



**CITY OF JACKSONVILLE BEACH
FLORIDA**

MEMORANDUM TO:

**The Honorable Mayor and
Members of the City Council
City of Jacksonville Beach, Florida**

Council Members:

The following Agenda of Business has been prepared for consideration and action at the Regular Meeting of the City Council on **Monday, March 3, 2014, at 7:00 P.M. in the Council Chambers, 11 North Third Street, Jacksonville Beach, Florida.**

**Opening Ceremonies: Invocation
Salute to the Flag**

Roll Call

1. **APPROVAL OF MINUTES:**

- City Council Workshop held February 17, 2014
- Regular City Council Meeting held February 17, 2014

2. **ANNOUNCEMENTS:**

3. **COURTESY OF THE FLOOR TO VISITORS:**

4. **MAYOR AND CITY COUNCIL:**

5. **CITY CLERK:**

- (a) Appointment of Two Trustees to the Police Officers' Pension Board, as the Terms of Marvin DuPree and Alan Grant Will Expire on March 31, 2014
- (b) Appointment of Two Trustees to the Firefighters' Pension Board, as the Terms of Bruce Anderson and Dennis Povloski Will Expire on March 31, 2014
- (c) Appointment of a Regular Member and an Alternate Member to the Board of Adjustment

6. **CITY MANAGER:**

- (a) Approval of Projects for the FY 2014-2015 Community Development Block Grant Application to the City of Jacksonville

Memorandum, Mayor and City Council
City Council Agenda for March 3, 2014

- (b) Authorize the City Manager to Retain the Services of Responsible Hospitality, Inc. to Assist in Developing a Plan for a Hospitable Downtown Jacksonville Beach
- (c) Authorize Final Design Services for the South Beach Parkway Roadway Improvements Project (Between Jacksonville Drive and J. Turner Butler Boulevard) with *Waitz & Moyer Engineering*

7. **RESOLUTIONS:**

8. **ORDINANCES:**

(a) **ORDINANCE NO. 2014-8050 – First Reading (PUBLIC HEARING)**

AN ORDINANCE ESTABLISHING A *REDEVELOPMENT DISTRICT: RD ZONING DISTRICT* WITHIN THE CITY OF JACKSONVILLE BEACH, FLORIDA, AS PROVIDED UNDER THE JACKSONVILLE BEACH LAND DEVELOPMENT CODE, CHAPTER 34 OF THE CODE OF ORDINANCES OF SAID CITY. (This is for Pablo Towers, 115 South 3rd Street, and involves the demolition of the one story building adjacent to the residential tower, and replacing it with a three story building.)

ADJOURNMENT

Respectfully submitted,

/s/George D. Forbes
CITY MANAGER

GDF:njp
02/27/14

If a person decides to appeal any decision made by the City Council with respect to any matter considered at any meeting, such person may need a record of the proceedings and, for such purpose, such person may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based.

The public is encouraged to speak on issues on this Agenda that concern them. Anyone who wishes to speak should submit the request to the City Clerk prior to the beginning of the meeting. These forms are available at the entrance of the City Council Chambers for your convenience.

In accordance with the Americans with Disabilities Act and Section 286.26, Florida Statutes, persons with disabilities needing special accommodation to participate in this meeting should contact the City Clerk's Office at (904) 247-6299, ext. 10, no later than 12:00 PM, Friday, February 28, 2014.

Minutes of City Council Workshop
Review of Audit Report for Fiscal Year Ending September 30, 2013
Monday, February 17, 2014 – 6:00 PM
City Council Chambers

Mayor Latham called the workshop to order at 6:00 PM.

The following City Council members were in attendance:

Chris Hoffman
Phil Vogelsang
Keith Doherty
Steve Hartkemeyer
Jeanell Wilson
Tom Taylor

Also present were City Manager George Forbes, Finance Director Harry Royal, auditors Joe Welch and Ryan Tucker of Purvis Gray & Company, and Nancy Pyatte, City Clerk's Office.

Purpose of Workshop

The purpose of the workshop was to review the Comprehensive Annual Financial Report for the fiscal year ending September 30, 2013. (copy on file)

Mr. Welch, of Purvis Gray & Company, presented a detailed review of the Audit Report. In summary, he stated that the City received an unqualified opinion on their financial statements and the audit showed no findings of noncompliance.

Mr. Forbes gave an overview of the City's accomplishments, noting the long-term debt has been cut in half over the past decade and the City anticipates being debt free by the year 2021. Mr. Forbes stated that the City is doing well, but still faces challenges due to economic factors such as increasing pension and health care costs.

The workshop adjourned at 6:45 PM.

Submitted by: Nancy J. Pyatte
City Clerk's Office

Approved:

William C. Latham, Mayor

Date: March 3, 2014

**Minutes of Regular City Council Meeting
held Monday, February 17, 2014, at 7:00 P.M.
in the Council Chambers, 11 North 3rd Street,
Jacksonville Beach, Florida.**



CALL TO ORDER:

Mayor Charlie Latham called the meeting to order.

OPENING CEREMONIES:

Invocation was by Council Member Taylor; followed by the Salute to the Flag.

ROLL CALL:

Mayor: William C. Latham

Council Members: Keith Doherty Steve Hartkemeyer Christine Hoffman
 Tom Taylor Phil Vogelsang Jeanell Wilson

Also present were City Manager George Forbes, City Clerk Judy Bullock, and City Department Directors.

APPROVAL OF MINUTES

It was moved by Mr. Taylor, seconded by Mr. Hartkemeyer, and passed, to approve the following minutes, as presented:

- Regular City Council Meeting held February 3, 2014

ANNOUNCEMENTS

Mayor Latham –

- Mayor Latham announced that he, his wife Kathryn, and their dog Cookie participated in the Chariots of Fur Event on February 8, 2014. He congratulated Sandy Golding and St. Francis Animal Hospital for a very successful event.
- He was honored to be invited by Jacksonville Mayor Brown to participate in the 100 Resilient Cities Centennial Challenge on February 3, 2014. Mayor Latham added that he is looking forward to continuing the effort to work with Mayor Brown and 25 or so other leaders to strengthen our county's ability to prepare for and weather both Acute Shocks (such as hurricanes) and Chronic Stresses (such as homelessness, unemployment, poverty and crime).
- Mayor Latham advised that he had joined Mayor Pruette and Mayor Woods in throwing out the first pitch for Fletcher High School Baseball on February 3, 2014. He stated that it is hard

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to believe that, 37 years ago, he was a catcher for Fletcher High School and Guy Craig was throwing the first pitch.

- He expressed his appreciation to the Beaches Chamber for sponsoring the “State of the Beaches” Luncheon.
- On February 14, 2014, the City Manager and Finance Officer joined Mayor Latham for a meeting with Senator Aaron Bean to discuss legislative initiatives for the year. Mayor Latham added his gratitude to Senator Bean for working with the City on its goals, particularly pension reform.
- Mayor Latham advised that he and his wife, Kathryn, were honored to celebrate with the VFW Post #3270 for their 75th Anniversary.
- On February 15, 2014, Mayor Latham and his wife, Kathryn attended the Douglas Anderson School of the Arts Extravaganza. The Mayor congratulated Principal Corneilus and the students for an amazing event.
- Mayor Latham also advised, after the Town Hall Meeting held with Fletcher Middle School Students, and discussions with Tony Hall, Jax Beach Surf Shop, Mr. Forbes has been requested to explore the possibility of establishing a skateboard park in Jacksonville Beach. He added that the City Manager would give a presentation to the Council in the near future.
- Mayor Latham announced that the City is sponsoring a Hazardous Waste and E-Waste Mobile Collection Event from 9:00 a.m. to 3:00 p.m. on February 22, 2014. The waste collection will take place at the Operations & Maintenance Facility located at 1460 Shetter Avenue, Jacksonville Beach.
- Mayor Latham reminded everyone that the 26.2 with Donna Marathon will begin at 7:00 a.m. on Sunday, February 23, 2014.

COURTESY OF THE FLOOR TO VISITORS

MAYOR AND CITY COUNCIL

CITY CLERK

CITY MANAGER

- (a) **Acceptance of the Independent Auditor’s Report on the General Purpose Financial Statement of the City of Jacksonville Beach for the Fiscal Year Ending September 30, 2013.**

Motion: It was moved by Mr. Taylor, seconded by Mr. Hartkemeyer, to accept the Comprehensive Annual Financial Report for the Fiscal Year ending September 30, 2013.

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Roll call vote: Ayes - Doherty, Hartkemeyer, Hoffman, Taylor, Vogelsang, Wilson, and Mayor Latham; motion carried unanimously.

(b) Monthly Financial Report – Month of January 2014

Motion: It was moved by Mr. Taylor, seconded by Mr. Hartkemeyer, to accept the Monthly Financial Report for the Month of January 2014.

Roll call vote: Ayes - Hartkemeyer, Hoffman, Taylor, Vogelsang, Wilson, Doherty, and Mayor Latham; motion carried unanimously.

(c) Presentation by Jacksonville Transportation Authority for the Proposed Implementation of a Bus Rapid Transit System Connecting the Downtown Area with Jacksonville Beach.

Speaker:

- Ken Marsh, 2027 Gail Avenue, Jacksonville Beach
Mr. Marsh stated that it appears one of the stops on the Bus Rapid Transit Systems plan will be at the intersection of Beach Boulevard and 3rd Street and cautioned the Council to keep in mind how they wish the “gateway” to Jacksonville Beach to look.

Brad Thobum of Jacksonville Transportation Authority (*JTA*), Vice President, Long Range Planning, and System Development hosted a presentation on the East Corridor Environmental Assessment study for a proposed Bus Rapid Transit (BRT) system that would connect Jacksonville Beach with downtown Jacksonville. Mr. Thobum advised that the purpose of the presentation was to share information and to seek comments on the proposed BRT System.

Councilmembers viewed a video presentation on the proposed Bus Rapid Transit system. The proposed project would encompass the following:

- 10-minute peak and 15-minute off-peak stops
- Transit stations or stops would be ½ to 3 miles apart
- Transit Signal Priority that would enable traffic signals to extend green time for buses which would reduce congestion and delays
- Possible Jump or Bypass lanes might be used to allow buses to move to the front of line at traffic signals
- In some cases a bus-only right lane signal to allow buses to proceed first through the intersection before the other traffic will be used

The proposed changes would improve customer satisfaction, by having shorter wait times, improved travel time, enhanced schedule reliability, and easier transfers. The “Blue Line” would connect Jacksonville Beach to downtown Jacksonville via Beach Boulevard. Several

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bus stations are proposed along the route. Mr. Thobum added that they would also be looking for park and ride areas.

Discussion

Mr. Doherty voiced his concerns regarding the omission of the South Beach area from the project.

Mr. Forbes asked how many years before the program would be operational.

Mr. Thobum responded that the funding would be available in 2017.

Ms. Hoffman asked if JTA had considered using Atlantic Boulevard.

Mr. Thobum replied that Atlantic Boulevard had been considered in earlier stages of the proposed transit system. However, Beach Boulevard appears to be the best route for the rapid transit system.

Mayor Latham advised that the City would be working closely with Jacksonville Transportation Authority (*JTA*) to ensure that the best routes for Jacksonville Beach would be used.

(d) Approve the Award of RFP #03-1314 Titled Parking Management Operations Services to the Highest Ranked Respondent, Lanier Parking Solutions.

Motion: It was moved by Mr. Taylor, seconded by Mr. Hartkemeyer, to award RFP 03-1314 Parking Management Operations Services to the highest ranked respondent, Lanier Parking Solutions, with the City Manager having authority to extend the contract for up to three (3) one-year periods.

Speakers:

- Jon McGowan, 5 North 17th Avenue, spoke in favor of the proposed paid parking program and made a few suggestions, such as, designating a number of two-hour parking spaces with a lower parking fee in the parking lots for persons patronizing local restaurants and implement the proposed two-hour on-street parking immediately.
- Sandy Golding, 1203 North 18th Avenue, Jacksonville Beach
Ms. Golding spoke in favor of the proposed paid parking program and stated that she is pleased that the cost for law enforcement in the downtown area will be supplemented by the parking fees.
- Tony Hall, 221 North 1st Street (owner - Jax Beach Surf Shop), Jacksonville Beach
Mr. Hall spoke in favor of the paid parking program and suggested that the City end paid parking after Labor Day, since the downtown area is seasonal.

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- Bill Stevens, 733 North 2nd Avenue, Jacksonville Beach
Mr. Stevens spoke in favor of the paid parking program. He requested that paid parking start later in the evening on Fridays and that a parking area be designated for the employees of the downtown businesses. He also thanked the City for visiting the downtown businesses to allow their input in the parking program.
- Vince McGuire, 155 Pine Street, Atlantic Beach, Florida (co-owner of Campeche Bay Restaurant)
Mr. McGuire suggested that the \$5 parking fee be lowered, begin paid parking at 9:00 p.m. on Friday nights, allow area business owners to post signage in the parking lots and have the parking lot attendants provide brochures on area businesses to the parking customers.
- Ken Marsh, 2027 Gail Avenue, Jacksonville Beach
Mr. Marsh voiced his concerns that the paid parking program would have a negative impact on residential areas, because drivers would look for free parking. He also commented on the type of barricades the Lanier Parking Solutions would utilize.
- Evan Rajta, 729 South 6th Avenue, Jacksonville Beach
Mr. Rajta spoke in favor of the proposed parking program and advised that the paid parking should start later on Friday nights, have lower parking fees and he added that the paid parking should stop on Labor Day. Mr. Rajta also thanked the City Manager and Police Chief for visiting the area businesses in regards to the paid parking program.

Written correspondence regarding the Paid Parking Security Program

- Beth Kilgore, 612 North 11th Avenue, Jacksonville Beach – In favor
- Brenda Shields, 315 North 18th Street, Jacksonville Beach – In opposition
- Sandy Golding, 1203 North 18th Avenue, Jacksonville Beach – In favor
- Georgette Dumont, 507 South 16th Avenue, Jacksonville Beach – In favor

Mayor Latham advised that the City Manager and Chief of Police are working on additional police presence in the downtown area and the possible use of redevelopment monies to help fund the salaries of the CAPE Officers. He also extended his appreciation to the City Manager and Police Chief for visiting the downtown businesses and discussing the parking program.

Mr. Forbes provided a brief review of the history of the concept of a paid parking program for Jacksonville Beach. When the subject was last visited (2013), the Council was considering a metered parking program that would have cost the City approximately 1.1 million dollars over a two-year period for the meters.

Mr. Forbes stated that Council had given him authorization for the paid parking and security program; however, he would not have implemented the program this year without Council approval.

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Mr. Forbes emphasized that the *Paid Parking Security Program's* main purpose has always been security. He reminded Council that last year the City utilized COP (Citizens on Patrol) to provide security in the parking lots. Mr. Forbes stated that the Downtown CAPE Program needs to be enhanced and the plan is to bring the issue to the Council at the April 21, 2014, Council meeting. He added that there are several approval processes for the additional CAPE officers before the Council considers the issue.

Mr. Forbes explained that if the Council wishes to continue the paid parking program that it needs to be done in a professional manner by a parking management company. He added that there were numerous complaints last year that included unsightly barricades, the inability to accept credit cards as payment, and the overall disorderliness of the program.

The City sent out RFP's and Lanier Parking Solutions was chosen to manage the paid parking and security. The company will provide several services, such as, attendants, cleaning of the lots prior to and after each shift, provide necessary cones and barricades; assume responsibility for all signage, uniforms, and advertising for the three parking lots. The company also offers guests the ability to pre-purchase parking via internet, or to pay with cash or credit cards at each location. Mr. Forbes added that he hopes to bring another piece of the overall downtown plan, the *Hospitality Vision Plan*, to the Council in the next few months.

Mr. Forbes explained that the Council has a parking package that includes free parking for residents (*the City would have to pay the parking fee to Lanier for residents to park for free*). The program will require that the City's net revenue cover the expenses associated with residents parking, security, and other resulting costs.

Mr. Forbes advised that Council is being asked to hire Lanier Parking Solutions to be the City's Parking Manager. He added that Chief Dooley had checked with other cities who utilize Lanier Parking Solutions, and he received very good comments. Mr. Forbes advised that there were representatives of Lanier Parking Solutions in the audience, and stated, if Lanier is chosen, that he is placing a great deal of trust that their company will carry out their responsibilities.

By working with the Chamber of Commerce and Visit Florida, a brochure advertising local businesses could be handed out to the parking guests. Mr. Forbes stated that administration will work with downtown merchants on two-hour parking locations. Mr. Forbes added that Council has given him authorization to be flexible on paid parking times and he has some concerns regarding the time on Friday nights. According to the Police Department, when vehicles park in the downtown parking lots, they are there for the rest of the evening, which would prohibit any paid parking. Mr. Forbes advised that they can review the best time to begin paid parking and allow him the flexibility to make a decision on the time. He added that he is looking for consistency in the paid parking program.

Mr. Forbes also thanked Councilmember Jeanell Wilson who suggested that City administration visit and talk with the downtown merchants before moving forward with paid

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parking. He added that talking with the downtown businesses owners was a positive experience and that the City plans to continue to consult the merchants regarding improvements to the downtown area.

Police Chief Pat Dooley advised by professionalizing the paid parking, there would be an 8% cost increase over last year, and that it would be a small price to pay for the services the City will receive. He added that Lanier would bring barricades out and they would be put away each night. Chief Dooley added that one of the major problems previously encountered was lack of an audit process; however, the Finance Department has assured him that Lanier has a very transparent and professional audit process.

Kerry Loomis, General Manager of Lanier Parking Solutions, advised that she oversees all of their municipal operations. She stated that they serve over 34 municipalities across the country and that the process they will be bringing has all of the kinks worked out and they are ready to begin.

Discussion

Mr. Vogelsang stated that he likes the proposal and wants to ensure that residents will park for free and the City would not be required to pay that fee.

Mr. Forbes responded that the residents will park without charge, but the City will be required to pay that parking cost. He explained that the parking company would be required to do the same amount of work whether they collect a fee or not, which means the City will be paying the resident's normal parking fee.

Mr. Vogelsang suggested that the contract allow residents to park for free, with no cost to the City. He stated that a resident need only show their driver's license with the 32250 zip code and parking passes be reserved for employees of area businesses to be able to park for free. Mr. Vogelsang also suggested that the City consider designating a parking lot for employees of the area businesses to park without charge.

Mr. Forbes advised that they can certainly ask for that, but it would probably result in a higher percentage (current percentage in the contract is 52%).

Mr. Forbes added that recent legislation was adopted and the paid parking plan will not have a negative impact on beach renourishment.

Mr. Taylor stated that he is in favor of the parking program under consideration. He added that everything he has heard about Lanier has been very positive. Mr. Taylor asked if the City is locked into having the paid parking program end on November 2 or if it is negotiable.

Chief Dooley and Mr. Forbes explained that the RFP responses were based on the parking program taking place from March 9th to November 2nd.

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Mr. Forbes added, at the end of each year, the City can review and make necessary changes.

Ms. Wilson commended Mr. Forbes and Chief Dooley on an excellent job with the paid parking program. She added, in the past couple of years, paid parking became focused on income not security, and this program refocuses on what is important. Ms. Wilson also stated that she was not in favor of continuing the program until November 2. She stated that after Labor Day, the program should be at the discretion of the City Manager. Ms. Wilson advised that acceptance of credit cards and free parking for residents are positive changes. Ms. Wilson voiced concerns about providing residents with parking passes, as they can just pass them around. Looking for the 32250 zip code would not be accurate, as addresses west of the Intracoastal Waterway also have the 32250 zip code.

