

BOARD OF COUNTY COMMISSIONERS

FEBRUARY 18, 2014

A BCC Workshop was held at the Murdock Administrative Complex, Room B-106, Port Charlotte, Florida.

The following members were present: Chair Doherty, Commissioner Constance, Commissioner Deutsch, Commissioner Duffy, and Commissioner Truex. Also in attendance was: County Administrator Sandrock, County Attorney Knowlton, and Minutes Clerk Greene.

The meeting was called to Order at 9:00 am, followed by the Pledge of Allegiance.

1. Economic Development Director Comments

Tom Patton, Economic Development Director, provided an update on the Weather Channel and Lenticular Postcard Campaigns, portrayed the Google analytics regarding the Weather Channel Program, noted a Website traffic increase during northern snow storms, indicated a large number of reoccurring Website visitors, listed statistics related to geographical areas, mentioned an article related to the Construction Trade Industry, noted details of the Charlotte-Desoto Building Industry Association (CDBIA) campaign towards student involvement, commented on work done with Enterprise Florida and detailed its baseball events to aid in bringing site selectors to target areas, and responded to Board inquiries.

Commissioner Deutsch requested detail related to the total number of visits to the Website. **Commissioner Constance** commented on graphical information indicating the usage of mobile devices is increasing opposed to desktop computers, opined the winter season should be the only portion of the year the Weather Channel marketing strategy should take place, noted the Locate to Paradise Website is easy to navigate, spoke to real estate inventory throughout Charlotte County, and questioned the possibility of contacting local High School Principals for promotion of the Construction Trade Industry. **Commissioner Duffy** opined the advertisements presented were well done.

2. Re-precincting

Hon. Paul Stamoulis, Supervisor of Elections, commented on problems faced by other Counties with Voters waiting in long lines to cast ballots, noted continued efforts to be proactive with alternative forms of voting other than on Election Day, indicated Polling locations took in approximately thirty percent (30%) of the overall vote, provided details of the proposed re-precincting, advised the purpose of the re-precincting includes the closing of smaller voting locations to open two (2) larger facilities and divert traffic from the larger existing locations, and to eliminate Split Precincts, and mentioned Charlotte County would be utilizing all electronic polls in the upcoming Election Process. Lou Spacco, Assistant Supervisor of Elections, explained maps of existing and proposed precincts, defined Ballot styles, Split Precincts and Census Block, and responded to Board inquiries.

Commissioner Constance questioned cost savings created through the proposed changes, requested additional information related to color coding of portrayed maps, commented on the short distances Votes would need to travel, and inquired as to the Ballot printing process for Election Day. **Commissioner Duffy** requested additional information related to Precinct 56 and asked what Voting Precincts would be casting ballots at the Port Charlotte Middle School location after the re-precincting. **Chair Doherty** questioned approval requirements related to the timeline for readiness of the Primary Election and asked how Voters would be notified of Precinct changes. **Commissioner Truex** requested a map including Street names for understanding and inquired if the electronics process eliminates the

ballot printing for Election Day. **(CONSENSUS RECEIVED TO MOVE FORWARD WITH THE RE-PRECINCTING PROCESS)**

Hector Flores, Assistant to the County Administrator, indicated the item would be brought back for Board approval at the first meeting in March, 2014.

3. Little Farm Road discussion

Joanne Vernon, Assistant County Engineer, indicated she had visited Little Farm Road the previous week, showed a photo that portrayed the slough running across the Road, mentioned a for sale sign on the property of the primary complainants, noted the property has been on the market for over two hundred (200) days, and stated there are no additional options other than to correct the problem by fixing the Road.

