FORT MYERS BEACH TOWN COUNCIL
TOWN HALL – COUNCIL CHAMBERS
2523 ESTERO BOULEVARD
FORT MYERS BEACH, FLORIDA 33931

MINUTES

WORK SESSION

Tuesday, January 3, 2012

I. CALL TO ORDER

Mayor Kiker called to order the January 3, 2012 Meeting of the Town Council at 2:00 p.m. Present along with Mayor Kiker: Vice Mayor Raymond, Council Members Kosinski, List, and Mandel; Also Present: Town Manager Stewart, Town Attorney Miller, Public Works Director Lewis, Community Development Director Fluegel, and Town Clerk Mayher

II. PLEDGE OF ALLEGIANCE

III. DISCUSSION REGARDING AUDIT COMMITTEE REVIEW OF WATER UTILITY

Council Member Mandel, Audit Committee Liaison, reported that the Committee was working on their initial objective of assisting with the selection of an auditing firm for the FY 2012 financial audit. He added that the Committee discussed the issue of reviewing the Town's water utility operations, and voted to approve that item. He mentioned the Committee had requested a joint meeting with the Council to review the scope of what their responsibilities would be as it pertained to review of the water utility.

Mayor Kiker requested if a Town committee/board was scheduled to appear before Council that they submit some type of information of what they would be presenting prior to the meeting in case Council had questions.

Town Manager Stewart stated he would ask the presenting committee/board to provide a written document whenever possible.

Discussion was held regarding the expanded wording used on the Agenda used for the Council Meeting earlier today which included the wording for a motion.

Consensus was to continue with the format used on the January 3, 2012 Agenda.

Town Manager Stewart asked who would be signing the letter staff was preparing to send to the MPO.

Consensus was to put staff on one side of the letter and the Town Council on the other side.

IV. TDC FUNDING

Town Manager Stewart discussed the Town's Tourist Development Council (TDC) applications (i.e. beach and shoreline maintenance), noted deadlines next month, and that at the January 17, 2012 Council Meeting there needed to be a final decision to determine projects for funding requests.

Public Works Director Lewis reviewed a list of potential projects for funding requests:

- Beach access (currently being assessed by CRAB)
- Bay access (currently being assessed by CRAB) – to include survey and title work on public accesses as a capital project
- Shade structure at Newton Park
- Maintenance for the park at the end of Old San Carlos Boulevard (i.e. seat around the fountain, large furniture to preclude driving in areas)
- Improvement to restroom at Palm Street
- Allocation for an additional staff member for additional maintenance and on the beach/bay accesses (noted position only to occur if TDC funding was approved 100%, or the continued use of "day labor")
- Landscaping vehicle/trash collection truck

She noted a proposed discussion with the BOCC later this month regarding maintenance of the beaches and accesses at the north end of North Estero Boulevard; and pointed out the County maintained those subject sites and they were not included in the proposed TDC funding applications.

Town Manager Stewart noted the beach and accesses at the north end of North Estero Boulevard was proposed to be a topic on the agenda with the BOCC as it pertained to the Town taking over the maintenance.

Discussion ensued regarding hiring a staff member versus "day labor"; and the naming of the park at the end of Old San Carlos.

Discussion was held concerning CRAB and the pursuit of the topic of beach/bay accesses.

Public Works Director Fluegel explained that the topic was actually two – beach accesses and bay accesses. He described how staff had researched the plats for bay access in order to assist CRAB.

Mayor Kiker pointed out that the beach access was time specific so as to include it in the TDC work effort.

Discussion was held regarding CRAB's work; beach access assessment methods; bay access research efforts by staff; and a method of how to vision the design for beach accesses.

Public Works Director Lewis stated she did include an amount in the proposed TDC application to get the beach access started ($80,000 included in the repair and maintenance of the request for ADA improvements).

Discussion continued regarding the need and how to determine an amount that would be included in the upcoming TDC application for beach access; the number of beach accesses in the Town; and the potential range of the cost and total cost for beach accesses.

