



MINUTES
BOARD OF COMMISSIONERS
REGULAR MEETING
JULY 9, 2025
6:00 p.m.

The City of Madeira Beach Board of Commissioners held a regular meeting at 6:00 p.m. on July 9, 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
Eddie McGeehen, Commissioner District 3
Housh Ghovae, Commissioner District 4

MEMBERS ABSENT: David Tagliarini, Commissioner District 1

CHARTER OFFICERS 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. INVOCATION AND PLEDGE OF ALLEGIANCE

City Attorney Tom Trask gave the Invocation and led the Pledge of Allegiance.

3. ROLL CALL

City Clerk Clara VanBlargan called the roll. Commissioner Tagliarini was absent.

4. APPROVAL OF THE AGENDA

Vice Mayor Kerr motioned to approve the Agenda. Commissioner Ghovae seconded the motion.

ROLL CALL:

Vice Mayor Kerr	"YES"
Commissioner Ghovae	"YES"
Commissioner McGeehen	"YES"

Mayor Brooks

"YES"

The motion carried 4-0.

5. PROCLAMATIONS

Mayor Brooks read a proclamation declaring the month of July 2025 as Parks and Recreation Month. Recreation Director Jay Hatch accepted the proclamation.

6. PRESENTATIONS

A. Mosquito Control & Vegetation Management – Pinellas County

Caroline Scott, Senior Environmental Specialist with Pinellas County Mosquito Control and Vegetation Management, gave a PowerPoint presentation on mosquito control, how they do it, and how to protect yourself from mosquito bites and mosquito-borne diseases.

The Mayor opened to public comments. There were no public comments.

Commissioner Ghovae asked if mosquitoes were seasonal. Ms. Scott said they are year-round, so the threat is always there.

Commissioner McGeehen asked if the county dropped dragonflies. Ms. Scott explained they did not.

Vice Mayor Kerr asked if citronella candles had helped. Ms. Scott recommended a spatial repellent such as Thermacell. They are advertised for a 15-foot to 20-foot range and will cover a much greater area than the citronella candles.

Vice Mayor Kerr asked if they could spray the areas in the City where mosquitoes are an issue. Alissa Berro, Section Manager with Pinellas County Mosquito Control and Vegetation Management, said they do have some bad pools that are mixed in. She explained that they must be allowed access to properties to perform treatments. They put out information and door hangers. If they believe there is a public health threat, they can start a process to show it, but it is a lengthy process that does not occur quickly. They have to speak directly to the property owner for permission. The Vice Mayor asked if there is an online sign-up. Ms. Berro said it is through a service request on their website.

Mayor Brooks said they received a flyer and asked if property owners could call the phone number listed on it to make a service request. Ms. Berro said yes. They can also communicate through other means, such as by email. The Mayor asked if the City had to be a party to the request, and Ms. Berro replied that it did not.

B. Preparing Your Organization for a Major Hurricane – Mayor Brooks

Mayor Brooks said the PowerPoint presentation in the packet is the same document provided at their recent Big-C meeting. She received responses to her questions from the City Manager that she requested for the meeting. She used the following information to respond to slides in the presentation:

Before: Insurance Coverages & Provisions

- The City's deductible for a non-hurricane, non-flood is \$2,500
- The deductible for a named storm is 5% and is subject to a \$35,000 minimum
- The deductible for flood is \$2,500 with the exception of zones A, V, and excess of NFIP, whether purchased or not
- The City has blanket coverage, not specified coverage
- The City has the following important coverage provisions:
 - Extra expenses of \$1 million
 - Business interruption of \$500,000
 - The PITO is provided automatically within 1,000 feet of a covered location
 - The City is covered for inland marine
 - \$250,000 mitigation coverage
- The City is covered through NFIP for flood coverage

Before: Valuations and Placement

- The City's last appraisal was done in 2021 (every 3-4 years is recommended)
- The City does an annual valuation trend
- A full appraisal will be completed in 2026 by Centurisk at no risk to the City
- The values are nominally adjusted annually

Before: Develop your COOP (Continuity of Operations Plan)

- The City has a very well-written Emergency Operations Plan, which the Board recently approved
- It is very detailed and clearly covers everything

Before: Pre-Storm To Do List

- The City's EOP gives very detailed information on the roles and responsibilities of pre- and post-storm
- The Public Works Department has a detailed checklist that it follows
- They have disaster contracts in place
- The emergency contact list is included in the EOP

During: Activate Continuity of Operations Plans

- The City plans for possible challenges and adjusts as needed

During: Communication (Internal/External)

- They do not have a dedicated PIO, and she hopes they hire one in the next fiscal year
- Staff added different means of communication, and they continue to look for better ways to communicate with the public.

