

A workshop meeting of the City of Madeira Beach Board of Commissioners was held at 2:00 p.m. on December 19, 2017 in the Patricia Shontz Commission Chambers at City Hall, located at 300 Municipal Drive, Madeira Beach, Florida. Mayor Black called the meeting to order.

MEMBERS PRESENT: Maggi Black, Mayor
John Douthirt, Vice-Mayor
Nancy Hodges, Commissioner District 2
Nancy Oakley, Commissioner District 3

MEMBERS ABSENT: Terry Lister, Commissioner District 1

STAFF PRESENT: Derryl O'Neal, City Manager
Ralf Brookes, City Attorney
Andrea Gamble, Administrative Support Specialist
Walter Pierce, Finance Director
Dave Marsicano, Public Works/Marina Director

A. CALL TO ORDER

Mayor Black called the meeting to order at approximately 2:03 p.m.

B. ROLL CALL

City Clerk Clara VanBlargan called the Roll and all Commission members were present.

C. PUBLIC COMMENT

Steve Kochick, resident, asked if the meetings will open to the public and it was confirmed yes.

D. TOPICS FOR DISCUSSION

1. PURCHASE OF WIRELESS MICROPHONE SYSTEM

The City Clerk distributed to the Commission two quotes from other vendors for a wireless microphone system. The two quotes were in addition to the one the Commission already received and discussed at its December 12, 2017 meeting from the Network People, Inc., the City's network people.

A representative from Network People, Inc. explained the reasoning for their \$10,049.00 quote for a wireless microphone system and that it was designed to connect to the City's existing livestreaming meeting equipment. The system is high quality, tie into the existing system in the Chamber, and movable. There would be an added charge to make the system connect to the livestreaming equipment from another location.

2. CITY MANAGER RESUMES

The City Clerk said the HR Director is seeking direction from the Commission on how it would like to proceed with interviewing the applications for the City Manager position. The Commission will still get to review the applications received through the December 21st deadline for accepting applications. The Commission can call another meeting to review those.

The City Manager said staff is seeking minimal direction from the Commission on how would like to go about filling the position. He distributed to the Commission a copy of an application just received and said

we currently have about 25 applications. If the Commission would like a certain criterion to go by when reviewing them staff is happy to provide that and in any type of format it would like to help move forward in the process.

The City Attorney said this meeting is about coming up with a procedure in reviewing the applications and since we are still accepting applications through December 21st the Commission can have a special workshop to review all the applications.

The Mayor said we can call a special meeting to review the applications or appoint a commission to narrow down the applications.

Commissioner Hodges commented not being in favor of appointing a committee since it the Commission's job to hire the city manager.

Commissioner Oakley suggesting waiting until after the new year to review the applications.

Vice-Mayor Douthirt suggested narrowing down the list to five applicants to interview. He preferred interviewing the applicants individually and not in a workshop setting the same as with the city attorney position. Each Commissioner member can do their own interviews and go from there.

Commissioner Lister suggesting setting up an hour for each interview.

The consensus of the Commission is to do individual interviews and not as a panel.

The City Manager said the Commission can have a workshop to review the applications individually and each pick out five that it would like to interview and then workshop those to narrow down a list of applicants to be interviewed.

City Attorney reminded the Commission that the narrowing down had to be done in the Sunshine in a publicly noticed meeting.

The consensus of the Commission is to have a special workshop meeting on Monday, January 8, 2018 at 2:00 p.m.

3. STRATEGIC PLANNING REPORT, NOVEMBER 13, 2017

The Mayor said her understanding is that the Commission is to pick out eight of the 24 objectives listed in the report that it thinks are most significant for the City to address in the next few years. She suggested that each Commission member go through the report and circle the ones that it felt the top, most important and then give those to the City Clerk to send to Marilyn Crotty to revise the strategic planning report.

The City Attorney said for Sunshine Law purposes the Commission needed to put their name on the top and then each Commission state publicly what the top goals are they had chosen.

The Mayor said some of the goals listed really are not goals. Instead they are items that staff should be done on an ongoing basis.

The City Manager said this is something that is usually done when going into the budget process, so we are doing this rather late. These goals are already set and if we can be doing any of these goals already set to help meet the needs of the Commission would be helpful and it will be a template we can use for next year's budget. The Commission can also do a write-in.

The Commission publicly made their choices on their report and read them allowed:

Commissioner Lister said since he was unable to attend the November 10th workshop meeting where this was originally done, he will have some write-ins. His top goal choices are as follows:

1. Evaluation of the complete parks system
2. Branding of City to get a more cohesive branding of the City –
Commissioner Lister said about 10 years ago we changed the City Logo to exclude Pinellas County on the logo because every time we advertised for the City we were also advertising for the County, so to exclude that was a terrible idea.
3. Maximize technology under current contract – hardware, software, website, etc.
4. Hire a competent City Manager
5. Encourage more development
6. Develop recreational activities that promote a healthy lifestyle
7. A beach walk for more transportation and mobility
8. Bike swap or rental up and down the City of the beach

Commissioner Hodges:

1. Continue vehicle replacement program
2. Maximize technology under current contract – hardware, software, website, etc.
3. Provide training and development program for staff and elected officials – orientation, etc.
4. Conduct salary and benefit survey
5. Develop a communication plan with a variety of methods for increased two-way communication with residents and businesses
6. Review and evaluate insurance costs for employees and City structures
7. Develop recreational activities that promote a healthy lifestyle that involves families
8. Develop city-wide mobility plan – include sidewalks, trolleys, water taxi, trails, etc.

Mayor Black:

1. Beach groin replacement
2. Maintenance of existing buildings
3. Provide training and development program for staff and elected officials – orientation, etc. with a concentration on customer service
4. Develop a communication plan with a variety of methods for increased two-way communication with residents and businesses and to develop a schedule for periodic town hall meetings to provide citizen input
5. Update comprehensive plan
6. Review and update Land Development Regulations and special area plans
7. Create an economic development plan
8. Develop city-wide mobility plan – include sidewalks, trolleys, water taxi, trails, etc.

Nancy Oakley:

1. Review and evaluate insurance costs
2. Study and recommend impact fees
3. Provide training and development program for staff and elected officials – orientation, etc.
4. Conduct salary and benefit survey
5. Develop a communication plan with a variety of methods for increased two-way communication with residents and businesses

6. Develop a schedule for periodic town hall meetings to provide citizen input
7. Update comprehensive plan
8. Review and update Land Development Regulations and special area plans

Commissioner/Vice-Mayor Douthirt:

1. Provide training and development program for staff and elected officials – orientation, etc.
2. Conduct organizational assessment of current and future staffing needs
3. Update comprehensive plan
4. Review and update Land Development Regulations and special area plans
5. Create an economic development plan
6. Review and update current fee schedule and new charges
7. Study and recommend impact fees
8. Develop city-wide mobility plan – include sidewalks, trolleys, water taxi, trails, etc.


The Commission wrote their name on their report with their circled or written-in eight top important goals they would like to address in the next few years.

E. ADJOURNMENT

The Mayor adjourned the meeting at approximately 3:45 p.m.


Maggi Black, Mayor

ATTEST:


Clara VanBlargan, MMC, MSM, City Clerk