

# **TOWN OF LAUDERDALE-BY-THE-SEA**

## **TOWN COMMISSION**

### **SPECIAL COMMISSION MEETING**

#### **MINUTES**

Jarvis Hall

**4505 Ocean Drive**

**Tuesday, January 7, 2014**

**5:30 P.M.**

#### **1. CALL TO ORDER, MAYOR ROSEANN MINNET**

Mayor Roseann Minnet called the meeting to order at 5:37 p.m. Also present were Vice Mayor Scot Sasser, Commissioner Mark Brown, Commissioner Stuart Dodd, Commissioner Chris Vincent, Town Attorney Susan L. Trevarthen, Town Manager Connie Hoffmann, Assistant Town Manager Bud Bentley, Finance Director Tony Bryan, Municipal Services Director Don Prince and Deputy Town Clerk Tedra Smith.

#### **2. DISCUSSION ITEMS**

##### **a. Priority Assignments for FY2014 (Town Manager Connie Hoffmann)**

Mayor Minnet opened the item for public comment.

John Boutin noticed on page two of the backup; it mentioned making the public aware of crime issues or trends. In the lodging industry, this was very important, as patrons sometimes did not pay their bill or damaged the rooms by fighting or incidents requiring the police to be called. If possible, for the Town's hotels/motels should be given a list of issues affecting the lodging industry, such as credit card fraud, so they could be immediately notified if such crimes occurred in the Town. He saw where the Town was trying to accomplish in 2014 the redesign of the south entry. He suggested using the first BioRock buoy that was built, asking that the Town be promoted as the shore diving capital of South Florida, and of all Florida if the Town got that designation.

Mayor Minnet closed the public comment portion of the discussion after receiving no further input. She stated the first strategic theme was to protect the public safety in areas of municipal responsibility; the goal was efficient and effective fire suppression, and the VFD had done a good job. The next goal was to utilize non-traditional tools to combat crime.

Town Manager Hoffmann went back to the objective to "... keep the Town's International Organization for Standardization (ISO) rating in the top 20 percent among Broward jurisdictions ..." The Town was currently in the top 25 percent, not in the top 20. Town Manager Hoffmann just learned from the Volunteer Fire Department (VFD)

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that the ISO was making dramatic changes to their grading categories, so it was doubtful that the Town would achieve its goal next year. The Town and the VFD needed to regroup and examine the new grading criteria, and then request that ISO come in and do another analysis, as would most municipalities. She suggested moving that objective to FY15 through FY18.

Mayor Minnet moved on to the next item, utilize non-traditional tools to combat crime. The Town was working on the license plate reader (LPR) and upgrading street lighting. She asked if anyone wished to add more items.

Town Manager Hoffmann stated she suggested moving the objective to upgrade street lighting in neighborhoods where financially feasible into the future. Adding streetlights required residents to sign FP&L easements. Town staff learned from the work done in North Silver Shores that this was a difficult task to accomplish, as most people refused to cut down trees that FP&L requires to run new lines from the backyard through to the front yard. She indicated on properties where there were no trees or shrubs in the way, only two of about ten owners agreed to sign easements. This took an enormous amount of staff time with hardly anything accomplished.

Vice Mayor Sasser observed in the assignment it was recommended that the subject be removed from FY 2014. He received an email from a resident in Silver Shores asking about adding street lighting. Vice Mayor wanted to know Town Manager Hoffmann's thoughts on that.

Town Manager Hoffmann commented that Town staff had already gone through the entire process in Silver Shores, and the individual who sent the email was one of the few who agreed to have a light placed on her property.

Commissioner Vincent wished to refresh his memory with respect to the Town's inability to trim trees on private property if the owners would not grant access. He wondered if some of easements allowed FP&L to trim trees without the owner's consent.

Town Manager Hoffmann responded in cases where there were no power lines running through the yard, it would be a new easement. Before FP&L considered running lines, they wanted the owners to remove trees and sign an easement agreement in perpetuity.

Commissioner Dodd felt where residents agreed to have a streetlight; the Town should do its best to accommodate them.

Town Manager Hoffmann indicated the Town would accommodate them.

Commissioner Dodd suggested putting in *Town Topics* that, if residents thought the lighting was bad in their neighborhood, and they were willing to have a light in front of their property, the Town would work with them to make it happen.