During: Monitor the Status of the Event

- There are a lot of things to monitor
- The City Manager and the Fire Chief knew their roles and responsibilities well

During: Complete Preparedness Activities Pre-Landfall

- All are listed in the Emergency Operations Plan

After: Damage Assessment & Claims Reporting

- City staff, as a collaborative effort, assessed the city property and community as a whole

After: Mitigate Property Damage

- City staff got in quickly to clean up what they could

After: Operational Resumption

- The City relocated a lot of services quickly

After: Insurance Claim Workflows

- The insurance claims are with FEMA, and it is a lot of work to go through

After: Permanent Repairs

- Timeframe expectation is 30 days to one year. It is a very time-consuming process because we are a coastal community

After: FEMA 101

- Each event has its own unique set of circumstances

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

Vice Mayor Kerr said he did not realize that insurance is a big part. He thought it would be only FEMA. The Mayor said it is some of both.

The City Manager said he would provide an update at the next meeting on the amount paid out thus far from insurance. The insurance coverage is reviewed annually at their recommendation.

Commissioner Ghovae commended the City staff for their work and dedication following the hurricanes.

Commissioner McGeehen thanked City staff. He recommended that residents hire a licensed contractor to do the work.

Mayor Brooks said that three of the recreation employees assisted in Community Development after the hurricanes and received training. Two of them were hired in that department. The City Clerk hired one of the recreation department employees who assisted her office during that time.

It was wonderful to see how the staff came together and helped one another. Commissioner McGeehen thanked the volunteers who helped distribute supplies. The Mayor thought it was amazing how fire departments from all over the state came to help and give support.

The Mayor opened to public comments. There were no public comments.

7. PUBLIC COMMENT

There were no public comments.

8. APPROVAL OF MINUTES

- A. 2025-06-11, BOC Regular Meeting Minutes**
- B. 2025-06-25, BOC Budget Workshop Meeting Minutes**
- C. 2025-06-25, BOC Regular Workshop Meeting Minutes**

Vice Mayor Kerr motioned to approve the meeting minutes as written. Commissioner McGeehen seconded the motion.

ROLL CALL:

Vice Mayor Kerr	"YES"
Commissioner McGeehen	"YES"
Commissioner Ghovaee	"YES"
Mayor Brooks	"YES"

The motion carried 4-0.

9. CONSENT AGENDA

10. PUBLIC HEARINGS

There were no public hearings.

11. UNFINISHED BUSINESS

- A. Resolution 2025-04, Ceremonial Items Policy**

City Attorney Tom Trask read Resolution 2025-04 by title only:

RESOLUTION 2025-04

A RESOLUTION OF THE BOARD OF COMMISSIONERS OF THE CITY OF MADEIRA BEACH, FLORIDA, ADOPTING A CEREMONIAL ITEMS POLICY; AND PROVIDING FOR AN EFFECTIVE DATE HEREOF.

The City Attorney reviewed the item.

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

Commissioner Ghovae motioned to adopt Resolution 2025-04, Ceremonial Items Policy. Vice Mayor Kerr seconded the motion.

ROLL CALL:

Commissioner Ghovae	"YES"
Vice Mayor Kerr	"YES"
Commissioner McGeehen	"YES"
Mayor Brooks	"YES"

The motion carried 4-0.

B. Ford F250 Crew Cab XL Purchase – 2024

The City Manager reviewed the item and apologized for misstating the information about the tires at the workshop. Going forward, they will make better decisions and provide detailed information when presenting items. The purchase will include what they will be doing in addition to the purchase, as well as the associated costs.

Director Hatch also apologized for his misstatements about the tires. The tires were powder-coated for rust protection, allowing them to be used for as long as possible.

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

Vice Mayor Kerr requested that the staff do a better job and provide more details in the agenda. The additional modifications made to the truck after purchase had a significant impact on the price. The additional amount spent was a substantial difference.

Commissioner McGeehen said they needed to be more accountable for the cost and provide more detailed descriptions of the cost. He asked if they needed the 360-degree camera package for \$1,064.28. Director Hatch said he was unsure how it was itemized, but most vehicles come with a rear camera. It is for safety.

Commissioner Ghovae asked whose idea it was to beef up the truck, when they realized the total cost, and who approved it. Director Hatch said it was their intention when purchasing the truck to do as they did. They did not want to limit themselves to the purchase but wanted to make sure they took care of it in the long run.

Commissioner Ghovae inquired whether additional costs would be presented to the Board in the future when making truck purchases. The City Manager said the details would be provided, but

July 9, 2025, BOC Regular Meeting Minutes Page 6 of 14

they must be reasonable. They need to be responsible for the money they spend on goods and services.

