

**Minutes of Regular City Council Meeting  
held Monday, June 15, 2015 at 7:00 P.M.  
in the Council Chambers, 11 North 3<sup>rd</sup> Street,  
Jacksonville Beach, Florida.**



**CALL TO ORDER:**

Mayor Charlie Latham called the meeting to order at 7:00 P.M.

**OPENING CEREMONIES:**

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

**ROLL CALL:**

Mayor: William C. Latham

Council Members:	Lee Buck	Keith Doherty	Christine Hoffman ( <i>absent</i> )
	Bruce Thomason	Phil Vogelsang	Jeanell Wilson

Also present was City Manager George Forbes, and City Clerk Laurie Scott.

**APPROVAL OF MINUTES**

It was moved by Ms. Wilson, seconded by Mr. Thomason, and passed unanimously, to approve the following minutes as presented:

- Regular City Council Meeting held June 1, 2015

**ANNOUNCEMENTS**

Council Member Vogelsang -

Council Member Vogelsang announced he attended the opening of the new restaurant Gusto.

Mayor Latham -

Mayor Latham made the following announcements and comments:

- He attended the graduation ceremonies for Fletcher High School Class of 2015 on Wednesday, June 3, 2015.
- He recognized Jacksonville Beach Police Department, Jacksonville Beach Fire Department and Parks & Recreation for the “Never Quit” D-Day event held on June 6, 2015.
- He announced he will be serving on the City of Jacksonville’s “A Safer Jacksonville” committee.

**COURTESY OF THE FLOOR TO VISITORS:**

**Speakers:**

- Fernando Meza, 607 7<sup>th</sup> Avenue South, Jacksonville Beach, discussed SRX Licenses. He presented the handout titled “SRX-Special Restaurant Licenses” to Council. (on file)
- Kurtis Loftus, 2815 St. Maartens Court, Jacksonville Beach, announced the upcoming Deck the Chairs meeting. He presented a business card advertisement for Deck the Chairs to Council. (on file)

**MAYOR AND CITY COUNCIL:**

- Mayor Latham presented a Proclamation recognizing Mikayla Musso, an 8<sup>th</sup> grade student from Fletcher Middle School, as City of Jacksonville Beach’s Student Leader of the Year for 2014-15.

**CITY CLERK:**

**CITY MANAGER:**

**(a) Accept the Monthly Financial Reports for the Month of May 2015**

**Motion:** It was moved by Ms. Wilson, seconded by Mr. Thomason, to accept the Monthly Financial Reports for the Month of May 2015 as presented by the Chief Financial Officer.

**Roll call vote:** Ayes – Buck, Doherty, Thomason, Vogelsang, Wilson and Mayor Latham; motion carried unanimously.

**(b) Approve the Request to Schedule for a Shade Meeting Pursuant to Florida Statute 286.011(8) to Discuss Pending Litigation**

**Motion:** It was moved by Ms. Wilson, seconded by Mr. Thomason, to schedule a Shade Meeting pursuant to Fla. Stats. 286.011(8) in the case of *Church of Our Savior V. The City of Jacksonville Beach*, to take place at 4 P.M. on Friday, June 19, 2015, and to schedule a Shade Meeting in the case of *Las Olas Development, LLC. V. City of Jacksonville Beach* to take place at 5 P.M. on Friday, June 19, 2015.

The Shade Meeting was requested by the City Attorney, Susan Erdelyi.

Mr. Forbes explained the processes and rules for the Council Members to conduct a Shade Meeting. He stated that the purpose of the Shade Meeting will be to discuss litigation strategy in the matters involving the *Church of Our Savior* and *Las Olas Development, LLC*.

The Mayor further explained there would be a court reporter present to take the minutes from the meeting. The minutes would be available to the public after the conclusion of the litigation.