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Vice Mayor Sasser remarked, in lieu of having more streetlights installed, could there be more coverage by the existing streetlights, possibly making them brighter.

Town Manager Hoffmann replied that had been done in North Silver Shores.

Mayor Minnet intimated this was a difficult process, as some people with the light in front of their house wanted them removed, and if that lighting sources were brightened, it would cause a problem. It had to be community driven, so areas desiring upgraded lighting should come to Commission meetings and ask for lighting upgrades.

Commissioner Dodd thought it was not always a light intensity problem, as he was aware of situation on Allenwood Drive, where trees blocked the light of the few light poles.

Mayor Minnet moved the discussion to nontraditional ways to fight crime.

Commissioner Dodd felt disappointed the Town did not get better publicity and feedback from BSO, as some time ago there were five break-ins on Imperial Lane and Codrington Drive. At that time, the Town had a good neighborhood watch, but BSO did not notify the Town that there was a spate of break-ins, and the whole business of emailing residents or a coordinator fell by the wayside. He believed BSO needed to alert the Town of such occurrences so it could be disseminated among the community.

Mayor Minnet saw no problem with coordinating with BSO to get the information out.

Town Manager Hoffmann responded that the problem was that BSO would not allow their alert email system to be programmed specifically for individual cities, so the Town had to establish its own system of getting the information out to the community. She noted residents were asked to give the Town their email addresses, but she was unsure of the response, suggesting adding language to the effect of: explore options on how to get alerts to residents, and take out the reference to the email account. Town staff could explore other avenues, such as handing out flyers once staff was made aware.

Mayor Minnet commented Town Manager's suggestion tied into the next assignment to reduce crime opportunities through public awareness and communication.

Commissioner Vincent questioned if the discussion was about real time or how quickly announcements got out, such as within 12 to 24 hours of the incident's occurrence.

Town Manager Hoffmann asked that Town staff be allowed to return with a determination of what methods were feasible.

Mayor Minnet stated the next goal was to statistically evaluate the effectiveness of BSO services in Lauderdale-By-The-Sea; the Town Manager requested moving it to 2015.

Town Manager Hoffmann sought more time to discuss the feasibility of the goal with Captain Wood.

Commissioner Dodd expressed concern that one of the most expensive Town contracts was the employment of 29 BSO staff, yet the Town had no idea how many were on duty at any one time. He acknowledged BSO did a very good job, but there should be some way to determine where officers were or how many were physically on duty.

Town Manager Hoffmann indicated Captain Wood could tell on a daily basis how many BSO officers were in the Town, but not on an hourly basis as officers had to leave for court or were called to assist on special teams.

Commissioner Vincent recalled in past conversations BSO mentioned that at any specific time, the number of officers in the Town could increase or decrease, depending on if a specialized officer was pulled for an outside assignment. He doubted there was any staffing shortfall or overage, as BSO seemed to control the service very well.

Mayor Minnet suggested and received a confirmation from Town Manager Hoffmann that she would discuss the matter further with Captain Wood to find ways to keep the Town Commission and staff informed as to the officers on duty.

Mayor Minnet noted the next objective was for police services that were responsive, friendly and helpful to residents and visitors. She thought it was important to reactivate the Town's Neighborhood Watch Program, as a strong program would be very effective in helping with crime, community outreach, etc.

Town Manager Hoffmann replied she would have Captain Wood come before the Commission with information for discussion.

Mayor Minnet said the next objective was the efficient and effective emergency medical response, noting Town Manager Hoffmann had concerns with the objective of being in the top 25 percent of Broward County EMS providers for the percentage of cardiac arrest calls where the EMS responder successfully resuscitated the patient before hospitalization.

Town Manager Hoffmann indicated her concern had to do with the availability of the data, and whether other cities were willing to share that. She felt the Town could not gather the data to ascertain whether AMR accomplished the subject goal in the current fiscal year.

Mayor Minnet stated the next item was to protect and enhance Lauderdale-By-The-Sea's small town, seaside village way of life, reviewing the goals set to accomplish this task.

Vice Mayor Sasser noticed the Town Manager highlighted review and revision of drainage provisions in Chapter 30 as something that needed to be delayed. He

questioned why the Town Manager made this suggestion, as he was aware the Town worked diligently to resolve drainage issues.