Ms. Hoffman expressed her appreciation to Mr. Forbes and Chief Dooley for personally visiting the downtown area merchants. She also stated her approval for the ability to pay by credit card, and have the barricades and cleanliness of the parking lot addressed. Ms. Hoffman advised that paid parking should not begin until 9:00 p.m. on Friday nights and that the program should not be in effect until November 2nd. She also voiced her concerns regarding business employees paying to park. Ms. Hoffman stated that a parking pass would be easier and less time consuming for employee and resident parking. She also asked about Special Event Parking and advised that there would be an opportunity to make money to help fund security.

Mr. Hartkemeyer advised that the hours and dates should remain this year and make any needed changes next year. He advised that he is opposed to handing out brochures, as they end up all over the ground; however, he would be in favor of signage on the fence advertising the local businesses. Mr. Hartkemeyer also suggested utilizing the parking lot on Second Street, behind the "Beachside" business for employee parking.

Mr. Doherty stated that he wants the area to be family-oriented. He advised that the paid parking should start at 9:00 or 9:30 p.m. on Friday nights. He added that additional police presence is necessary. Mr. Doherty suggested that the paid parking should end on October 1st, instead of November 2nd. He commented that the City needs a fourth parking lot (2nd Street, between 3rd and 4th Avenues North) and added that the parking company may not charge the City for the residents' free parking. Mr. Doherty suggested that on-street parking should have signage stating that the parking is for two hours and stated that the CAPE program should be increased.

Additional discussion took place regarding the City Manager having the authority to manage the paid parking hours and days, then evaluate after the end of the first year and make any changes needed.

Mayor Latham advised that Council should give the City Manager the authority to manage the hours of the parking program, more specifically the City Manager has the authority to manage start/stop times and dates, as needed.

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Mr. Forbes advised, if the Council approves the award of the RFP tonight, that he will implement the Paid Parking Security Program; work with downtown merchants on the on-street two-hour parking; experiment with the start and stop times on Friday nights; and determine, after this year, if the program should be stopped before November 2nd. Mr. Forbes stated that we will consider the lot on 2nd Street, between 3rd and 4th Avenues for a future parking lot. Additionally, residents will have free parking, and they will consider having a specified parking lot for employees in the future.

Amended Motion: An amended motion was made by Ms. Wilson, seconded by Mr. Taylor, that the City Manager has the authority to manage the hours of operation, and the authority to end the paid parking program after Labor Day or October 1st, should conditions support ending the program early.

Discussion

Mr. Doherty requested that Mr. Forbes re-evaluate the hours and days for paid parking after four to six weeks instead of waiting for the end of the year.

Ms. Hoffman stated that she would vote against the motion, because the focus should be on the initial motion to award the RFP.

Mr. Vogelsang advised that he would be voting against the original motion, because he does not agree that the City should pay for the residents to park for free. He added that a new RFP should be submitted allowing residents to park without any charge to them or the City.

Mayor Latham advised that he has asked the City Manager to provide a guideline so the Council can build a new plan for the downtown over the next eight years. He added, in his opinion, that this parking program is a part of that vision and asked Council to allow the City Manager the flexibility to run this program on a daily basis.

Roll call vote on amended motion: Ayes - Hartkemeyer, Taylor, Wilson, and Mayor Latham;

Nays - Doherty, Hoffman, and Vogelsang.

The motion to amend carried by a vote of 4 to 3.

Roll call vote on original motion: Ayes - Doherty, Hartkemeyer, Hoffman, Taylor, and Mayor Latham.

Nays - Vogelsang and Wilson

The motion carried by a vote of 5 to 2.

- (e) **Award Unit Price Bid Number 1314-02, “Water and Wastewater Treatment Chemicals” to the Lowest, Responsive and Responsible Bidder by Bid Item.**

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Motion: It was moved by Mr. Taylor, seconded by Mr. Hartkemeyer, to award **Bid Item Number 1** and **Bid Item Number 2**, of Unit Price Bid Number 1314-02, titled “Water and Wastewater Treatment Chemicals”, to the lowest responsive and responsible bidder, *Allied Universal Corporation*, as explained in the memorandum from the Public Works Director, dated February 5, 2014.

Roll call vote: Ayes - Vogelsang, Wilson, Doherty, Hartkemeyer, Hoffman, Taylor, and Mayor Latham; motion carried unanimously.

(f) Award Bid No. 1314-01, Titled “Lift Stations # 7 & # 9 Renovation Projects” to the Lowest Bidder for Each Lift Station

Mr. Forbes explained that the Lift Stations pump wastewater uphill until gravity takes over. He added that the lift stations need to be rebuilt so they continue to operate properly.

Speaker

- John Galarneau, 2002 Grove Street, Jacksonville Beach
Mr. Galarneau voiced his concerns about the work on the Lift Station located on 18th Avenue North, and how the work might affect the safety for the school crossing.

Motion: It was moved by Mr. Taylor, seconded by Mr. Hartkemeyer, to award Bid Number 1314-01, titled, “Lift Stations Number 7 and Number 9 Renovation Projects”, as follows:

1. Award **Part A** for Lift Station Number 7 to the lowest bidder, *United Brothers Development Corporation*.

Roll call vote: Ayes - Wilson, Doherty, Hartkemeyer, Hoffman, Taylor, Vogelsang, and Mayor Latham; motion carried unanimously.

2. Award **Part B** for Lift Station Number 9 to the lowest bidder, *Grimes Utilities, Incorporated*.

Roll call vote: Ayes - Doherty, Hartkemeyer, Hoffman, Taylor, Vogelsang, Wilson, and Mayor Latham; motion carried unanimously.

3. Authorize **Construction Administration Services** with the projects’ design firm, *Waitz & Moyer, Incorporated*.

Roll call vote: Ayes - Hartkemeyer, Hoffman, Taylor, Vogelsang, Wilson, Doherty, and Mayor Latham; motion carried unanimously.

RESOLUTIONS

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ORDINANCES

(a) ORDINANCE NO. 2014-8047 – Second Reading

Mayor Latham requested that the City Clerk read Ordinance No. 2014-8047, by title only; whereupon Ms. Bullock read the following:

“AN ORDINANCE AMENDING CHAPTER 2, ARTICLE V, DIVISION 5, ‘GENERAL EMPLOYEES’ RETIREMENT SYSTEM’ OF THE CODE OF ORDINANCES OF THE CITY OF JACKSONVILLE BEACH; TO PROVIDE FOR COMPLIANCE WITH THE INTERNAL REVENUE CODE; PROVIDING A SAVINGS CLAUSE; PROVIDING FOR THE REPEAL OF ALL ORDINANCES IN CONFLICT HERewith; PROVIDING FOR CODIFICATION AND PROVIDING AN EFFECTIVE DATE.”

Motion: It was moved by Mr. Taylor, seconded by Mr. Hartkemeyer, to adopt Ordinance No. 2014-8047, amending Chapter 2, Article V, Division 5, ‘General Employees’ Retirement System’, of the Code of Ordinances of the City of Jacksonville Beach to comply with IRS requirements and the favorable Determination Letter.

Mr. Forbes advised that there are three ordinances (2014-8047, 2014-8048, 2014-8049) that pertain to IRS regulations in the City’s three pension plans. He added that the Pension Plans’ Attorney Ken Harrison, attended the February 3, 2014, Council meeting, and explained that the IRS language is now required to be in the pension plans, to ensure that the plans are in compliance.

Mr. Forbes stated that adoption of the IRS language is necessary for the pension plans to comply with the IRS regulations and maintain their Favorable Determination Letter.

Roll call vote: Ayes - Hoffman, Taylor, Vogelsang, Wilson, Doherty, Hartkemeyer, and Mayor Latham; motion carried unanimously.

(b) ORDINANCE NO. 2014-8048 – Second Reading

Mayor Latham requested that the City Clerk read Ordinance No. 2014-8048, by title only; whereupon Ms. Bullock read the following:

“AN ORDINANCE AMENDING CHAPTER 2, ARTICLE V, DIVISION 6, ‘POLICE OFFICERS’ RETIREMENT SYSTEM’ OF THE CODE OF ORDINANCES OF THE CITY OF JACKSONVILLE BEACH; TO PROVIDE FOR COMPLIANCE WITH THE INTERNAL REVENUE CODE; PROVIDING A SAVINGS CLAUSE; PROVIDING FOR THE REPEAL OF ALL ORDINANCES IN

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**CONFLICT HEREWITH; PROVIDING FOR CODIFICATION AND
PROVIDING AN EFFECTIVE DATE.”**

Motion: It was moved by Mr. Taylor, seconded by Mr. Hartkemeyer, to adopt Ordinance No. 2014-8048, amending Chapter 2, Article V, Division 6, ‘Police Officers’ Retirement System’, of the Code of Ordinances of the City of Jacksonville Beach to comply with IRS requirements and the favorable Determination Letter.

Roll call vote: Ayes - Taylor, Vogelsang, Wilson, Doherty, Hartkemeyer, Hoffman, and Mayor Latham; motion carried unanimously.

(c) ORDINANCE NO. 2014-8049 – Second Reading

Mayor Latham requested that the City Clerk read Ordinance No. 2014-8049, by title only; whereupon Ms. Bullock read the following:

“AN ORDINANCE AMENDING CHAPTER 2, ARTICLE V, DIVISION 7, ‘FIREFIGHTERS’ RETIRMENT SYSTEM’ OF THE CODE OF ORDINANCES OF THE CITY OF JACKSONVILLE BEACH; TO PROVIDE FOR COMPLIANCE WITH THE INTERNAL REVENUE CODE; PROVIDING A SAVINGS CLAUSE; PROVIDING FOR THE REPEAL OF ALL ORDINANCES IN CONFLICT HEREWITH; PROVIDING FOR CODIFICATION AND PROVIDING AN EFFECTIVE DATE.”

Motion: It was moved by Mr. Taylor, seconded by Mr. Hartkemeyer, to adopt Ordinance No. 2014-8049, amending Chapter 2, Article V, Division7, ‘Firefighters’ Retirement System’, of the Code of Ordinances of the City of Jacksonville Beach to comply with IRS requirements and the favorable Determination Letter.

Roll call vote: Ayes - Vogelsang, Wilson, Doherty, Hartkemeyer, Hoffman, Taylor, and Mayor Latham; motion carried unanimously.

(d) ORDINANCE NO. 2014-8044 – Second Reading

Mayor Latham requested that the City Clerk read Ordinance No. 2014-8044, by title only; whereupon Ms. Bullock read the following:

“AN ORDINANCE OF THE CITY OF JACKSONVILLE BEACH, FLORIDA, AMENDING CHAPTER 2, ARTICLE V OF THE CODE OF ORDINANCES OF THE CITY OF JACKSONVILLE BEACH, “EMPLOYEE BENEFITS,” DIVISION 5, RETIREMENT PLAN FOR GENERAL EMPLOYEES OF THE CITY OF JACKSONVILLE BEACH, TO PROVIDE FOR PERMITTING DEPARTMENT HEADS THE OPTION TO RESCIND THEIR ELECTION TO PARTICIPATE

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IN THE PLAN ONE TIME BEFORE VESTING; TERMS GOVERNING THE BUY-IN AND BUY-OUT OF SERVICE CREDIT RELATED TO SUCH ELECTIONS; AND TO PROVIDE FOR SEVERABILITY AND AN EFFECTIVE DATE.”

Motion: It was moved by Mr. Taylor, seconded by Mr. Hartkemeyer, to adopt Ordinance No. 2014-8044, amending Chapter 2, Article V, Division 5, ‘General Employees’ Retirement System’, of the Code of Ordinances of the City of Jacksonville Beach.

Mr. Forbes explained that there are three Ordinances, 2014-8044 - *General Employees*’, 2014-8045 - *Firefighters*’, and 2014-8046 - *Police Officers*’ that provide an option to allow Department Directors, the Fire Chief, and the Police Chief, a one-time option to rescind their election to participate in the pension system before they vest (vesting for new employees is 10 years).

Roll call vote: Ayes - Wilson, Doherty, Hartkemeyer, Hoffman, Taylor, Vogelsang, and Mayor Latham; motion carried unanimously.

(e) ORDINANCE NO. 2014-8045 – Second Reading

Mayor Latham requested that the City Clerk read Ordinance No. 2014-8045, by title only; whereupon Ms. Bullock read the following:

“AN ORDINANCE OF THE CITY OF JACKSONVILLE BEACH, FLORIDA, AMENDING CHAPTER 2, ARTICLE V OF THE CODE OF ORDINANCES OF THE CITY OF JACKSONVILLE BEACH, “EMPLOYEE BENEFITS,” DIVISION 6, RETIREMENT PLAN FOR POLICE OFFICERS OF THE CITY OF JACKSONVILLE BEACH, TO PROVIDE FOR PERMITTING THE POLICE CHIEF THE OPTION TO RESCIND THEIR ELECTION TO PARTICIPATE IN THE PLAN ONE TIME BEFORE VESTING; TERMS GOVERNING THE BUY-IN AND BUY-OUT OF SERVICE CREDIT RELATED TO SUCH ELECTIONS; AND TO PROVIDE FOR SEVERABILITY AND AN EFFECTIVE DATE.”

Motion: It was moved by Mr. Taylor, seconded by Mr. Hartkemeyer, to adopt Ordinance No. 2014-8045, amending Chapter 2, Article V, Division 6, ‘Police Officers’ Retirement System’, of the Code of Ordinances of the City of Jacksonville Beach.

Roll call vote: Ayes - Doherty, Hartkemeyer, Hoffman, Taylor, Vogelsang, Wilson, and Mayor Latham; motion carried unanimously.

**Minutes of Regular City Council Meeting
held Monday, February 17, 2014**

(f) ORDINANCE NO. 2014-8046 – Second Reading

Mayor Latham requested that the City Clerk read Ordinance No. 2014-8046, by title only; whereupon Ms. Bullock read the following:

“AN ORDINANCE OF THE CITY OF JACKSONVILLE BEACH, FLORIDA, AMENDING CHAPTER 2, ARTICLE V OF THE CODE OF ORDINANCES OF THE CITY OF JACKSONVILLE BEACH, “EMPLOYEE BENEFITS,” DIVISION 7, RETIREMENT PLAN FOR FIREFIGHTERS OF THE CITY OF JACKSONVILLE BEACH, TO PROVIDE FOR PERMITTING THE FIRE CHIEF THE OPTION TO RESCIND THEIR ELECTION TO PARTICIPATE IN THE PLAN ONE TIME BEFORE VESTING; TERMS GOVERNING THE BUY-IN AND BUY-OUT OF SERVICE CREDIT RELATED TO SUCH ELECTIONS; AND TO PROVIDE FOR SEVERABILITY AND AN EFFECTIVE DATE.”

Motion: It was moved by Mr. Taylor, seconded by Mr. Hartkemeyer, to adopt Ordinance No. 2014-8046, amending Chapter 2, Article V, Division 7, ‘Firefighters’ Retirement System’, of the Code of Ordinances of the City of Jacksonville Beach.

Roll call vote: Ayes - Hartkemeyer, Hoffman, Taylor, Vogelsang, Wilson, Doherty, and Mayor Latham; motion carried unanimously.

ADJOURNMENT

There being no further business coming before the Council, Mayor Latham adjourned the meeting at 8:57 p.m.

Submitted by: Judy L. Bullock
City Clerk

Approval:

William C. Latham, Mayor

Date: March 3, 2014

February 21, 2014

MEMORANDUM

TO: The Honorable Mayor and
Members of the City Council

FROM: Judy L. Bullock, City Clerk 

SUBJECT: *Appointments – Police Officers’ Board of Trustees*

ACTION REQUESTED:

Appointment of two Trustees to the Police Officers’ Pension Board, as the terms of Marvin DuPree and Alan Grant will expire on March 31, 2014.

BACKGROUND:

Marvin DuPree was originally appointed by Council to serve as a pension trustee in April 2002. Mr. DuPree has been contacted and requests that Council consider reappointing him to a new two-year term, beginning April 1, 2014, and ending March 31, 2016.

Alan Grant was originally appointed by Council to serve as a pension trustee in January 2008. Mr. Grant has been contacted and requests that Council consider reappointing him to a new two-year term, beginning April 1, 2014, and ending March 31, 2016.

The Boards of Pension Trustees are unlike the other City Boards. A pension trustee is a *Fiduciary (an individual in whom another has placed the utmost trust and confidence to manage and protect property or money)* and can be held financially and legally responsible for decisions on investments, both as a member of the board and as an individual.

Due to the laws that pension trustees must follow, and the requirements for education, continuity on the three Pension Boards is vital to ensure that the best judgment is utilized in making decisions on the investment of pension funds.

RECOMMENDATION:

1. Reappoint Marvin DuPree as a pension trustee on the Police Officers’ Pension Board for a new two-year term, beginning April 1, 2014, and ending March 31, 2016.
2. Reappoint Alan Grant as a pension trustee on the Police Officers’ Pension Board for a new two-year term, beginning April 1, 2014, and ending March 31, 2016.

Attachments

City of
Jacksonville Beach
City Hall
11 North Third Street
Jacksonville Beach
FL 32250
Phone: 904.247.6299
904.247.6250
Fax: 904.247.6256
E-Mail: cityclerk@jaxbchfl.net
www.jacksonvillebeach.org



City of Jacksonville Beach
Office of the City Clerk
11 North 3rd Street
Jacksonville Beach, Florida 32250



Phone: (904) 247-6289 ext 10
FAX: (904) 247-6258
E-mail: cityclerk@jaxbeachfl.net

Application for Appointment to City Boards

Personal Information (Please print or type)

| | |
|---|---------------------------------------|
| Name: <u>Marvin V. DuPree</u> | Home Phone: <u>904-246-2001</u> |
| Home Address: <u>4022 Duval Drive Jacksonville Beach, FL 32250</u> | |
| E-Mail Address: <u>MVDCPA@jax-beaches.com</u> | FAX: <u>246-9611</u> |
| Business: <u>MARVIN V. DUPREE, CPA</u> | Business Phone: <u>(904) 246-2001</u> |
| Business Address: <u>1511-C Penman Road, Jacksonville Beach, FL 32250</u> | |

Eligibility

| | | | |
|---------------------------------------|---|--|---|
| Are you a resident of the City? | <input checked="" type="checkbox"/> Yes | <input type="checkbox"/> No | If yes, length of time: <u>36 YRS</u> |
| Are you a registered voter? | <input checked="" type="checkbox"/> Yes | <input type="checkbox"/> No | If yes, what County: <u>DUVAL</u> |
| Do you own property in the City? | <input checked="" type="checkbox"/> Yes | <input type="checkbox"/> No | If yes, address: <u>1511-C PENMAN RD.</u> |
| Do you hold a public office? | <input type="checkbox"/> Yes | <input checked="" type="checkbox"/> No | If yes, Office name: _____ |
| Are you employed by the City? | <input type="checkbox"/> Yes | <input checked="" type="checkbox"/> No | If yes, position: _____ |
| Are you currently serving on a Board? | <input checked="" type="checkbox"/> Yes | <input type="checkbox"/> No | If yes, Board Name: <u>JAX BCH/POLICE PENSION</u> |
| Have you been convicted of a felony? | <input type="checkbox"/> Yes | <input checked="" type="checkbox"/> No | If yes, provide date: _____ |
| Have your civil rights been restored? | <input type="checkbox"/> Yes | <input checked="" type="checkbox"/> No | If yes, provide date: <u>N/A</u> |

Potential Conflict of Interest: Have you ever been engaged in the management/ownership of any business enterprise that has a financial interest with the City of Jacksonville Beach? Yes No
If yes, please provide details: _____

City Boards (Please indicate your preferences by ranking - denote your first choice with a "1", second choice with a "2", etc.)

| | |
|---|--|
| <input type="checkbox"/> Board of Adjustment | <input type="checkbox"/> Planning Commission |
| <input type="checkbox"/> Community Redevelopment Agency | <input type="checkbox"/> 1 Pension Trustee |

Please list City meetings you have attended: NUMEROUS

Qualifications (Briefly describe specific expertise, abilities or qualifications) ACTIVE CPA; POLICE PENSION BOARD 10+ YRS.

