



MINUTES

Thursday, May 1, 2014

**FORT MYERS BEACH TOWN COUNCIL
JOINT MEETING WITH TOWN ADVISORY COMMITTEES
TOWN HALL – COUNCIL CHAMBERS
2523 ESTERO BOULEVARD
FORT MYERS BEACH, FLORIDA 33931**

I. CALL TO ORDER

Mayor Cereceda called to order the May 1, 2014 Work Session of the Town Council at 4:02 p.m. Present along with Mayor Cereceda were: Vice Mayor Andre, Council Members Hosafros, Mandel, and Stockton; Committee Chairs or designee present were: Audit Committee Chair Rodwell, BORCAB Chair Simpson, CELCAB Chair Hill, CRAB Chair Greer, HAC Chair Bassett; LPA Representative Plummer, MRTF Chair Veach, PSC Chair Butcher and AAC Chair Light (arrived after Call to Order). Also Present: Town Manager Stilwell, Parks & Recreation Director Norton, Planning Coordinator Overmyer, and Town Clerk Mayher.

II. PLEDGE OF ALLEGIANCE

Mayor Cereceda briefly explained that the Council was seeking an update from each committee that would be a “broad-brush” description of where the committees were at this time; any big projects they might be working on; and any concerns the committees might have at this time.

Vice Mayor Andre requested the discussion of AAC be delayed until the arrival of Katherine Light, Anchorage Advisory Committee Chair.

III. AUDIT COMMITTEE (AC) – Jim Rodwell, Chair

Jim Rodwell, Chair, described the Committee’s primary duty which was to select an auditor for the Town (per State Statute). He added that the Statute authorized, but did not require the Committee to carry out other duties as determined by Town Council. He noted Town Ordinance 11-06 established the Committee and also provided for the Committee to perform other duties. He reported that after selecting an auditor, the Committee (at the request of Council) drafted an investment policy which was approved

by Council in 2013. The Committee also assisted staff in drafting the investment wire transfer internal controls and was presently working on the financial policies and procedures for the water utility. He discussed other duties that the Committee believed they could provide to the Town:

- Monitoring the audit – insure the audit was on schedule, be aware of potential problems and any acts that required immediate attention.
- Review financial statements prior to the completion of the audit – emphasis on changes in the financials compared to the prior year.
- Review the results of the audit in order to understand problems identified by the auditor and to provide background for resolution of problems.
- Evaluate proposed corrective action and insure that corrective action would be carried out.
- Evaluate auditor performance – identify and recommend improvements in the auditor’s performance.
- Complete the Water Utility Policies and Procedures.
- Assist in the selection of a computerized financial accounting system that would be fully integrated with the Water Utility.
- Financing for the Estero Boulevard stormwater system.
- Review insurance.
- Review salary structure and employee benefits.
- Review and update Town’s system of internal controls.
- Draft a policy for whistle blowers.

Vice Mayor Andre complimented the AAC for their hard work.

IV. BAY OAKS RECREATIONAL CAMPUS ADVISORY BOARD (BORCAB) – Betty Simpson, Chair

Betty Simpson, Chair, noted that Bay Oaks was for both children and adults; and discussed the many programs offered at the Center. She reported currently there were 2,091 new members since the start of “Every Resident is a Member” Program and of that number, 1,734 members actively utilized the facility during the past three months. She pointed out that staff prepared detailed activity reports each month and she talked about some of the programs offered at the Center (i.e. fitness classes, trips, kayaking, pool, etc.). She mentioned the monthly activity reports prepared by staff included daily patronage. She distributed a copy of a report prepared by staff.

Vice Mayor Andre questioned what BOARCAB might want from the Council.

Betty Simpson, Chair, reported the Committee was hoping to start the “Friends of Bay Oaks”. She explained when the Committee started new programs they would seek Council’s support. She added there would be a business sign created for Bay Oaks, the library, and the elementary school on the library property. She noted the upcoming 4th of July Parade; and announced they were going to start a fitness trail and conduct a bicycle safety class.

V. ANCHORAGE ADVISORY COMMITTEE (AAC) – Katherine Light, Chair

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Katherine Light, Chair, briefly reviewed the history, work, and responsibilities of AAC:

- Committee formed in November 2003.
- Mooring field installation to clean-up Matanzas Pass.
- Oversees all operations to install mooring field – plans for field, design of actual moorings and anchors, harbor management plan, upland service provider, dinghy dock, rates, and contract, etc.
- Mooring field opened December 2004 – 70 moorings, east and west field, accommodates up to 53' boats, \$15/day, \$90.60/week, and \$270/month.

