

CITY OF TREASURE ISLAND, FLORIDA
VISION STEWARDSHIP COMMITTEE MEETING MINUTES
September 27, 2011

A. Call to Order

The meeting was called to order at 3:05 p.m. by Chair Mitchell Shenkman.

B. Pledge of Allegiance – Led by Chair Mitchell Shenkman

C. Roll Call

MEMBERS:

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

D. Approval of Minutes

It was moved by Bernie Craig and seconded by Susan Reiter to approve the minutes as printed. The motion carried by voice vote.

E. Guest Speakers

1. Mayor Bob Minning

Mayor Minning thanked the committee for the opportunity to be here today. He will be speaking about six topics.

He gave an update on the undergrounding project. In the Vision survey it was about a 50/50 split of those who were in favor of this project. There is a vast difference in the amount of overhead lines between the north and south sides of the city. Most of the north side is done. That would be the same concept for going to the south. The question is how to pay for it. The Penny For Pinellas money was approved through 2020. The County Commission stated that they would be willing to fund an undergrounding project similar to the project at Indian Shores. They would set aside \$35 million to be distributed among the beach communities on a pro rata basis based on the mileage along Gulf Boulevard. He received a copy of the proposed Interlocal agreement yesterday. It now has to be endorsed by the eleven beach communities. It means approximately \$3.7 million available for Treasure Island. That would start in FY2012-2013. It will be paid out over seven years, and is back end loaded. This will be \$3.7 million that we can spend without any direct ad valorem impact on the residents of Treasure Island. He can't tell them at this time what it will buy us. Bob Brotherton has been hired to do the engineering work. He will handle the project and be the contact between the other entities. Mr. Brotherton is working with Progress Energy to get an agreement. Mayor

Minning stated that he is hesitant to go to the taxpayers now for additional funding for this project. There is a meeting between city staff, Progress Energy, and Mr. Brotherton coming up soon.

Ms. Craig asked if there is a sunset for the allocation in the event that the money isn't enough for the entire project. Mayor Minning stated that it is use it or lose it. Mr. Smith clarified that we could do just the distance that it would cover if we chose. Mayor Minning answered in the affirmative.

Ms. S. Reiter asked what the cost of the total project was. Mayor Minning stated that we don't know yet.

Ms. D. Reiter asked if Progress Energy was subsidizing any of the cost. Mayor Minning stated that they were not.

Ms. Craig asked about a \$4.3 million figure that she had read. Mayor Minning stated that our allocation is \$3.7 million.

Mr. Shenkman asked if there was a target start date. Mayor Minning stated that funds are available in October of 2012. We have to have our receipts in by 2020. A good portion of the funds will go to engineering. There may be about \$3 million available for construction. Ms. S. Reiter stated that they usually figure about 10% for engineering and design but this will probably be a little heavier.

Mayor Minning discussed the beach trail. He referred to Phil Graham's latest presentation. It looks like they are on track to present the construction documents by the end of next month. Phil Graham will complete the 30% design documents and present them to city staff. City staff will make their comments, and then it will be presented to the City Commission. After that there will be a stakeholders' meeting, which will include the businesses along the beach trail, as well as the City of St. Petersburg. The City of St. Petersburg has expressed an interest in being included, but should they opt out we will still move forward.

Ms. S. Reiter asked if the City of St. Pete was involved because of their public beach out here. Mayor Minning answered in the affirmative. Ms. S. Reiter asked if their involvement was from a design standpoint. Mayor Minning answered in the affirmative. Mr. Shenkman asked if they were involved in the funding would that help with our portion. Mayor Minning answered in the affirmative.

Ms. S. Reiter asked what the time frame was for this. Mayor Minning gave a review of the timeline for the project. The construction should begin in May of next year and be completed by August of next year. Mr. Manings asked if there was a deadline for the City of St. Pete to opt into the project. Mayor Minning stated that there was not. Mr. Silverboard presented an update on the timeline. He stated that we could delay construction until after the summer season. There are plans for a Republican Convention activity out on the beach. If construction is delayed it will be completed by October or November of next year.

Mr. Smith asked why there are trees with white ribbons on them. Mr. Silverboard stated that they are collecting information on the dunes and each tree and that will become part of the information that goes to the state for permitting. They are planning to keep all the trees.

