

Minutes of City Council Workshop
Monday, December 2, 2013 – 7:29 P.M.
City Council Chambers

Mayor Latham called the workshop to order at 7:29 P.M.

The following City Council members were in attendance:

Mayor Charlie Latham

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

Also present was City Manager George Forbes, Department Directors, and Nancy Pyatte, City Clerk's office.

Purpose of Workshop

The City Manager explained the first item that the Council would be reviewing and discussing is a proposed revised Special Event Policy as well as a resolution to establish rates and fees for Special Events. Mr. Forbes stated that the current policy has been in place since February 2003.

The second item for discussion will be on using the Responsible Hospitality Institute to perform a hospitality zone assessment of Downtown Jacksonville Beach.

Revised Special Event Policy

The major changes were reviewed, starting with number 1 – **'definition of Festival'**. The consensus was agreement from the Council.

Next, number 2 – **'Surf Contests'**. The consensus was agreement from the Council.

Number 3 – **'number of days a festival may last'**. Mr. Forbes stated current policy allows 1 festival per month, for 1 day only. The proposed revision will still allow 1 festival per month, but during the four off-peak winter months (November, December, January, February) a festival could last 2 consecutive days.

Discussion ensued resulting with suggestions as follows:

- allow 20 hours over Friday, Saturday, Sunday
- add the months of September and October for 6 months of 2 day festivals
- leave number 3 as proposed

Consensus from Council was agreement of number 3 as proposed, *and* allow/include 20 hours over Friday, Saturday, Sunday during the four off-peak winter months.

Number 4 addresses **'paid admission'**. Mr. Forbes stated current policy does not allow paid admission events. The City does allow admission fees for preferred seating if half of the event area is open and free to the general public.

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Suggestions have been received to allow paid events in order to attract St. Augustine style events. Mr. Forbes presented three alternatives, as follows:

- a. Keep policy as is
- b. Remove restriction on paid events
- c. All paid events specify the City receives a percent of the gross

A lengthy discussion ensued and the majority of the Council favored keeping the policy as is.

The City Manager stated that items 5 through 11 were administrative pertaining to the applications; number 12 relates to the proposed resolution for the fee schedule.

There was a brief discussion about number 9 – ‘**last call for alcohol announcement**’. This is new language added to this section.

Proposed Resolution 1926-2013 Establishing Rates & Fees for Special Events

The City Manager stated the fees charged for events and festivals help the City offset costs for maintenance, insurance, public safety, and public works. Mr. Forbes reviewed the list of the new fees and deposits.

The proposed resolution was discussed, raising the following concerns:

- **Item B. Facility Rentals Rates** – wording very long and repetitive, need specifics on number of items included in the rental fee (barricades, trash containers, etc.)
- **Item C. Electrician Fees** – does the City hire or the organizer/producer hire the licensed electrician
- **Item J. Event Fencing** – rent only, no installation provided
- **Item K. Police Security Pay Schedule** and **Item M. Fire Department Pay Schedule** – are rates adequate based on crowd size

Mr. Forbes stated that Staff will continue to work on the proposed revisions to the Special Event Policy and Resolution 1926-2013 to bring back to Council.

Hospitality Zone Assessment by Responsible Hospitality Institute

The City Manager gave a presentation on Hospitality Zones and the Sociable City Plan, provided by Responsible Hospitality Institute (RHI). Mr. Forbes reviewed the hospitality zone assessment describing the goals, outcomes, and the 6 phase process. RHI has experience in 50 cities, varying sizes, enhancing the value of their nighttime economies. Mr. Forbes stated that he wants to engage RHI for the City to help develop a complete plan for Downtown, benefiting all of Jacksonville Beach. Their cost is \$35,000, plus expenses.

Discussion

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There was discussion, resulting with suggestions and concerns as follows:

- Find local facilitator vs out-of-state company
- Too expensive – cost with expenses could reach \$50,000
- Utilize Chamber of Commerce
- Get citizens and businesses involved with web survey
- Process similar to Vision Plan established 10 years ago – do same way
- Include whole City, not just downtown
- Need objective assessment

The City Manager stated that four staff members received training at the Sociable City Leadership Summit this past May which was led by RHI. From the suggestions and concerns expressed, Mr. Forbes stated he will continue working on this to bring back to Council.

A question was asked about the status of the Downtown Retail Marketing and Recruitment RFP. Mr. Forbes stated the City issued the RFP and received six proposals which are being reviewed.

The workshop adjourned at 8:45 pm.

Submitted by: Nancy J. Pyatte
Assistant City Clerk

Approved:

/s/William C. Latham

William C. Latham, Mayor

Date: December 16, 2013