Commissioner Constance commented on Property sale information, opined an option includes purchase of the property, stated his opposition to the County or Drainage District expending the money, noted the issue is closely related to the Charlotte Flatwoods Initiative, and commented on the number of property owners in the area surrounding Little Farm Road. **Chair Doherty** questioned if staff was aware of the total watershed of the area, spoke to the lack of a funding source because of the land use categorization, inquired on the option to look to the Army Corp of Engineers (ACOE) for use of a bailey bridge, recommended contacting South Florida Water Management District (SOFWMD), commented on water-flow in the area, suggested reviewing private bridge companies that produce modular bridges for lease, and asked for the amount of additional staff time needed. **Commissioner Deutsch** inquired if the water flows down into the Caloosahatchee River, suggested the West Coast Inland Navigational District (WCIND) may be able to provide assistance, and asked if structures installed must be removed to comply with the Florida Department of Environmental Protection (FDEP) requirements. **Commissioner Duffy** questioned whether Coral Rock Mining may be interested in purchasing the properties, noted she would reach out to the business regarding the matter, questioned where the Lee County line was in relation to the property, and asked if Little Farm Road ended at the start of the properties in question.

County Attorney Janette Knowlton advised purchasing of the property would include all of the properties in the area and indicated the County has a duty to maintain and provide access to Public Roads. Dan Quick, Public Works Director, affirmed discussions with SWFWMD would take place regarding funding, noted his uncertainty relating to receiving information from the ACOE, mentioned WCIND was helping with the Sunshine Lake process and agreed to discuss Little Farm Road with the organization, and stated the Project is largely driven by FDEP requirements. County Administrator Sandrock requested an extension of time to allow staff to conduct additional research. **(CONSENSUS RECEIVED TO ALLOW STAFF ADDITIONAL TIME FOR RESEARCH OF THE ITEM)**

RECESS: 10:09 – 10:20 am

4. VCB Programs

Lorah Steiner, Tourism Director, stated Charlotte County has two (2) economic engines including real estate and tourism, paralleled graphs related to an increase over the past two (2) years in the three percent (3%) Tourist Development Tax Revenue, identified surrounding Counties Advertising / Promotion Budgets, explained research conducted over the 2013 summer, highlighted branding differences for Punta Gorda and Englewood, provided an overview of Tourism Development Initiatives including the new Website Design, Show Us Your Charlotte, SWFL Co-Op Shopping App, Adopt a

Meeting Planner, and the Car Wrap, highlighted Public Relations (PR) Initiatives, detailed the Department's increased focus on Sports, described the Department's focus on Film, said the 2014 Marketing Plan is available for review, mentioned work is being done towards the creation of a Tourism Master Plan, and responded to Board inquiries. Chip Futch, Tourism Public Relations Manager, stated more people are beginning to use mobile devices opposed to desktop computers, responded to Board inquiries related to the new website format and the SWFL Co-Op Shopping App, and detailed the Rays Spring Training Ticket QR Code initiative.

Commissioner Constance requested additional information related to surrounding County Tourism Budgets, suggested branding include the words Englewood Beach, asked for detail regarding the new Website format, inquired if the Tourism Department was aware of the number of area photos the County currently owns, questioned costs and specifics related to the Adopt a Meeting Planner Initiative, commented on feedback received about the Car Wrap as a mobile County billboard, and posed questions related to the Twitter statistics provided and the 2014 Marketing Plan. **Commissioner Deutsch** questioned the possibility of assessing the benefit that Tourism receives from Economic Development, inquired if negative remarks were received related to Visitor Surveys, and suggested branding to include terminology of Charlotte Harbor. **Commissioner Duffy** commented on videos and photos portrayed and inquired if the material could be shared on the County website.

5. Comp Plan Update

Ty Harris, Community Development Director, indicated the Department had been tasked with eight (8) Community Development projects, stated the Department has completed four (4) projects through February 2014, noted additional projects have been added to their to-do list, mentioned connected projects, detailed key tasks and milestones, commented on projects that have already been accomplished, paralleled a comprehensive overview of the month to month suggested timeline for project completion, listed a summary of tentative project completion dates, and responded to Board inquiries.

Commissioner Duffy inquired as to the meaning of the acronym EAR, commented that the Board needs to be prepared to make decisions to adhere to the suggested completion schedule, spoke to information sent to the Regional Planning Council (RPC), and questioned additional information related to Parkside completion dates. **Chair Doherty** asked if the changes made to the Comprehensive Plan relative to duplication of regulatory authority and questioned the outcome if the changes were adopted. **Commissioner Constance** requested information be provided to the Board at least three (3) weeks prior to meetings to allow for review, noted the Planning and Zoning (PNZ) Board is provided information within that timeframe, inquired if any document is required to be sent to the RPC, and affirmed the information is sent directly to the State. **Commissioner Truex** suggested staff provide the Board with a copy of the documents the PNZ is given to review.