Mr. Shenkman asked if there would be discussion with the businesses regarding their responsibility for the property east of the beach. Mayor Minning answered in the affirmative. Ms. D. Reiter stated that she had heard people speak about being able to adopt a portion of the beach, or purchase a brick to aid in funding. Mayor Minning stated that at this time the funding has been planned, but businesses will be asked to contribute because the

improvements will help their businesses. The city has several licensing agreements with properties along the beach that work well.

Mayor Minning discussed the downtown redevelopment plan. With the reconstruction of the state government and some of the departments Ms. Rosetti has been working on amendments, but there are now questions as to whether it has to be done. What has to be done is to redo the LDRs. Ms. Rosetti and Ms. Cohen are working on those and they will be revised and rewritten. Staff will be doing that. Mr. Smith asked if the changes would have to be approved by the County. Mayor Minning stated that they do not. The question now is whether we need state approval.

Mr. Sherkman asked if there has been communication with the downtown property owners as to whether they want to be involved. Mayor Minning stated that they have been kept informed since day one. Their input and participation is welcome. Some have wanted to be involved and some have not. Mr. Manings stated that we need to find a way to engage those people and get them more involved.

Mayor Minning spoke about the central beach redevelopment. This area is the area between the two parks. Staff is working on developing a strategy for how to implement a special area plan or an overlay for that area. It is a finite area that blends well with the directive that was given in the vision survey. It would be nice to see a plan in place that allows for that area to be redeveloped. At our next Commission meeting there will be a discussion item on the workshop for staff to present that strategy for redevelopment of the central beach area. This is an area where the Vision Stewardship Committee can play a lead role in moving it forward.

Mayor Minning stated that funding for the two bridges and beach trail is done. The city has increased their millage by .45 mills over the operating budget. That money will be used to fund these projects. In order to obtain bank financing we will have to pledge some source of revenue. That will be the utility tax money. In taking that out of the general fund it will need to be replaced, which is what the additional .45 mills will be used for. According to our current projections that will be sufficient to cover the debt service for the bridges and beach trail. The increase in millage was solely for capital improvement projects. We kept the operating budget at last year's 2.6868. He is pleased that the city has taken this on as a citywide project.

Ms. D. Reiter asked when they would start on the bridges. Mr. Silverboard stated that we plan on doing the bridges on a design built concept. We have a bridge engineer on retainer. We met with them this week and asked them for a proposal to develop the RFP for design built services. We hope to bring this to the City Commission in a few weeks. We will go out for proposal, and will prequalify three to five firms. That process takes about 45 days. Our engineer will evaluate and then we will bring them to the City Commission for them to approve. We hope to be getting the design and permitting done by the spring. The permitting can take some time. We are hoping to get a no impact type of permit. Part of the process will be how we are going to handle traffic to the island at the same time the bridges are under construction. We will be building two half bridges for each bridge while the other half is still operating. We have recently received the latest inspection for the Palm bridge, and it shows additional deterioration. We are moving as fast as we can. Ms. D. Reiter asked if they would both be done at the same time. Mr. Silverboard stated that it would depend on the bids. It may be more cost effective to build them in tandem.

Mr. Sherkman asked if we knew when the first bids would come in. Mr. Silverboard stated that it should be this winter or spring. We will get a design build firm that will design it, get the permitting, and do the construction.

Mayor Minning discussed the light at 104th and Gulf Boulevard. He reported that the Commission approved the contract at their last meeting. It should be underway soon. Publix

has agreed to pick up 50% of the tab for this project. They are a great neighbor and asset to our city. Once the light at 104th is done staff will proceed with the design for the bike trail to connect with the Pinellas Trail. It will also trigger the upgrade to the St. James intersection. Mr. Smith stated that what they have done so far has been noticeably better.

Mr. Shenkman asked if there was anything being done to make drivers more aware of what a flashing light means at a crosswalk. If we are educating the pedestrians, we should also include those that are driving. Mayor Minning stated that it is a never ending struggle.

The committee thanked Mayor Minning for the information that he provided. Mr. Shenkman acknowledged Commissioner Coward in the audience.

F. Items of Business

1. Subcommittee Reports

a. Central Beach Trail (Mr. Greenfield) (Absent)

Mr. Shenkman asked about the "Pillars for a Better Florida" program. Mr. Martinez gave a brief update on the program. They are looking for counties around the state to embrace the six pillars and include them in their strategic planning. The hope is that each community and county in the state is aligned around those six priorities. He feels that it would be feasible to become part of it. The vision process that the city has already gone through could be submitted to the state for approval. It is a statewide effort.

