF THE CITY OF MADEIRA BEACH, FLORIDA ADOPTING AN UPDATED MADEIRA BEACH MASTER PLAN; REPEALING RESOLUTION 02.21 AND PROVIDING FOR AN EFFECTIVE DATE.

Mr. Morris presented Resolution 2025-09, which would adopt the updated Madeira Beach Master Plan. He explained that the plan includes recommendations for zoning amendments in the C-3 and C-4 Districts, including the setback changes discussed earlier.

Mayor Brooks opened to public comment. There were no public comments.

The Commissioners expressed support for the Master Plan, noting its comprehensive approach and alignment with the City's goals.

The Board's consensus was to move forward with presenting the plan to the Planning Commission for recommendation, before bringing it back to the Board of Commissioners for final adoption in November.

C. Noise Ordinance Discussion

Director Forbes presented an update on the City's noise ordinance and potential changes. She reported on noise complaints received between June and September 2025, noting that most were related to condos and homesteaded single-family homes rather than rentals or music venues. She discussed Pinellas County's recent update to its noise ordinance, which includes more specific definitions and clarification.

Mayor Brooks opened to public comment.

Bob Bello, 13301 Gulf Lane, said the Florida Department of Law Enforcement suggests writing the Code to include “plainly audible.” He suggested having something enforceable.

The Commissioners discussed the challenges of enforcing noise regulations and the balance between supporting businesses and protecting residents' quality of life. They directed staff to continue researching options for improving the ordinance.

D. Restrictions within Swim Zones

Director Forbes presented research on swim zone regulations in neighboring communities, following a recent request from a business wanting to operate within Madeira Beach's swim zones. She reported that neither St. Pete Beach nor Treasure Island allows the type of operation proposed, and that the City's current ordinance does not permit it. She did not think it would be something they could easily do right now.

The Commissioners discussed the safety implications of allowing commercial operations within swim zones. They agreed to maintain the current restrictions.

Mayor Brooks opened to public comment.

Mary Anne Striner, 14900 Gulf Blvd, said she is very concerned about people swimming in non-swim zones. She has requested in the past that all of Madeira Beach be designated a swim zone.

7. PUBLIC WORKS

A. Public Works Building location change request

Public Works Director Megan Wepfer requested that the previously approved design for the new Public Works building be proceeded with at the current location, 505 150th Avenue. She explained that the project had been put on hold during discussions about potentially relocating to the newly acquired property, but moving forward with the original plan would avoid further delays.

Mayor Brooks opened to public comment. There were no public comments.

The Board's consensus was to proceed with the original plan for the Public Works building at its current location, in order not to delay the project.

B. Public Works Project Update

Director Wepfer provided updates on the following Public Works projects:

1. The Boca Ciega Street End Beautification Project is nearing completion with pavers installed and planting scheduled to begin next week. The project is expected to wrap up by the end of October.
2. The Military Court of Honor is finishing up with a ribbon-cutting ceremony planned for Veterans Day.
3. John's Pass Dredging Project had a pre-bid meeting this morning, and seven contractors attended. The bid opening will be held on November 21, and a Special Meeting to discuss and approve the contract is scheduled for November 25. She discussed potential challenges with timing due to Pinellas County's concurrent dredging of the John's Pass channel. Once they demobilize, the City's contractor will mobilize. It could be sometime in January. The sand being dredged needs to be disposed of at a Class One dump, and that is Pinellas County. She is working to see if they can use the sand to renourish the dunes lost in John's Pass Park. There may be other useful possibilities for it.
4. The Jetty Sidewalk Project, with which she is working with an individual with an Army Corps program, who is helping with the permitting process. She does have a proposal from an engineer, but it is difficult to create one when you are unsure of the permitting requirements.

Mayor Brooks opened to public comment. There were no public comments.

Director Wepfer responded to the Board's questions and comments. Commissioner Ghovae suggested that they review the scope of work for the dredging project. The extent of dredging may have changed, and they may need a survey. Director Wepfer stated that the chosen contractor is responsible for conducting a pre-survey of the site and is aware that the site has undergone changes. Director Forbes thought they would get a unit price bid item and then compare their survey to the original survey. They would only be paid the unit price of what they bid. It is the best approach to keep the project moving.

