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The Council Briefing began at 5:30 P.M.

The following City Council Members were in attendance:

**Mayor:** William C. Latham

**Council Members:** Keith Doherty                      Georgette Dumont                      Sandy Golding  
Christine Hoffman                      Cory Nichols                      Phil Vogelsang

Also present were City Manager Mike Staffopoulos, City Attorney Chris Ambrosio, and Director of Human Resources Ann Meuse.

**Purpose of Briefing**

The purpose of the briefing was to update the Council Members about ongoing items in the City.

**Human Resources Director**

**City Manager's Annual Performance Evaluation**

Director of Human Resources Ann Meuse reviewed the process for the evaluation and stated Council should use the same evaluation and guidelines applied to department heads to determine a salary adjustment for the City Manager. The salary adjustment for this year could be a 3%-6% increase.

Council agreed Mr. Staffopoulos's performance had been exemplary and supported a 6% salary increase.

Mr. Staffopoulos credited the staff for their contributions to his success.

**Baptist Medical Center Beaches Proposed LDC Text Amendment, Ordinance No. 2019-8117**

City Attorney Chris Ambrosio explained Ordinance No. 2019-8117 would be on the Council's agenda at the upcoming meeting this evening. He had provided Council with a memorandum including a thorough legal analysis that served as a supplement to the Planning and Development agenda item. Mr. Ambrosio stated he also met with representatives of Baptist Medical Center Beaches.

Mr. Ambrosio stated the City's current sign code was constitutionally sound, including the portion prohibiting billboards and off-site signs. His memorandum outlined problems that could arise if they changed this prohibition. He recommended the Council deny the request for the proposed text amendment ordinance.

Mr. Ambrosio stated he was considering how to help residents and visitors find Baptist Medical Center's unique emergency room as a public purpose. Baptist Medical Center wanted more than

the existing directional signs, which were grandfathered in, and want more than the standard blue "H" hospital signs. They wanted five or six "Emergency Services" signs.

Mayor Latham said they needed to accomplish this quickly because it had been going on for quite some time.

Mr. Ambrosio did not recommend tabling the item; it should be voted on as presented. He stated he was willing to continue working with Baptist Medical Center. He pointed out they must avoid signage on private and FDOT properties.

Mr. Ambrosio stated he would provide the Council with the following:

- Conceptual designs of the proposed signs
- Proposed City-owned locations of the signs
- Statistics and tracking

#### Other topics

Mr. Staffopoulos reported there has been three community conversation meetings, and he has received very good input. He stated some consistent/overlapping items had been brought up at the meetings.

Mr. Staffopoulos stated he met with the Neptune Beach and Atlantic Beach city managers and discussed replacement of the flashing beacon between Fletcher High School and Fletcher Middle School. Neptune Beach was seeking financial partners, and they were contacting Jacksonville since this was a school board issue. Mr. Staffopoulos stated he also discussed stormwater fees and the fact the school board had not been paying the fees in all three beach communities for the past few years. They were in the process of arranging a meeting between the three city managers, mayors, and city attorneys to discuss legal avenues.

Mr. Staffopoulos said the City of Jacksonville had provided them with detailed graphics of the proposed flashing beacons for Penman Road. <On file>

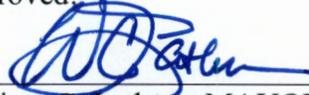
Mayor Latham stated Fernandina Beach and Atlantic Beach were adopting ordinances to prohibit the release of balloons. The Council had consensus to consider this.

Ms. Dumont stated applicants were not aware of what information could be accepted in a quasi-judicial hearing. She suggested including educational information in the notices provided to neighbors explaining the type of information that could be considered by those making the decisions. Mr. Ambrosio agreed to prepare an educational pamphlet for the Council to review.

The briefing adjourned at 6:46 P.M.

Submitted by: Jodilynn Byrd  
Administrative Assistant

Approved:



William C. Latham, MAYOR

Date: 2/17/2020