2004 to Today

- Dinghy dock on island – opened February 2008; floating dock on the island side under Matanzas Bridge; working now to add another dinghy dock on Gulf Beach Road and would like to have Council support on this matter.
- Upland service provider – Matanzas Inn, 2 showers, laundry room, water, trash; new contract.
- Pump-out boat – goes to mooring ball (currently no shore-side facility); would like to partner with County to extend outside of mooring field and would like to have Council support on this matter.
- Maintenance of moorings – inspection/maintenance schedule.
- Publicity – advertise mooring field in *Southwinds* (Gulf Coast boating magazine); Salty Southeast Cruiser's Net (on-line regional net); discussed the importance of advertising and noted most of their budget was utilized for advertising.
- Cruiser's Appreciation Day – 7th annual event was held on March 29, 2014.
- Budget and financial bottom-line for mooring field; request each year to increase advertising budget; and she requested that staff make sure that the sheriff payment was not taken out of the mooring field budget.

Council Member Mandel noted the upcoming TDC Meeting on May 8th; how most of the mooring field advertising was out of the area; and how the TDC should pick up most of the advertising costs for out of the area advertising.

Vice Mayor Andre reported at a recent TDC meeting that advertising funds for the mooring field had been requested but was turned down. He added that the Town Attorney was preparing an opinion on that decision. He pointed out that the new contract with the upland service provider was a 65/35 [provider/Town] split.

Discussion was held regarding the sheriff payment line item in the budget which was not taken out of the mooring field budget; and six months of Daily Incident Reports in the mooring field by the LCSO.

VI. CULTURAL AND ENVIRONMENTAL LEARNING CENTER ADVISORY BOARD (CELCAB) – Barbara Hill, Chair

Barbara Hill, Chair, stated the CELCAB members devoted most of their time overseeing the Mound House and Newton Park; and described how the members provided the opportunity to review what was being done at the facilities. She reviewed five CELCAB accomplishments this year:

1. The project of compiling and submitting an application to the National Register nominating the William H. Case House [Mound House] for inclusion in the list of Historic Places.

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2. Recommended participation in the Southwest Florida Community Foundation's Capacity Program which included completing a survey. The Town was now eligible to apply for grant funding from this community foundation for strategic planning.
3. Provided review, comment, and a recommendation to approve the Museum Exhibit Action Plan developed by SEARCH, Inc. This action plan has been the basis for final museum exhibit development.
4. Updated the Mound House mission statement from 2002 Mound House Management Plan which stated: *The mission of Florida's historic Mound House is to preserve and share 2,000 years of cultural and natural history on Estero Island with residents and visitors worldwide.*
5. Worked to find a solution for permitting of the Newton Park entry signage as it was originally designed.

Chair Hill noted staff was doing an excellent job with providing educational and recreational programming; and volunteers continued to conduct tours. She pointed out that CELCAB met with Town staff, Mayor, Friends of the Mound House and volunteers to discuss and provide direction regarding the Mound House entrance. She reviewed Mound House annual attendance and donations to the Mound House. She discussed four current issues for CELCAB:

1. Revenue to augment Mound House expenses – donations from Friends of the Mound House, and visitors to the Mound House. She noted questions – What would the role of the Friends of the Mound House become when the Mound House opened? Had the Town developed a financial, marketing, and development strategic plan designed to offset the Town's expenses that would not only include admission fees, membership, but also fundraising events, facility rentals, grants, donor and sponsor recruitment? Who would be responsible for publicity and marketing? Could donors and sponsors receive tax deductions from the Town?
2. Mound House operations – recommendation of hiring a full-time museum director/curator/fundraiser with demonstrated leadership and professional qualifications.
3. Mound House adequate parking – 216 Connecticut Street for overflow visitor parking.
4. Mound House grand opening – recommendation for the Town to defer the scheduled opening from October 2014 to January 2015 when visitors and seasonal residents are on the island and the exhibits as well as the landscaping and lighting are completed (and possibly the pier). She discussed the grand opening as a 2-day event, and the requirement for six months advance planning and allocated funding.

She observed that currently there were three separate and active entities who actively worked on behalf of the Mound House – Friends of the Mound House, CELCAB, and volunteer docents; and that many of the same people serve all three entities which can present transparency issues.

VII. COMMUNITY RESOURCE ADVISORY BOARD (CRAB) – Miffie Greer, Chair

Miffie Greer, Chair, noted the Board had varied responsibilities and that the members spent most of the past three years on the issue of beach and bay accesses. She added that Council had recently approved two beach and two bay accesses. She reported that it was the Board's goal to improve the accesses to be more people-friendly. She described issues the Board tackled pertaining to accesses such as but not limited to encroachment. She reported the Board came up with new signage for both beach and bay accesses (i.e. road signage on Estero Boulevard and signage within the accesses). She told of a project recently started on memorial/commemorative benches (not to be used for advertising). Chair Greer discussed the comfort station project and noted the Board was still working on this issue. She indicated

the Board was looking to begin work on the concept of a 'community garden'; another Leadership Conference to be held next year; and an art project. She reported the Board had several questions for the Council:

- What was CRAB's role in the beach access project?
- What was CRAB's role with the film commission?
- What was CRAB's role regarding recurring special event permits?

Discussion was held concerning the comfort stations and the locations approved by the TDC.

