



MINUTES

BOARD OF COMMISSIONERS REGULAR WORKSHOP MEETING JULY 24, 2024 6:00 P.M.

The City of Madeira Beach Board of Commissioners held a regular workshop meeting at 6:00 p.m. on July 24, 2024, in the Patricia Shontz Commission Chambers at City Hall, located at 300 Municipal Drive, Madeira Beach, Florida.

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

MEMBERS ABSENT:

CITY STAFF PRESENT: Robin Gomez, City Manager
Clara VanBlargan, City Clerk
Andrew Laflin, Finance Director/City Treasurer
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

There were no public comments.

4. BOARD OF COMMISSIONERS

A. Mayor/Commissioner pay

City Manager Robin Gomez explained the item. The purpose was to discuss the Mayor/Commissioner's annual pay.

Vice Mayor Tagliarini said he did not need the income as a retiree, but it could attract a different kind of person by increasing the salary.

Mayor Brooks said she compared the population and salary. It is not about supplemental income but a civic duty to serve. It would not be the idea of civic duty to attract someone for the salary. She would be concerned that if they offered more money or other things, would they be attracting somebody who wants a paycheck or someone who wants to serve? It is an honor to serve.

Commissioner McGeehen said no one would turn down a raise. But they need to stay a little competitive with their neighbors. They should offer an increase of about \$3,000 to do that.

Commissioner Ghovae said he was there because it is a duty to serve their community. He would not be in favor of a salary increase.

Commissioner Kerr asked if the Board of Commissioners were part of the compensation study. The City Manager said no. Commissioner Kerr said he did not think a raise would change things. It is fine the way it is.

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

5. CITY MANAGER

A. Parking Garage

The City Manager explained the item. The purpose of the item was to review proposed locations to provide direction to begin the project and get feedback from the Board. He explained the alternative location in the Village. It could be public/private ownership with the property owners. If this is something they would like to do, then they would need a workshop to work out all the details. They have some revenues set aside to build a parking garage. Nothing has been done to this point except for having a one-on-one with each commissioner to explain some of it. He had brief discussions with the VFW, 130001 Gulf Blvd, LLC, and Luper Real Estate but has not gone into great detail with any of them.

Vice Mayor Tagliarini asked if they do it could they still get the revenue. The City Manager said yes. The Vice Mayor said if they did it, they would have even more opportunities for businesses. They want to keep their style, but an updated version would be nice.

Commissioner Kerr said having parking in the Village versus across the street would be ideal. He proposed putting a concept drawing in the budget to show what it would look like. How would that relate to the discussion about building height in the Village?

Commissioner McGeehen said they need to have community input and more discussions. Having a parking garage would be beneficial. The maximum number of stories in the structure would be four. To the other store owners there, having a proposed garage, they may not like it.

The City Manager said they would need to meet with all the business owners in the Village to come up with a concept of what would work. It would be a busy attraction not only for the residents but to the visitors.

Commissioner Ghovae asked if they were hurting for parking or are they trying to bring revenue to the City. It would tremendously change the character of the Village. He is not in favor of it.

Mayor Brooks asked how many parking spaces they would have if they built a parking garage on the originally planned City-owned lot at the maximum permitted height. She could see the value of adding 500 spaces and helping to clean up the parking on Pelican Lane. Some have said they would rather have a parking garage near City Hall. She would rather have a community workshop, invite business owners and others, and get their thoughts.

Vice Mayor Tagliarini said it would be ideal to have the community workshops. He would like to get a drawing to take to the residential meetings.

Commissioner Kerr said building a parking garage across the street would constantly be a traffic problem with crossing the street. There is definitely a need for more parking. It is the second most generating revenue item in the budget. He is not sure how to do it without some sort of concept drawing.

Commissioner McGeehen said the residents need to give their input on what they would like. He is not in favor of putting a four-story parking garage there.

Mayor Brooks said they need community input. Before they do anything, they need to see if the residents are interested in doing it.

Commissioner Kerr said the open space between the buildings adds value. Without that, how would it impact the feel of the Village? It is their main attraction. They want to supplement it and not take away from it.

