

**CITY OF PORT ST. LUCIE
CITY COUNCIL SPECIAL MEETING MINUTES
AUGUST 20, 2012**

A Special Meeting of the CITY COUNCIL of the City of Port St. Lucie was called to order by Mayor Faiella on August 20, 2012, at 2:00 p.m., at Port St. Lucie City Hall, 121 SW Port St. Lucie Boulevard, Port St. Lucie, Florida.

1. MEETING CALLED TO ORDER

2. ROLL CALL

Council Members

Present:

Mayor JoAnn M. Faiella
Vice Mayor Linda Bartz
Councilwoman Michelle Lee Berger
Councilman Jack Kelly
Councilwoman Shannon M. Martin

Others Present:

Gregory J. Oravec, City Manager/
CRA Director
Engineer
Stefanie Beskovoyne, Assistant City Attorney
Pam E. Booker, Senior Assistant City
Attorney
Sherman A. Conrad, Parks & Recreation
Director
Edward Cunningham, Communications Director
Edwin M. Fry, Jr., Finance Director/
Treasurer
Joel Dramis, Building Code Administrator
Daniel Holbrook, Planning & Zoning Director
Renee Major, Risk Management Director
Jesus A. Merejo, Utilities Director
Karen A. Phillips, City Clerk
John Bolduc, Police Chief
Patricia Roebeling, City Engineer
April C. Stoncius, Deputy City Clerk
Anthony Veltre, Nuisance Abatement Program
Coordinator

3. PLEDGE OF ALLEGIANCE

Mayor Faiella led the assembly in the Pledge of Allegiance.

4. **PROCLAMATIONS**

There was nothing scheduled for this item.

5. **SPECIAL PRESENTATIONS**

a) **SPECIAL PRESENTATION - RECEIPT OF THE 17TH ANNUAL ACHIEVEMENT OF EXCELLENCE IN PROCUREMENT AWARD FOR 2012** FROM THE NATIONAL PROCUREMENT INSTITUTE TO THE OFFICE OF MANAGEMENT AND BUDGET

The City Manager received the award on behalf of the Office of Management and Budget.

6. **ADDITIONS OR DELETIONS TO AGENDA AND APPROVAL OF AGENDA**

Councilwoman Berger **moved** to approve the Agenda. Vice Mayor Bartz **seconded** the motion. The City Clerk restated the motion as follows: for approval of the Agenda. The **motion passed unanimously** by roll call vote.

7. **APPROVAL OF CONSENT AGENDA**

a) **APPROVAL OF MINUTES**

b) **PURCHASE OF FORECLOSED PROPERTY, NEIGHBORHOOD STABILIZATION PROGRAM 1 - (NSP1), 2474 SE TRAIL AVENUE, PURCHASE PRICE LESSER OF LIST PRICE \$75,000 OR 99% OF APPRAISED VALUE, LEGAL DEPARTMENT**

c) **ANDREW THOMAS CONSTRUCTION, INC., NUISANCE HOME REPAIRS AT AN UNOCCUPIED PROPERTY LOCATED AT 1450 SE VESTHAVEN CIRCLE, \$2,675, LEGAL DEPARTMENT**

d) **ANDREW THOMAS CONSTRUCTION, INC., NUISANCE HOME REPAIRS AT AN UNOCCUPIED PROPERTY LOCATED AT 1698 SE BURGUNDY LANE, \$475, LEGAL DEPARTMENT**

e) **L.E.B DEMOLITION AND CONSULTING CONTRACTORS, INC., COMPLETE DEMOLITION OF AN UNOCCUPIED PROPERTY LOCATED AT 1254 SE NANCY LANE, \$15,673, LEGAL DEPARTMENT**

f) **PBS NATIONAL, INC., NUISANCE HOME REPAIRS AT AN UNOCCUPIED PROPERTY LOCATED AT 1614 SE HOLIDAY ROAD, \$3,090, LEGAL DEPARTMENT**

g) **SAND DOLLAR DEVELOPMENT OF SOUTHERN FLORIDA, INC.,**

NUISANCE HOME REPAIRS AT AN UNOCCUPIED PROPERTY LOCATED AT 1707 SE HONDO AVENUE, \$19,800, LEGAL DEPARTMENT

Councilman Kelly **moved** to approve the Consent Agenda. Councilwoman Martin **seconded** the motion. The City Clerk restated the motion as follows: for approval of the Consent Agenda. The **motion passed unanimously** by roll call vote.