Shaun Cullinan, Planning and Zoning Official, indicated staff is actively working on the Parkside CRA.

6. US 41 Landscaping & Trees

Dan Quick, Public Works Director, provided an update on the Gateway Project, noted plans are being reviewed by the Florida Department of Transportation (FDOT), explained why the Plans must be examined by FDOT, expressed hope for construction to commence in late Spring or early Summer of 2014, indicated the funding source for the Gateway Project would be the Native Tree Fund, stated the Landscaping Committee is very active in developing suggestions of potential landscaping related to US

41 Medians, advised the remaining balance of the Native Tree Fund, commented on proposed projects including landscaping US 41 and SR 776 with a funding source of the One Percent (1%) Sales Tax Extension, said a presentation would be given to the Sales Tax Committee in March 2014, and conveyed he would present the Board a Median Concept to outline what could be accomplished and afforded with a budget of one million dollars (\$1,000,000.00).

Commissioner Duffy asked for additional detail related to the balance of the Native Tree Fund, expressed concern related to the cost for completion of one (1) Gateway Project, opined work must be done to the Medians, questioned what group would be providing input related to the medians, stated Joe Tiseo is now the Chairman of the Landscaping Committee, said an aggressive landscaping campaign is needed for US 41, indicated she would be meeting with the City of Punta Gorda later in the week to further discuss landscaping, requested consideration for alternative methods of funding for landscaping projects, and inquired if the County maintained landscaped areas on behalf of FDOT. **Commissioner Constance** commented on maintenance required for the FDOT areas, asked for information related to the costs North Port pays to maintain their Gateways, expressed his preference for less expensive measures, and spoke to past poor plant choices. **Commissioner Deutsch** noted the appeal that Punta Gorda has, stated a Committee is currently working toward a Plan for Port Charlotte, opined the medians should be landscaped, and requested Mr. Tiseo speak to the Board regarding his thoughts and concerns. Board discussion ensued related to allowing Public Input in a Board Workshop setting. **Commissioner Duffy** indicated the Landscaping Committee would be meeting the following day, noted the Committee has reviewed and will aid in the median improvements, expressed her preference for the first Gateway plans to be completed and used for additional Gateway projects in the future, commented on the aesthetics of North Port and Fort Myers, and stated her agreement that strategic locations along the US 41 median be completed for a better overall look. **Chair Doherty** spoke to Native Tree Fund Budget, questioned the causes of the range for landscaping costs per lane mile, and inquired the funding source for landscaping operation and maintenance (O&M). **Commissioner Truex** expressed his preference for a review of encumbered projects of the Native Tree Fund, suggested prioritizing projects, stated his agreement with median improvement, noted long term maintenance funding should be taken into consideration, requested future visions of US 41 landscaping, and questioned the level of maintenance required for landscaping.

Gordon Burger, Budget and Administrative Services Director, provided details of the Native Tree Fund balance and encumbered amounts. County Administrator Sandrock reflected on past Budget cutting including maintenance and stated a cautious approach should be taken.

7. Part-time positions

Mr. Burger defined the types of employees that can be subjected to penalty, listed and defined two (2) types of penalties including No Coverage Penalty and Inadequate Coverage Penalty, noted the County is revamping the approach to hiring part-time employees, detailed recommendations, and responded to Board inquiries. Heather Bacus, Human Resources Director, indicated the matter is being closely monitored, mentioned Transit, Animal Control, and Community Services are being reviewed, and stated recommendations will be brought back to the Board. County Administrator Sandrock commented on past Budget cutting, conversion of full-time positions to part-time, and past effectiveness.

8. County Fees

Mr. Burger requested Board Direction related to County Fees, stated there are approximately two hundred (200) different fees, indicated current methodology includes addressing fees by Department as

issues come along, commented on pros for utilization of a Consultant, noted the fiscal analysis would take place only through the Fiscal Services Department without a Consultant, and responded to Board inquiries.