Mayor Brooks said the issue is about transparency, a topic she has frequently discussed. Because a City logo was not put on the truck, she inquired about it. It was overspending. The challenge was that when they budgeted \$65,000 for a vehicle and spent almost \$70,000, it resulted in overspending, which necessitated a budget amendment. The information about the budget amendment should have been communicated to them before the purchase. When they approve a dollar value, that is what they should have spent. That should have been approved, which is the purpose of the Commission, and to approve the budget and the spending.

Mayor Brooks said the City Manager shared with her that hundreds of people reached out to him after the last meeting, expressing their unhappiness with her bringing up the subject and her manner of speaking. She did not feel that she had spoken out of turn, and she was frustrated that the information she was sharing was not accurate. She hoped that those who were unhappy with what she said or did would reach out to her. She wants it to be customary that things come to the Commission.

Mayor Brooks said she would like to know how many vehicles the City has with powder-coated wheels, which she does not consider necessary, and the procedure for having that done. She would also like to know the same information for the tinted windows, including the policy regarding them, as well as the reason for their very dark tint.

Commissioner Ghovae said it is about transparency. The Board is responsible for the budget and spending, and they would like the residents to know that they are fulfilling their purpose.

Mayor Brooks said she appreciated the position Director Hatch brought tonight. She feels that he will include everything next time. She will ask more questions when items come to them. The City Manager said they will provide the details to the Board.

Commissioner McGeehen said it is a lesson learned, and they can learn from it.

C. Discussion: Proposed Ordinance 2025-14, Amendment to Chapter 14, Article IV – Moving of Structures

Community Development Director Jenny Silver distributed information to the Board regarding encroachments and setbacks, as well as the edits to the packet material and the permits received for elevating a home and adding a balcony.

Marci Forbes, Community Development Engineer, said that the goal and objective are to provide some relief in reviewing permits for elevation projects, as many existing structures were built with setbacks that now do not allow for proper access and usage. They added verbiage to help allow for it.

Vice Mayor Kerr asked if they were required to bring the item to the Planning Commission. Director Silver said there was no requirement, but they did bring it to the Planning Commission this week, and the Commission was in support.

Ms. Forbes gave a PowerPoint presentation of the examples of the permits and plans they received to elevate a home and add a balcony. They aim to have a reasonable compromise that will preserve the structural integrity of the existing frame and enable the homeowner to make reasonable use of their property.

Ms. Forbes said that building officials from other cities are facing the same issue. Mayor Brooks asked if the City's setback rules were more stringent than other cities. Ms. Forbes did not know.

Mayor Brooks opened to public comment.

Bren Simi, 14024 Vivian Drive, thanked the City for the effort they are putting into helping. He said that 10 feet gives flexibility and is a reasonable consideration.

The Board discussed setbacks and the size of the balcony, noting that many homes are non-conforming. Director Silver said that the proposed ordinance is written to measure from the front face of the building, rather than from the property line at the front. Ms. Forbes said there are no front-yard encroachment caveats in the current code. But there are in the rear for the second floor and above.

Mayor Brooks asked if the information presented tonight would benefit the community, and if it was the intention to determine what they wanted to do and bring something back in two weeks for first reading. Director Silver said that is what they hoped to do.

The Board scheduled a special meeting for 4:00 p.m. on July 23, followed by the budget meeting.

Commissioner Ghovae said some cities do not consider an open stairway a structure that would not require setbacks from the property lines. He would be okay with 6 feet because 4 feet would not be reasonable.

Ms. Forbes asked if they would want to allow the property owners to have a balcony the full length of the house or limit the size. Mayor Brooks said that if it were her house, she would want it to be full-length. It would be more attractive to look at. Ms. Forbes said they need to be precise with the rules for the rear of the house. The changes would only apply to the restraints and restrictions of elevated homes.

Director Silver asked Vice Mayor Kerr if he had mentioned 10 feet from the back. He said yes.

12. CONTRACTS/AGREEMENTS

There were no contracts or agreements.

13. NEW BUSINESS

A. Edward Byrne Memorial Justice Grant, Pinellas County, Support Letter

The City Manager said that the City received a request from the Pinellas County Department of Human Services to approve and submit a letter for the distribution of funds for the Edward Byrne Memorial Justice Assistance Grant. They have done it in the past.

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

Vice Mayor Kerr motioned to support the Edward Byrne Memorial Justice Assistance Grant by providing the support letter. Commissioner McGeehen seconded the motion.