8. SECOND READING, PUBLIC HEARING OF ORDINANCES

There was nothing scheduled for this item.

9. OTHER PUBLIC HEARINGS

There was nothing scheduled for this item.

10. FIRST READING OF ORDINANCES

There was nothing scheduled for this item.

11. RESOLUTIONS

a) RESOLUTION 12-R94, IDENTIFYING CERTAIN PROPERTY WITHIN THE CITY OF PORT ST. LUCIE A THREAT TO THE HEALTH, SAFETY, AND GENERAL WELFARE OF THE COMMUNITY PURSUANT TO CHAPTER 40 OF THE PORT ST. LUCIE CITY CODE; PROVIDING FOR A HEARING DATE TO DETERMINE WHETHER THE AFFECTED PROPERTIES SHOULD BE FOUND A PUBLIC NUISANCE; PROVIDING NOTICE TO THE OWNERS AND MORTGAGEE(S) OF THE PROPERTIES OF SAID HEARING DATE; PROVIDING AN EFFECTIVE DATE.

The City Clerk read Resolution 12-R94 aloud by title only.

Nuisance Abatement Program Coordinator Veltre said, "We have six properties listed in this resolution, identifying them as a threat to the health, safety, and general welfare of the community. The first property listed is 1001 SW Duville Avenue. It has high grass and weeds, a fence in need of repair, a sliding glass door in need of repair, and an unsecured and unmaintained swimming pool. At 1247 SE Nancy Lane there is high grass and weeds in excess of 12 inches, a fence in need of repair, and an unsecured and unmaintained swimming pool. At 2012 SE Pyramid Road the screen is torn on the screen enclosure, which is causing the pool to be unsecured. At 2881 San Jeronimo Road there is screen that is torn on the screen enclosure, causing the pool to be unsecured. At 3108 SE Overbrook Drive there is an unpermitted fence securing the pool area that does

not comply with the Florida Building Code. There are boards up on the windows in the rear patio that need to be replaced. At 4665 SW Balia the screen enclosure is torn and missing screens, causing the pool to be unsecured. All of these properties have a temporary type of barrier in place that does not comply with the Florida Building Code. However, they are not wide open pools." Vice Mayor Bartz clarified, "So there is a barrier around the pool." Nuisance Abatement Program Coordinator Veltre responded, "Not other than the existing screen enclosure. There are several screens on the screen enclosure that are missing and torn. The screen enclosure itself is acting as a temporary barrier. But because the screens are missing, it does not conform with the Florida Building Code." Ms. Beskovoyne advised, "The home on Overbrook is covered, and there is rebar on top so you can't fall through it." Vice Mayor Bartz asked, "Did we do it?" Ms. Beskovoyne replied, "No. The bank did. The bank just fixed the screens on San Jeronimo. It is a wooden structure that you can't fall through." The City Manager said, "Based on supplies and labor, I don't think you can install one for less than \$500."

Councilman Kelly **moved** to approve Resolution 12-R94. Vice Mayor Bartz **seconded** the motion. The City Clerk restated the motion as follows: for approval of Resolution 12-R94. The **motion passed unanimously** by roll call vote.

b) RESOLUTION 12-R95, DECLARING A PUBLIC NUISANCE AT 3013 SE WAKE ROAD, PORT ST. LUCIE, FLORIDA AFTER A SHOW CAUSE HEARING; REQUIRING ABATEMENT OF THE NUISANCE WITHIN A CERTAIN TIME; AUTHORIZING ABATEMENT BY CITY FORCES; PROVIDING FOR THE RECOVERY OF ABATEMENT COSTS AS A SPECIAL ASSESSMENT AGAINST THE PROPERTY; AND PROVIDING AN EFFECTIVE DATE.

The City Clerk read Resolution 12-R95 aloud by title only.