Town Manager Hoffmann replied it was really a planning issue, and the Town had so many planning projects on its plate in the current fiscal year that this task might be delayed. The other reason was the Town was going out for a request for proposal (RFP) for a new city engineer, and that firm would have to help the Town devise the standards.

Vice Mayor Sasser asked if the Town was working on any drainage projects in 2014.

Town Manager Hoffmann clarified the drainage requirements addressed in this task were for private development.

Mayor Minnet indicated the next goal was to make car travel more pleasant in central Lauderdale-By-The-Sea.

Commissioner Brown stated this was one of his priority items for next year. The intersection at A1A and Commercial Boulevard had changed as a result of the downtown renovation projects, and the car travel, the pedestrian walks, and the all-red system were a little different. He wished this aspect to be improved as much as possible, but he was unsure of the Town's jurisdiction, as it entailed the accommodation of state and county road jurisdictions. There were numerous disruptions, including jaywalking, and potentially dangerous situations, and though staff was currently doing traffic counts, he wanted to see this issue on the Town's priority list of projects in the next fiscal year. Commissioner Brown intended going back to the state to request the creation of a pilot enforcement program at the A1A and Commercial Boulevard intersection, where they would warn and ticket jaywalkers and cars going through the intersection illegally. The intersection was not working well for cars or pedestrians.

Mayor Minnet agreed the intersection had been a problem for some time, and should be a priority in light of the recent road improvements on the east Commercial Boulevard section. Though she could offer no solution, she believed the matter could be included in the parking study.

Town Manager Hoffmann commented the status of the all-red pedestrian phases was the Town needed to have its traffic engineer do the follow up counts in high seasons; that is, how many pedestrians crossed, the number of near misses, how many cars disregarded the traffic signals, and the number of jaywalkers. When this information was gathered, Town staff would meet with the state and county traffic engineers to review the results to determine if there had been any improvement over what existed before the All Red Phase was instituted. She noted the one constant was jaywalkers. BSO had assigned personnel on a trial basis to issuing jaywalking warnings and enforce the all-red signalization; the Chief concluded the police officers would have to be at the intersection constantly. Town Manager Hoffmann indicated one option was to install a railing on the sidewalk in front of the A1A parking lot to keep people from jaywalking, as

it was from here most pedestrians emerged as they walked across to the alley. Staff would examine the options and relay their findings to the Commission.

Vice Mayor Sasser echoed the Town Manager's views, stating he wished to keep matter as a priority. He was not supportive of punitive methods of enforcement, preferring educational avenues and improved signage. He liked the all-red system, as it gave seniors and families sufficient time to cross the street, though he received numerous complaints about it.

Commissioner Vincent added the Town needed to increase public awareness, possibly via the businesses at those locations when their customer came in, doing something as simple as handing out a pamphlet and/or some signage regarding the cautions of the intersection.

Mayor Minnet reported Fort Lauderdale hired ambassadors for their beach and downtown areas to answer questions, help people, and cross the street; this was a recommendation many members of the dais made. She believed the Town Manager understood this assignment was a priority.

The next assignment was goal four, to foster and further develop the Town's new sense of place.

Commissioner Brown mentioned a number of things he was working on that would not only impact this goal, but maybe some future ones. In the previous week, Town Manager Hoffmann and he met with the director of the Broward Metropolitan Planning Organization (MPO) to review some of the projects that were proposed in the Town, discussing the possibility of getting them funded by the MPO, the state or both. The state plan to build a roundabout at the south entryway was vetoed, due to the Fort Lauderdale residents in the area unanimously voting against it. However, a south entryway project would be funded by the MPO, including the project's design, construction, landscaping, artwork, etc., and the funding would be available in the next 18 months. Commissioner Brown felt the Town needed to have this project as a priority with respect to the design, and getting residents and the Town Commission on board with what they wanted it to look like.

Secondly, the MPO had a Safe Streets Program that would extend from Fort Lauderdale to Hillsboro, and the MPO could commit \$4 million to pay for an El Mar Drive improvement project. He thought that project could embody every element the Town desired for that area, such as wider sidewalks and bike lanes, new drainage and landscaping, better lighting, etc. The funds would be available if the Town could reach a consensus between the residents of El Mar Drive and the MPO. Due to the way the MPO did its funding cycles, those monies would not be available for three more years. He believed the Town needed to proceed with getting community input on this. Ultimately, the residents and the Town Commission would decide what went in on El Mar Drive.