Commissioner Constance requested actual fee amounts be included on the documentation, stated his preference for performing the analysis in-house, questioned the amount of man hours required to complete the analysis, suggested the possibility of hiring a part-time person to aid with the analysis, and commented on the work that a consultant would provide. **Commissioner Truex** provided information related to the 2010 review of permitting fees conducted by Building Construction Services (BCS), noted work completed by Customer Service Manager Claire Jubb, stated the analysis could be done in-house, and suggested a review of fees from several departments. **Commissioner Duffy** stated a review of the Parks and Recreation fees was conducted in conjunction with BCS fees as part of the 2010 Budget process, suggested staff provide input related to the fees as opposed to hiring a consultant, requested details regarding areas of complaint, indicated her receipt of complaints related to the cost of the water heater inspection fee, and opined fees requiring adjustment would probably be on a minimal scale. **Chair Doherty** expressed concern over the number of fees, inquired if any of the fees could be consolidated, requested additional information related to the corresponding departments total budgets represented by fee revenue, stated his support of the User Fee concept, suggested researching neighboring areas related to fees, and mentioned he would like to be provided with current fee amounts.

County Administrator Sandrock recommended review of a sample group of fees including current cost, study, and comparison of surrounding entities. **(CONSENSUS RECEIVED)**

AA. County Administrator: None

BB. County Attorney: None

CC. Commissioner Comments:

Commissioner Constance requested a review of the Tourism Marketing Budget, inquired if the Board's goal setting was scheduled for April 2014, expressed his preference to discuss goals on an annual basis, suggested scheduling a Workshop to solely discuss the Board's goals, indicated SWFWMD has turned down the City of Punta Gorda's request for funding of the Reverse Osmosis (RO) Plant, stated Punta Gorda should be approached to discuss expansion of the Burnt Store Pipeline, mentioned scheduling conflicts related to the February 20, 2014 Pre Agenda Meeting, opined Public Comments should not occur in Board Workshop settings, spoke to Impact Fees and the extension of the moratorium, and expressed his opposition to an extension. **Chair Doherty** commented on the original intent of the Charter Review Commission relating to Reserve Policy, stated his agreement for a Workshop to discuss the Board's goals, requested additional information regarding timeframe requirements of the Impact Fee moratorium, and provided an update related to his review of the negotiated Contract regarding CCU. **Commissioner Duffy** agreed to schedule a Workshop to discuss the strategic plan and goals, inquired if **Commissioner Truex** met with Representative Tom Rooney while in Washington D.C., commented on the Regional Planning Council (RPC) upcoming meeting Agenda regarding Babcock Ranch, expressed gratitude towards **Commissioner Constance** and his acceptance to serve on the Economic Development Sub Committee, expressed concern over a news story portraying the Tampa Bay Rays, noted her request to discuss Impact Fees at the upcoming Meeting, and indicated she would receive and disseminate an update relating to the Gateway Projects to the Board. **Commissioner Truex** provided an update regarding his recent trip to Washington D.C., expressed concern of the seeming

disconnect of the Federal Emergency Management Agency (FEMA), affirmed meeting with Representative Rooney, commented on his stance related to Impact Fees including that development eventually pays for itself, and noted the Impact Fee suspension can be ended at any time. **Commissioner Deutsch** requested the Impact Fee topic be placed on the upcoming Meeting Agenda and questioned if the moratorium was extended it could be changed or cancelled at any time in the future. **(CONSENSUS TO DISCUSS BOARD GOALS AT AN UPCOMING WORKSHOP AND TO DISCUSS THE EXTENSION OF THE SUSPENSION OF IMPACT FEES AT THE NEXT REGULAR BOARD MEETING)**

ADJOURNED: 1:16 pm

Ken Doherty, Chair

DATE ADOPTED: _____

ATTEST:

**BARBARA T. SCOTT, CLERK
OF THE CIRCUIT COURT AND
EX-OFFICIO TO THE BOARD
OF COUNTY COMMISSIONERS**

By: _____
Deputy Clerk