Ms. Craig asked if there was a way to get a power point presentation from the State. Mr. Martinez stated that it is available on the Florida Chambers website.

b. Downtown Redevelopment (Mr. Smith)

Mr. Smith stated that the information has been shared by Mayor Minning.

c. Business Redevelopment (Mr. Manings)

Mr. Manings stated that he met with the Chamber and talked about some ideas, but there has been a change there. He is hopeful that he can sit down with them again when that changes. He has a conference call scheduled for next week. His sense regarding the business owners is that there is some interest in some areas, and not so much in others. He wants to talk to them about having a business round table discussion with business owners. He hopes to foster some partnerships within the city to foster interest. The goal is to contact and speak to every business owner in the city. He asked how feasible it was to do a specific mailing to the business owners inviting them to have a one-on-one with the board. He offered to be the contact person. Mr. Shenkman stated that he felt it was a good idea. Ms. D. Reiter stated that the city would have a list of all businesses.

Ms. Craig clarified that he was suggesting a round table discussion with the business owners and the board. Mr. Manings answered in the affirmative and said it would be more of a brainstorming session. Many of the owners were not there when the committee met before. Mr. Martinez asked if the lack of interest was because there was a gap in information or was it because they have been through it and it has been a while and hasn't happened. Do they have a wait and see attitude? Mr. Manings stated that some of it was a lack of information. Some business owners, because it has gone on so long, have formed a stereotype in their head. They see the process but not the benefit. Mr. Martinez stated that they may not have an understanding of what redeveloping downtown would mean to their business. Mayor Minning stated that it has been going on for so long, that maybe we will see more interest once we get this in place. Once they

see the LDRs they will see what the rules of the game are. Mr. Shenkman stated that they may see the potential and want to be part of it.

Ms. D. Reiter stated that a few years ago there was a meeting where they were shown renderings. If we could get the banks to put them in their lobbies it might spur interest. People have no idea what the downtown could possibly look like. She asked if we could borrow those. Mayor Minning stated that he is hesitant because the final project might not look like them. Ms. S. Reiter stated that it is always better to come to the final decision in a collaborative manner. The problem when you put plan up is that people assume they are already pre-determined. Mr. Martinez stated that nothing gets people out of the "we've been here before" attitude like action. Everything that is moving forward are positive things for the business community. The more they can see and understand movement and progress, the more that "we've done that before" attitude might dissipate.

Mr. Manings stated that a lot of what we are focusing on here is downtown. He suggested that we bring people in at a meeting where we have more time. We can discuss it at the next meeting, and bring them in after that. Mr. Smith suggested that he contact Robin and the Tampa Bay Beaches as the majority of our businesses also participate in that group. He asked that we set aside an hour at a future meeting to talk to business owners. He stated that it would be great if they could sit through a meeting and hear what is going on. Mr. Smith suggested that we ask them to watch this meeting, because there was great information given. Mr. Shenkman asked if we could make 40 copies and distribute them to the business owners. Mr. Manings suggested that instead of the minutes we send a bullet point presentation. A brief discussion ensued about what to provide to them. Mr. Manings asked if there was a benefit to having this committee send a newsletter. Ms. D. Reiter stated that we were going to get the civic associations to include information in their newsletters. Mr. Shenkman stated that there is a notice of the meeting in the Isle of Palms newsletter. Going forward he plans to have them all announce that there is a meeting.

d. North End Redevelopment (Ms. D. Reiter)

Ms. Reiter stated that she is going to table her report in caution because there are several board members that are on the Planning and Zoning Board, so she will wait until the proper time. She noted that what she submitted for the agenda packet were renderings.

Mr. Shenkman asked about the Rock House project. Ms. D. Reiter stated that it has been approved by the Planning and Zoning Board with conditions. She is pleased that the project is going through. It will add to the tax base of the city. Mayor Minning asked if there is a timetable from the project. Ms. D. Reiter stated that she did not know the timetable. Ms. S. Reiter stated that the plans have not come to the city for site review yet.

e. Infrastructure (Ms. Craig, Ms. Velasco)

Ms. Craig stated that she and Ms. Velasco were tasked with infrastructure. Mayor Minning gave a good update on those items. She asked Ms. Foss to provide Ms. Velasco with a link to the most current budget document as it contains information that they can use.