**Roll call vote:** Ayes – Doherty, Thomason, Vogelsang, Wilson, Buck, and Mayor Latham; motion carried unanimously.

- (c) **Authorize the City Manager and Mayor to Sign an Agreement Between the City of Jacksonville Beach and the Florida Department of Corrections, Located in Lawtey, Florida for Training Purposes.**

**Motion:** It was moved by Ms. Wilson, seconded by Mr. Thomason, to authorize the City Manager and Mayor to sign an agreement between the City of Jacksonville Beach and the Florida Department of Corrections, for the purpose of firearms training and qualifications, as described in the memo from Patrick K. Dooley, Chief of Police, dated June 6, 2015.

Mr. Forbes explained the agreement with the Department of Corrections permits Jacksonville Beach Police Officers to conduct firearms training at their facility, at no cost to the City. He stated for the record, these are short term agreements and as long as those agreements are in substantial conformance with the agreement they have today, that the Mayor and he would sign future agreements.

**Roll call vote:** Ayes – Thomason, Vogelsang, Wilson, Buck, Doherty and Mayor Latham; motion carried unanimously.

- (d) **Approval to Execute a Contract with the Shepherd Agency for Marketing Services in Response to RFP No. 01-1415 Market Services for Beaches Energy Services**

**Motion:** It was moved by Ms. Wilson, seconded by Mr. Thomason, to approve the contract with the Shepherd Agency for Marketing Services for Beaches Energy Services for a period of five (5) years, with the City Manager having the authority to renew the contract for three (3) additional one-year periods.

Mr. Forbes presented the history of the branding of Beaches Energy Services. He stated we would like to continue with marketing the Beaches Energy Services. Request for Proposal (RFP) invitations were sent out to 30 firms with seven (7) responding. Evaluation teams ranked the top four (4) firms, interviewed them, and selected the Shepherd Agency. The company is located in Jacksonville, with many of their employees living at the Beach.

### **Discussion**

Ms. Wilson questioned why the City would need to devote funding to marketing services, since we have a captive audience who does not have any other options but to select Beaches Energy Services.

Mr. Forbes stated we believe the competition is anyone they can compare you to. We teach our employees if our customers did have a choice, would they choose us? If you have the best customer service, and if your customers or citizens are not aware of it, then it does not mean much. We continue to advertise energy rebates, promote relevant energy conservations, new ways in which to pay utility bills, and conduct customer satisfaction surveys to continually improve Beaches Energy for our customers.

Ms. Wilson asked if there was a mandate on funding expenditures on the project.

Mr. Forbes responded by stating there is not a mandate on the amount needed to be spent on the project.

Mr. Doherty asked about the criteria for the scoring process.

Trish Roberts, Deputy City Manager, explained the criteria as listed in the RFP. She stated the firms were graded based on their qualifications and experience, creative approach, references, vendor utilization, and their fee proposal.

Mr. Doherty asked if there was a formula for each of these categories.

Ms. Roberts detailed that scoring as provided in the RFP.

Mr. Vogelsang expressed his concern due to the closeness in ranking of the firms and that further review of the proposals should be conducted. He recommended proposing an amended motion tabling the approval of the contract until the next meeting.

**Amended Motion:** It was moved by Mr. Vogelsang, seconded by Mr. Doherty to table the matter [of the approval of the Contact] until the next meeting.

**Roll call vote** – Ayes: Vogelsang, Doherty  
Nays: Wilson, Buck, Thomason, Mayor Latham  
Amended motion failed to pass by a vote of 4 to 2.

Mr. Vogelsang commented if going forward, the Council Members would receive information on the details on the selection processes and ranking decisions in their packets.

**Roll call vote** – Ayes: Wilson, Buck, Thomason, Mayor Latham  
Nayes: Doherty, Vogelsang  
Motion passed by a vote of 4 to 2.

(e) **Approve the 2015 Downtown Action Plan and Authorize Sending the Plan to the Community Redevelopment Agency**

**Motion:** It was moved by Ms. Wilson, seconded by Mr. Thomason, to approve the 2015 Downtown Action Plan dated June 15, 2015.