Council Member Mandel discussed his belief there should have been a meeting or discussion regarding the TDC applications months before since the application deadline next month. He added that he did not see projects included in the proposed applications which were discussed previously (i.e. kayak launch).

Town Manager Stewart pointed out that this was not the only funding cycle for the TDC.

Miffie Greer , Chair of CRAB, reported that the Board visited and photographed the beach accesses, prepared a layout/diagram of each access; and then they did the same for the bay accesses. She requested direction for the Board since they felt they received mixed messages as to which direction to take with their examination of the beach and bay accesses. She suggested taking 2-3 beach accesses to set-up as models, and possibly do the same for two of the bay accesses.

Mayor Kiker asked if they could do one beach access as a model by next week.

Miffie Greer responded in the affirmative; and probably one bay access but the bay access could require an additional workshop.

Discussion ensued regarding the time frame to accomplish the review of one beach and one bay access; potential costs for access maintenance; grant funding availability as it pertained to maintenance versus capital improvement; the deadline for Council's final decision on January 17th and the grant application deadline in February; differences between access on the bay versus beach; and potential problems with parking and bay accesses in residential neighborhoods; and possible uses for bay accesses (i.e. kayak launch).

Town Manager Stewart noted currently there was a kayak launch at Bay Oaks used for Town programs; however, if the Town desired to make it into a public kayak launch there would be hurdles to overcome (i.e. no direct access for the public to get to the site).

Mayor Kiker suggested a joint meeting with Bay Oaks; and consensus agreed and requested Town Clerk Mayher to schedule a joint meeting.

Council Member Mandel questioned the TDC grants for advertising.

Public Works Director Lewis reported last year was the first time they submitted an application for advertising purposes.

Town Manager Stewart stated he would get the information to Council for the other TDC funding cycle submittals.

Council Member Mandel suggested the following items to consider for the TDC funding:

- Large tent
- Mobile stage

Discussion was held regarding ideas for TDC funding; covers for trolley stops; and fireworks.

Town Manager Stewart reported Mr. Semmer had indicated he may not be doing firework displays in the future.

Discussion ensued regarding fireworks and the Town Manager was asked to determine if Mr. Semmer would be doing the display in July.

Recess at 3:05 p.m. – Reconvened at 3:13 p.m.

Mayor Kiker suggested changing the order of the next two topics to discuss Agenda Item VI first.

Consensus agreed to the change.

VI. DISCUSSION REGARDING POSITIVE IMAGE PROGRAM FOR TOWN OF FORT MYERS BEACH COMMUNITY

Mayor Kiker noted the package of information listing priorities which was distributed after the agenda was sent out. He explained that some of the items should come off the list since they were not the Council's priorities any more rather they were the City Manager's and his staff. The following items were changed or removed:

- Rebuild the Town's potable water system - remove
- Obtain an ILA with Lee County for the improvements to Estero Boulevard - changed

Discussion ensued regarding a newspaper article about Lee County's anticipated budget reductions for next year; how it could impact the Estero Boulevard improvements; and the importance of an ILA with the County.

Consensus was to make a restatement to the BOCC at the Joint Meeting concerning the ILA for Estero Boulevard and request the ILA.

Council continued to discuss the priority list and removed, changed or made no changes to the following items from their priority list:

- Stormwater improvements – revision to the Master Plan was forthcoming from CDM – remain
- Town Hall facility – remove
- COP – remain
- Laguna Shores Marine Navigation – remove
- Completion of the Mound House – (kayak house and shed to be bid this month) – remain

Discussion ensued regarding the fishing pier; appraisal of the property adjacent to the Mound House site; the parking, renovation of the Mound House and the furnishings, and the fishing pier; and the opening of the Mound House for tours.

Council continued to discuss the priority list and removed, changed or made no changes to the following items from their priority list:

- Resolve the Mound House parking, pier, renovations, and exhibits – remain
- Greater revenue from the TDC for projects and beach maintenance – remain
- Completion of beach renourishment project – remove
- Completion of interim improvement projects for Estero Blvd. – remove
- Completion of the Crescent Beach Family Park Project and parking facility – remain
- Priority list, last item - remove

Discussion ensued regarding beach renourishment funding.