Education: BS DEGREE / ACCOUNTING - 1972 - FSU.

Application for Appointment to City Boards (cont.)

State Reporting Requirements

Section 760.80, Florida Statutes, requires that the City annually submit a report to the Secretary of State disclosing race, gender, and physical disabilities of board members and elected officials. Please check the appropriate boxes.

Race

- African-American
- Asian/Pacific Islander
- American Indian/Alaskan Native
- Caucasian
- Hispanic
- Not Known

Gender

- Female
- Male

Physically Disabled

- Yes
- No

Florida's Public Records Law, Chapter 119, Florida Statutes, states: "It is the policy of this state that all state, county, and municipal records shall at all times be open for a personal inspection by any person." Your application when filed will become a public record and subject to the above statute. In addition, any appointed member of a board of any political subdivision (except members of solely advisory bodies) and all members of bodies exercising planning or zoning, are required to file a financial disclosure form (Form 1) within 30 days after appointment and annually thereafter, for the duration of the appointment as required by Chapter 112, Florida Statutes.

I understand that if I am appointed to one of the City's boards, I will be required to file a financial disclosure form - Form 1, as described above, and I am willing to comply with this requirement.

I understand that any false, incomplete or misleading information given by me on the application is sufficient cause for rejection of this application. I understand and agree that any such false, incomplete or misleading information discovered on this application at any time after appointment to a Board may result in my removal.

I also understand that all board appointments are for voluntary, uncompensated services. Additionally, if appointed, I am able to attend meetings and otherwise fulfill the duties of the office.

Applications are submitted to the City Council when vacancies occur and are effective for two years from date of completion.

By submitting this form, I declare the foregoing facts to be true, correct, and complete. Additionally I hereby authorize a criminal background check.

2/27/14
Date

Mawin V. Dupre
Applicant's Signature

Please do not write below - Staff use

Date application received: _____

Interviewed on: _____

Eligible for appointment

Not eligible for appointment

Explanation: _____

Appointed to: _____

Date: _____

Appointed to: _____

Date: _____

Appointed to: _____

Date: _____

Application for Appointment to City Boards (cont.)

State Reporting Requirements

Section 760.80, Florida Statutes, requires that the City annually submit a report to the Secretary of State disclosing race, gender, and physical disabilities of board members and elected officials. Please check the appropriate boxes.

| <u>Race</u> | <u>Gender</u> | <u>Physically Disabled</u> |
|---|---|--|
| <input type="checkbox"/> African-American | <input checked="" type="checkbox"/> Caucasian | <input type="checkbox"/> Yes |
| <input type="checkbox"/> Asian/Pacific Islander | <input type="checkbox"/> Hispanic | <input checked="" type="checkbox"/> No |
| <input type="checkbox"/> American Indian/Alaskan Native | <input type="checkbox"/> Not Known | |

Florida's Public Records Law, Chapter 119, Florida Statutes, states: "It is the policy of this state that all state, county, and municipal records shall at all times be open for a personal inspection by any person." Your application when filed will become a public record and subject to the above statute. In addition, any appointed member of a board of any political subdivision (except members of solely advisory bodies) and all members of bodies exercising planning or zoning, are required to file a financial disclosure form (Form1) within 30 days after appointment and annually thereafter, for the duration of the appointment as required by Chapter 112, Florida Statutes.

I understand that if I am appointed to one of the City's boards, I will be required to file a financial disclosure form - Form 1, as described above, and I am willing to comply with this requirement.

I understand that any false, incomplete or misleading information given by me on the application is sufficient cause for rejection of this application. I understand and agree that any such false, incomplete or misleading information discovered on this application at any time after appointment to a Board may result in my removal.

I also understand that all board appointments are for voluntary, uncompensated services. Additionally, if appointed, I am able to attend meetings and otherwise fulfill the duties of the office.

Applications are submitted to the City Council when vacancies occur and are effective for two years from date of completion.

By submitting this form, I declare the foregoing facts to be true, correct, and complete. Additionally I hereby authorize a criminal background check.

2/22/14

Alan Grant

Date



Applicant's Signature

Please do not write below - Staff use

Date application received: _____

Interviewed on: _____

Eligible for appointment

Not eligible for appointment

Explanation: _____

Appointed to: _____

Date: _____

Appointed to: _____

Date: _____

Appointed to: _____

Date: _____

February 21, 2014

MEMORANDUM

TO: The Honorable Mayor and
Members of the City Council

FROM: Judy L. Bullock, City Clerk

SUBJECT: *Appointments – Firefighters' Board of Trustees*

ACTION REQUESTED:

Appointment of two Trustees to the Firefighters' Pension Board, as the terms of Bruce Anderson and Dennis Povloski will expire on March 31, 2014.

BACKGROUND:

Bruce Anderson was originally appointed by Council to serve as a pension trustee in April 2000. Mr. Anderson has been contacted and requests that Council consider reappointing him to a new two-year term, beginning April 1, 2014, and ending March 31, 2016.

Dennis Povloski was originally appointed by Council to serve as a pension trustee in December 2011. Mr. Povloski has been contacted and requests that Council consider reappointing him to a new two-year term, beginning April 1, 2014, and ending March 31, 2016.

The Boards of Pension Trustees are unlike the other City Boards. A pension trustee is a *Fiduciary (an individual in whom another has placed the utmost trust and confidence to manage and protect property or money)* and can be held financially and legally responsible for decisions on investments, both as a member of the board and as an individual.

Due to the laws that pension trustees must follow, and the requirements for education; continuity on the three Pension Boards is vital to ensure that the best judgment is utilized in making decisions on the investment of pension funds. The applications of Mr. Anderson and Mr. Povloski are attached for your review.

RECOMMENDATION:

1. Reappoint Bruce Anderson as a pension trustee on the Firefighters' Pension Board for a new two-year term, beginning April 1, 2014, and ending March 31, 2016.
2. Reappoint Dennis Povloski as a pension trustee on the Firefighters' Pension Board for a new two-year term, beginning April 1, 2014, and ending March 31, 2016.

Attachments

City of
Jacksonville Beach
City Hall
11 North Third Street
Jacksonville Beach
FL 32250
Phone: 904.247.6299
904.247.6250
Fax: 904.247.6256

E-Mail: cityclerk@jaxbchfl.net

www.jacksonvillebeach.org



City of Jacksonville Beach
 Office of the City Clerk
 11 North 3rd Street
 Jacksonville Beach, Florida 32250



Phone: (904) 247-6299 ext 10
 FAX: (904) 247-6256
 E-mail: cityclerk@jaxbchfl.net

Application for Appointment to City Boards

Personal Information (Please print or type)

Name: Bruce Anderson, Jr. Home Phone: 247-4254
 Home Address: 440 Lower 36th Avenue South, Jacksonville Beach, FL 32250
 E-Mail Address: Anderson@terrellhogan.com FAX: (904) 632-0549
 Business: Terrell Hogan law firm Business Phone: (904) 632-2424
 Business Address: 233 East Bay Street, 8th Floor, Jacksonville, FL 32202

Eligibility

Are you a resident of the City? Yes No If yes, length of time: continuously since 1991; between approx 1965 and the present approx 28 years total
 Are you a registered voter? Yes No If yes, what County: Duval
 Do you own property in the City? Yes No If yes, address: 440 Lower 36th Ave. So., Jax Bch, FL
 Do you hold a public office? Yes No If yes, Office name: _____
 Are you employed by the City? Yes No If yes, position: _____
 Are you currently serving on a Board? Yes No If yes, Board Name: Fire Pension Trustee
 Have you been convicted of a felony? Yes No If yes, provide date: _____
 Have your civil rights been restored? Yes No If yes, provide date: N/A

Potential Conflict of Interest: Have you ever been engaged in the management/ownership of any business enterprise that has a financial interest with the City of Jacksonville Beach? Yes No
 If yes, please provide details: _____

City Boards (Please indicate your preferences by ranking - denote your first choice with a "1", second choice with a "2", etc.)

| | | | |
|--------------------------|--------------------------------|--------------------------|---------------------|
| <input type="checkbox"/> | Board of Adjustment | <input type="checkbox"/> | Planning Commission |
| <input type="checkbox"/> | Community Redevelopment Agency | 1 | Pension Trustee |

Please list City meetings you have attended: numerous quarterly pension board meetings since I was first appointed to the Pension Board in 2000.

Qualifications (Briefly describe specific expertise, abilities or qualifications) My undergraduate degree was in Marketing - requiring me to take classes in economics and finance. I practice law handling personal injury/wrongful death cases requiring expert testimony from economists

Education: graduated high school 1980 Fletcher High School; 1984 graduated cum laude Jacksonville University B.S. in Marketing and B.F.A. in Commercial Art; 1988 Juris Doctor degree from University of Florida College of Law.

Application for Appointment to City Boards (cont.)

State Reporting Requirements

Section 760.80, Florida Statutes, requires that the City annually submit a report to the Secretary of State disclosing race, gender, and physical disabilities of board members and elected officials. Please check the appropriate boxes.

Race

- | | |
|---|---|
| <input type="checkbox"/> African-American | <input checked="" type="checkbox"/> Caucasian |
| <input type="checkbox"/> Asian/Pacific Islander | <input type="checkbox"/> Hispanic |
| <input type="checkbox"/> American Indian/Alaskan Native | <input type="checkbox"/> Not Known |

Gender

- Female
 Male

Physically Disabled

- Yes
 No

Florida's Public Records Law, Chapter 119, Florida Statutes, states: "It is the policy of this state that all state, county, and municipal records shall at all times be open for a personal inspection by any person." Your application when filed will become a public record and subject to the above statute. In addition, any appointed member of a board of any political subdivision (except members of solely advisory bodies) and all members of bodies exercising planning or zoning, are required to file a financial disclosure form (Form 1) within 30 days after appointment and annually thereafter, for the duration of the appointment as required by Chapter 112, Florida Statutes.

I understand that if I am appointed to one of the City's boards, I will be required to file a financial disclosure form - Form 1, as described above, and I am willing to comply with this requirement.

I understand that any false, incomplete or misleading information given by me on the application is sufficient cause for rejection of this application. I understand and agree that any such false, incomplete or misleading information discovered on this application at any time after appointment to a Board may result in my removal.

I also understand that all board appointments are for voluntary, uncompensated services. Additionally, if appointed, I am able to attend meetings and otherwise fulfill the duties of the office.

Applications are submitted to the City Council when vacancies occur and are effective for two years from date of completion.

By submitting this form, I declare the foregoing facts to be true, correct, and complete. Additionally I hereby authorize a criminal background check.

2-27-2014 _____
 Date Applicant's Signature 

Please do not write below - Staff use

Date application received: _____

Interviewed on: _____

Eligible for appointment

Not eligible for appointment

Explanation: _____

Appointed to: _____

Date: _____

Appointed to: _____

Date: _____

Appointed to: _____

Date: _____



Application for Appointment to City Boards

Personal Information (Please print or type)

| | |
|--|---------------------------------------|
| Name: <u>Dennis Povloski</u> | Home Phone: <u>(904) 241-8622</u> |
| Home Address: <u>402 15th Street North, Jacksonville Beach, FL 32250</u> | |
| E-Mail Address: <u>dennis@dfpensions.com</u> | FAX: <u>(904) 853-6243</u> |
| Business: <u>DF Pensions, Inc.</u> | Business Phone: <u>(904) 853-6241</u> |
| Business Address: <u>830 South 3rd Street, Jacksonville Beach, FL 32250</u> | |

Eligibility

| | | | |
|---------------------------------------|---|--|--|
| Are you a resident of the City? | <input checked="" type="checkbox"/> Yes | <input type="checkbox"/> No | If yes, length of time: <u>13 1/2 Years</u> |
| Are you a registered voter? | <input checked="" type="checkbox"/> Yes | <input type="checkbox"/> No | If yes, what County: <u>Duval</u> |
| Do you own property in the City? | <input checked="" type="checkbox"/> Yes | <input type="checkbox"/> No | If yes, address: <u>401 15th St N, Jax Beach, FL 32250</u> |
| Do you hold a public office? | <input type="checkbox"/> Yes | <input checked="" type="checkbox"/> No | If yes, Office name: _____ |
| Are you employed by the City? | <input type="checkbox"/> Yes | <input checked="" type="checkbox"/> No | If yes, position: _____ |
| Are you currently serving on a Board? | <input checked="" type="checkbox"/> Yes | <input type="checkbox"/> No | If yes, Board Name: <u>Firefighters Pension Trustee</u> |
| Have you been convicted of a felony? | <input type="checkbox"/> Yes | <input checked="" type="checkbox"/> No | If yes, provide date: _____ |
| Have your civil rights been restored? | <input type="checkbox"/> Yes | <input checked="" type="checkbox"/> No | If yes, provide date: _____ |

Potential Conflict of Interest: Have you ever been engaged in the management/ownership of any business enterprise that has a financial interest with the City of Jacksonville Beach? Yes No
 If yes, please provide details: _____

City Boards (Please indicate your preferences by ranking - denote your first choice with a "1", second choice with a "2", etc.)

| | | | |
|--------------------------|--------------------------------|--------------------------|---------------------|
| <input type="checkbox"/> | Board of Adjustment | <input type="checkbox"/> | Planning Commission |
| <input type="checkbox"/> | Community Redevelopment Agency | 1 | Pension Trustee |

Please list City meetings you have attended: All but 1 Pension Trustee meeting for my term.

Qualifications (Briefly describe specific expertise, abilities or qualifications) Third Party Administrator of Private Sector Retirement Plans including defined benefit, 401k & cash balance for over 10 years. Multiple designations from the American Society of Pension Professionals and Actuaries including Certified Pension Consultant, Qualified Pension Administrator & Qualified Plan Financial Consultant.

| |
|--|
| Education: <u>Bachelor's Degree in Sociology from the University of North Florida, Associates Degree in Science from the University of South Carolina.</u> |
| |
| |
| |
| |
| |

Application for Appointment to City Boards (cont.)

State Reporting Requirements

Section 760.80, Florida Statutes, requires that the City annually submit a report to the Secretary of State disclosing race, gender, and physical disabilities of board members and elected officials. Please check the appropriate boxes.

| <u>Race</u> | | <u>Gender</u> | <u>Physically Disabled</u> |
|--|---|--|--|
| <input type="checkbox"/> African-American | <input checked="" type="checkbox"/> Caucasian | <input type="checkbox"/> Female | <input type="checkbox"/> Yes |
| <input checked="" type="checkbox"/> Asian/Pacific Islander | <input type="checkbox"/> Hispanic | <input checked="" type="checkbox"/> Male | <input checked="" type="checkbox"/> No |
| <input type="checkbox"/> American Indian/Alaskan Native | <input type="checkbox"/> Not Known | | |

Florida's Public Records Law, Chapter 119, Florida Statutes, states: "It is the policy of this state that all state, county, and municipal records shall at all times be open for a personal inspection by any person." Your application when filed will become a public record and subject to the above statute. In addition, any appointed member of a board of any political subdivision (except members of solely advisory bodies) and all members of bodies exercising planning or zoning, are required to file a financial disclosure form (Form 1) within 30 days after appointment and annually thereafter, for the duration of the appointment as required by Chapter 112, Florida Statutes.

I understand that if I am appointed to one of the City's boards, I will be required to file a financial disclosure form - Form 1, as described above, and I am willing to comply with this requirement.

I understand that any false, incomplete or misleading information given by me on the application is sufficient cause for rejection of this application. I understand and agree that any such false, incomplete or misleading information discovered on this application at any time after appointment to a Board may result in my removal.

I also understand that all board appointments are for voluntary, uncompensated services. Additionally, if appointed, I am able to attend meetings and otherwise fulfill the duties of the office.

Applications are submitted to the City Council when vacancies occur and are effective for two years from date of completion.

By submitting this form, I declare the foregoing facts to be true, correct, and complete. Additionally I hereby authorize a criminal background check.

February 21, 2014
Date


Applicant's Signature

Please do not write below - Staff use

Date application received: _____

Interviewed on: _____

Eligible for appointment

Not eligible for appointment

Explanation: _____

Appointed to: _____

Date: _____

Appointed to: _____

Date: _____

Appointed to: _____

Date: _____



February 24, 2014

MEMORANDUM

City of

Jacksonville Beach

City Hall

11 North Third Street

Jacksonville Beach

FL 32250

Phone: 904.247.6299 ext. #10

904.247.6250 ext. #11

Fax: 904.247.6256

E-Mail: cityclerk@jaxbchfl.net

www.jacksonvillebeach.org

TO: The Honorable Mayor and
Members of the City Council

FROM: Judy L. Bullock, City Clerk 

SUBJECT: *Appointment to Board of Adjustment*

ACTION REQUESTED:

Appointment of a Regular Member and an Alternate Member to the Board of Adjustment.

BACKGROUND:

Board of Adjustment member Josh Corey resigned his appointment to the Board while serving a four-year term, which will expire on August 6, 2016.

The Board of Adjustment has two Alternate Members:

- Michael Gallimore was appointed as an Alternate Member on February 20, 2012, and he **does not** wish to be considered for appointment as a Regular Member of the Board.
- Scott Cummings was appointed as an Alternate Member on July 15, 2013, and he has requested that he be considered for appointment as a Regular Member of the Board. A copy of Mr. Cummings' application is attached.

We also have applications from Britton Sanders and Jeff Truhlar, who were both interviewed in December 2013. Serving on the Board of Adjustment was not their first choice, however, Mr. Sanders and Mr. Truhlar were contacted, and both requested that Council consider them for appointment to the Board of Adjustment. Mr. Sanders and Mr. Truhlar's applications are attached for your review.

RECOMMENDATION:

1. Appoint Scott Cummings to the Board of Adjustment as a Regular Member, to complete Mr. Corey's term. The unexpired term will end on August 6, 2016.
2. Appoint Britton Sanders or Jeff Truhlar to the Board of Adjustment as a Second Alternate Member to complete Mr. Cummings' term, which will expire on January 31, 2015.