Parking Enforcement Supervisor Jamal Yahia commented on the feedback he received from visitors. Adding a parking garage would be beneficial. Mayor Brooks said before they spend money, they need some sort of community involvement. It is something that would impact the entire community. The City Manager said they see cars looking for spaces because it is a gathering spot even if it rains. A lot of it is about location and how it is promoted because people would wonder why the need for a second parking garage there. The biggest is adding value to the attraction. Going up a couple more stories add value. The top part would be open for future use. It would be great to have a couple of community meetings for input.

Mayor Brooks said along with scheduling the community meetings, they could get a cost on the rendering based on the feedback they get.

Mayor Brooks opened to public comment.

Pat Miller, 129th Avenue, said she would be against having a parking garage in that area. She has been a realtor for about 40 years and is very familiar with the area's traffic and parking issues. Putting a parking garage there, even if it is more than one or two floors, would benefit the City financially but not otherwise. She suggested something in the Winn-Dixie parking lot because it

is only a block walk to the trolley. It would not affect anything with John's Pass. The residents' input is very important. The proposed hotel near the Boardwalk would add more to what they are discussing.

The City Manager said the concept of parking garages has been moving to reduce the number of cars over time. Can you control who gets here and how they get here?

Mark Callahan, 129th Avenue, said he is for more parking which is a big issue on the beaches. Progress is going to happen, people are going to keep coming, and if they do not have parking it will cause more problems for the residents and businesses.

Commissioner Kerr said the City has three properties, so there are three options.

Commissioner Ghovae said Treasure Island approved a parking lot on the seaward side of Gulf Blvd. south of the bridge. The lot has about 150 parking spaces.

B. PCSO Law Enforcement Services Contract FY 2025

The City Manager said they received the agreement for FY 2025. The purpose was to discuss the FY 2025 agreement with the Pinellas County Sheriff's Office for law enforcement services and related costs. He explained the details of the agreement. They can request changes to the duties of the deputies and the problem areas. It was suggested that one of the two deputies be assigned primarily to the beaches, parking lots, and the Village and Boardwalk. The draft agreement will be brought back with changes in September for approval.

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

Commissioner McGeehen said community policing is a great idea. He would like to see the hours of the deputy for the beaches be 11:00 a.m. to 7:00 p.m. when there is a higher volume of people.

Vice Mayor Tagliarini said he would like to see more policing on the sand, definitely on weekends and an hour before sunset.

Commissioner Ghovae asked if there would be a station for the deputy walking the beach. The City Manager said their main station is at City Hall. The first floor is being reconstructed for all of the deputies.

Commissioner Kerr said he supports the City Manager in using the deputies as he sees fit.

Mayor Brooks said having a deputy on the beach would set a precedent and tone for the beach and eliminate a lot of resident complaints.

The consensus of the Board was to move forward with it.

6. COMMUNITY DEVELOPMENT

A. Proposed Zoning Change – 129th Ave. E.

Community Development Director Jenny Rowan explained the item. The purpose of the item was to discuss allowing short-term rentals along 129th Ave. E., which would require a zoning change. Staff asked for direction from the Board.

Mayor Brooks opened to public comment.

Dawn Callahan, 513 129th Ave., said she is in favor of short-term rentals and believes she should have the right to own one.

Robert Showalter, property owner at 500 129th Ave. E., said he developed the property to increase the value and potentially increase his revenue. He would like the City to consider rezoning the neighborhood to allow for short-term rental. He obtained 42 property owners' written pledges of support.

Pat Miller, 129th Avenue, explained that she was in favor of short-term rentals.

Mark Callahan, 129th Avenue, said he was in favor of short-term rentals on 129th Avenue.

Mr. Showalter provided written comments to the City Clerk from people who could not attend the meeting and those who pledged their support for rezoning to allow short-term rentals.

Vice Mayor Tagliarini said he was in favor of short-term rentals.

Commissioner Kerr said if he were homesteaded, he would have an issue. Do they want to be a residential community with tourism or a tourist community with residents? He asked Director Rowan if it impacted anything with the state. She said only if they amended the R-2 zoning.