Commissioner Brown discussed the middle two blocks of Commercial Boulevard, stating in 2013, the Town submitted a grant application to the MPO under their competitive grants and finished seventh, but the MPO only had money to fund the top four projects. They expected to have twice the amount of grant money in 2014, so Town Manager Hoffmann and Ms. Himmelberger were reworking the Town's grant application for another submission, as the grant applicants were due by January 31. He thought it looked positive that the Town would get a grant from the MPO to pay for the whole middle Commercial Boulevard project, including design and resolving the issue of the lanes not being in tandem.

He reported the MPO was capable of paying for a parking garage project in the Town, as it was an eligible expense. He understood having a parking garage in the Town was far from a consensus, so he only mentioned it in light of the upcoming parking study and making everyone aware of the possible availability of funding to pay for a parking garage. Commissioner Brown believed, other than the parking garage, the Town was in a strong position to put the referenced capital improvement projects on its priority list for the coming year and anticipated some, if not all, would be paid for with funds other than the Town's. This would free up money in the Town's budget for use on other projects further down the priority list or to lower taxes.

Mayor Minnet commended Commission Brown for all his efforts with the MPO on the Town's behalf, as well as Town staff for their grant writing work. She received a consensus for the subject goal to proceed.

Town Manager Hoffmann explained one of the reasons Town staff was concerned about the improvements to the two blocks on Commercial Boulevard was that the MPO money would not be available for four or five years. However, the executive director of the MPO indicated they might change the way they operated, in that, once a grant was approved and they were assured the funding would be provided, the City could front the money for the project and be reimbursed in the year from the MPO.

Commissioner Brown added the MPO wanted to extend the Sun Trolley into the Town, but as they needed to purchase another trolley, it was likely to happen in 2015.

Mayor Minnet stated goal five was to improve the aesthetic character of public facilities and amenities, noting a task under that goal were to develop a cohesive landscape plan for the Town Hall Complex.

The next strategic theme was to foster the economic vitality of the Town, the first goal being to support redevelopment proposals that maintained the overall scale of the Town through proper height and bulk designs.

Town Manager Hoffmann pointed out the first goal was one the Commission wanted to discuss as a separate item, but a meeting was never scheduled for that discussion.

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Mayor Minnet noted this goal was from the Town's Comprehensive Plan, and further discussion was desired on height limits, and to determine what level of type of support the Commission envisioned. She asked if the Commission wished to schedule a workshop in the near future, or did they prefer to wait until after the March elections; she thought the latter was better and received a consensus accordingly.

The second goal was to establish policies and programs supportive of the hotel industry to keep that industry an important component of the town's economy and identity, which she felt was important. The Town had done a lot for the businesses downtown, so a similar focus should be given to hotels, and she hoped the Commission would continue to foster such efforts.

Mayor Minnet indicated goal four was to market the Town as a tourist destination, noting the Town recently hired a marketing firm.

Town Manager Hoffmann recalled a member of the Town Commission requested staff provide an annual report on what Ambit, the marketing firm, had done regarding advertising and marketing the Town. She would add this as a task to the subject goal.

Commissioner Brown noted he received questions/comments from residents and businesses as to what Ambit was doing for the Town, and it was difficult to respond having received no report from the firm.

Mayor Minnet concurred and thought if Ambit could provide an update in the Town's newsletter *Town Topics* that would be informative.

Town Manager Hoffmann felt a report every six months was better and would schedule it for a Commission meeting

Mayor Minnet noted goal five was to keep property values high by effective and timely enforcement of aesthetic codes and of criminal nuisances, feeling the Town addressed this goal significantly. For instance, a second code enforcement officer had been hired, and a Nuisance Abatement Ordinance was passed.

Vice Mayor Sasser suggested adding the task of examining Town codes on setbacks and the ability to install generators on residential lots. At present, installations were made difficult by the Town's current setback codes.

Commissioner Dodd supported the Vice Mayor, as in some instances generators were installed incorrectly, as Town code required them to be completely enclosed.