VIII. HISTORIC ADVISORY COMMITTEE (HAC) – A.J. Bassett, Chair

A.J. Bassett, Chair, stated she was representing the Historic Preservation Board (HPB) and the Historic Advisory Committee (HAC). She noted that a folder of information regarding the HPB was distributed to the Council. She reviewed elements of the informational folder that included but was not limited to the creation and composition of the HPB and HAC; and the history, function, and responsibilities of the committee/board. She discussed their fundraising efforts (i.e. t-shirt sales, trolley tours, boat tours, etc.); the Celebrate History brochure; efforts to get people involved with historic preservation; HPB plaques for historical recognition/designation; the Footprints in Time Self-Guided Bike and Walking Tour brochure; the draft ordinance concerning amendments to Chapter 22; and the book entitled The History of Fort Myers Beach.

IX. LOCAL PLANNING AGENCY (LPA) – Hank Zuba, Chair – represented by LPA Member Jane Plummer

LPA Member Plummer relayed comments from Chair Zuba [received from Chair Zuba through an email to the Town Clerk]:

- Exchange of information - have all the committees/boards provide minutes of their meetings to each other. LPA Member Plummer suggested instead of the minutes to receive a synopsis of the meetings in the weekly updates.
- Exploring other issues or concerns other than required actions (i.e. exemption or amendment actions from the LDC).
- During Chair Zuba's term on the LPA he had noted that some matters came before Council where the LPA was not consulted or asked to examine the LDC implications.

She explained how she believed the LPA could do more to assist the Council.

X. MARINE RESOURCES TASK FORCE (MRTF) – Bill Veach, Chair

Bill Veach, Chair, explained how about two years ago the Task Force and Council came up with a list of items/projects for MRTF to review and address. He offered a synopsis/update of what MRTF had worked on during the past few years:

- Beachscape – completed a demonstration project.
- Brochure – preparing for second printing of informational brochure on what people were allowed to do on the beach.
- List of frequently asked questions – working on this list to prepare for Beach Patrol, Town Hall receptionist, etc.

- Writing series of articles in the newspaper to help inform/educate people on various issues (i.e. birds, etc.)
- Water quality issues – “think globally, act locally” (i.e. encourage rain gardens).
- Informational sticker to distribute to marinas for rental boats.
- Certifications in the town with ‘green organizations’.

He described how MRTF was an active committee; had two biologists on the committee; and had discussed the possibility of rebranding of the Island to be more ‘nature’ related and suggested the Town consider adding statutes of turtles, dolphins or manatees in certain locations. He offered an update on beachscape and vegetative plantings.

Vice Mayor Andre explained how the Town requested extra funds from the TDC for ‘beach ambassadors’ and instead should have asked for ‘expanded beach patrol’.

Audit Committee Chair Rodwell suggested the use of native plants to MRTF Chair Veach.

XI. PUBLIC SAFETY COMMITTEE (PSC) – Bruce Butcher, Chair

Bruce Butcher, Chair, noted the PSC was formed as a result of multiple pedestrian fatalities on Estero Boulevard and the Committee’s goal was to have zero pedestrian/bicycle fatalities. He offered a brief background on the formation of the Committee. He discussed safety issues at the south end of the beach versus the north end; and how the PSC worked to reduce distraction and confusion, and improve crosswalks and street lighting. He noted the PSC inventoried the streetlights to determine which were working properly and reported findings to FP&L; had two pedestrian refuge crosswalks installed; developed safety messages and banners; and relocated crosswalks to safer locations. He reported on-going activities the PSC was working on which included but were not limited to:

- Investigation of alternative lighting methods for crosswalks.
- Creation and distribution of a safety brochure.
- Engaged with local media to stress the need for safety.
- Improved safety banners.
- Working on the development of a safety theme for the Town (i.e. *Be Seen on Fort Myers Beach*) – need funding for promoting theme.
- Identifying several visibility triangles.

He noted the PSC’s concern related to the Estero Boulevard Improvement Project and what the Committee’s role might be in this matter. He added the PSC was concerned with lighting, traffic congestion, crosswalk configurations, and the lightning warning system on the beach.

Mayor Cereceda questioned if the PSC wanted more direction from the Council; and did they want Council to schedule a follow-up meeting with the PSC.

Bruce Butcher, Chair, responded in the affirmative.

Mayor Cereceda questioned if there were other committees that wanted more direction from the Council and a follow-up meeting.

The following Chairs or designee indicated in the affirmative [raising of hands]:

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- LPA Member Plummer
- AC Chair Rodwell
- CRAB Chair Greer
- CELCAB Chair Hill
- BORCAB Chair Simpson

Discussion was held concerning a collection of all the information compiled/created by the committees (formerly called *The Beach Access*).

XII. ADJOURNMENT

Meeting adjourned at 5:45 p.m.

Adopted _____ With/Without changes. Motion by _____

Vote: _____

Michelle D. Mayher, Town Clerk

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