Nuisance Abatement Program Coordinator Veltre said, "A Code compliance case was opened against the property located at 3013 SE Wake Road. We brought the property through the Special Magistrate process, and there is an active lien on the property. The property is abandoned. The Code Compliance Division found violations of high grass and weeds in excess of 12 inches, open storage, and an unsecured and unmaintained swimming pool. We have attempted to compel the owner to voluntarily bring the property into compliance, but there has been no contact with the owner of the property. We temporarily secured the pool with an orange mesh construction fence. However, it does not meet the requirements set forth in the Florida Building Code for a child safety barrier. The Building Department completed an assessment

on the property to determine what is needed to bring the property into compliance. The screen enclosure has been severely damaged, and the pool is unsecure. In the best interest of the health, safety, and welfare of the surrounding community, staff is recommending that the screen enclosure be removed, and the pool be covered with an approved child safety barrier, per the FBC."

Councilman Kelly inquired, "Is there anyone here representing these properties?" Mayor Faiella responded, "Nobody is coming forward." Vice Mayor Bartz clarified, "So this is an unoccupied home." Ms. Beskovoyne advised, "These are all vacant homes." Vice Mayor Bartz questioned, "Who is the owner of this house? Do we know?" Ms. Beskovoyne answered, "The owner does not care what happens to this home. Most of these are in foreclosure, and are vacant. The owners have left, and don't care about it." Vice Mayor Bartz asked, "Will they care if somebody falls in the pool?" Ms. Beskovoyne replied, "I know. It is awful." Vice Mayor Bartz pointed out, "Just because they don't care and are not there, doesn't mean that they are not liable." Ms. Beskovoyne advised, "The owner of the property is still responsible." Vice Mayor Bartz inquired, "If we approve this today, how quick will the pool be taken care of?" Nuisance Abatement Program Coordinator Veltre responded, "We have already received quotes back for the project, so it will be awarded tomorrow or the next day. Then there are several steps that the contractor has to go through. They will schedule it within a week or two, and you will see the work start and almost completed. They will have to take the whole screen enclosure down. Looking from the rear of the property, the left side of the screen enclosure looks like a truck was driven through it. It would cost more money to replace it than it would to put the cover on it."

Vice Mayor Bartz inquired, "Once we approve the resolution, do we take any responsibility or any liability over on the property?" The Senior Assistant City Attorney replied, "No we do not. It is still the property owner's responsibility for anything that happens on that property." Vice Mayor Bartz said, "My concern is that we will have a pool that is not secured for a week or two. I know you put up the orange mesh, but to me, that is an invitation. It is not that much of a deterrent as it is an invitation to a child." Ms. Beskovoyne explained, "We have streamlined the process on our end. We used to come to Council a third time to ask for the money to be approved. We now have everything ready for the second Public Hearing, and are really trying." Vice Mayor Bartz stated, "I know that you guys are doing a great job. I know how important this is. You know how I

feel about pools. I'm trying to figure out a way that we can secure them faster. This really concerns me. I **move** to approve Resolution 12-R95." Councilman Kelly **seconded** the motion. The City Clerk restated the motion as follows: for approval of Resolution 12-R95. The **motion passed unanimously** by roll call vote.

12. UNFINISHED BUSINESS

There was nothing scheduled for this item.

13. NEW BUSINESS

a) RANGER CONSTRUCTION INDUSTRIES, INC., RENEWAL #1, MASTER CONTRACT FOR ROAD CONSTRUCTION FIRM, #20050079, RENEWAL CONTRACT PERIOD WILL BE 9/1/12 TO 6/27/15, EXPENDITURE AS BUDGET ALLOWS, FUND TBD, ENGINEERING

The City Manager said, "When the City entered into a settlement agreement with Ranger Construction in April of 2010, it was contemplated that at some point in the future Ranger Construction would again be able to bid on road projects. This item allows for that to happen. They will go back on to the Master Contractor List, and be allowed to issue and submit bids for projects. Staff recommends approval."