Mr. Forbes reported survey respondents liked the downtown infrastructure improvements, but felt that more attention should now be directed toward:

- Making Downtown attractive to a variety of residents and visitors of all ages,
- Increasing transportation and parking options, making it easier to get Downtown,
- Making visitors feel safer, and
- Creating a sense of place by adding design features that make Downtown a unique and memorable destination.

Mr. Forbes asked the Council to approve the 2015 Downtown Action Plan and, if approved, authorize the Action Plan to be sent to the Community Redevelopment Agency for their review and recommendations on Amendments to the Downtown Redevelopment Plan necessary to implement the Action Plan. Mr. Forbes added that the recommendations for amendments to the Downtown Redevelopment Plan would also be reviewed by the Planning Commission for consistency with the City's Comprehensive Plan.

Mr. Forbes reviewed the slide presentation and discussed the key concepts of the Action Plan. (Slides on file)

**Discussion**

Mr. Vogelsang proposed an amended motion to remove or modify the language of A.7, of the Downtown Action Plan. He stated his opposition to placing a park or any permanent fixtures in Latham Plaza.

Mr. Doherty asked Mr. Forbes to clarify if we are approving each line item in the plan or adopting the Action Plan itself.

Mr. Forbes responded that Council is just voting on the Action Plan. The details of implementing the Plan will come before Council at a later time.

Mr. Buck stated he was opposed to A.7 being removed from the Action Plan.

Ms. Wilson stated she opposed permanent structures in Latham Plaza. She recommended adding additional equipment to the current children's parks in the City and would approve the use of temporary structures for seating.

Mr. Thomason stated his opposition to playground equipment in Latham Plaza, West of 1<sup>st</sup> Street, but would support a children's playground in the far southeast corner near the Boardwalk. He opposed removing A.7 from the plan.

Mr. Buck stated he would support a playground in the far southeast corner near the Boardwalk.

Mayor Latham suggested City staff create a list prioritizing those items that can be addressed quickly after the Action Plan is approved and is returned from the CRA.

Mr. Thomason asked if approval was required by City Council and funding obtained from CRA before the City streets can be cleaned.

Mr. Forbes responded that we do not need approval to clean the streets, but we intend to request the CRA to fund pieces of equipment which may require significant investments.

**Amended Motion:** It was moved by Mr. Vogelsang, seconded by Mr. Doherty, to modify the language for A.7 of the Action Plan to read "Develop a Master Plan to Improve the Use of Public Space in Latham Plaza."

### **Discussion**

Ms. Wilson asked if we wanted to include language to prohibit activities for which fees are charged.

Mr. Vogelsang responded the language to prohibit activities for which fees are charged did not need to be added.

Mr. Buck stated he is opposed to the amended motion.

Mr. Thomason asked for clarification on the property location of Latham Plaza.

**Roll call vote:** Ayes: Doherty, Vogelsang, Wilson, Mayor Latham

*[Amended motion]* Nays: Buck, Thomason

Amended motion to modify the language for A.7 of the Action Plan,  
passed by a vote of 4 to 2.

**Roll call vote:** Ayes: Doherty, Thomason, Vogelsang, Wilson, Buck and Mayor Latham;  
motion carried unanimously to approve the 2015 Downtown Action  
Plan.

**Motion:** It was moved by Ms. Wilson, seconded by Mr. Thomason to authorize the Action  
Plan to be sent to the Community Redevelopment Agency, for their review and  
recommendations on Amendments to the Downtown Redevelopment Plan necessary  
to implement the Action Plan authorize the action plan.

**Roll call vote:** Ayes - Thomason, Vogelsang, Wilson, Buck, Doherty, Mayor Latham;  
motion carried unanimously.

**RESOLUTIONS:**

**ORDINANCES:**

**ADJOURNMENT:**

There being no further business, the meeting adjourned at 8:33 P.M.

Submitted by: Laurie Scott  
City Clerk

Approval:

/s/ William C. Latham  
William C. Latham, MAYOR

Date: 7/20/2015