Attachments





Application for Appointment to City Boards

Personal Information (Please print or type)

| | |
|--|-------------------------------------|
| Name: <u>Scott A. Cummings</u> | Home Phone: <u>904.382.0867</u> |
| Home Address: <u>2855 Merrill Blvd, Jacksonville Beach, FL 32250</u> | |
| E-Mail Address: <u>scot1960@bellsouth.net</u> | Cell Phone: <u>904.382.0867</u> |
| Occupation: <u>Business Manager - Food Broker</u> | Business Phone: <u>904.370.7398</u> |
| Business Name: <u>Daymon Worldwide</u> | |
| Business Address: <u>5050 Edgewood Ct, Jacksonville, FL 32254</u> | |

Eligibility – Please Circle

| | | | |
|---------------------------------------|-----|----|--|
| Are you a resident of the City? | Yes | No | If yes, length of time: <u>12 years</u> |
| Are you a registered voter? | Yes | No | If yes, what County: <u>Duval</u> |
| Do you own property in the City? | Yes | No | If yes, address: <u>2855 Merrill Blvd, Jax Beach</u> |
| Do you hold a public office? | Yes | No | If yes, Office name: _____ |
| Are you employed by the City? | Yes | No | If yes, position: _____ |
| Are you currently serving on a Board? | Yes | No | If yes, Board Name: _____ |
| Have you been convicted of a felony? | Yes | No | If yes, provide date: _____ |
| Have your civil rights been restored? | Yes | No | If yes, provide date: <u>Never lost it</u> |

Potential Conflict of Interest: Have you ever been engaged in the management/ownership of any business enterprise that has a financial interest with the City of Jacksonville Beach? **Yes** **No**
 If yes, please provide details: _____

City Boards (Please indicate your preferences by ranking - denote your first choice with a "1", second choice with a "2", etc.)

| | | | |
|----------|---------------------------------------|----------|----------------------------|
| <u>1</u> | <u>Board of Adjustment</u> | <u>2</u> | <u>Planning Commission</u> |
| <u>3</u> | <u>Community Redevelopment Agency</u> | | <u>Pension Trustee</u> |

Please list the type of City meetings you have attended: Board of Adjustment Meeting to gain a variance on my property in 2004

Qualifications (Briefly describe specific expertise, abilities or qualifications) My background is retail management, Sales, Marketing, Product Development and Branding. I work with multi-million dollar budgets and multiple manufacturers in producing products that are sold in supermarkets 8 states in the southeast.

| |
|--|
| Education: <u>I have a degree in Marketing from Madison Junior College of Business in Madison, WI. I have continuing education in my field of expertise of food retailing through consumer packaged goods.</u> |
| _____ |
| _____ |
| _____ |
| _____ |

Application for Appointment to City Boards *(cont.)*

State Reporting Requirements

Section 760.80, Florida Statutes, requires that the City annually submit a report to the Secretary of State disclosing race, gender, and physical disabilities of board members and elected officials. Please circle the appropriate responses.

| <u>Race</u> | <u>Gender</u> | <u>Physically Disabled</u> |
|---|---|--|
| <input type="checkbox"/> African-American | <input checked="" type="checkbox"/> Caucasian | <input type="checkbox"/> Yes |
| <input type="checkbox"/> Asian/Pacific Islander | <input type="checkbox"/> Hispanic | <input checked="" type="checkbox"/> No |
| <input type="checkbox"/> American Indian/Alaskan Native | <input type="checkbox"/> Not Known | |

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I also understand that all board appointments are for voluntary, uncompensated services. Additionally, if appointed, I am able to attend meetings and otherwise fulfill the duties of the office.

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By submitting this form, I declare the foregoing facts to be true, correct, and complete. Additionally I hereby authorize a criminal background check.

11/29/12
Date

Applicant's Signature

Please do not write below – Staff use

Date application received: _____

Interviewed on: _____

Eligible for appointment **Yes** **No**

If not eligible for appointment
Explanation: _____

Appointed to: _____ Date: _____

Appointed to: _____ Date: _____

Appointed to: _____ Date: _____

Scott Alan Cummings

2855 Merrill Blvd. • Jacksonville Beach, FL 32250
sacummings32@gmail.com • (904)382-0867

CONSUMER PACKAGE GOODS SALES & MARKETING PROFESSIONAL

Proven history of driving sales

Summary of Qualifications

- More than **30 years of experience** in the supermarket industry interacting with front-line through C-level management
- **Profit-oriented** manager with 23 year history of building **successful sales and marketing programs**
- Experienced in **product development** from ideation to launch
- Skilled in **brand development and management** of multi-million dollar brands
- Extensive knowledge and experience in **category management** and understanding of **consumer dynamics** in fresh and center store categories
- Instrumental in organizing multiple high-profile **corporate events** and **product launches**
- **Dedicated and hardworking**, with an unmatched drive to produce results
- Proficient in use of **Hyperion, A.C. Nielsen, Apollo, MS Office** & proprietary systems

Professional Experience

DAYMON WORLDWIDE, Jacksonville, FL

Nov. 2002–Present

Senior Business Manager

Lead a team of four business managers at Winn Dixie Stores, Inc. in the creation and implementation of sales and marketing plans of Corporate Brand products in the fresh and edible categories of the retail food channel across 480-1300 stores. Developed new products utilizing market data, from concept to finished goods.

- Secured three new suppliers 2011 YTD; estimated \$195K in revenues.
- Negotiated \$55K in supplier incentives YTD 2011 and enhanced profitability, strategic business planning and execution.
- Increased Corporate Brand sales from \$170M to \$280M for six consecutive years; generated \$4.2M in revenues.
- Developed a Corporate Brand premium tier that generated \$120M in sales.
- Eliminated competing brands from frozen vegetable, coffee creamer, processed cheese and bottled water categories to support Corporate Brand sales volume growth.
- Contributed to Winn Dixie's market penetration of 22% by collaborating with senior executives, marketing, procurement, customer service and accounting to deliver results that established Winn Dixie into a top-five retailer.
- Recognized for 110% goal attainment with *Award for Plan Achievement, 2008*.
- Reduced cost of PET Water for customer by \$800K-plus by sourcing and reviewing viable suppliers.
- Elevated sales by 135% and grew share by 500 basis points for year by working with customer's marketing departments to develop Floorgraphics advertisements for coffee creamer and frozen appetizers.

FEDERATED SERVICES SOUTHEAST, Jacksonville, FL

Nov. 2000–Nov. 2002

Senior Category Manager

Hired as first person in role to develop Category Reviews for Suppliers, Customer Category Managers and Senior Executives to determine business strategies and tactics for an \$1.8B Corporate Brand business, with more than 3,500 SKUs at Winn Dixie Stores. Collaborated with manufacturing facilities to support new product development and SKU assortment analyses.

- Grew Corporate Brand Sales 10% by developing and implementing new methods of category analysis.
- Supported sales growth through creation of category reviews and reports using syndicated data, which were utilized by the Corporate Brands Team, Winn Dixie's business units and suppliers to develop sales plans and manage the business.
- Increased profits for FSS and WD and enhanced consumer's buying experience through emphasis on overall category management.

Scott Alan Cummings

2855 Merrill Blvd. • Jacksonville Beach, FL 32250
sacummings32@gmail.com • (904)382-0867

Professional Experience *Continued*

FMS AMERICA, Hopkins, MN

Dec. 1997–Nov. 2000

Sales and Marketing Manager (*Apr. 1999–Nov. 2000*)

Managed four business managers and a twelve person retail sales staff to grow Supervalu's Northern Region Corporate Brand business across seven-state area.

- Executed turnaround; delivered profitability to \$180M account for first time in nine-year existence—increased sales and reduced expenses.

Director of Merchandising (*Dec. 1997–Apr. 1999*)

Coordinated the sales and marketing efforts of Supervalu's \$755 million Corporate Brand program through seven regional offices across 2000+ U.S. stores.

- Instrumental in gaining \$100M in new business in Health & Beauty Care and processed Meat at Supervalu; built relationships with VP and made supplier presentations to expand product line.
- Established consistency across all regions by creating the first corporate-wide promotional calendar for private label products.
- Coordinated semiannual, multiple-day corporate buying events attended by 150+ suppliers and corporate management staff to facilitate negotiating, planning and procuring of product lines.

CAL GROWERS CORPORATION, Eden Prairie, MN and Pleasant Prairie, WI

June 1990–Dec. 1997

Director of Sales (*Jan. 1995–Dec. 1997*)

Managed fifteen regional merchandising offices, comprised of seventy sales professionals, charged with the sales and marketing of Supervalu's Corporate Brand program with brokerable sales in excess of \$363M. Oversaw two regional food brokers focused on private label market share increases.

- Attained two years of double digit sales increases to grow business to \$363 million.

Account Manager (*June 1990–Jan. 1995*)

Managed the sales and marketing of a \$45M, three-tier Corporate Brand program, across four states, through leadership of a six-person retail sales team at Supervalu's Pleasant Prairie, WI Division.

- Tripled private label sales in three-year period; appointed 1992 Account Manager of the Year.

DAYMON ASSOCIATES, Madison, WI

Sept. 1987–June 1990

Account Manager

Managed the Sales and Marketing of Certco's Corporate Brand program through Shurfine Central; with annual sales of \$10M.

- Named Account Manager of the Year in 1988.

CUB FOODS, Madison, WI

Aug. 1982–Sept. 1987

Assistant Store Mgr

Managed the daily activities of a supermarket with \$41.6M in annual sales through team of 150 associates.

Previously employed as In-Store Baker, Assistant Bakery Manager and Assistant Produce Manager at COPPS CORPORATION, for four years' while working through college

Formal Education & Professional Development

Marketing – AA Degree, MADISON JUNIOR COLLEGE OF BUSINESS, Madison, WI

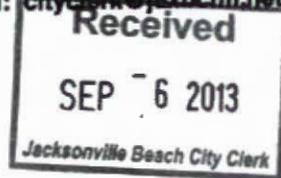
Professional Development includes topics such as:

Project Management • Category Management • Negotiation Skills • Sales • Business Management • Finance • Data Utilization
Supplier/Client Relationships • Promotional Planning • New Product Development • Marketing
Managing Assortment • SKU Rationalization • Team Building • Understanding & Utilizing Individual Styles

City of Jacksonville Beach
 Office of the City Clerk
 11 North 3rd Street
 Jacksonville Beach, Florida 32250



Phone: (904) 247-8299 ext 10
 FAX: (904) 247-6256
 E-mail: cityclerk@jaxbchfl.net



Application for Appointment to City Boards

Personal Information (Please print or type)

Name: Brittan Sanders Home Phone: 904 334 8422
 Home Address: 59 Oakwood Jacksonville Beach FL 32250
 E-Mail Address: Brittan.Sanders@gmail.com Cell Phone: 904 334 8422
 Occupation: SALES Business Phone: _____
 Business Name: Lumesse
 Business Address: 2705 Bee Cave Road Suite Austin TX

Eligibility - Please Circle

| | | | |
|---------------------------------------|--------------------------------------|-------------------------------------|---|
| Are you a resident of the City? | <input checked="" type="radio"/> Yes | <input type="radio"/> No | If yes, length of time: <u>11 years</u> |
| Are you a registered voter? | <input checked="" type="radio"/> Yes | <input type="radio"/> No | If yes, what County: <u>Duval</u> |
| Do you own property in the City? | <input checked="" type="radio"/> Yes | <input type="radio"/> No | If yes, address: <u>59 Oakwood Rd</u> |
| Do you hold a public office? | <input type="radio"/> Yes | <input checked="" type="radio"/> No | If yes, Office name: _____ |
| Are you employed by the City? | <input type="radio"/> Yes | <input checked="" type="radio"/> No | If yes, position: _____ |
| Are you currently serving on a Board? | <input type="radio"/> Yes | <input checked="" type="radio"/> No | If yes, Board Name: _____ |
| Have you been convicted of a felony? | <input type="radio"/> Yes | <input checked="" type="radio"/> No | If yes, provide date: _____ |
| Have your civil rights been restored? | <input type="radio"/> Yes | <input type="radio"/> No | If yes, provide date: _____ |

Potential Conflict of Interest: Have you ever been engaged in the management/ownership of any business enterprise that has a financial interest with the City of Jacksonville Beach? Yes No
 If yes, please provide details: _____

City Boards (Please indicate your preferences by ranking - denote your first choice with a "1", second choice with a "2", etc.)

| | |
|---|------------------------------|
| <u>3</u> Board of Adjustment | <u>1</u> Planning Commission |
| <u>2</u> Community Redevelopment Agency | <u>4</u> Pension Trustee |

Please list the type of City meetings you have attended: _____

Qualifications (Briefly describe specific expertise, abilities or qualifications) SEE ATTACHED RESUME

Education: _____

Application for Appointment to City Boards (cont.)

State Reporting Requirements

Section 760.80, Florida Statutes, requires that the City annually submit a report to the Secretary of State disclosing race, gender, and physical disabilities of board members and elected officials. Please circle the appropriate responses.

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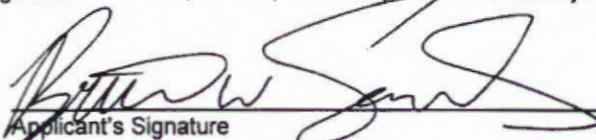
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By submitting this form, I declare the foregoing facts to be true, correct, and complete. Additionally I hereby authorize a criminal background check.

9-4-13
Date


Applicant's Signature

Please do not write below - Staff use

Date application received: 9-6-2013

Interviewed on: 12-4-2013

Eligible for appointment Yes No

If not eligible for appointment
Explanation: _____

Appointed to: _____ Date: _____
Appointed to: _____ Date: _____
Appointed to: _____ Date: _____

Britton Sanders

59 Oakwood Road
Jacksonville Beach, FL 32250
(904) 334-8422
britton.sanders@gmail.com

Professional Experience

Principal Presales Consultant - Lumesse Inc.

January 2013 – Present

Delivering pre-sales support for the Americas Region.

Responsibilities include: Recruiting, Performance, Career & Succession Planning, HR Analytics, Organizational Charting, Learning & Development, Skills & Competency Management, Core HR, Technical Integrations

Senior Sales Consultant - Oracle

June 2012 – January 2013

Delivering pre-sales support for the largest Human Capital Management and Talent Management software in the world. My focus is in Recruiting, Onboarding, Performance Management, Learning, and Development. I'm regional focused in the East, but support opportunities in other regions when needed.

Solution Sales Consultant - Taleo Corporation

November 2011 – June 2012

Promoted to work as part of the presales team supporting our mid and large Enterprise Market. This involves discovery sessions, supporting RFP's, leading live/virtual product demos, and usability sessions. Focused on Taleo's entire suite of products including: Talent Acquisition, Talent Management, Learning, and Development. Successfully met quarterly on target sales. Travel within the US was required up to 75% based on opportunities. Regionally aligned but supported opportunities in other regions as needed.

Sr. Consultant, Professional Services - Taleo Corporation

July 2008 – November 2011

- Successfully managed teams of experts through the full implementation life cycle of Taleo's Enterprise Recruitment system.
- Lead the customers through various business requirement reviews, process gap analysis, and providing business process re-design recommendations.
- Provided consultation on industry best practices, industry trends, and data/privacy/legal compliance standards.

Implementation Consultant - VURV Technologies

January 2007 – July 2008

Responsibilities include:

- Worked with customers through the design and configuration of Vurv's Enterprise Recruitment system.
- Delivered project planning, executing, controlling and closing of successful projects on-time and on budget.
- Implemented many large enterprise customers both in the US and globally.
- Conducted process gap analyses, which lead to process redesign and greater ROI for clients.

Product Analyst - VURV Technologies

May 2003 – January 2007

Responsibilities included:

- Worked closely with developers, designers, and partners to write intuitive software specifications for products.
- Developed communication and process guidelines that standardized how client's information and requirements channeled into product development.
- Trained internal employees on application functionality & configurability of new products.

Education

Graduated 2007 - University of North Florida

Bachelor of Computer Science

Concentration: Information Technology

Certifications

Project Management Professional (PMP), Certified through Project Management Institute (PMI), 2011

City of Jacksonville Beach
 11 North 3rd Street
 Jacksonville Beach, Florida 32250



Office of the City Clerk
 (904) 247-6299
 FAX (904) 247-6256
 E-mail –
 cityclerk@jacksonbeach.net



Application for Appointment to City Boards

Personal Information

Name: Jeff Truhlar _____ Home Phone: 242-0991 _____
 Home Address: 918 22nd Street North _____
 E-Mail Address: jtruhlar@shanercorp.com _____ FAX: 904-241-4321 _____
 Business: Shaner Hotels _____ Business Phone: 435-1822 _____
 Business Address: 1617 North 1st Street Jax Beach _____

Eligibility

Are you a resident of the City? Yes No If yes, length of time: 1999 - present _____
 Are you a registered voter? Yes No
 Do you own property in the City? Yes No If yes, address: 918 22nd Street N _____
 Do you hold a public office? Yes No If yes, Office name: _____
 Are you employed by the City? Yes No If yes, position: _____
 Are you currently serving on a Board? Yes No If yes, Board Name: _____
 Have you been convicted of a felony? Yes No If yes, provide date: _____
 Have your civil rights been restored? Yes No If yes, provide date: _____

Potential Conflict of Interest: Have you ever been engaged in the management/ownership of any business enterprise that has a financial interest with the City of Jacksonville Beach? Yes No
 If yes, please provide details: _____

City Boards

| | | | |
|---|--------------------------------|---|---------------------|
| 2 | Board of Adjustment | 1 | Planning Commission |
| 3 | Community Redevelopment Agency | 4 | Pension Trustee |

Please list City meetings you have attended: _____

Qualifications My current position of SE VP for a large hotel company which encompasses operation budgets, construction, development and financing.
 Over 29 million in revenues annually and 3-6 new construction projects and takeovers. Additionally I report to three investment funds. _____

Education: John Jay High School Regions Diploma 1981, AMHLA Certified F & B Director 1995,
 Marriott Connect U 2003, AMH&L Certified Hotel Administrator 2001, FEMA Certified 2011

Application for Appointment to City Boards (cont.)

State Reporting Requirements

Section 760.80, Florida Statutes, requires that the City annually submit a report to the Secretary of State disclosing race, gender, and physical disabilities of board members and elected officials. Please check the appropriate boxes.

Race

- African-American
 Asian/Pacific Islander
 American Indian/Alaskan Native
 Caucasian
 Hispanic
 Not Known

Gender

- Female
 Male

Physically Disabled

- Yes
 No

Florida's Public Records Law, Chapter 119, Florida Statutes, states: "It is the policy of this state that all state, county, and municipal records shall at all times be open for a personal inspection by any person." Your application when filed will become a public record and subject to the above statute. In addition, any appointed member of a board of any political subdivision (except members of solely advisory bodies) and all members of bodies exercising planning or zoning, are required to file a financial disclosure form (Form 1) within 30 days after appointment and annually thereafter, for the duration of the appointment as required by Chapter 112, Florida Statutes.

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Date

9/20/13

Applicant's Signature

Please do not write below - Staff use

Date application received: 9-20-2013

Interviewed on: 12-4-2013

Eligible for appointment

Not eligible for appointment
Explanation: _____

Appointed to: _____

Date: _____

Appointed to: _____

Date: _____

Appointed to: _____

Date: _____

JEFFREY TRUHLAR

918 22nd Street North, Jacksonville Beach Fl.
904-412-4360 / jtruhlar@shanercorp.com

A highly accomplished hospitality professional with the ability to handle management responsibilities within a highly financially competitive hospitality corporation. A decisive leader with proven success in maximizing sales, increasing guest retention, and identifying growth opportunities within an operational unit. Adept in performing within dynamically changing environments requiring focused decision-making. Instrumental in streamlining business processes, implementing cost control measures, and enhancing operational efficiency. Passionate about searching out my associates 'strengths' and what makes them 'tick' to help better prepare them for advancement within the company.

