

**CITY OF TREASURE ISLAND, FLORIDA**  
**VISION STEWARDSHIP COMMITTEE MEETING MINUTES**  
**July 26, 2011**

A. Call to Order

The meeting was called to order at 3:03 p.m. by Vice-Chair Dominique Reiter.

B. Pledge of Allegiance – led by Ms. Reiter.

C. Roll Call

**MEMBERS:**

Dominique Reiter (Vice-Chair)	District 1	Present
Mitchell Shenkman (Chair)	District 2	Absent
Bernie Craig	District 3	Present
Patti Velasco	District 4	Present
Mary Maloof	Mayor's Appointee	Absent
George Greenfield	Beach Stewardship	Present
Susan Reiter	Planning & Zoning Board	Absent
Clyde Smith	Hotel/Motel	Present
Joel Manings	Business	Present
Alan Martinez	At Large	Absent

Ms. Reiter asked if the quorum was left at five members since the size of the committee has changed. Ms. Kiefer stated that it should remain as it was in the resolution unless they wanted to change it by resolution. It was agreed to leave it as is.

D. Approval of Minutes

It was moved by Ms. Craig and seconded by Mr. Manings to approve the minutes as printed. Upon voice vote the vote to approve was unanimous.

E. Guest Speakers

1. City Attorney Maura Kiefer

Ms. Kiefer discussed the Sunshine Law with the Committee. She advised the committee that two or more members cannot discuss committee business privately in any way. She stated that if they received an e-mail from anyone on the committee they were not to reply. The reply is a violation of the Sunshine Laws. The Sunshine Law is applicable to all boards and committees who make recommendations to the City Commission. They can speak with staff or the Mayor and Commissioners without a violation. Ms. Kiefer explained that it is a misdemeanor to violate the law. She urged the members to comply.

Mr. Greenfield asked about e-mailing innocuous subjects such as the meeting times. Ms. Kiefer stated that those sorts of things should be directed to staff.

Mr. Smith asked if when in public, and more than one member was present, could he answer questions from non-members. Ms. Kiefer stated that he could respond to the non-member, but the fellow member should not participate in the discussion. They should be talking with citizens as part of their duties on the committee.

Ms. Kiefer suggested that they do not send fellow members e-mails, nor reply to e-mails. They should direct all e-mails to staff. She urged members to call her with questions.

## F. Items of Business

### 1. Establishing Rules of Procedure

Ms. Reiter stated that she had three rules to suggest. She stated that she wants a procedure regarding attendance. It was noted that there is a resolution that was passed by the Commission regarding attendance, and they must comply.

Ms. Reiter suggested that they have a rule to turn off cell phones. She also suggested that they establish a time limit for public comment. She stated that they have all been on committees, and didn't feel that they needed more formal rules.

Ms. Craig stated that she hoped that there would not be issues that arose causing a need for formal rules. The other committee members agreed.

### 2. Establishing Goals and Priorities

Ms. Reiter stated that she took the goal out of the resolution. She read an excerpt regarding the goal of the committee from the resolution. She suggested that establishing a goal only needed to be a sentence or two.

Mr. Manings stated that the excerpt that she read was a good mission statement. The goals and objectives would be what they want to work on, and the order that they want to tackle them.

Mr. Greenfield stated that they were charged as an information committee. They get input from the citizens of Treasure Island. They then relay that information to the Commission. The Commission would have issues that come back to the committee, which they would in turn relay to the citizens. He feels that that should be their principle goal. Ms. Reiter read another excerpt from the resolution.

Ms. Reiter directed the committee to Mr. Shenkman's list of priorities. She suggested that the beach trail may be the top priority for the committee. She asked if they should put the priorities in order. It was agreed that they should just list the priorities and not try to put them in order. They are:

- Central Beach Trail
- Downtown Redevelopment
- Business Redevelopment
- North End Redevelopment
- Infrastructure

Ms. Reiter stated that the City Manager has come up with some very good ideas for funding projects that are important to the city. She felt that the budget meetings were

positive. She asked that Mr. Silverboard and Ms. Trovato be present at the next meeting to answer questions.

Ms. Reiter then asked for volunteers to head up sub-committees for each of the priorities. The volunteers were as follows:

Central Beach Trail:	George Greenfield
Downtown Redevelopment:	Clyde Smith
Business Redevelopment:	Joel Manings
North End Redevelopment:	Patti Velasco & Dominique Reiter
Infrastructure:	Bernie Craig

A brief discussion ensued regarding the procedure for subcommittees and who might be able to participate. It was agreed that people outside this committee would be able to participate in subcommittees.

Mr. Manings asked the approach that they should take. Ms. Reiter stated that they should establish if the priority is attainable, what is needed to attain it, and what the available resources are. They also need to reach out to the community to see where there is interest.

Ms. Craig stated that she felt that they should each be prepared to report to the group any information that affects their topic.

Ms. Reiter stated that they have two months before they meet again in September.