Mr. Shenkman asked Mayor Minning for an update on the sewer infrastructure. Mayor Minning made brief comments about the projects that have been completed, and those that will be done in the near future. Mr. Shenkman stated that it was his understanding that it would help the odor situation.

Ms. D. Reiter asked what the status was of the escrow funds for the surcharge. Mayor Minning stated that the money is being escrowed and is accruing interest. The lawsuit is still ongoing. We are hopeful to get a summary judgment in November.

G. Board and Committee Reports

1. Beach Stewardship Committee

No report

2. Planning & Zoning Board

Ms. S. Reiter made brief comments regarding the approval of the Rock House project. There isn't a lot going on right now. She suggested that they talk about the timeframe on the LDRs as it impacts development. If it is in the near future it may be something that is of interest to people.

3. Hotel/Motel Interests

Mr. Smith stated that it has been a good year for the hotels and motels in Treasure Island. Many have done renovations. The outlook for next year looks very good. He feels that we are well past the BP issue, and on to more positive things. One issue that they have had is unauthorized visitors on the properties. He commended the City Manager and Police Department on how they have handled it. They have changed policies at the hotels, and are less tolerant. As a community we need to be sympathetic to people's plight, but the hotels are private property. They will continue monitoring the situation closely.

4. Business Interests

Covered in the previous discussion

H. Old Business

Ms. D. Reiter asked to look at November's calendar and possibly combine the November and December meeting. The committee agreed that it was a good idea. Ms. Foss will check the availability of the auditorium for the week of December 5th through 9th.

Mr. Shenkman asked to invite Mr. Phil Graham to give a presentation at the next meeting on October 25th. He asked if there was anyone else that anyone wanted to invite. Mr. Manings stated that we could get someone from the Chamber. He will work on that. Mr. Smith will reach out to Mr. Graham. If he is unavailable for October we will have someone from the Chamber. Mr. Manings stated that December might be better so that they can plan how they will approach it. Mr. Martinez offered his assistance with working with the business community.

Mr. Shenkman stated that our guest speaker, the date, and place of our meeting was noted on TITV.

Mr. Shenkman reported that he has been invited to speak at the Sunshine Beach Civic Association meeting in November. He suggested that others speak at their Civic Association meetings. Ms. S. Reiter asked if there was information on the meetings available. Ms. Foss will check and get back to them.

Mr. Manings stated that he has been thinking about a website for the committee. Ms. Foss stated that they have a page on the city's website. Mr. Manings stated that it is a great resource, but it could be made easier to navigate, and should give information about what we are doing as a committee. It would be nice to be able to go online and see what is new and what we are

focusing on, and hear the things that the committee will be involved with in the next month. He suggested that there be a list of what the committee members would be doing and speaking at.

Mr. Martinez stated that as part of the visioning process there was a lot of discussion about business recruitment. That would be a great tool to send to a new business.

Mr. Maning stated that in talking to business owners he realized that not many people understood what we are trying to accomplish. Mr. Smith suggested that a power point be developed for the business owners and linked to the website. Ms. Reiter suggested that they post a letter to the business owners on the site. It can be made really attractive. Mr. Martinez stated that other communities around the country have gone through this, and they have pretty elaborate marketing tools. They did research a couple of years ago. He offered to share the information. Mr. Manings suggested that if they have the power point available it would be helpful.

Mr. Shenkman stated that we had discussed having a community meeting in February or March. He doesn't want that to drop. He wants to give the community an opportunity to attend a full meeting. He suggested that they discuss it at the October meeting.

Mr. Shenkman asked about the request to have the survey results categorized. Mr. Smith stated that he had asked for that in hopes that it could clarify things for the businesses. He asked if Mr. Martinez could help with that. Mr. Martinez provided a report and asked if they needed more than that. Mr. Shenkman stated that it appears that most of the questions had more yes answers than no answers. He asked if Mr. Martinez could have the information for the October meeting. Mr. Manings stated that there were a lot of people that we haven't heard from, and understanding why would be a good idea. Mr. Shenkman stated that whatever information we could gather from it would be helpful. A brief discussion ensued regarding the number of businesses in town. Ms. S. Reiter suggested that they could each make contact with a number of business owners. There are a lot of positive things that come from one on one contact.

Mr. Smith stated that they have renewed the Treasure Island commercial that has been running.

I. New Business

J. Adjourn

The meeting was adjourned at 4:35 p.m. by Chair Mr. Shenkman.