8. RECREATION

A. Recreation Management Software Proposal

Recreation Director Jay Hatch presented a proposal for new recreation management software from Rec Technologies. He explained that the new software would be more intuitive and user-friendly, integrating AI for improved scheduling and management. The proposed three-year contract would cost \$13,170, representing \$7,000 in savings compared to the current software.

Mayor Brooks opened to public comment.

Jeff Young, a Madeira Beach resident, inquired about potential security concerns associated with installing it on the server.

Director Hatch said it is cloud-based and would be linked to the website.

Commissioners expressed support for the upgrade, particularly appreciating the improved user interface and potential for better service to residents.

The Board's consensus was to move forward with it.

B. Placer.AI Software Proposal

Director Hatch presented a proposal for Placer.AI software that uses third-party integration with your GPS. It is a geofencing demographic software that provides detailed visitor analytics. He demonstrated how the software could provide valuable data on visitor numbers, origins, and movement patterns within the City, particularly useful for event planning and economic development.

Vice Mayor Kerr asked if St. Pete/Clearwater would be willing to help with the funding. Director Hatch said he would have a conversation with them. Commissioner Tagliarini asked if there was a line item in the budget for it. Director Hatch said they budgeted \$20,000 for it.

Mayor Brooks opened to public comment.

Jeff Young, a Madeira Beach resident, said he is apprehensive about who would be mining the data and what they would use it for.

Cristina Pascuzzi, 14072 W Parsley Dr., asked who the experts on it would be and what would happen if something happened to them. She also thought it looked like it was tracking cell phone data and asked if it was legal.

Director Hatch said the company does not track cell phone data. They purchase data from companies whose services people have opted into on their phones. Individual names and numbers are not affiliated with it.

C. Madeira Beach Fundamental Irrigation System (verbal)

Director Hatch provided an update on the irrigation system at the Madeira Beach Fundamental School, which was damaged during recent storm recovery efforts. The City has a joint-use agreement with the school for athletic programming. They are in the process of replacing the electrical system to get the lights up, then the irrigation pump, before replacing the irrigation. He explained that when it was first installed, the system cost approximately \$15,000. He has been in discussion with the insurance company, but has not received a definitive answer. He has not received quotes yet and wanted to ensure they would be comfortable proceeding with the replacement if it were not covered by insurance.

The Board's consensus was to have Director Hatch pursue potential insurance claims for the damage and obtain quotes for the replacement. Mayor Brooks suggested that he get clarification on whether the contractor damaged the system or was instructed to remove it.

D. Fireworks RFP (verbal)

Director Hatch discussed plans for the upcoming fireworks RFP, noting that the FY 2026 budget includes \$55,000 for fireworks displays. \$5,000 is allocated for three different display dates, and the remaining \$40,000 is for the Independence Day celebration, representing a \$20,000 increase from last year. He explained the challenges of securing vendors for the July 4th holiday, particularly given the upcoming 250th anniversary of the United States.

Director Hatch said he will bid out both July 3rd and 4th so everything is covered. The vendor from last year is 99% sure he would not be available on the 4th.

Mayor Brooks opened to public comment. There were no public comments.

The Board's consensus was to have Director Hatch seek bids for both dates to maintain options and continue coordinating with neighboring communities to avoid conflicts.

9. RESPOND TO PUBLIC COMMENTS/QUESTIONS

The Commission briefly addressed the public comment from Capt. Dylan Hubbard regarding the John's Pass Village Association. The Board agreed to add a discussion of forming a city committee for John's Pass businesses to the November workshop agenda.

Mayor Brooks reminded the Board that the workshop meeting will be followed by the regular meeting at both the November and December meetings. She asked if the Board wanted to schedule a special meeting to discuss and vote on the lobbyist. They need to have proposals because the price could influence their choice. The Board directed the City Manager's office to obtain the cost proposals and their accompanying presentations and share them with the Board so they can begin reviewing them. They would make their recommendations at the November 12th workshop, giving them nine days to submit appropriations.

Commissioner Tagliarini addressed the comment about expanding swim zones. The Board agreed to include the item in the January 2026 workshop.

Mayor Brooks suggested starting workshop meetings earlier than 6:00 p.m., especially when there is a lot to discuss. Some City staff have been at work since 7:00 a.m.

10. ADJOURNMENT

Mayor Brooks adjourned the meeting at 11:18 p.m.

Anne-Marie Brooks, Mayor

ATTEST:

Clara VanBlargan, MMC, MSM, City Clerk