Commissioner McGeehen said he would like to hear more from the community to learn what they say. He would not have an issue with short-term rentals.

Commissioner Ghovae said the residents should engage a consultant to bring it before the Board. The City should not initiate the rezoning. There would be a lot of issues he would not want to take on liability for. Increased taxes would be an issue.

Director Rowan said staff recommends the application process where an individual submits an application to rezone a property or district, which goes to the Planning Commission before going to the Board.

Mayor Brooks said her concern would be all the illegal short-term rentals. They are advertised on websites. Illegal short-term rentals on 129th Avenue should not be happening. If she were homesteaded, she would not be happy for her entire street to change. She would go with the staff's recommendation, go through the channels, and see how the community feels.

Commissioner Ghovae said there would be residents who would not support the rezoning and would not sign the applications to rezone. Each party would need to be party to the application.

Mayor Brooks said the party here today would submit to create a new zoning district, Community Development would review it, and it would move on to Planning and Zoning to vote for or against. They could pass a zoning without some residents not wanting it. If they do it, other residents could fear that their neighborhood could be next. They need additional input.

Commissioner Ghovae received confirmation that it would not change homestead.

B. Floodplain Amendments

Director Rowan explained the item and said its purpose was to update the Madeira Beach floodplain regulations to comply with state and federal regulations. Staff recommended that the City move forward with working with the Florida Department of Emergency Management (FDEM) to update the City's floodplain standards in the Code. The changes are as follows:

1. **Section 82-2 Definitions:** Definitions will be removed from Chapter 94 and contained in the definitions section in the Code to ensure there is consistency throughout the Code.
2. **Chapter 14, Article II. Technical Codes and Standards:** Chapter 14 Article II reiterates that the city follows the current Florida Building Code (FBC) and includes the areas where the city has higher standards than the FBC. City staff also suggest including sediment fencing in Section 14-38 with construction fencing. Section 14-39 will be updated with a new format to show the differences between the FBC and the City's higher standards. Higher standards allow the city to gain points with the Community Rating System (CRS), which then transfers into discounts for residents on flood insurance.
3. **Chapter 94 Floodplain Management:** Removing definitions and assuring consistency throughout the Code. Sec. 94-123 limitations on fill to include that there shall not be more than 24 inches of nonstructural fill to a property to provide for drainage.

She explained the changes and said they would be coming back to the Board.

Director Rowan and Marci Forbes, Community Development Engineer, responded to questions and comments from the Board.

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

Commissioner Kerr said he has an issue with the definition of structural fill. They need to be able to elevate the buildings. Marci said they could better define that.

Commissioner McGeehen asked if temporary fencing is mandatory for residential construction. Ms. Forbes said it is only associated with commercial properties.

Commissioner Ghovae asked Director Rowan to check with the City of Treasurer Island because they may be removing their requirements for structural fill. He is not in favor of having that structural fill requirement as part of it.

C. John's Pass Village Activity Center Zoning

Director Rowan explained the item and said the purpose was to discuss the potential zoning requirements of each Character District in the John's Pass Village Activity Center. Staff asked for input from the Board on the four ordinances related to John's Pass Village Activity Center Zoning.

Mayor Brooks opened to public comment.

Pat Miller, 129th Avenue, asked for clarification on the changes. What can and can they not do? Would it change the value of the residents on 129th Ave.? Mayor Brooks asked that Ms. Miller fill out a comment card and give it to the City Clerk. Someone would get back to her on it.

Director Rowan and Ms. Forbes responded to questions and comments from the Board.

Commissioner Kerr said according to the documents, they are looking at height based on footprint. Andrew Morris, Long Range Planner, explained that to avoid having bulky buildings, they required larger lot sizes. They have been working with the Tampa Bay Regional Planning Council, which made a support document that visualizes what the proposed Land Development Regulations would look like in each Character District.

Commissioner Kerr said they need to be careful with the zoning, so they do not lose the look and feel. Mr. Morris explained that they have design standards and guidelines.

Vice Mayor Tagliarini said he would like to see no rooftop bars, no amplified music, and no party permits on the sand in the Transitional District. Director Rowan said those are written as special exception uses that would have to go to the Special Magistrate. They could be written as not allowed uses.