Mayor Minnet stated goal six was to provide timely and professional building review and inspections, commenting on the Town's building services contractor doing a good job.

Mayor Minnet indicated goal seven was to improve the overall physical appearance of the Town's business and seasonal residential areas, believing code enforcement was important in the achievement of this goal.

Town Manager Hoffmann concurred, stating one issue previously discussed was not enforcing some of the Town's sign code regulations during the construction period. The Commission directed staff to begin enforcing the sign codes after construction was completed on Commercial Boulevard, which staff would do unless otherwise instructed.

Mayor Minnet commented the Commission should discuss other assignments the Commission had expressed a desire to undertake.

Town Manager Hoffmann mentioned outside lighting restrictions was the last issue on the sheet distributed, as some types of lighting allowed by the code, such as fluorescent lights, might no longer be desired. She asked if this was a priority for 2014.

Vice Mayor Sasser replied it was a priority for him, as he felt fluorescent lighting should at least be shielded, so it shone into the store windows and not onto the street.

Mayor Minnet noted another item Vice Mayor Sasser included was asking for ideas for code changes that enabled the Town to deal with delays in construction projects more effectively in the future.

Town Manager Hoffmann indicated that issue was recently discussed by the Commission.

Mayor Minnet moved to strategic theme four; provide efficient and effective government services, stating one of the tasks highlighted was to do a periodic survey of other cities' residential garbage collection rates, determining whether they subsidized the rates with ad valorem taxes.

Town Manager Hoffmann said a survey was done in the summer of 2013, in conjunction with the assignment of the new garbage disposal contract, but an analysis of the extent to which cities subsidized their garbage rates or included other services in those rates had yet to be done. She was unsure if this was a priority for the Commission, as the Town's rates were very competitive with other cities.

Vice Mayor Sasser agreed the Town's rates were very competitive, however, he wished the Town to address service levels, as he was receiving an increasing number of complaints from both businesses and residents about the garbage disposal services. He was aware Assistant Town Manager Bentley was looking into the service levels within the garbage disposal contract to address the complaints, and this should be included as a task.

Town Manager Hoffmann said the Town's garbage contractor was sold to a new company again; each time they were sold, the Town had serious service issues.

Commissioner Dodd wished to see more effort go into promoting commercial recycling, increase residential recycling, and more education for citizens on what was recyclable.

Commissioner Brown recalled in 2013 when the Commission selected Sun Bergeron as the Town's recycling contractor, after the vote their representative promised to present a comprehensive plan for recycling in the Town, and he was still waiting for that plan. Sun Bergeron should attend a Town Commission meeting to discuss their programs for recycling at condominiums, etc., working with the Town to improve recycling in all areas.

Mayor Minnet said the next goal was for the Town to be a financially conservative and responsible government, which she believed the administration continued to do.

The next goal was to provide multiple avenues for citizen involvement and input, which the Mayor stated was an ongoing and successful effort, as was the next goal of operating the Town Government with a high degree of transparency.

Mayor Minnet remarked the next goal was communicating to residents the Town's effectiveness and efficiency compared to other cities, noting this was done both through the *Town Topics* and the Town's website.

She moved to the next strategic theme, which was to be environmentally responsible.

Commissioner Brown added, regarding the upcoming agenda item on the sea oats planting project, that the Town could become a pilot town in Florida by developing a town wide strategic plan for retaining existing and new sand on the Town's beaches. He wished it to be a priority for the next year for the Town to develop and implement the first phases of a town wide beach maintenance plan.

Mayor Minnet states the next goal to protect and enhance the Town's coral reefs, stating there had been discussions of a second coral reef project as a priority, maybe getting Nova Southeastern or FAU involved in that process. She felt this would stay as a priority.

She said the next goal was to educate the public about the Town's diving resources, thinking this was already being done, not only through the dive shops, but through such events as the annual Bugfest.

The Mayor said the next goal of providing public bathroom facilities near the beach was being addressed.

Mayor Minnet stated the next goal was to provide programs to encourage a reduction in the Town's carbon footprint, which she believed the Town was doing by encouraging people to walk, extending the Pelican Hopper schedule, and having the Sun Trolley.

The next goal was to improve the identity and use of El Prado Park.