Ms. Craig asked Ms. Foss about the upcoming budget meetings. Ms. Foss gave a report on when the meetings will be held.

Mr. Manings asked if they should spend a little time on each goal since they aren't meeting again until September. It was agreed to do so.

Central Beach Trail: Mr. Greenfield discussed an article in the Neighborhood Times regarding the beach trail. The project cost is approximately \$180,600. He stated that they will have to correct rumors regarding the financing as they are already discussing it around the city. He reported on the last Beach Stewardship Committee meeting. Dr. Ping Wang discussed the erosion process and ways that it can be mitigated, such as by beach renourishment. Since Sunset Beach did not get all the sand that it should have we have been put on a three year renourishment schedule rather than a four year schedule. Mr. Smith stated that one of the issues with the beach trail is funding. He asked if Mr. Greenfield wanted him to talk to the hotels about this. Mr. Greenfield answered in the affirmative and suggested several things that the hotels may want to do to assist in the project. Ms. Reiter stated that the financial advisor who spoke at the budget meetings suggested that the beach trail would enhance the hotel properties. Mr. Manings stated that there is agreement on what the desired result is here. What needs work is the funding. Ms. Reiter stated that it would be wonderful if the hotels would be involved. She agrees with Mr. Manings, and stated that the new beach access signs were a good start.

Downtown Redevelopment: Mr. Smith stated that the key is to find out where the plan is at this point. The Commission has approved it, and it was sent to the County. He attended a meeting at the County level where he was told that the plan was so well put

together that they had to have very little discussion. He will find out where the plan is now.

Business Redevelopment: Mr. Manings asked what we would like to see for that subject. He suggested an exploratory review to find out what types of businesses we want to attract. Ms. Reiter stated that we should try to get the word out that Treasure Island is business friendly, and asked what we should do to encourage businesses. She suggested coming up with a plan for businesses. Mr. Manings stated that there is a difference between the downtown redevelopment and business redevelopment. Several suggestions were made regarding people for Mr. Manings to contact regarding new businesses.

North End Redevelopment: Ms. Reiter stated that she is going to name herself the chairman of this item. Ms. Velasco stated that she thought that was a private development. Ms. Reiter stated that it was, but there is more to redeveloping the north end than that one business. Ms. Reiter stated that after the Planning Board meets next month they will have more information.

Infrastructure: Ms. Craig stated that now that they have decided to work on more than the undergrounding there are additional projects such as the bridges and the sewer system. She will review the budget meetings that were held last week.

Ms. Reiter suggested that the members who are not here today call Ms. Foss to let her know which subcommittee they want to work on. Ms. Velasco will be working on infrastructure rather than the north end redevelopment.

A brief discussion ensued regarding the September meeting. Ms. Velasco and Mr. Greenfield will be unable to attend in September.

Ms. Reiter suggested that they not meet in November or December. Mr. Smith stated that he thought they should meet at least once between October and January. It was agreed to meet earlier in November. Ms. Foss will check the schedule and let them know when it was available.

## G. Board and Committee Reports

### 1. Beach Stewardship Committee

See above

### 2. Planning & Zoning Board

None

### 3. Hotel/Motel Interests

Mr. Smith stated that he is working with the Recreation Department to get a schedule of the events to be held in Treasure Island. The hotels and motels could be doing a better job of advertising the events. One of his goals is to work on promoting these events better.

### 4. Business Interests

Mr. Manings asked that he be sent a copy of the full survey results that included comments.

Mr. Smith stated that at a meeting that was held with city staff it was asked if they could be broken out to see what was important to the tourists as opposed what the residents felt was important. Ms. Reiter asked Ms. Foss to contact Alan Martinez to see if he was able to do this.

#### H. Old Business

None

#### I. New Business

Mr. Greenfield discussed a “Pillars of a Better Florida” program that will be held at Collaborative Labs. He read an excerpt from the newspaper article. He felt that this program might be of interest to the committee.

Joel Manings stated that he isn’t in favor of making the meetings longer than they need to be, but they are working very efficiently. He suggested that they start bringing in a speaker to assist them in getting information on each of their goals. He also suggested that they put together some kind of community event in about six months. He would like to see the community more involved. He doesn’t want to become an invisible committee. Ms. Craig stated that she thought that was a good idea and suggested that they do it in February or March.

Ms. Reiter stated that the Isle of Capri Civic Association starts up in September and publishes a monthly newsletter. She suggested that they write something for the newsletter reporting on their committee and letting people know that the public is welcome.

Mr. Smith stated that he was recently in Ft. Lauderdale, and saw their beach trail. He asked if someone should talk to Phil Graham about how we might retain the concrete along our beach trail. He feels like it would be better than removing all of it and redoing it. Mr. Greenfield stated that concrete is the preferred medium for the beach trail.

Ms. Reiter gave a reminder that they will not meet in August. Members are to come in with information on their respective topics to report to the group.

#### J. Adjourn

It was moved the Mr. Greenfield and seconded by Ms. Craig to adjourn the meeting at 4:00.