AREAS OF EXPERTISE

- Hospitality Management
- Operations Management
- Sales & Marketing
- Change Management
- Business Development
- Development
- Innovative Leadership
- Strategic Planning
- Training & Coaching
- Budget Management
- Investment Opportunities
- P&L Management
- Financial Management
- Cost Containment

TOUCH POINTS

- Traveled for Shaner Hotel Group to areas of challenge and growing markets.
- Opened Five new Hotels, Three Property Conversions, Three Property Acquisitions
- Direct Contact for new managed developments in Florida.
- Currently Oversee Eleven Hotels with three more under Construction.
- All Hotel in Region Recognized as Marriott Award Winning Hotels
- All Hotels in Region are Trip Advisor Excellence Award Hotels.

PROFESSIONAL BACKGROUND

Shaner Hotel Group (1996 – Present)

Southeastern V.P of Operations; Jacksonville Beach, FL (2012 – Present)

Provided leadership and direction in daily operation of eleven hotels with revenues exceeding 30 million

- Insured staff/hotel was continuously focused on creating the exceptional "experience" for our guest. Ensured all staff members followed a strict guest recovery program, and documented all issues. All surveys were reviewed and followed up upon daily.
 - Increased 6 hotels over 12% in revenue third year in a row
 - Increased NOCF 8% in 2013
 - Overall Hotel satisfaction YTD 2013 91.2%%

Regional District Director – Jacksonville Beach FL (2009-2012)

Directed all aspects of Hotel Operations for the Courtyard by Marriott and Fairfield Inn and Suites. , maintenance programs, payment schedules, and renovation requirements for property owners. Ensured the integrity of all budgets, forecasts, and financial reports .Conducted weekly revenue meetings and staff/supervisor meetings focused on further training and associate development. Monitored labor for all properties

- Analyzed P&L reports and identified areas for enhancing profitability.
- Maximized labor usage on a daily basis to ensure optimal performance levels and cost effective production.
- Adhered to performance specs by Preferred Hotel Brand.

Area General Manager– Marriott Courtyard& Fairfield Inn & Suites, Jacksonville Beach, FL (2004 – 2009)

Led all Operations for both hotels, as well as renovations, sales efforts and Guest Service. Handled P&L management and financial reporting tasks within the corporate office. Forecasted Revenues for budget as well as twelve month forecasting.

JEFFREY TRUHLAR

Page 2 of 2

- Direct Liaison to owner ship of a 22 Million Dollar renovation for hotel conversion from Holiday Inn SunSpree To Marriott Courtyard
- Owner Liaison of the construction of the Fairfield Inn & Suites with a year delay to poor construction techniques.
- Sat in as owner rep for construction lawsuits and property correction of mold and leaks post construction, as well as poor mechanical design

General Manager for Shaner, Jacksonville F.L, Newport R.I, Saddle Brook N.J, (1996 – 2004)

- Full responsibilities for a Union Hotel for ownership
- Executed strategy for hotel sell out as well as coordinated hotel call around and property "rack rates" on

Early Career: (1981-1996)

Food & Beverage Director Rayel Hotels, Executive Chef: Holiday Inn/ Empire Ballroom Suffern New York AGM Saddlebrook N.J.)

Appointed as Student Advisory Chair for San Pablo Elementary, Coached 2 years of entry Flag Football League, Chairman of Jacksonville Hotel, Motel Association, Graduate of FBI Citizen's Academy 2013, FEMA Certified 2012, Past Chair of Florida first Coast of Golf

AWARDS

4 times awarded Gold Service – Marriot

EDUCATIONAL BACKGROUND

1981 JOHN JAY GRADUATE WITH REGENTS DIPLOMA

1996- CERTIFIED WORKING CHEF/ AH&L

1998- CERTIFIED FOOD & BEVERAGE DIRECTOR

2001- CERTIFIED HOTEL ADMINISTRATOR AH& L

2003 -CONNECT U GRADUATE / MARRIOTT INTERNATIONAL

City of

Jacksonville Beach

2508 South Beach

Parkway

Jacksonville Beach

FL 32250

Phone: 904.247.6236

Fax: 904.247.6143

www.jacksonvillebeach.org

MEMORANDUM

TO: George D. Forbes
City Manager

FROM: Gary Meadors
Parks & Recreation Director

DATE: February 18, 2014

SUBJECT: Proposed Community Development Block Grant Projects for
FY 2014-2015

ACTION REQUESTED

Approval of projects for the FY 2014-2015 Community Development Block Grant Application to the City of Jacksonville.

BACKGROUND

The City participates with the City of Jacksonville in sharing the Entitlement Funding for Federal Community Development Block Grants (CDBG.) The monies must be spent to improve the quality of life for people with low and moderate incomes. The City's portion is utilized to fund the **Community Assisted Policing Effort (CAPE) Program** and the **Carver Center Recreation Program**.

The City's CDBG FY 2013-2014 grant award amount was \$146,856.34 to fund these programs. The amount included roll-over funds from the CAPE program and the elimination of the Utility Bill Assistance Program. Continuing these two programs at the same service level during FY 2014-2015 requires approximately \$144,489.18. We are requesting full funding for both programs in our FY 2014-2015 CDBG grant application. We are required to rank the proposed programs by priority.

Below is the breakdown of the proposed funding request for the CDBG grant FY2014-2015 application:



| <u>Proposed Projects</u> | | <u>Priority</u> |
|---|----------------------------|-----------------|
| Carver Center Recreation Program | \$ 82,177.84 | # 1 |
| Salary & Benefits for one (1) Recreation Supervisor | | |
| Salary & Workers Comp for two (2) part-time year-round Tutors | | |
| | | |
| Community Assisted Policing Effort | <u>\$ 62,311.34</u> | #2 |
| Salary & Benefits for one (1) police officer | | |
| | | |
| GRAND TOTAL | \$144,489.18 | |

RECOMMENDATION:

1. Approve the Community Development Block Grant application for fiscal year 2014-2015 as outlined in a memo from Parks and Recreation Director Gary Meadors dated February 18, 2014.
2. Authorize the City Manager to vary the funding levels of the recommended projects in accordance with the priorities listed to meet changes in funding and adjust our application accordingly.

MEMORANDUM

City of

Jacksonville Beach

City Hall

11 North Third Street

Jacksonville Beach

FL 32250

Phone: 904.247.6231

Fax: 904.247.6107

Planning@jaxbchfl.net

www.jacksonvillebeach.org

TO: George D. Forbes, City Manager

FROM: George D. Forbes, City Manager
Steven G. Lindorff, Director of Planning & Development

SUBJECT: Authorize the City Manager to retain the services of Responsible Hospitality Inc., to assist in developing a plan for a Hospitable Downtown Jacksonville Beach

DATE: February 22, 2014

ACTION REQUESTED:

Authorization to retain the services of Responsible Hospitality, Inc. on a per diem basis to assist City staff in developing an update to the Downtown Community Redevelopment Plan to be called "A Plan for a Hospitable Downtown Jacksonville Beach".

BACKGROUND:

The Jacksonville Beach Community Redevelopment Agency (CRA) was initially formed in **1978**. In the early years, the **focus** was on securing a developer to undertake **large scale projects** in the core of the redevelopment district. Due to the failure of three redevelopment proposals this effort was abandoned. The key policy change was the removal of the possible use of eminent domain to assemble land, thus freeing up private enterprise to make long term investments in the downtown.

In the **early 90's**, the **focus shifted to rebuilding the downtown infrastructure** to prepare the Central Business District for private development. For this reason, in 1995 the water, sewer, storm drainage, electric service, and roadways were rebuilt. A key component of this project was the construction of a huge stormwater vault underneath Beach Boulevard. This project, which conveys storm run-off from the majority of the Central Business District to the municipal golf course, had the practical effect of eliminating the need for developers to provide on-site stormwater management facilities.



In 1995 the principal effort was also geared toward the **redevelopment of city-owned land**. A public-private partnership was formed that led to the construction of City Hall, a new Police Building, Carrabbas, Walgreens, Sneakers, and the Four Points by Sheraton. In this same period Latham Plaza, the Seawalk Pavilion, Oceanfront Park, fishing pier, and the extension of the Seawalk were constructed.

In 2006, the City Council determined a need to develop a new "**vision plan**" for the Downtown Redevelopment District that extends east of A1A from 9th Ave. North to 13th Ave. South. The Vision Plan was developed with the assistance of consultants, Glatting, Jackson, Kercher, and Anglin. **This plan was adopted** by the City Council in **November of 2007**.

The City began **implementation of the vision plan** by:

- The reconstruction of 3rd Street (SR A1A) between 2nd Avenue South and 6th Avenue North. This project introduced landscaped medians, relocated a traffic signal, and new lighting to this segment of 3rd Street.
- The total reconstruction of North 1st Street as a curb-less "Destination Street". Beach Boulevard, 4th Avenue North, 5th Avenue North, and 6th Avenue North have also been rebuilt with enhanced landscaping and better organized on-street parking.
- The SeaWalk reconstruction was completed from Beach Blvd. to 3rd Avenue North by installing the same brick paver system that was used in the northern half along with new restrooms, seawalk lighting and 3rd Ave. North street end. Gateway signage and streetlight banners have been introduced into the project area.
- Today, work is continuing on the engineering for a complete reconstruction of the utilities and roadways, including street ends and alleyways, in the area east of A1A from Beach Boulevard to 13th Avenue South. This will be a massive multi-phase, multi-year project that may begin in 2015.

Our **recommendation is that in 2014 we update our vision plan** and adopt new guidelines which collectively seek to improve the quality of life downtown. These include:

- The presence of unsociable / uncivil behavior that creates a perception that it is not safe.
- The lack of a variety of choices in social, shopping, dining, and entertainment venues.
- Instances of excessive consumption of alcohol and alcohol related disturbances.
- Visitors feeling uncomfortable because of transients and rowdy late night crowds.
- The thought that there are not enough police / security staff downtown.
- The fact that we haven't attracted a mix of new businesses to our Downtown; and as a result, it is not always an inviting environment

Over the past several years, we have explored different ways of dealing with various quality of life issues such as parking lot safety and management, transient population, noise, alcoholic beverage regulations, special events policies, business recruitment, community policing, and code enforcement. However, we realize that these problems are interrelated suggesting a need to take a different approach that could lead to an integrated plan to move the City toward the creation of a "Hospitable Downtown."

Incorporating training that staff members received at a seminar conducted by the Responsible Hospitality Institute, we have **devised a planning process as follows:**

- Invite citizens to participate in a training/information session on the downtown to provide information on the recent history of downtown, identify quality of life issues, defining what problem(s) we are trying to solve.
- Organize a series of tours of the Downtown, ideally covering both the daytime and nighttime economies.
- Have citizens complete a survey to help gauge their observations and impressions of today's Downtown Jacksonville Beach. The survey will also be posted on the City's website to allow the public at large to offer their opinions as well.
- The survey results will be compiled to serve as a guide to determine who were are trying to attract to our Downtown, what do we have too much of or

too little of in Downtown, what's working or not working in the Downtown, and what do we need to do to accomplish this.

- Develop an action plan for a Hospitable Downtown Jacksonville Beach. The completed plan will set integrated guidelines to provide a framework for programs that work together to enhance the downtown experience by addressing:
 - Parking and transportation
 - Public infrastructure
 - Special events
 - Business recruitment
 - Public safety
 - Code enforcement
 - Other contributors to a high quality of life

To assist the City in developing the plan, staff proposes **engaging the services of the Responsible Hospitality Institute**. Jim Peters, President of RHI is uniquely qualified to provide insights and recommendations on the wide range of potential solutions that can be explored as we develop this new strategy (see attachment). He and his team have been consulting with over 50 communities nationwide to help them enhance the safety and vibrancy of their downtown, and capitalize on the value of a balanced day and night-time economy. Mr. Peters is agreeable to participating on an as-need basis under a per diem plus direct expense arrangement not-to-exceed \$19,000. We will request that the Redevelopment Agency pay the costs of Responsible Hospitality, Inc., and place this in the mid-year budget modification.

RECOMMENDATION:

Authorize the City Manager to retain the services of Responsible Hospitality, Inc., on a per diem basis to assist in developing a new vision plan for the downtown as described in a memo from the City Manager dated February 22, 2014.

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JIM PETERS BIO

Combining Unique Education and Experience



Jim Peters is founder and president of RHI and oversees the development of programs, publications and events. As a consultant for dozens of cities and speaker at conferences worldwide, Peters offers comprehensive insights on trends and effective strategies on managing hospitality zones and nighttime economies.

His experience and education includes over 20 years of operations, consulting, expert testimony and training for the hospitality industry. Additionally, Peters has organized and administered numerous conferences, symposia and forums involving national and international experts. Bridging his experience from the hospitality industry to his current role includes experience as an alcoholism counselor, suicide prevention counselor and advisor on federal advisory panels on drunk driving and substance abuse.

Peters has overseen the evolution of RHI from its founding in 1983, spearheading an international movement to raise awareness of the responsibility of bartenders and servers in preventing drunk driving, to RHI's current role as a leading resource to cities worldwide on development of a safe and vibrant nightlife and social economy.

Peters' education includes an undergraduate degree in Hotel, Restaurant and Travel Administration from the University of Massachusetts and a graduate degree in counseling from Springfield College. As a contributing editor for Restaurant Business Magazine he won the 1989 Pearson Award from the American Hotel and Motel Association as the journalist making the most important contribution to the lodging industry.

Working in dozens of U.S. and Canadian cities, assessing trends and issues, he provides unique insights on best practices and lessons learned. International work includes launching New Zealand's Host Responsibility Program and a recent presentation to the Civic Trust in London and the Third International Conference on Alcohol Harm Reduction in Barcelona.

He is a regular speaker at the International Downtown Association and National Trust Main Street Center conventions, and recently presented at the International Association of Chiefs of Police, American Planning Association among other state, national and international events.

[Jim Peters' published articles](#)

- 1980's**
Defined responsible beverage service policy and training
- 1990's**
Facilitated local, state, national and international coalitions
- 2000's**
Established hospitality zone development guidelines in mixed-use districts
- 2010's**
The Sociable City



Innovative ■ Collaborative ■ Inclusive

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RHI is a 501(c)(3) nonprofit organization founded in 1983 with a mission to assist businesses and communities to plan safe and vibrant places to socialize. RHI's Sociable City Network creates an organized and more secure opportunity to connect and share information with peers and access resources from RHI and attend RHI online and onsite events at reduced rates.

Phone ■ 831.469.3396



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CLIENT LIST

Experience from more than Fifty Cities

RHI's expertise has helped numerous communities enhance safety and vibrancy of their nighttime economies, and capitalize on the economic value of nightlife.

RHI's work in North America covers coast to coast. Cities range in size from small to large and represent different stages of nightlife development - from emerging nightlife to districts that need help managing a surge in activity.

- | | | |
|--------------------|-------------------------|-------------------------|
| ■ Albany, NY | ■ Los Angeles, CA | ■ Sacramento, CA |
| ■ Albuquerque, NM | ■ Lexington, KY | ■ Salem, OR |
| ■ Athens, GA | ■ Livermore, CA | ■ San Diego, CA |
| ■ Austin, TX | ■ Lincoln, NE | ■ San Francisco, CA |
| ■ Baltimore, MD | ■ Madison, WI | ■ San Jose, CA |
| ■ Boulder, CO | ■ Manhattan, NY | ■ San Luis Obispo, CA |
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| ■ Chicago, IL | ■ Montgomery County, MD | ■ Springfield, MO |
| ■ Cleveland, OH | ■ Morgantown, WV | ■ Steamboat Springs, CO |
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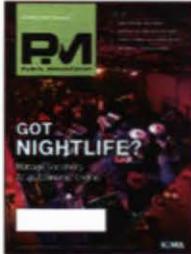
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JIM PETERS ARTICLES

Early Writings Establish Foundation for Expertise

Jim Peters was contributing social issues editor for Restaurant Business Magazine and provided articles for other publications and was a resource for broadcast and print media. He was honored with the 1989 Pearson Award from the American Hotel and Lodging Association as the journalist making the most important contribution to the lodging industry for Breaking Down Barriers and The Labor Challenge.

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CLIENTS
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- **ICMA - Got Nightlife** *attached*
- [Got Nightlife? Manage Sociability as an Economic Engine](#)
- [Responsible Hospitality Councils: Proactive Decade](#)
- [DWM Update](#)
- [Drinks for the Driver](#)
- [How to Bridge the Hiring Gap](#)
- [Minorities: Bridging the Gap](#)
- [How to Set Up an Employment Assistance Program](#)
- [Beyond Server Training: An Examination of Future Issues](#)
- [Bridging the Gender Gap](#)
- [Industry Shouts Stop State Issues](#)
- [Breaking Down Barriers](#)
- [The Labor Challenge](#)
- [The No Smoking Controversy Heats Up](#)
- [Defining the Risk of Liquor Liability](#)
- [Confronting the Liquor Liability Dilemma](#)
- [The Lower Proof Restaurant](#)
- [Are we Bartenders or Babysitters?](#)
- [Alcohol Related Fatalities: Is the 21 Drinking Age the Real Issue](#)

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ICMA Publications / PM Magazine / Archives

NOVEMBER 2010 · VOLUME 92 · NUMBER 10

COVER STORY

Got Nightlife? Manage Sociability as an Economic Engine 📺

by Jim Peters and Alicia Lakomski

For almost two decades, the transition from suburban development to investment of public and private resources in city and county infrastructure has demonstrated the power of the New Urbanism and smart growth movements. Housing has grown denser, public transportation has been enhanced and streamlined, and improvements to public space design and landscaping have increased the aesthetic appeal of communities.

Yet when people with rapidly changing social demands and lifestyles are added to the space created for them, local government managers are forced to reevaluate these traditional pillars of development. A focus on planning for people and their need to socialize is an emerging challenge for managers as dining and entertainment venues as well as later hours are integrated into residential areas.



The Rise of Nightlife in Mixed-Use Communities

Many communities have experienced a transition from an industry-based economy to one that is primarily services based. Abandoned factories and warehouses have been replaced with lofts and such nightlife venues as bars, clubs, lounges, and restaurants.

To tap into the revitalization catalyzed by the development of hospitality venues, boutique businesses and start-up companies often relocate to districts with these social amenities. Convention centers draw association business, filling up hotels and nearby restaurants. Downtown sport stadiums and arenas have reclaimed abandoned districts. Communities that offer these “live, work, and play” experiences can host tens of thousands of people in a single evening.

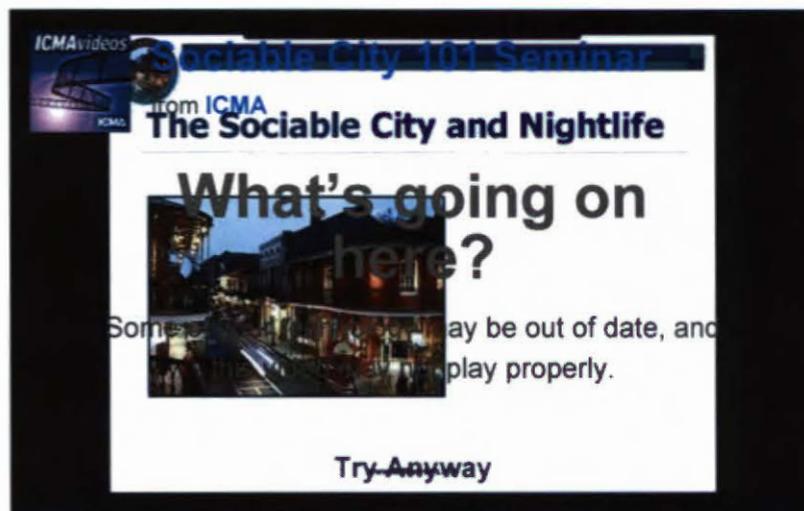
Anticipating people's need for social interaction at different times of the day, and particularly at night, is critical for the success of a mixed-use community. Properly planned and managed, hospitality zones where people gather to share food, drink, music, and dancing can be a prosperous investment, centralizing both attractions and services.