Town Manager Hoffmann commented staff added the way-finding signs throughout the Town, a park sign would be made and installed, and the Farmer's Market is being held at El Prado Park, as will be the upcoming Lauderdale-By-The-Sea Fest.

Mayor Minnet remarked that completed the strategic assignments, mentioning parking strategies would be discussed shortly, as well as the turtle lighting code that code enforcement would look into in March. There was mention of the noise ordinance amendments.

Town Manager Hoffmann noted at the time the Commission discussed noise ordinance amendments in 2013, staff was told this was not a priority assignment, but it should be brought back for discussion in the next fiscal year. She sought direction from the Commission as to whether this was considered a priority, stating the issue was related to how the Town's decibel level restrictions for special events compared to those of other cities.

Commissioner Brown commented the Town just completed the downtown new plazas, and the objective was to use them for different kinds of entertainment. He wondered if the Town should look at the way current entertainment was being provided on the street corners with the street closings, as this could be one of the tweaks that would come out of the recent construction projects. The noise levels should be a part of that review along with how the entertainment is being provided downtown and where it is provided.

Vice Mayor Sasser wished the review to be more encompassing, as there needed to be rules for the use of the new plazas and allowable noise levels.

Mayor Minnet said she was aware staff was already holding discussions regarding the abovementioned issues, as well as locating where tables on sidewalks could be allowed.

How to address delays in future construction projects was being discussed, as well as rear setbacks for waterfront property brought up by Commissioner Dodd, which the Commission was supportive of. She asked if he wished this to be set as a priority maybe sending it the Planning & Zoning (P&Z) Board.

Commissioner Dodd wished the rear setbacks for waterfront property be set as a priority for P&Z staff, as the ultimate goal of setbacks was for the design of a building to be in accordance with the Town's current setbacks. The Town should consider increasing setbacks to lessen the amount staff gave away to accommodate MIMO architecture.

Town Manager Hoffmann clarified the ordinance the Commission adopted brought most of those variations to the Commission and the P&Z Board, not the staff.

Commissioner Vincent thought the number of commercial buildings on the canals in the Town was not significant; there were more residents on the beach and Intracoastal Waterway.

Commissioner Dodd believed these were separate issues, as there was a need to establish setbacks for the commercial waterfront properties, as they currently blocked the views of people in residential areas. The MIMO style as it relates to setbacks was a separate issue.

Mayor Minnet felt the next suggestion for a more restrictive code for boat storage was not a priority for the present; outside lighting restrictions were being discussed; and revisions to Chapter Ten, solid waste was in process.

She mentioned the recommended need to revise the code to allow kayaking and small craft launching from the beach.

Town Manager Hoffmann indicated Town staff received constant requests for the latter item, so Town staff would draft an ordinance for the Commission's review.

Mayor Minnet mentioned an art in public places program and Commissioner Dodd discussing the assessment of a fee on large projects to fund public art. She thought the Town had done a great job on public art, and it would be good to have large commercial businesses participate in that effort, but she was unsure if that was a priority for now.

**b. Proposed Scope of Services of RFP for Assistance in Developing a Parking Strategy (Town Manager Connie Hoffmann)**

Mayor Minnet said this had been a priority for the Town for some time, and even more so now that the east and west Commercial improvement projects were complete.

Town Manager Hoffmann briefly reviewed the item, as detailed in the backup. Town staff recommended that the Town not just hire a parking consultant but a team that included both economic redevelopment and parking experts. They were intricately linked if the Town hoped to have private/public partnerships for the development of additional parking. She noted in putting the RFP together, Town staff assumed the importance of looking at existing parking demands, not the parking demand if the Town built out to its ultimate development. If the Town were to spend a lot of money to create additional parking, that could foster development/redevelopment that could potentially change the character of the Town, which staff assumed no one wished to see happen.

Mayor Minnet agreed with staff. She feels we do need to be very careful not to build so much parking that we change the character of this Town. If we build more parking than we actually need to fulfil our current parking demand we will encourage further commercial development, more traffic, and more people from all over Broward County to come to our beaches to drink and use our services. Is that what we really want? That

is why we need the consultants' recommendations on how to meet our current parking demand. She feels that is very important

She opened the discussion for public comments.