ROLL CALL:

Vice Mayor Kerr	"YES"
Commissioner McGeehen	"YES"
Commissioner Ghovae	"YES"
Mayor Brooks	"YES"

The motion carried 4-0.

14. AGENDA SETTING (July 23, 2025 BOC Regular Workshop: 6:00 p.m.)

- A. Impact Fees (first item on the agenda)
- B. Special Magistrate Lien – 572 Johns Pass Dr.
- C. John's Pass Dredging Update
- D. Murals at John's Pass Park, Marina, Recreation
- E. Nonconformances and Open Sky Ordinances
- F. Post-Storm Update – FEMA, FDEP, Permitting, Department Updates
- G. Sanitation Ordinance – dumpster enclosures
- H. TruBack Trailer Purchase

Added Items

City Manager:

- FDEP Resiliency Grant (City Manager)
- Integris Chief Information Security Officer (City Manager)

Mayor Brooks:

- Jetty Update
- Letter to the State for the Marina
- The Code Enforcement on the sunken boats
- The pools that are green

- Strategic Planning

Mayor Brooks asked for an updated damage assessment book.

Commissioner McGeehen:

- The Sheriff's Department to talk about EV bicycles and what the rules and regulations are for those

Commissioner Ghovaee

- The resurfacing and repair of 150th by FDOT
- Ceremonial items – how to encourage people to tap into that
- Update on the start of construction for the Honors Court

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

REPORTS/CORRESPONDENCE

A. Board of Commissioners Meeting Schedule 2025

The Board of Commissioners meeting schedule for 2025 will include a special meeting on July 23. The City Manager said that he will inform them of the date and time of the special meeting, and that a proposed 2026 meeting schedule will be presented to the Board at the July 23 BOC workshop.

B. City Clerk - Board of Commissioners Meetings Report, January 1, 2025 – June 30, 2025

The City Clerk said she had updated the report to June 30. It is a Board of Commissioners report, so if the Board would like any changes or additions, she would be happy to include them. The Mayor said the Commission report is a good way to look up things.

Click the link to see a copy of the Report: [Board of Commissioners Meetings Report, January 1, 2025 – June 30, 2025](#)

C. Board of Commissioners Correspondence

Vice Mayor Kerr thanked the presenters from Pinellas County Mosquito Control for a great presentation.

D. City Attorney

The City Attorney said that he had received information from the attorneys handling the fire station litigation. All the settlement proceeds have been received. On Monday, he asked the paralegal of the attorney handling that when the City would receive those funds, but he had not received a

response to that email. Hopefully, within the next couple of days, the City will receive the money. He will let the Board know when they have the money in hand.

E. City Manager's Report – June 2025

The City Manager went through some of the highlights for June 2025:

- They are still in the rebuilding phase from the two storms that hit in the fall or at the end of summer. They continue to assist residents and property owners in returning to their homes, which is a priority. They address the issue every day when staff are working. They also discuss it at the Board of Commissioners meetings.
- The importance of public communication with the City through various ways, such as the City's website, via email, by phone, in person at City Hall, and by attending the meetings.
- The importance of people staying hydrated through the summer.
- Consider the weather before going outside, as something unexpected could happen within a matter of seconds. Two weeks ago, there was hail and wind, and a couple of people got caught outside in it.
- Some of the activities that were held included the two grand openings the City held, as Commissioner Ghovae had mentioned, the monthly clean-up that the trash pirates help coordinate on the first Saturday of every month, the 5K run at recreation, and a couple of youth softball tournaments.
- Reminders of upcoming activities, including City meetings. They encourage people to sign up through the City's website by subscribing, allowing them to receive the City's email updates, which provide information on upcoming events, meetings, and activities.
- They celebrated the groundbreaking related to weather and the fact that they are in hurricane season. They do have a page through their Thor Guard weather station that is located on top of the recreation center. The website is included in the report, and by clicking on it, you will get an update on the weather above us. They used it quite a bit on July 3rd when there were a few thousand people here.
- They go through several pages reminding people that we are in hurricane season. He encouraged everyone to please take a Pinellas County Hurricane Guide with them. They have some in this building and the library.
- A reminder of the Ready Pinellas Emergency Planning Mobile App. It provides information on emergencies, weather updates, and road closures that may be impacting major roads.
- They get questions this time of year, such as why the City is not picking up the seaweed on the sand. As explained in the report, they are only allowed to pick up a little of it because it is part of the ecosystem. It has useful purposes, including serving as a source of food for various land and aquatic life. That is why it gets washed up and then washed away.
- There is an update on the City's visioning. Their contractor, the consulting firm, Kimley-Horne, should complete that over the next month.
- They are having a public meeting on July 22nd in the Commission chambers to go over any questions that any resident, property owner, or business may have about their community development and the planning and zoning. They will also provide an update on the City's master plan, which they hope to adopt over the next few months.