Unplanned hospitality zones can be costly, lead to conflicts, and produce an excessive burden on police and demands for appointed and elected officials to manage safety and quality-of-life impacts. Considerations include transportation, parking, utilities (water, energy, sewerage), and trash management to ensure that a high standard of living is met for both visitors and residents. An expansive network of stakeholders is required to create a comprehensive system for district development and management.

This article will introduce demographic trends, establish a framework for action, define terminology, and highlight the six core elements of a hospitality zone—entertainment, public safety, multiuse sidewalks, venue safety, late-night transportation, and quality of life.

Trends and the Social Economy

Understanding the nature of people to cluster into groups, often seeking space conducive to their life stage or lifestyle, leads to insights on better zoning for the intensity of activity in an area. In addition to the critical aspects of physical planning of a community's core, it is necessary to plan for social interaction. Whether dealing with such public spaces as parks and plazas or commercial venues providing dining and entertainment, policymakers and planners need to consider different social generations' need for interaction.



In this 50-minute seminar, *PM* author Jim Peters offers insights on trends and effective strategies on managing hospitality zones and nighttime economies.



Downtown San Jose Nightlife 2.0

San Jose, California, reoriented its entertainment zone policing model to improve safety budgets that had been surpassing \$1 million and introduce more visitor-friendly policing tactics. Businesses share in policing costs that are used for roving foot and bike patrols. Results have included reductions in policing costs, assaults, and gang presence as well as greater civility among patrons.

Media of the last decade, including television shows like *Seinfeld*, *Friends*, and *Sex and the City*, inspired a new culture of urban living among friends, which redefined socializing in stark contrast to the family-oriented environments depicted in the earlier television shows like *Father Knows Best*, *Leave It to Beaver*, and *Ozzie and Harriet*.

Demographics

Birthrate data can often provide clues to the past and present and also serve as a barometer of the future patterns in a community's evolution. Age is often a factor in the frequency that people go out to meet and socialize. Two of the critical ages are 18 and 50. The age of 18 is a transition into adulthood; 18-year-olds often go away to college or enter the workforce. The age of 50 is a time when children are grown and sometimes move away; it is also usually a peak earning period of an adult's life.

The chart on this page is based on U.S. birthrate data, and it shows patterns of the U.S. population turning 18 and 50 since the 1970s, when the rise in the number of young adults led to the expansion of the disco nightlife scene. Meanwhile, the past decade shows a merging of the two age groups' growth rates.

Background

During the past 20 years, San Jose's downtown core has emerged into a vibrant destination with a high concentration of dining and entertainment establishments catering to the 21- to 25-year-old demographic. Entertainment zone police officers worked overtime hours to monitor the district, respond to incidents, and generally ensure the safety of large crowds of late-night patrons—up to 12,000 people—as they made their way home.

In 1997, the city council approved the city's first entertainment zone policing model to address public safety downtown during the evening and late-night hours. In 2005, a downtown working group was formed to address issues related to nightlife. In 2006, the police department instituted initiatives to deter cruising, address youth curfew, actively enforce public nuisance laws, and regulate entertainment permits more closely.

Although it is consistently ranked as one of the safest large cities in the nation, San Jose is still seeking to overcome lingering perceptions surrounding safety downtown and to minimize police costs further.

Initiatives Undertaken

Downtown coordinator. In 2008, the city allocated a position in the city manager's office to serve as liaison between city government departments, downtown businesses, and residents. The downtown coordinator position is responsible for analyzing current policies and ordinances and recommending areas for change and improvement. The objective of this position is to strengthen the city's capacity to address key operational issues and opportunities in the downtown that involve several city departments that are responsible for nightclubs, zoning overlay, and successful high-rise housing.

City manager's downtown advisory committee.

Recognizing that accomplishing the city's goals would require successful partnerships, the city manager established a downtown advisory committee to guide this process. The committee is charged with facilitating implementation of action items recommended in a report generated by a hospitality zone assessment.

Further, the committee, with staff support from the downtown coordinator, reviews and evaluates new and existing policies. The composition of the committee encompasses all stakeholders in the downtown community

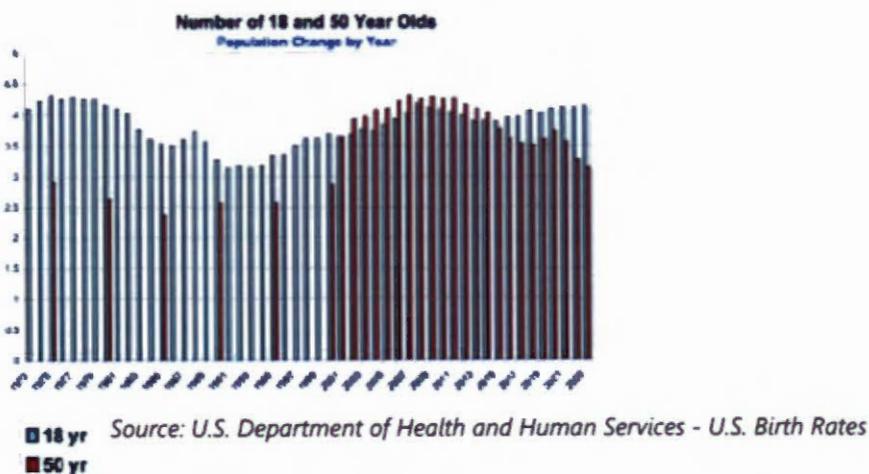
and those who participated in the assessment outreach process.

New entertainment zone policing model (EZPM). In 2009, the city began to reevaluate the way police patrolled downtown. The city's downtown coordinator led a small working group consisting of the police department, city attorney's office, downtown businesses, and an outside consultant to facilitate interviews, observations, and community meetings on what would help downtown businesses succeed.

EZPM is focused on attitude, training, and collaboration. The police department's downtown services unit uses bikes and plainclothes officers to work with businesses in the early part of the night. The city requires all nightlife business employees to attend Alcoholic Beverage Control LEAD (Licensee Education on Alcohol and Drugs) server training, and security staff members are required to attend 16 hours of security training. Police officers who work downtown are also required to attend specialized training.

This new model has helped the police department and downtown businesses to collaborate to address new and ongoing issues.

—Leland Wilcox, downtown coordinator, San Jose, California (lee.wilcox@sanjoseca.gov)



This simultaneous growth in the two population groups corresponds with the competing demands of these two groups for the vitality and amenities of the urban community. Conflicts can arise from the two different times of day during which they patronize dining and entertainment districts—the 50+

market tends to enjoy hospitality before 10 p.m., while the 18+ market only begins to arrive at 10 p.m. or later.

Social Generations

Lifestyles and social interaction can often be correlated with age and life stage. While this represents a broad generalization, understanding the essential needs of people and the demographics of your local government, district, or the markets you are trying to build can determine the best mix of dining, entertainment, and events.

Integrating potential social interaction into revitalization and development planning can result in a stronger and more vibrant social economy, with less impact on city and county resources for management. The major question then is: How well does your community meet the needs of each generation?

Assessing Your Community's Sociability. Conducting an economic assessment of dining and entertainment businesses is the first step in strategic planning by local government for issuing permits and licenses and allocating resources for an active nightlife.

Hospitality Zone Development. The terms mixed-use district and multiuse district traditionally describe the blend of residential, commercial, and retail development within a particular location. A hospitality zone, meanwhile, is an area of mixed or multiple uses that is distinguished by a high concentration of dining and entertainment businesses such as restaurants, pubs, taverns, cafes, and nightclubs. A hospitality zone often has an active street life and may serve as a center for community fairs, festivals, and events.

Recognizing that hospitality zones evolve and change over time is also key to proper planning of the social economy. Emerging zones where creative culinary entrepreneurs seek low-rents in deserted warehouse districts can be nurtured with infrastructure improvements, expedited permitting and licensing, and zoning updates for the new development.

Integrating dining and entertainment venues into mixed-use districts can be coordinated strategically. Questions to ask include:

- What are current and potential areas for growth and development in your community?
- Where is there overconcentration?
- What systems exist for maintaining a balance of businesses to meet day, evening, and late-night economies?

At the same time, a declining district with an overconcentration of businesses engaging in risky practices and promotions requires a tightening of permits, higher standards for new businesses, and more dedicated resources for increasing compliance.

Sociable communities provide spaces to socialize that appeal to all four social groups' interests and also address the stages of development and six core elements of a safe and vibrant hospitality zone.

1. Entertainment. Progressive communities nurture dining and entertainment opportunities for diverse

SINGLES



Individuals in their late teens and early twenties who are

MINGLES



Older singles, couples, and social groups of any age with a common interest.

ages, lifestyles, and cultures with incentives for business development and talent retention.

What barriers to dining and entertainment exist and how can they be minimized? What support systems—for example, subsidized housing and health care for musicians—are in place, need to be enhanced, or need to be developed? What education and training are available for talent development—for musicians, chefs, bartenders, servers, management?

2. Public safety. A continuum of collaborative partnerships—ranging from business associations, to neighborhood organizations, to licensing, permitting, enforcement, and regulatory agencies—is required to manage hospitality zones.

What resources exist or need improvement in the licensing and permitting process? How can safety and compliance agencies in your city and county work together to streamline initiatives?

3. Multiuse sidewalks. Vitality and vibrancy extend outside of buildings to the streets and sidewalks, and they encompass such experiences as sidewalk café dining, kiosks, food vendors, street entertainers, and public markets.

What is your vision to enhance vitality and minimize chaos on your hospitality zone's streets and sidewalks? What systems, tools, resources, and people will you need to initiate desired changes?

4. Venue safety. There is increased pressure for licensed beverage businesses to prevent sales and service to underage and intoxicated persons as well as assure the safety of patrons both inside the venues and as they exit.

What impediments exist for venues to access qualified labor and educational training? How can your community assist businesses in the creation of a safety plan and connect business owners to mentors?

5. Late-night transportation. Providing safe and efficient access to and exit from hospitality zones can enhance the visitor experience, reduce alcohol-related accidents, and expedite clearing the zone at bar-closing time.

What challenges does your community face in providing safe rides to and from the hospitality zone? How can impaired driving and disorderly conduct be addressed through multiple transit options?

6. Quality of life. Mixed-use districts place residents and commercial businesses in close proximity, often resulting in conflicts about noise, trash, vandalism, fights, and public urination.

What resources and partners need to be engaged to update codes and to define community standards that address sound management and undesired behaviors?

Contrary to common belief, the key component for each element's success is not infrastructure or system changes. It is *people*. In the end, it is people who will enjoy a hospitality zone's vibrancy, and it is the communication and cooperation among various stakeholders who will facilitate implementation of necessary changes and ensure sustainability.

exploring relationships.

FAMILIES



Introduction of children into couple relationships requires adjustment to going out.

JINGLES



Business travelers on expense accounts, vacationers, and empty nesters.

Planning for People

The “people factor” creates dynamically different impacts in a bookstore and a restaurant, even though each might take up the same square footage. While the bookstore may have 10 to 15 customers and three to four employees present at any one time, the restaurant may host 100 customers with 10 to 20 employees.

Contemporary planning usually specifies in great detail the physical space and the structures, but it only implies the addition of people. Highlighting the 3,000 housing units to be built can be translated to

approximately 7,000 people located in this concentrated residential area. Showcasing 100,000 square feet of retail space can include reference to 20 new dining and entertainment venues, with total seating capacity (occupancy) of 15,000 people, many in the area in the evening and after 10 p.m.

For these reasons, planning for a concentrated hospitality zone requires involvement of many diverse and often adversarial stakeholders, including business owners; residents; police; fire personnel; and staff who regulate alcohol sales, public works, planning, health, and more. The late-night and weekend hours mean that adaptation of such local government services as trash removal, transportation, traffic and parking control, and safety compliance inspections is required.

This may require staff dedicated to manage the nighttime economy. Seattle, Washington; San Jose, California; and Edmonton, Alberta, Canada, are among those cities with a downtown or nightlife coordinator serving as a liaison among the key stakeholders, identifying gaps in service, resolving conflicts, and setting proactive schedules for planning. (See the accompanying case study about San Jose, California.)

Finally, with changing demographics, it is important for local government managers to consider time and generational continuums as well as use of office, retail, and residential space. The inherent value of smart growth planning is that less time is spent commuting. In turn, with efficient public transportation and less distance traveled, this time savings can be translated to more community time, which is often spent socializing with coworkers, families, and friends, and thus more demand for nightlife.

Adapting traditional zoning, licensing, and permitting systems to the smaller, more flexible, and consumer-oriented businesses is one way local government managers can enhance this industry sector. A new form of concierge governance designed with streamlined systems presenting a “how can we help you succeed” attitude can facilitate progress.

Steps to Managing the Nighttime Economy

Conduct an Economic Assessment: To strategically allocate resources to an active nightlife and determine how many permits and licenses to issue, take an inventory of existing social amenities, occupancy totals and revenue generated within the hospitality zone.

Identify Gaps and Resources: Assess how well your community currently meets the social needs of each generation by identifying strengths, gaps and resources in the following areas – entertainment, multiuse sidewalks, quality of life, late-night transportation, venue safety and public safety.

Dedicate Staff: Select a neutral individual as a nightlife coordinator who will oversee planning and management of your hospitality zone. They will serve as a liaison among key stakeholders to communicate key information, resolve conflicts and facilitate implementation of next steps.

Final Thoughts

Every community has buildings, streets, sidewalks, lights, and parks. What distinguishes one community from another are the people and the opportunity to share food, drink, music, and dance in safe and convenient venues. It is the social connectivity and relationships that make life worth living and that define a vibrant community.

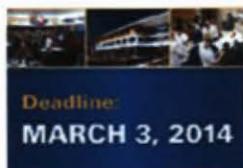
Sociable cities attract conventions, tourists, residents, and a creative class of talented professionals who provide an economic base that helps emerging industries that are clean and sustainable. Planning for people in a 24/7 economy requires adaptation and efficient management of resources through common vision, communication, and collaboration.

Jim Peters is president, Responsible Hospitality Institute, Santa Cruz, California (jim@rhiweb.org), and Alicia Lakomski is project manager, Responsible Hospitality Institute (alicia@rhiweb.org). All rights reserved.

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February 22, 2014

City of

Jacksonville Beach

Operations &

Maintenance Facility

Department of Public

Works

1460-A Shetter Avenue

Jacksonville Beach

FL 32250

Phone: 904.247.6219

Fax: 904.247.6117

www.jacksonvillebeach.org
TO: George Forbes, City Manager**FROM:** Ty Edwards, Public Works**SUBJECT:** Authorize Final Design Services for the South Beach Parkway Roadway Improvements Project (between Jacksonville Drive and J. Turner Butler Blvd.) with *Waitz & Moye Engineering***ACTION REQUESTED:**

Authorize final design services for the South Beach Parkway Roadway Improvements Project (between Jacksonville Drive and J. Turner Butler Boulevard) in the South Beach Redevelopment District with *Waitz & Moye Engineering*, a firm under a continuing contract with the City to provide engineering services.

BACKGROUND:

This project is included in the South Beach Community Redevelopment Capital Improvement Plan adopted by the City Council in April 2011. The project consists of widening South Beach Parkway between Jacksonville Drive and the J. Turner Butler Boulevard overpass. It will add a dedicated southbound to westbound turn lane and modify the existing traffic signal to create a controlled intersection at the entrance to the South Beach Regional Shopping Center and the Richmond American Homes replat of the Ocean Terrace subdivision. The subdivision developer is providing 12 feet of property to accommodate the turn lane at no cost to the City. A concept plan showing the proposed modifications is attached.

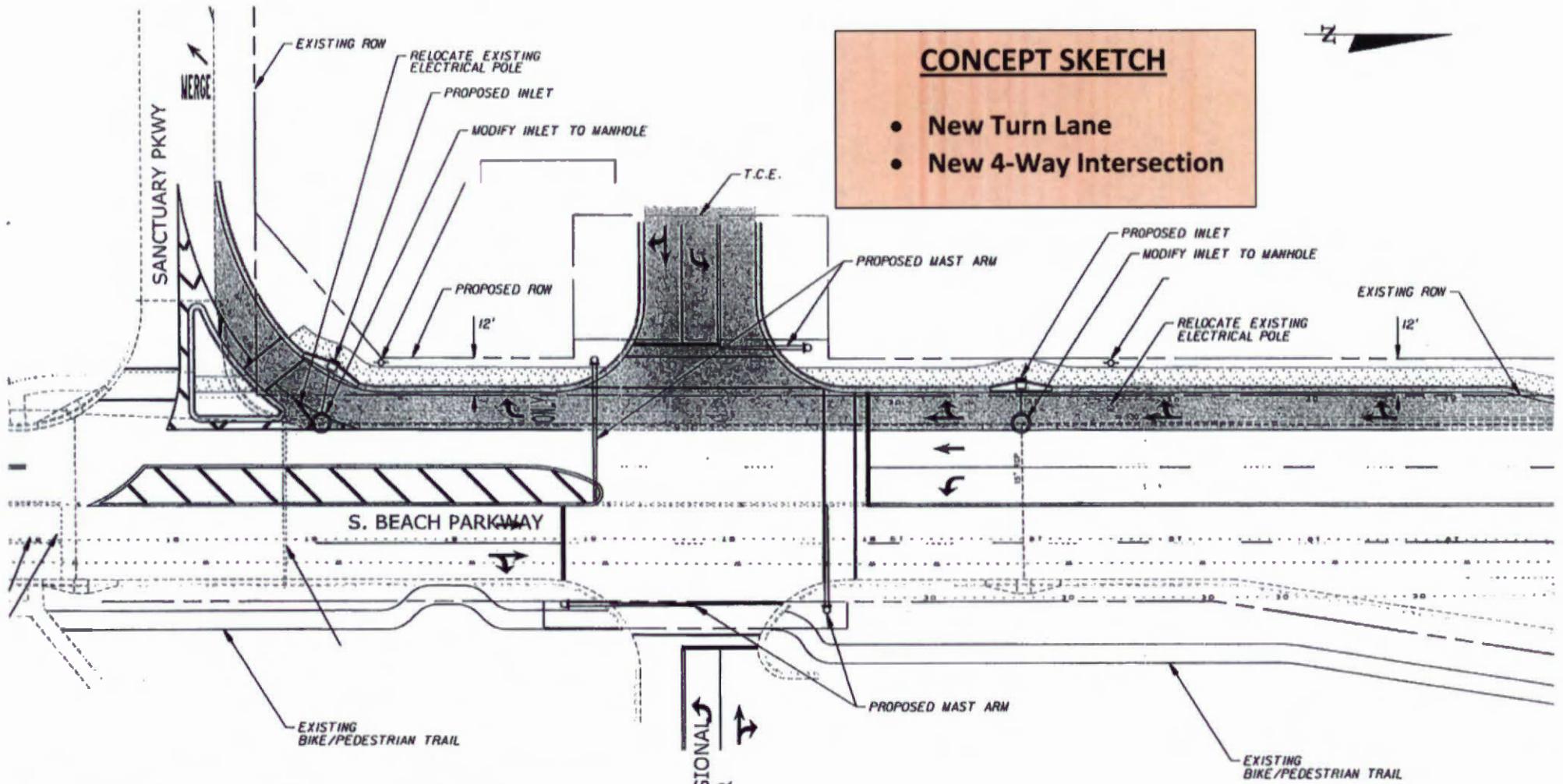
At its meeting held on February 14, 2014, the Redevelopment Agency was advised of staff's recommendation that this design work be authorized with *Waitz & Moye Engineering* under their continuing services contract with the City. *Waitz & Moye* has engaged *Kimley-Horn & Associates* to do the traffic engineering part of the project. The cost of the design is \$107,152.33, plus a 10% contingency, for a total cost not to exceed \$117,887.