Bill Ciani felt with the addition of the businesses and restaurants in the Town, a need for additional parking was already created, and building a parking garage was unlikely to significantly draw more businesses to the Town. In speaking with people outside the Town, they expressed a reluctance to visit the Town due to the lack of adequate parking. He believed sufficient parking was mandatory and a priority.

Birute Ann Clotney thought everyone realized parking was an issue that had to be resolved, but what she heard from residents and businesses was that it was time for the Commission to meet with the different parties involved including residents. Regarding marketing, she questioned if there was an understanding as to who the Town was being marketed to in order to decide how to proceed in the future.

Mayor Minnet received no further comments from the public.

Commissioner Brown indicated he was not committed to any action regarding parking other than doing a very comprehensive, professional parking study to learn what the facts were and options for addressing any issues. The Town invested significantly in improvements to the downtown area that mostly benefited the private sector, the businesses, and he had no wish to continue spending more public money on projects until he saw some sort of reciprocation from the private sector.

Mayor Minnet clarified the subject RFP was not about building a parking garage; rather it was about assessing the Town's current parking demands, analyzing the Town's parking demands, with the goal being to develop a parking strategy. Throughout the process, all parties would be involved: the administration, residents, and businesses.

Commissioner Vincent addressed the scope of services, item four in the backup, as there appeared to be a number of issues for which the Town already had answers and could proceed with. These included providing parking rate recommendations as to whether El Prado Park spaces should have higher rates during the day, since most daytime users were beachgoers and did not spend money at the Town's downtown businesses. This could be addressed by increasing the rates during the day and lowering them in the evening for people patronizing the businesses.

Commissioner Dodd wondered if staff had any idea on cost to hire the consultant(s).

Town Manager Hoffmann replied no cost had been ascertained.

Commissioner Dodd preferred to get an estimate for the study as soon as possible.

Town Manager Hoffmann said the RFP stated Town staff would provide a lot of data, rather than having the parking consultant do that research, and the consultant would not be asked to do traffic counts, as that could be very costly.

Commissioner Brown noted the amount in the parking fund was significant, and it was a proprietary fund and not taxpayers' dollars; it was money from the parking meter revenues, and that would be the source of funding for the study. Those dollars could not be used for anything other than for parking related issues, so he hoped to see a very comprehensive parking study.

Vice Mayor Sasser asked for clarification if the use of parking revenues were restricted to parking related matters only, agreeing they should be used to fund the parking study.

Town Manager Hoffmann answered no; they were not restricted only to parking issues.

Mayor Minnet observed everyone felt parking was an issue in the Town, and it was time to find out what should be done, so she was in favor of going out for an RFP to get all the questions answered. The implementation of solutions would involve input from residents, businesses and Town government. She inquired if the RFP asked for the pros and cons of a public valet operation.

Town Manager Hoffmann indicated it did not.

Mayor Minnet believed this should be considered, including where the valets should be located, taking into consideration the existing congestion of the downtown area. She asked about the A1A parking lot, how many parking spaces could be added if one deck could be constructed, possibly adding a second deck later.

Town Manager Hoffmann affirmed under number six, the consultants were being asked to evaluate how many parking spaces could be built if a parking garage was constructed to the Town's height restriction; the Mayor's request would be added as a secondary question. She said another issue that came up in some recent discussions was the new technologies for parking, such as robotic parking garages. Getting some input on them could be included in the RFP.

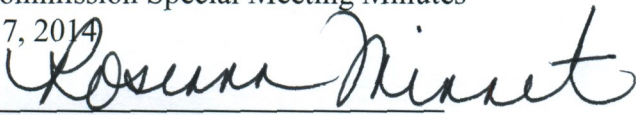
Town Attorney Trevarthen commented, from working on projects in other communities, she understood robotic garages they were more efficient, as there would be more control with a system that stopped the general public from driving around looking for parking. She was unaware of the cost for such systems.

### 3. ADJOURNMENT

With no further business before the Commission, Mayor Minnet adjourned the meeting at 6:57 p.m.

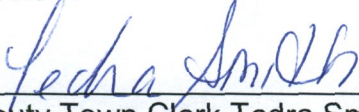
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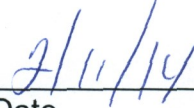


Mayor Roseann Minnet

ATTEST:



Deputy Town Clerk Tedra Smith



Date