Commissioner Ghovae asked how they measured height, and Director Rowan explained. He suggested using the definition of height to establish the step back. Four feet above the base flood elevation would become the design flood elevation and that would be where the height is measured from. Then, if it is a flat roof, you would go to the top of the roof. If it is a pitched roof, you would go to the center of the pitch. It creates a lot of questions and needs to be simplified.

Commissioner Kerr thought height should be the ceiling height of the highest air-conditioned space and not the top of the roof and the starting point would be the design flood elevation.

D. Planned Development Amendments

Director Rowan explained the item and said the purpose was to discuss amendments to Planned Development in the Code of Ordinances. The amendments would fix inconsistencies and update the standards to current practices. Staff recommended moving forward with the amendments and asked the Board for input. She said it is a rough draft but wanted everyone to look at it as a starting point. It would get rid of the inconsistencies and issues they currently have in the code. They also

want a recommendation from the Board to move forward with the recommended changes, have additional workshops, or get an outside consultant.

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

Vice Mayor Tagliarini said he is fine with Community Development continuing to move forward.

Mr. Morris said they disincentivized planned development in John's Pass Village; they do not want any taller buildings than what are currently there. If a planned development were proposed there, it would have to meet what is in the Special Area Plan.

Director Rowan said it would come back to the Board in a workshop.

Commissioner Ghovae asked about incentives and what the City could get in return. Director Rowan said right now it is open. There is flexibility in setbacks and height for enhancements. They did not want to make anything specific because it would be done on a case-by-case basis.

E. Business Tax Receipt Fee Update

Director Rowan explained the item and said its purpose was to discuss increasing every business tax fee by five percent through proposed Ordinance 2024-17. Staff recommended moving forward with the increase.

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

The consensus of the Board was to move forward with updating the business tax receipt fees.

Commissioner Ghovae asked how they check on businesses, specifically overnight accommodations. Director Rowan said they use software that tracks the business tax receipts.

7. FINANCE

A. Ordinance 2024-16 – Fees & Collection Manual Update #2 FY 2024

Finance Director Andrew Laflin explained the item. The purpose was to present the proposed amendments to the Fees and Collection Procedure Manual to establish new fees and alter certain existing fees. Staff recommended the approval of Ordinance 2024-16 on First Reading at the next Regular Meeting. They do it once a year, so by October 1st, the new fees are in place.

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

The City Manager responded to questions from the Board.

The consensus of the Board was to move forward.

B. Enterprise Fleet Management Vehicle Purchase

Finance Director Andrew Laflin explained the item. The purpose was to discuss purchasing vehicles from Enterprise Fleet Management. Staff recommended purchasing the remaining vehicles based on the remaining residual value. The life span of vehicles is typically five years. He is more interested in buying to save on interest costs, which makes more sense to purchase than to lease. They only need permission to move forward.

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

The Board was in favor of purchasing the vehicles.

C. Approval of Section 125 Plan Document

Finance Director Andrew Laflin explained the item. The purpose was to discuss the adoption of a Section 125 Plan as a way to sponsor the City's benefits package. Staff recommended the approval of the City of Madeira Beach Section 125 Plan. The document would come back for approval by Resolution at the next BOC regular meeting.

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

The consensus of the Board was to move forward.

8. PUBLIC WORKS

A. RFP 2024-06 City Facility Cleaning Services

Public Works Director Megan Wepfer explained the item. It is for city-wide cleaning services. The purpose was to review the results of RFP 2024-06, City Facility Cleaning Services. Staff recommended approval of American Janitorial, Inc. The contract would be for a three-year term with two one-year optional renewals for \$136,319.44 annually. That is only the base cost. It does not include any emergency cleaning services, special events, or other special services. The new contract would start September 1, 2024.

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

Director Wepfer responded to questions and comments from the Board.

The consensus of the Board was to move forward with American Janitorial, Inc.

9. ADJOURNMENT

Mayor Brooks adjourned the meeting at 8:54 p.m.

Ann-Marie Brooks, Mayor

ATTEST:

Clara VanBlargan, MMC, MSM, City Clerk

DRAFT