The Redevelopment Agency adopted Resolution #2014-1 appropriating \$117,887 in South Beach Tax Increment Trust Funds for this design work.



RECOMMENDATION:

Authorize the final design services for the South Beach Parkway Roadway Improvements between Jacksonville Drive and J. Turner Butler Boulevard with *Waitz & Moyer Engineering* as explained in the memorandum from the Public Works Director dated February 22, 2014.



CONCEPT SKETCH

- New Turn Lane
- New 4-Way Intersection



DESIGN PROJECT

South Beach Parkway Road Improvements

SOUTH BEACH REGIONAL SHOPPING CENTER

**SCOPE OF SERVICES FOR
FINAL DESIGN PHASE
SOUTH BEACH PARKWAY FROM MARSH LANDING PARKWAY TO JACKSONVILLE DRIVE
ROADWAY AND INTERSECTION IMPROVMENTS
JACKSONVILLE BEACH, FLORIDA
January 27, 2014**

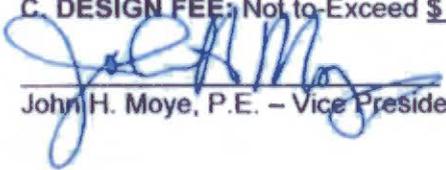
A. SCOPE OF PROJECT

The project limits are South Beach Parkway from Marsh Landing Parkway to Jacksonville Drive as depicted in the revised Concept B plans by Waitz & Moye, Inc. dated August 20, 2013. The total length of the project is approximately 900 linear feet. The northern portion of the project on South Beach Parkway from Sanctuary Parkway to Jacksonville Drive is currently a four-lane urban roadway. The northern portion of the intersection will be upgraded with an additional turn lane from Jacksonville Drive to Sanctuary Parkway, curb and gutter, drainage, sidewalks, new traffic signals and mast arms, and new asphalt pavement. New traffic signals will be installed at the entrance/exit of the South Beach Regional shopping center (east) and the entrance/exit of the new subdivision (Ocean Terrace) (west) on South Beach Parkway. The southern portion of the project from Sanctuary Parkway to Marsh Landing Parkway will be resurfaced & restriped to tie in the new intersection geometry and drainage. The existing mast arms and traffic signals at Sanctuary Parkway will be removed. The Ocean Terrace Developer will provide a twelve (12) foot easement or additional dedicated right of way for project improvements to the City of Jacksonville Beach prior to advertisement for construction. Additionally, the project will include an Access Review and Analysis of South Beach Parkway from Marsh Landing Parkway to Jacksonville Drive. This work will be used to determine appropriate laneage and turn lane lengths along the study limits. Sanctuary Parkway from South Beach Parkway to west end of Ocean Terrace Development will be milled, overlaid and restriped. A legal description for a 50x40ft easement for traffic loops on the shopping center property will be prepared.

B. TASKS:

1. Obtain Topographical Survey
2. Perform Access Review and Analysis of South Beach Parkway from Marsh Landing Parkway to Jacksonville Drive.
3. Obtain Geotechnical Investigation for traffic signal mast arms including report and recommendations
4. Final Design
5. Utility Coordination
6. Subsurface Utility Locations (VVH)
7. Drawings (Roadway, Utilities, Traffic Signalization, etc.)
8. Specifications
9. Permitting (FDOT, SJRWMD, etc.)
10. Cost Estimates (90% and 100%)
11. Submittals (60%, 90%, 100%)
12. Review meetings with City (3)
13. Project Schedule
14. Public Workshop
15. Bidding Services

C. DESIGN FEE: Not to Exceed \$ 107,152.33


John H. Moye, P.E. – Vice President

City of
Jacksonville Beach
City Hall
11 North Third Street
Jacksonville Beach
FL 32250
Phone: 904.247.6231
Fax: 904.247.6107
Planning@jaxbchfl.net

www.jacksonvillebeach.org

MEMORANDUM

To: George D. Forbes, City Manager

From: Bill Mann, Senior Planner 

Re: Ordinance No. 2014-8050, rezoning the *Pablo Towers* multifamily residential property at 115 South 3rd Street from *Central Business District: CBD* to *Redevelopment District: RD*.

Date: February 19, 2014

ACTION REQUESTED:

Adoption of Ordinance No. 2014-8050, establishing a *Redevelopment District: RD* Zoning District within the City of Jacksonville Beach, Florida, as provided under Chapter 34 - Land Development Code of the Jacksonville Beach Code of Ordinances. (Applicant - Beach Christian Services Corp.)

BACKGROUND:

Pablo Towers was constructed in 1973 by the Beaches Christian Service Corporation (applicant/owner) as a 197 unit, high-rise affordable housing development for the elderly. It occupies the entire block between 2nd and 3rd Streets South and 1st and 2nd Avenues South, in our Central Business District. In conjunction with recently paying off the 30 year HUD mortgage for the development, the applicants would now like to provide additional facilities and services to enhance their overall mission to provide quality affordable housing for area elderly residents.

Specifically, they would like to demolish the existing one story building adjacent to the residential tower, and replace it with a three-story building which would contain management offices, housekeeping functions, a community dining/gathering room with full commercial kitchen, and a 15-bed "semi-independent" residential facility. This last component is seen by the applicant as a means by which the length of stay may be extended for some of the elderly



residents as they gradually lose the ability to live fully independently in the existing tower apartments.

Staff held a pre-application meeting with the applicant's consultants in December 2013 and reviewed the proposed development plans. It was agreed that the new residential living component would enhance and further the overall housing provision mission of the applicant, but staff pointed out that in zoning terms the residential portion of the proposed project would be classified as a type of group living facility, which were not listed as permitted uses within the Central Business District. Staff recommended that the applicant pursue Redevelopment District: RD rezoning for the subject property, as opposed to trying to amend the existing CBD zoning regulations in general which would then permit group homes to be located throughout the Central Business District. The RD rezoning process would also allow the City to review the design and appearance of the proposed new building, to ensure that the proposed development would be compatible with the surrounding neighborhood.

The application materials include a project narrative outlining the scope of the proposed project, and how the project is consistent with the Downtown Redevelopment Plan. Permitted uses would include the existing *Pablo Tower* structure and its 197 residential units, and a new three-story, 22,000 s.f. 'Enhanced Services and Rooms' building containing the 15-bed residential facility and administrative, health, kitchen, and dining/gathering space.

Also included with the application are a proposed site plan, showing the existing residential apartment tower and the proposed three-story building, and a color perspective drawing of the proposed new building. The applicant has delineated on the site plan an area in the northeast parking lot where a temporary modular building may be located to provide an interim community center for residents while the new facilities are under construction.

Staff has reviewed the application against our Land Development Code standards applicable to Redevelopment District; RD zoning districts. The land proposed for rezoning is adequate and appropriate for the proposed use, since the proposed use is an enhancement of the viable existing use of the subject property. Yard setbacks and lot coverage are comparable to that of surrounding properties, both as they exist today, and as they may be redeveloped in the future. Traffic circulation in and around the subject property should not be negatively affected. Landscaping and signage will be consistent with Redevelopment Plan and Land Development Code standards. Adequate public

facilities exist to serve the existing and proposed uses of the subject property. The applicant is aware that the project will be subject to a Mobility Fee, based on the daily additional trips generated by the proposed building addition. That fee will be calculated and paid in conjunction with building permit for the proposed new construction, should this rezoning application be approved.

The Jacksonville Beach Planning Commission conducted a required public hearing on February 10, 2014 to consider this application, and voted unanimously to recommend its approval by the City Council. The Community Redevelopment Agency subsequently met to consider the application on February 17, 2014. They also unanimously recommended that it be approved by City Council.

RECOMMENDATION:

Adopt Ordinance No. 2014-8050, establishing a *Redevelopment District: RD* zoning district to allow the proposed addition of a three-story Enhanced Services and Rooms Building on the Pablo Towers property located at 115 South 3rd Street.



SWAIN

Introduced by: _____
1st Reading: _____
2nd Reading: _____

ORDINANCE NO. 2014-8050

AN ORDINANCE ESTABLISHING A *REDEVELOPMENT DISTRICT: RD* ZONING DISTRICT WITHIN THE CITY OF JACKSONVILLE BEACH, FLORIDA, AS PROVIDED UNDER THE JACKSONVILLE BEACH LAND DEVELOPMENT CODE, CHAPTER 34 OF THE CODE OF ORDINANCES OF SAID CITY.

WHEREAS, the City Council of the City of Jacksonville Beach, Florida, heretofore enacted and established a Land Development Code and Zoning Atlas for said City; and

WHEREAS, the owners of certain lands more particularly described herein have applied to the City Council for rezoning of those lands from *Central Business District: CBD* to *Redevelopment District: RD*.

NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF JACKSONVILLE BEACH, FLORIDA:

SECTION 1. That the Land Development Code and Zoning Atlas previously adopted by the City Council of the City of Jacksonville Beach, Florida, be and the same is hereby amended and, as amended, shall henceforth read as follows:

That all of the certain territory in the City of Jacksonville Beach, Florida, described as follows, to wit:

LEGAL DESCRIPTION

All of Block 13, *Pablo Beach South* Subdivision, according to the plat thereof recorded in Plat Book 3, Page 28 of the current public records of Duval County, Florida, together with that certain alley running through said Block 13, which alley was vacated, discontinued, abandoned, and closed by the provisions of Ordinance no. 6753 of the City Council of Jacksonville Beach, Florida, on February 7, 1972.

Heretofore zoned as *Central Business District: CBD*, be and the same is hereby rezoned to *Redevelopment District: RD*, so that henceforth the same shall be classified and construed to be embraced within the meaning and subject of the general provisions of the *Redevelopment District: RD* zoning category as provided in Article VII, Section 34-347 of the Jacksonville Beach Land Development

Code (Chapter 34 of the Code of Ordinances of the City of Jacksonville Beach, Florida), subject to the following additional limitations:

- A. The rezoning application and attached project narrative dated January 2, 2014, attached hereto as Exhibit A, and Preliminary RD Development Plan dated January 2, 2014, attached hereto as Exhibit B, which have been submitted to the City of Jacksonville Beach Planning and Development Department, are hereby adopted and incorporated as a part of this amendment to the Jacksonville Beach Land Development Code and Zoning Atlas.
- B. The project shall be generally carried out in accordance with the presentments of the rezoning application, project narrative and preliminary development plan, and shall also be subject to the following conditions:
 1. Permitted uses:
 - Tower Building (existing) - 16-story structure, 197 residential units.
 - Enhanced Services and Rooms Building (proposed) - three-story structure, 15 Residential Rooms, Housekeeping, Management, Health and Food Services, and Community/Activities functions.
 2. Maximum building height, Enhanced Services and Rooms Building – 35 feet
 3. Maximum Lot Coverage – 85 percent
 4. Parking - Parking for the Enhanced Services and Rooms Building addition will be provided in accordance with Land Development Code Article VIII, Division 1 standards. Parking for the existing residential units shall remain unchanged.
 5. Signage - Signage shall conform to Land Development Code Article VIII, Division 4 standards.
 6. Landscaping - Landscaping for the proposed building addition and parking additions/modifications shall conform to Land development Code Article VIII, Division 3 standards.

SECTION 2. Except as provided herein, all other portions of the Jacksonville Beach Land Development Code and Zoning Atlas remain in effect and applicable to this *Redevelopment District: RD* zoning district.

SECTION 3. All ordinances or parts of ordinances in conflict herewith be and the same are, to the extent the same may be in conflict, hereby repealed.

SECTION 4. This ordinance shall take effect upon its adoption.

AUTHENTICATED THIS _____ DAY OF _____, 2014.

William B. Latham, MAYOR

Judy L. Bullock, CITY CLERK



REZONING/TEXT AMENDMENT APPLICATION

PC No. 1-14
 AS/400# 14-100001
 HEARING DATE 2/10/14

This form is intended for use by persons applying for a change in the text of the Land Development Code or the boundaries of a specific property or group of properties under the person or persons control. A rezoning or change to the text of the LDC is not intended to relieve a particular hardship, nor to confer special privileges or rights on any person, but to make necessary adjustments in light of changed conditions. No rezoning or text amendment to the LDC may be approved except in conformance with the Jacksonville Beach 2010 Comprehensive Plan Elements. An application for a rezoning or text amendment to the LDC shall include the information and attachments listed below, unless the requirement for any particular item is waived by the Planning and Development Director. All applications shall include a \$1,000.00 filing fee, as required by City Ordinance.

APPLICANT INFORMATION

Land Owner's Name: Beach Christian Servies Corp.
 Mailing Address: 115 S. 3rd Street
Jacksonville Beach, FL 32250

Telephone: 904-339-0262
 Fax: _____
 E-Mail: mgilreath@ehmcorp.com

Applicant Name: Beach Christian Services Corp.
 Mailing Address: 115 S. 3rd Street
Jacksonville Beach, FL 32250

Telephone: 904-339-0262
 Fax: _____
 E-Mail: mgilreath@ehmcorp.com

NOTE: Written authorization from the land owner is required if the applicant is not the owner.

Agent Name: Timothy H. Powell
 Mailing Address: 109 Sea Lily Lane
Ponte Vedra, FL 32082

Telephone: 813-220-8682
 Fax: _____
 E-Mail: tspco@tampabay.rr.com

Please provide the name, address and telephone number for any other land use, environmental, engineering, architectural, economic, or other professional consultants assisting with the application on a separate sheet of paper.

REZONING DATA

Street address of property and/or Real Estate Number: RE # 175604-0000 115 S. 3rd Street
 Legal Description (attach copies of any instruments references, such as but not limited to deeds, plats, easements, covenants, and restrictions): see attached

Current Zoning Classification: CBD Future Land Use Map Designation: Commercial/CBD

TEXT AMENDMENT DATA

Current Chapter, Article, Section, Paragraph Number: _____

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 JAN 02 2014

REQUESTED INFORMATION

| | Attached? | |
|---|-----------|----|
| | Yes | No |
| 1. A copy of the relevant Duval County Property Assessment Map, showing the exact location of the land proposed for the amendment, with the boundaries clearly marked; | X | |
| 2. An 8½" x11" vicinity map identifying the property proposed for amendment; | X | |
| 3. An aerial photograph, less than twelve (12) months old, of the land proposed for amendment, with the boundaries clearly marked; | X | |
| 4. For a rezoning, include a narrative description of the proposed amendment to the Zoning Map designation and an explanation of why it complies with the standards governing a rezoning the LDC. | X | |
| 5. For an LDC text amendment, include the current text of the Section(s) proposed to be changed and the full text of the proposed amendment. The proposed text amendment submittal must include a cover letter containing a narrative statement explaining the amendment why it is needed and how it will comply with the goals, objectives, and policies in the Jacksonville Beach 2010 Comprehensive Plan Elements. | | |

Applicant Signature: Timothy H. Powell

Date: 01/02/14

**PABLO TOWER RD REZONING
PROJECT NARRATIVE
JANUARY 2, 2014**

PC#1-14

General:

Pablo Towers was originally constructed in 1973 consisting of a 16 story 197 unit affordable housing development for the elderly sponsored by seventeen beach community religious organizations under the Beach Christian Service Corporation. It is located on the block bordered by 3rd Street on the west, 1st Avenue S. on the north, 2nd Street S. on the east, and 2nd Avenue S. on the south. An accessory one story building to the south of the main tower (Strange Hall) which includes a community serving gathering hall, small kitchen facility, restrooms and conference room. This accessory building fronts 3rd Street and 2nd Avenue S.; however, its point of access is from a connecting breezeway to the main tower.

Due to a 30 year HUD mortgage being paid off in December, 2013, the Beaches Christian Service Corporation initiated a three year planning program that has culminated in a proposed three story Enhanced Services and Rooms Facility that will replace Strange Hall with new management administrative offices, health management and housekeeping administrative offices, and a community gathering/dining room area with commercial kitchen and fifteen (15) additional rooms on the second and third floors.

The new facility will essentially remain in the same approximate footprint of the existing auxiliary building revising and enhancing the existing parking lots on the south portion of the site. A "Temporary Events Portable Building" may be placed on the north parking lot to accommodate the numerous daily events that occur for the residents/guests of the tower during the construction of the proposed building and will be removed upon completion of construction and occupancy of the proposed building.

The architectural character of the new facility (see attached architectural rendering) will be an updated reflection of the existing tower adding a covered patio area on the east elevation. Care has been taken in keeping the common open space between the two on-site structures including retaining the existing butterfly garden. The added covered patio area will allow for increased indoor/outdoor activities for the residents as well as hosting community serving events. Attention to the building's first floor facilities has been made to address the City's goal of potentially promoting public serving activities by providing access to the dining and health management functions.

The proposed elevations of the three story building are designed to blend cohesively with the surrounding land uses and varying architectural styles. The proposed three story structure will be compatible and sympathetic with the one to three story residential and commercial structures on the south side of 2nd Avenue S. and the two story commercial buildings on the west side of 3rd Avenue S. which are dominated by flat roof structures.

The tower's residential access as well as the public's access to the proposed structure will remain via the existing breezeway connection to the main tower which is connected to the

drive through and parking areas directly adjacent and accessible to 3rd Street (AIA). Service access is through the parking lots and access way connection to 2nd Avenue S.

The existing parking lots are being enhanced as per City Code and SJWMD requirements. The two (2) potential space deficit will be addressed via payment into the City's parking fund, pursuant to Jacksonville Beach Resolution No. 1893-2012.

The reduction in the existing open space of the overall site from 29% to 15% is more than offset by the increased usability of the open space on the east side of the proposed structure as it is incorporated into the covered area leading into the interior community/dining area.

Consistency with the Jacksonville Beach Community Redevelopment Plan

General Objectives:

Support the growth of a vibrant mixed-use residential/commercial community in the downtown "core" district.

The attractive exterior design will stimulate and encourage standards of high quality for redevelopment of the surrounding existing and undeveloped properties.

Economic Objectives:

The enhanced services for the existing affordable residential units for the elderly will help foster the growing mixed-use community and support the retail and other existing and new establishments.

The proposed development will provide improved landscape and general infrastructure. For these reasons, it is anticipated that this redevelopment will improve the value of the surrounding properties.

The proposed enhanced services facilities in the proposed structure will generate a hub of activity in the neighborhood that will support a variety of community activities.

Land-Use Objectives:

The proposed structure offers the opportunity to provide for both on-site and community servicing activities.

The new facility will provide functions to make the existing facility more self-sustaining by allowing the existing residents to age in place for additional periods of time.

