

**Minutes of City Council Briefing
Monday, May 1, 2017 – 5:15 P.M.
Council Chamber Conference Room, 1st Floor
11 North 3rd Street, Jacksonville Beach, FL**

The Council Briefing began at 5:15 P.M.

The following City Council Members attended:

Mayor: William C. Latham

Council Members: Lee Buck Keith Doherty Christine Hoffman
Bruce Thomason Phil Vogelsang Jeanell Wilson

Also present were City Manager George Forbes, Deputy City Manager Trish Roberts, Police Chief Pat Dooley and City Department Directors

Purpose of Briefing

The purpose of the briefing is to update the Council Members on projects and discuss the Special Events Policy.

City Manager

Mr. Forbes stated the dredge broke down and was in the City of Jacksonville for a week for repairs. Mr. Forbes stated the plan remains the same, which is to stockpile sand and hire a trucking company to move the sand and improve the dunes south of 17th Avenue. For this to occur the Army Corp of Engineers must approve the price from the dredging company, and the City of Jacksonville must select a trucking company.

Mr. Forbes reported there is a shortage of Lifeguards for the summer. He explained three ideas for recruiting additional Lifeguards:

- Pay increase to make City's pay competitive
- Offering eight-week training program instead of twelve-week program (with the same amount of training hours)
- Lifeguards who complete total of 300 hours within the ten weeks of summer, would receive an additional \$500 incentive to ensure that City has enough Lifeguards to provide adequate coverage of the beach

Mr. Forbes explained there had been numerous complaints about trash on the beach. He stated the City has made the following changes to help keep the beaches clean:

- Added an additional person to assist with the afternoon pick-up
- Changed trash pick-up time to 6:00 P.M. to allow additional time for beachgoers to leave the beach before trash pick-up starts
- Added five-gallon trash cans to each Lifeguard chair with a printed message about keeping our beaches clean

- Adding an audio recording message that would be played from the Lifeguard vehicle, as it travels on the beach, asking the beachgoers to please keep the beaches clean
- Adding additional 55-gallon trash cans on the beach. They will also have a printed message about keeping our beaches clean

Mr. Doherty suggested enforcing littering fines to help with the trash problem. Ms. Hoffman suggested hiring a marketing firm to help create a positive campaign to address ideas of how to keep the beaches clean.

Mr. Forbes discussed the issue of possibly changing the water source used for watering the greens at the golf course from City water to well water to help with better maintaining the grass. Mr. Forbes mentioned the idea of developing a master plan for the golf course to make it more playable and attractive to more golfers. He offered a suggestion of possibly adding a walking path around the golf course to add visual interest to the space and make it more useful as a recreation facility for the community. In addition, he brought to the Council's attention that the fees for the golf course and all other parks and recreation fees need to be updated.

Mr. Forbes announced HGTV would be filming in Jacksonville Beach and Ponte Vedra Beach in the near future. The exact dates of airing of the program are unknown.

Mr. Forbes reported the Autistic Surf Camp had moved its location to Neptune Beach.

Special Events Policy

Mr. Forbes stated he is looking for direction from the City Council concerning the Special Events Policy. Conversation ensued regarding the handout presented by Deputy City Manager Trish Roberts. Topics discussed were:

- Clarification of the definitions for a Special Event and Festival. The Special Events definition has been re-written to focus on events serving alcohol and events that require additional City resources.
- The definition of an Organizer or Producer was revised to include:
 - Holder of the Alcoholic Beverage Temporary License/Permit would be considered to be a co-organizer/co-producer of the event and would be required to sign the Special Event Permit
 - Sitting members of the City Council, City boards and agencies, City staff and any of their immediate family members, shall have no financial interest, direct or indirect in entities that organize or produce festivals

Ms. Hoffman and Mr. Vogelsang expressed their concerns regarding the definition of a concert and how it may preclude different opportunities for events to be held at Latham Plaza. Ms. Hoffman stated she feels the City should be encouraging the opportunity to hold concerts at Latham Plaza especially because the Plaza was built to hold concerts.

Ms. Roberts clarified the reason for concern for holding a multi-day festival and a concert serving alcohol in the same month as being a strain on the staff of the Police and Public Works Department. Multiple

events in a month often require City staff to work extra duty assignments and long hours. Chief Dooley stated that holding multiple events often require up to several weeks of planning and preparation of staff.

The Police Department is also responsible for providing coverage for smaller events held within the City, the increasing number of visitors, as well as assisting with the beach renourishment program. Chief Dooley also mentioned the extensive preparation for coverage at the beach on holiday weekends and special events.

Ms. Hoffman expressed that there are opportunities to use the Seawalk Pavilion and serve alcohol at the same time and it would not be of high impact on the City. She further expressed her concern of the City losing sight of those type of opportunities to use the wonderful facility that the City has to offer.

Mr. Forbes reviewed the following policies regarding facility availability and the scheduling of special events as follows:

- Maximum length of any festival is shown below; these events may be held on Friday from 5:00 P.M. until 10:00 P.M.; on Saturday from 12:00 (noon) until 10:00 P.M. or from Sunday from 12:00 (noon) until 8:00 P.M.
 - October through February: two consecutive days
 - March through September: one day
 - Exceptions: Springing the Blues, which is two days and Air Show, which is three days
- In years that the City of Jacksonville Beach hosts the Air Show, no festival may be held in the same month.

Mr. Vogelsang suggested a change in wording as follows: instead of “in the same month” be changed to “within two weeks.”

Mr. Forbes clarified the policy updates regarding non-issuance or revocation of a special events permit and cancellation of an event:

- The City of Jacksonville Beach would not be responsible for any economic loss or damage resulting from non-issuance or cancellation of a special even permit

Mr. Forbes reviewed the updated information regarding additional application requirements as follows:

- An organizer/producer would be required to submit the organization’s corporate documents, listing of officers and board members; and the most recent IRS Form 990, where applicable

Ms. Hoffman suggested more clarification regarding what corporate documents are suitable. Mr. Vogelsang suggested Articles of Incorporation be submitted.

Low Volume Outdoor Amplified and Acoustic Sound Policy

Mr. Forbes stated he is looking for direction from the City Council. Conversation ensued regarding the handout presented by Deputy City Manager Trish Roberts. Topics discussed were:

- The duration of the pilot project has been changed to one year

- Clarification on the definition of acoustic sound

Chief Dooley reviewed the following policies regarding Outdoor Amplified Sound as follows:

- Outdoor amplified and acoustic sound shall be limited to sound producing devices such as low volume amplified sound, low volume acoustic, low volume orchestral instrument, or low volume stringed instruments
- Drums and drum machines would be prohibited
- Woofers and sub-woofers would be prohibited

Ms. Hoffman asked what would happen if one of the 16 grandfathered permit holders for outdoor sound were to sell the business, would the new owners be able to continue as permit holders? Ms. Hoffman suggested the new businesses with outdoor venues who are facing the water and are not in residential areas should be allowed to apply for an outdoor sound permit.

The briefing adjourned at 6:55 P.M.

Submitted by: Jodilynn Byrd
Administrative Assistant, City Clerk's Office

Approved:



William C. Latham, Mayor

Date:

5/15/17