Town Manager Stewart recapped the list as follows:

- Item #1 - removed as accomplished
- Item #2 - change to create an ILA for Estero Boulevard and determine whether or not the expected County budget cuts would affect the funding
- Item #3 - Stormwater Master Plan remains
- Item #4 - accomplished
- Item #5 - remains
- Item #6 - accomplished
- Item #7 - remains
- Item #8 - remains
- Item #9 - accomplished; awaiting decision on whether to pursue renourishment for entire Island
- Item #10 - accomplished
- Crescent Beach Family Park and parking facility – remain
- Reorganization of Parks & Recreation/Cultural Resources - accomplished

Council Member Mandel distributed a handout of his recommendations to consider for a "Positive Image Program". He discussed and described the four categories and each sub-category listed on the handout:

1. The Fort Myers Beach Brand
2. Stimulate Economic Development
3. The Environment
4. Efficient Government

Council Member List discussed ways of surveying the public and determining an idea, and identification or a concept to promote the Town.

Vice Mayor Raymond noted that when people attempt to bring more people to Fort Myers Beach, they also need to consider what they are going to do with the people once they arrive as it pertained to traffic, parking, and transportation.

Council Member Kosinski distributed and discussed a handout about the "Positive Image Program" and his experience in visiting a website, www.whats_new_at_Ft_Myers_Beach.com and the five categories and sub-categories:

1. What has been done?
2. What are we doing now?
3. What are we planning to do?
4. Island tips?
5. Fishing tips?

Mayor Kiker suggested that the Council should begin to look at how the Town does things differently and they should look to sponsor the activities of other groups instead of the Town trying to do them. He explained his thoughts on how to reach back out to the community to assist with improvements to the quality of life.

Town Manager Stewart reviewed his thoughts on the topic; he noted his agreement with creating a "Town brand"; and discussed his views on having a public statement and commitment to ethics.

Discussion ensued regarding developing a program that supported a positive image for the Town; and the idea of having a Public Information Officer or a dual role position.

Consensus was that Council would review the ideas/suggestions, and also get as many suggestions from various places (i.e. Town committees/boards).

Discussion continued regarding how to develop a program that supported a positive image for the Town.

Recess at 4:30 p.m. – Reconvened at 4:40 p.m.

V. DISCUSSION REGARDING JOINT TC/BOCC MEETING – JANUARY 24, 2012

Discussion was held to establish agenda topics for the Joint Meeting between the Fort Myers Beach Town Council and the Lee County Board of Commissioners which was scheduled for January 24, 2012.

- Interlocal Agreement for the Estero Boulevard improvements
- Transportation

Vice Mayor Raymond, as it pertained to transportation issues, suggested to somehow speak to the hotels and condominium associations regarding the possibility of creating a shuttle service.

Discussion continued on establishing agenda topics and assigning lead roles:

- Transportation – Vice Mayor Raymond
- ILA for Ester Boulevard – Council Member Kosinski
- Water system – Council Member List
- Sidewalk issues as part of Transportation – Vice Mayor Raymond
- Park issues – Council Member Mandel

Discussion continued on potential ideas for agenda topics for the Joint Meeting (i.e. Times Square economic development, parking issues under the bridge at Times Square, development at the end of San Carlos Island).

Consensus was the topics would be the ILA for Estero Boulevard, transportation issues, water system, and an ILA for park properties.

Discussion ensued regarding ways to present the agenda topics to the BOCC.

Council Member List discussed pedi-cabs or bicycles with two seats in the back. She reported there were two people who are interested in operating such means of transportation. She added that there was no ordinance or law that offered a way to license these cabs.

Consensus was to request the Town Attorney and staff to work on determining a way to license the pedi-cabs.

VII. ADJOURNMENT

Meeting adjourned at 4:45 p.m.

Adopted 2-6-12 With/Without changes. Motion by Kasinski/Mandel

Vote: 5-0

Michelle D. Mayher, Town Clerk

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