The new structure is sensitively designed to minimize the impact on adjacent properties through attention to the building's massing and height. It will be consistent with the heights and scale of similar buildings in the neighborhood.

Circulation and Parking Objectives:

The primary street circulation pattern and parking areas will be maintained in essentially their current condition.

Utility Objectives:

The proposed development will provide for any utility extension and/or replacement necessary for the development of the proposed structure.

The proposed development follows already established street and utility patterns.

Urban Design Objectives:

The new development will be built to high standards and will help foster future surrounding developments to higher quality levels.

The new structure is designed to blend cohesively with and complement the existing neighborhood.

The design of the building is sympathetic to the scale of the surrounding buildings.

Consistency with the LDC applicable to RD Zoning District designation

The proposed project maintains consistency with the objectives of the Redevelopment District designation.

Project Description/Details.

Proposed Uses:

Affordable multi-family residential (rental) housing for the elderly, with enhanced services for the residents. The existing and proposed development is compliant with the Jacksonville Beach Community Redevelopment Plan and is compatible with the surrounding uses. Furthermore, it does not propose one of the specifically prohibited uses listed in LDC Sec. 34-347(c)(3) i.

Future Land Use Designation:

Commercial/CBD

Current Zoning:

Central Business District: CBD

Proposed Zoning:

Redevelopment District: RD

Permitted Uses:

197 residential units - existing units
15 rooms - residential
Enhanced services of health and housekeeping management and food services

Gross square footages:

150,141 sq. ft. (128, 141 sq.ft. (existing tower, to remain);
22,000 sq.ft. (new facility));
78,600 sq.ft. (property)

Number of stories:

Existing tower - 16 stories
Proposed structure - 3 stories

Required setbacks:

10' on all sides due to road frontage on all sides

Proposed setbacks:

10' on all sides:

Property dimensions:

300' (east/west) by 262' (north/south)

Property acreage:

78,600 sq.ft. - 1.80 acres

Lot coverage by building:

21.87% : 17,189 sq.ft. (9,124 sq. ft. (approx. exist. Tower Bldg.), 8,065 sq. ft. (proposed facility)

Lot coverage by impervious surface:

63.13%: 49,620 sq. ft. (non-bldg.)

Building Height:

Existing tower: 16-story (exact height is unknown)

Proposed structure: 35' Maximum

Required/proposed Parking Spaces:

Existing tower spaces - no change from existing

Proposed structure - 15 spaces required, 13 proposed as shown

Signage:

Existing signage to remain, no new signage proposed

Landscaping:

Any new landscaping will meet or exceed the goals, objective and policies of the Jacksonville Beach Community Redevelopment Plan and the standards of Article VIII, Division 3.

Environmental:

The proposed development will meet or exceed all requirements of the Jacksonville Beach Community Redevelopment Plan and the standards of Article VIII, Division 5.

Utility Easement:

Easements necessary for the orderly extension and maintenance of public utility systems shall be provided where necessary to adequately service the development.

Adequate Public Facilities:

The majority of the development (197 units) is existing. The proposed structure with the new management administrative offices, health management and housekeeping administrative offices, and a community gathering/dining room area with commercial

kitchen along with the 15 rooms will generate the need for additional public facilities of potable water, sanitary sewer, stormwater management, solid waste, police, park, roads, fire and emergency facilities to service said structure. Furthermore, the facility will comply with the standards in Article IX of the Jacksonville Beach Community Redevelopment Plan.

Ownership:

Beaches Christian Service Corporation will own and operate the Enhanced Services and Rooms Facility together with the balance of existing and proposed improvements on the subject property.

Description of the proposed development including:

I. The number and type of residential dwelling units:

197 rental units (existing, no change)

II. Approximate gross density for the existing residential development:

197/1.76 = 111.9 units/acre

III. The amount of land and building square footages for nonresidential developments, by type of use, including public use.

There are none.

IV. Calculations showing the total lot coverage for building and accessory uses. This includes hardscape and building.

85% Lot Coverage: 21.87% : 17,189 sq.ft. (buildings),
63.13%: 49,620 sq. ft. (non-enclosed bldg. impervious coverage)

Site Plan:

A conceptual site plan, titled 'Preliminary RD Development Plan,' showing the location of all proposed buildings, the proposed traffic circulation systems, and parking facilities is included with this application.

Tentative development schedule indicating:

I. The approximate date when construction of the development can be expected to begin.

Construction is expected to begin in the Spring of 2014.

II. The stages in which the development will be built and the approximate date when construction on each stage can be expected to begin.

| | |
|-----------------------|-----------|
| Site preparation | May 2014 |
| Foundations | June 2014 |
| Vertical Construction | July 2014 |
| Occupancy | July 2015 |

III. The approximate date when each stage of development will be completed:

| | |
|-----------------------|-----------|
| Site preparation | June 2014 |
| Foundations | July 2014 |
| Vertical Construction | June 2015 |
| Occupancy | July 2015 |

BEACH CHRISTIAN SERVICES
CORPORATION INC
115 S 3RD ST
JACKSONVILLE BEACH, FL 32250-6800

Primary Site Address
115 S 3RD ST
Jacksonville Beach FL 32250

Official Record Book/Page
03328-00546

Title #
9433

115 S 3RD ST
Property Detail

| | |
|----------------|-------------------------------------|
| RE # | 175604-0000 |
| Tax District | USD2A |
| Property Use | 7400 HOME FOR AGED |
| # of Buildings | 4 |
| Legal Desc. | 3-28 33-25-29E PABLO BEACH SOUTH |
| Subdivision | 03201 PABLO BEACH SOUTH |
| Total Area | 71428 |

Value Summary

| | 2013 Certified | 2014 In Progress |
|--------------------------|-----------------|------------------|
| Value Method | CAMA | CAMA |
| Total Building Value | \$4,342,617.00 | \$4,011,032.00 |
| Extra Feature Value | \$164,457.00 | \$163,708.00 |
| Land Value (Market) | \$2,250,000.00 | \$2,250,000.00 |
| Land Value (Agric.) | \$0.00 | \$0.00 |
| Just (Market) Value | \$6,757,074.00 | \$6,424,740.00 |
| Assessed Value | \$6,757,074.00 | \$6,424,740.00 |
| Cap Diff/Portability Amt | \$0.00 / \$0.00 | \$0.00 / \$0.00 |
| Exemptions | \$6,757,074.00 | See below |
| Taxable Value | \$0.00 | See below |

The sale of this property may result in higher property taxes. For more information go to [Save Our Homes](#) and our [Property Tax Estimator](#). Property values, exemptions and other information listed as 'In Progress' are subject to change. These numbers are part of the 2014 working tax roll and will not be certified until October. [Learn how the Property Appraiser's Office values property.](#)

Taxable Values and Exemptions - In Progress

If there are no exemptions applicable to a taxing authority, the Taxable Value is the same as the Assessed Value listed above in the Value Summary box.

| County/Municipal Taxable Value | SJRWMD/FIND Taxable Value | School Taxable Value |
|----------------------------------|----------------------------------|----------------------------------|
| Assessed Value \$6,424,740.00 | Assessed Value \$6,424,740.00 | Assessed Value \$6,424,740.00 |
| Charitable (512) -\$6,424,740.00 | Charitable (512) -\$6,424,740.00 | Charitable (512) -\$6,424,740.00 |
| Taxable Value \$0.00 | Taxable Value \$0.00 | Taxable Value \$0.00 |

Sales History

| Book/Page | Sale Date | Sale Price | Deed Instrument Type Code | Qualified/Unqualified | Vacant/Improved |
|-------------|-----------|--------------|---------------------------|-----------------------|-----------------|
| 03328-00546 | 2/25/1972 | \$145,000.00 | WD - Warranty Deed | Unqualified | Improved |

Extra Features

| LN | Feature Code | Feature Description | Bldg. | Length | Width | Total Units | Value |
|----|--------------|-----------------------------|-------|--------|-------|-------------|-------------|
| 1 | SWSC6 | Sprinkler Wet System | 1 | 0 | 0 | 125,472.00 | \$42,911.00 |
| 2 | ELCC6 | Elevator Collective | 1 | 0 | 0 | 1.00 | \$23,134.00 |
| 3 | ESCC6 | Elevator Stops Coltv | 1 | 0 | 0 | 16.00 | \$16,456.00 |
| 4 | FE2C6 | Freight Elevator Capacity 2 | 1 | 0 | 0 | 1.00 | \$6,607.00 |
| 5 | ESCC6 | Elevator Stops Coltv | 1 | 0 | 0 | 32.00 | \$32,912.00 |
| 6 | PVAC1 | Paving Asphalt | 1 | 0 | 0 | 31,114.00 | \$17,968.00 |
| 7 | PVCC1 | Paving Concrete | 1 | 0 | 0 | 2,502.00 | \$2,702.00 |
| 8 | LPMC1 | Light Pole Metal | 1 | 0 | 0 | 2.00 | \$643.00 |
| 9 | LTC1 | Lighting Fixtures | 1 | 0 | 0 | 8.00 | \$1,442.00 |
| 10 | WMCC1 | Wall Masonry/Concrt | 1 | 0 | 0 | 264.00 | \$504.00 |
| 11 | FCLC1 | Fence Chain Link | 1 | 0 | 0 | 668.00 | \$2,218.00 |
| 12 | FCLC1 | Fence Chain Link | 1 | 0 | 0 | 74.00 | \$491.00 |
| 13 | SWSC6 | Sprinkler Wet System | 2 | 0 | 0 | 4,452.00 | \$2,030.00 |
| 14 | FWIC1 | Fence Wrought Iron | 1 | 0 | 0 | 94.00 | \$3,151.00 |

PLANNING & DEVELOPMENT

JAN 02 2014

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Property Appraiser - Property Details

| | | | | | | | |
|----|-------|--------------------|---|----|----|--------|------------|
| 15 | FWIC1 | Fence Wrought Iron | 1 | 0 | 0 | 215.00 | \$8,648.00 |
| 16 | CVPC2 | Covered Patio | 1 | 14 | 12 | 168.00 | \$1,891.00 |

Land & Legal

Land

| LN | Code | Use Description | Zoning | Front | Depth | Category | Land Units | Land Type | Land Value |
|----|------|-----------------|--------|-------|-------|----------|------------|----------------|----------------|
| 1 | 1000 | COMMERCIAL | JCBD | 0.00 | 0.00 | Common | 75,000.00 | Square Footage | \$2,250,000.00 |

Legal

| LN | Legal Description |
|----|--------------------|
| 1 | 3-28 33-2S-29E |
| 2 | PABLO BEACH SOUTH |
| 3 | LOTS 1 TO 8 BLK 13 |

Buildings

Building 1

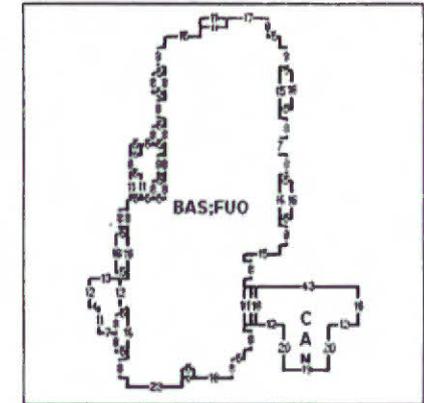
Building 1 Site Address
115 S 3RD ST
Jacksonville Beach FL 32250

| | |
|----------------|------------------------|
| Building Type | 7402 - HM F/AGED EX HI |
| Year Built | 1973 |
| Building Value | \$3,932,043.00 |

| Type | Gross Area | Heated Area | Effective Area |
|-------------------------|------------|-------------|----------------|
| Base Area | 7797 | 7797 | 7797 |
| Finished upper story 15 | 116955 | 116955 | 116955 |
| Finished Open Porch | 80 | 0 | 24 |
| Fin Screened Porch | 80 | 0 | 44 |
| Finished Open Porch | 80 | 0 | 24 |
| Fin Screened Porch | 80 | 0 | 44 |
| Finished Open Porch | 40 | 0 | 12 |
| Fin Screened Porch | 40 | 0 | 22 |
| Finished Open Porch | 40 | 0 | 12 |
| Fin Screened Porch | 40 | 0 | 22 |
| Canopy | 1068 | 0 | 320 |
| Base Area | 48 | 48 | 48 |
| Fin Screened Porch | 48 | 0 | 26 |
| Semi-Finished Base | 206 | 206 | 165 |
| Canopy | 55 | 0 | 16 |
| Canopy | 32 | 0 | 10 |
| Fin Screened Porch | 32 | 0 | 18 |
| Canopy | 44 | 0 | 13 |
| Canopy | 20 | 0 | 6 |
| Canopy | 80 | 0 | 24 |
| Semi-Finished Base | 40 | 40 | 32 |
| Fin Screened Porch | 40 | 0 | 22 |
| Canopy | 80 | 0 | 24 |
| Fin Screened Porch | 80 | 0 | 44 |

| Element | Code | Detail |
|-------------------|------|----------------------|
| Exterior Wall | 22 | 22 Precast Panel |
| Roofing Structure | 10 | 10 Steel Frame/Truss |
| Roofing Cover | 4 | 4 Built Up or T & G |
| Interior Wall | 5 | 5 Drywall |
| Int Flooring | 14 | 14 Carpet |
| Heating Fuel | 4 | 4 Electric |
| Heating Type | 4 | 4 Forced-Ducted |
| Air Conditioning | 4 | 4 Packaged Unit |
| Comm Htg & AC | 1 | 1 Htg & A/C Pkg |
| Comm Frame | 1 | 1 A-Fireproof Steel |

| Element | Code | Detail |
|------------------|---------|--------|
| Bedrooms | 1.000 | |
| Baths | 588.000 | |
| Stories | 16.000 | |
| Rooms / Units | 196.000 | |
| Avg Story Height | 9.000 | |



| | | | |
|-------------------------|---------------|---------------|---------------|
| Base Area | 248 | 248 | 248 |
| Canopy | 24 | 0 | 7 |
| Finished upper story 15 | 360 | 360 | 360 |
| Canopy | 20 | 0 | 6 |
| Semi-Finished Base | 24 | 24 | 19 |
| Finished upper story 15 | 360 | 360 | 360 |
| Total | 128141 | 126038 | 126724 |

2013 Notice of Proposed Property Taxes (Truth in Millage Notice)

| Taxing District | Assessed Value | Exemptions | Taxable Value | Last Year | Proposed | Rolled-back |
|------------------------------|-------------------|-----------------------|-------------------|----------------------|----------|-------------|
| County | \$6,757,074.00 | \$6,757,074.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 |
| Public Schools: By State Law | \$6,757,074.00 | \$6,757,074.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 |
| By Local Board | \$6,757,074.00 | \$6,757,074.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 |
| FL Inland Navigation Dist. | \$6,757,074.00 | \$6,757,074.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 |
| Jax Bch USD2A | \$6,757,074.00 | \$6,757,074.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 |
| Jax Beach | \$6,757,074.00 | \$6,757,074.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 |
| Water Mgmt Dist. SJRWMD | \$6,757,074.00 | \$6,757,074.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 |
| Gen Gov Voted | \$6,757,074.00 | \$6,757,074.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 |
| School Board Voted | \$6,757,074.00 | \$6,757,074.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 |
| Urban Service Dist2 | \$6,757,074.00 | \$6,757,074.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 |
| | | | Totals | \$0.00 | \$0.00 | \$0.00 |
| | Just Value | Assessed Value | Exemptions | Taxable Value | | |
| Last Year | \$8,851,868.00 | \$8,851,868.00 | \$8,851,868.00 | \$0.00 | | |
| Current Year | \$6,757,074.00 | \$6,757,074.00 | \$6,757,074.00 | \$0.00 | | |

Property Record Card (PRC)

The Property Appraiser's Office (PAO) provides historical property record cards (PRCs) online for 1995-2005. The PAO no longer maintains a certified PRC file due to changes in appraisal software; therefore, there are no PRCs available online from 2006 forward. You may print this page which provides the current property record. (Sections not needed can be minimized.) To print the past-year cards below, set your browser's Page Set Up for printing to Landscape.

[2005](#) | [2004](#) | [2003](#) | [2002](#) | [2001](#) | [2000](#) | [1999](#) | [1998](#) | [1997](#) | [1996](#) | [1995](#)

More Information

[Contact Us](#) | [Parcel Tax Record](#) | [GIS Map](#) | [Map this property on Google Maps](#) | [City Fees Record](#)

YARDLEY BULAKIAN,
Office of General Counsel
City Hall
Jacksonville, Florida

WARRANTY DEED

THIS INDENTURE, Made this 25th day of February, A. D. 1972, by and between the DUVAL COUNTY SCHOOL BOARD, a body corporate, which by virtue of Chapter 67-1320, Laws of Florida, as amended, is the lawful successor in interest to THE BOARD OF PUBLIC INSTRUCTION OF DUVAL COUNTY, FLORIDA, a body corporate, of the County of Duval, State of Florida, hereinafter called the Grantor, and the BEACHES CHRISTIAN SERVICE CORPS, INC., a Florida nonprofit corporation, with its post office address as P. O. Box 51111, Jacksonville Beach, Florida 32250, of the County of Duval, State of Florida, hereinafter called the Grantee.

WITNESSETH; That the said Grantor, for and in consideration of the sum of Ten and No/100 (\$10.00) Dollars, to it in hand paid by the said Grantee, the receipt whereof is hereby acknowledged, has granted, bargained and sold unto said Grantee, its successors and assigns forever, the following described real property, situate, lying and being in the County of Duval, State of Florida, to-wit:

All of Block 13, PABLO BEACH SOUTH, according to plat thereof recorded in Plat Book 3, Page 28, of the current public records of Duval County, Florida, together with all of the rights that the Grantor herein may have in and to that certain alley running through said Block 13, which alley was vacated, discontinued, abandoned, and closed by the provisions of Ordinance No. 6753 of the City Council of the City of Jacksonville Beach, Florida, on February 7, 1972.

AND the said Grantor does hereby fully warrant the title to said land, and will defend the same against the lawful claims of all persons whomsoever.

RECEIVED

JAN 02 2014

PG#141
PLANNING & DEVELOPMENT

Secretary the day and year first above written.

DUVAL COUNTY SCHOOL BOARD, a body corporate

By [Signature]
Its Chairman

ATTEST:

[Signature]
Superintendent of Schools, ex
Officio Secretary to the Duval County
School Board



Signed and Sealed in Our Presence:

[Signature]
[Signature]

CERTIFICATE OF COMPLIANCE

I, CECIL D. HARDESTY, the duly appointed, qualified and acting Superintendent of Schools of the Duval County School Board, a body corporate, pursuant to the provisions of Section 235.04(2), Florida Statutes, hereby certify that all of the provisions of Section 235.04(1), Florida Statutes, have been complied with in connection with the disposition by the Duval County School Board, a body corporate, to the land hereinabove described.

WITNESS my hand and seal, this 25th day of February, A. D. 1972.

Notary Public, State of Florida at Large
My commission expires Nov. 29, 1975

[Signature]

[Signature] (SEAL)
CECIL D. HARDESTY, as Superintendent of Schools

officers thereunto duly authorized; and that the seal of said corporation is duly affixed thereto, and the said conveyance is the act and deed of said corporation.

WITNESS my hand and official seal, this 25th day of February, A. D. 1972, at Jacksonville, County and State aforesaid.

Virginia Briles
Notary Public, State of Florida at Large.
My Commission expires:

Notary Public, State of Florida at Large
My commission expires Nov. 29, 1975