- They go into discussing the budget, a little of the process, and where they are, which they cover in the workshops. It includes a listing of millage rates from last year. Right now, cities, the county, other taxing authorities, and special districts are setting their budgets and millage rates for the upcoming year. You can see how the City compares to other cities. Some cities and towns are smaller, while others are larger, such as Clearwater and St. Petersburg.
- It includes some of the impacts of the storm on the City's revenue and budget that they discussed at the workshops, so people have some idea, including information on the emergency bridge loan request they set forward. The preliminary budget outlines the City's planned expenditures for the upcoming fiscal year. The two final public hearings, when the Commission adopts the budget and millage rate, will be held on September 10th and September 24th.
- Information on financial transparency. It shows information on the City's website through their financial software, Aclarian. People can view the amount of money the City has already received, including inflows and revenues, as well as the expenditures made by the City and the corresponding outflows. It lists the payments that the City has made.
- Reminders to help keep the sand and beach clean and litter-free. Keep the pets at home. No e-bikes or non-motorized bikes are permitted on the sand. No glass. No smoking other than cigars that are allowed on the sand and beach. They constantly remind people of that.
- There are reminders from sanitation about the trash and garbage collection, recycling, and debris pickup post-storm.
- They remind everyone to prepare, as they are in hurricane season. Hopefully, they do not have another flood or very large wind event, but it is a good idea to prepare your house and get everything ready for the summer. Even a quick thunderstorm can knock a tree over or move branches, etc.
- Wednesday is the City's brush pickup, as well as larger items or bulk items. Then there is the weekly recycling.
- A reminder of stormwater. Through our public works and stormwater funds of exactly how runoff can end and how it helps keep properties and yards free of various pollutants that can eventually make their way to the Gulf and to the bay.
- Public Works gives some updates on the City's projects. At the workshop, they will provide updates on the start times for the street ends, the Court of Honor, and the road project at 140th and Pruitt, which is referred to as Area 3. That project has begun, but they will provide start dates on the others. Although the Court of Honor project has a tentative schedule, updates will be provided.
- Recap of the completion of the beach groin restoration project to reinforce and restrengthen the beach groins.
- A link is included to the Fire Department Annual Report for Calendar Year 2024. It shows information on activities from calendar year 2024. The majority of their responses were for medical and fire incidents, and the average response time.
- The Marina shows updates on post-storm. They have completed most of the repairs, with the final task being the installation of the power pedestals, which is currently underway.

- At the next workshop, they will look at murals. It shows an example of what one might look like if approved. There will be more updates coming regarding revenue for the Marina. They didn't get it in for the report in time.
- For parking, they are reminding the residents that they can obtain up to three vehicles that can be registered and the ability to park for free at the City parking spaces. It shows the parking revenue for June 2025. In June, they collected the largest amount of parking fees in a single month. They had increased the hourly parking fee back in October from \$3 to \$4 an hour. Compared to others nearby, they are comfortable with the City's charges. The others are the same or slightly higher.
- A reminder of the Gulf Beaches Public Library and the services they offer, including downloading materials and checking out museum passes.
- The upcoming events and meetings through the month of July.

Director Hatch provided a detailed recap of the July 3rd event. The event faced challenges due to rain, but it was successfully managed with the community's support.

Mayor Brooks said, despite the weather, the show was great.

The City Manager said that as time goes on, they will upgrade the report a little. They will have more data to share each month, such as revenue and expenses. It is sometimes difficult to meet the agenda deadline to include all the statistics.

Mayor Brooks said that the correct location for the "Conversations with the Mayor" event is the Friendly Fisherman Restaurant, not at City Hall. The City Manager said the report came out right before they changed it.

Conversations with the Mayor
Wednesday, July 16, 2025; 12:00 p.m.
Friendly Fisherman Restaurant in Johns Pass Village & Boardwalk.

Click the link to see a copy of the City Manager's Report – June 2025, which includes the date, time, and correct location of the Conversations with the Mayor.

<https://portal.laserfiche.com/Portal/DocView.aspx?id=59753&repo=r-a9b9ccd6&preview=EQ9FtF2&ref=designer>

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

15. RESPOND TO PUBLIC COMMENTS/QUESTIONS

There were no response to public comments and questions.

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

16. ADJOURNMENT

Mayor Brooks adjourned the meeting at 8:25 p.m.

Anne-Marie Brooks, Mayor

ATTEST:

Clara VanBlargan, MMC, MSM, City Clerk

DRAFT