Vice Mayor Bartz **moved** to approve Item 13 a). Councilwoman Martin **seconded** the motion. The City Clerk restated the motion as follows: for approval of Item 13 a). The **motion passed** by roll call vote with Vice Mayor Bartz, Councilwoman Martin, Councilwoman Berger, and Mayor Faiella voting in favor, and Councilman Kelly voting against.

b) KIMLEY-HORN & ASSOCIATES, INC., CHANGE ORDER #4, PROFESSIONAL ENGINEERING SERVICES FOR CROSSTOWN PARKWAY EXTENSION EIS SEGMENT 1, THIRD PARTY REVIEW AS REQUIRED BY FDOT, \$42,250 FOR A NEW CONTRACT TOTAL OF \$454,409, NO ADDITIONAL DAYS, #20090010, FUND 314-4105-5688, ENGINEERING

The City Manager said, "I have recently been spending a lot of time on the Crosstown Parkway project. About two weeks ago, staff and I met with the District Secretary in Fort Lauderdale. We had conversations about how we can move this project forward as expeditiously as possible, and with confidence. One of the suggestions of the FDOT was to utilize Kimley-Horn and Associates to review all of our Environmental Impact Statement documents before we submit the final EIS. Accordingly, we have

negotiated with Kimley-Horn and Associates an appropriate change order to allow them to provide that service. Furthermore, the project coordinator, Mr. Cherry, will be an extension of staff. He will do a lot of the leg work in representing the City as we work with FDOT, the Florida Highway Administration, and the cooperating agencies. He is an expert in the field, and is recognized as such. I am happy to have him on the team. Staff recommends approval, which is a change order in the amount of \$42,250."

Councilwoman Martin **moved** to approve Item 13 b). Councilman Kelly **seconded** the motion. The City Clerk restated the motion as follows: for approval of Item 13 b). The **motion passed** by roll call vote with Councilman Kelly, Mayor Faiella, Councilwoman Martin, and Vice Mayor Bartz voting in favor, and Councilwoman Berger voting against.

c) MEHAFFEY CONSTRUCTION GROUP, INC., NUISANCE HOME REPAIRS AT AN UNOCCUPIED PROPERTY LOCATED AT 3013 SE WAKE ROAD, \$5,200, LEGAL DEPARTMENT

The City Manager stated, "Normally these items are placed on the Consent Agenda. However, because Wake Road was under the Resolution portion of the Agenda, this was placed under New Business so that it happened in the proper sequence. This item would provide for the remediation of the pools that we saw previously. Staff recommends approval."

Vice Mayor Bartz **moved** to approve Item 13 c). Councilwoman Berger **seconded** the motion. The City Clerk restated the motion as follows: for approval of Item 13 c). The **motion passed unanimously** by roll call vote.

d) DICKERSON FLORIDA, INC., FAIRGREEN ROAD EXTENSION CONSTRUCTION PROJECT, \$255,645.05 PLUS A \$10 INDEMNIFICATION FEE, #20120076, CONTRACT PERIOD IS FOR 100 CALENDAR DAYS WITH NO OPTION TO RENEW, FUND 304-4125-5688, ENGINEERING

The City Manager said, "We have recently put the Fairgreen Road Extension project out to bid. The lowest bid was from Dickerson Florida, Inc., in the amount of \$255,645.05. Staff recommends approval, and looks forward to completing this road in time for the holidays."

Councilwoman Martin **moved** to approve Item 13 d). Vice Mayor Bartz **seconded** the motion. The City Clerk restated the motion as follows: for approval of Item 13 d). The **motion passed**

unanimously by roll call vote.

e) NATURE'S KEEPER, INC., MAINTENANCE AND REPAIRS OF IRRIGATION SYSTEMS IN PORT ST. LUCIE, \$78,526.80 FOR MAINTENANCE, \$25,000 FOR REPAIRS, CONTRACT PERIOD IS FOR THREE YEARS WITH AN OPTION TO RENEW FOR AN ADDITIONAL THREE YEAR PERIOD, #20120060, FUND 104/401-4127-5341, ENGINEERING

The City Manager stated, "As part of our roadways and other landscaped areas, we have an extensive irrigation system that has to be maintained and repaired from time to time. We did go out to bid for irrigation maintenance and repair services. Nature's Keeper was the lowest responsive bid. Staff is recommending approval of this annual expenditure in the amount of \$78,526.80."

Councilman Kelly **moved** to approve Item 13 e). Vice Mayor Bartz **seconded** the motion. The City Clerk restated the motion as follows: for approval of Item 13 e). The **motion passed unanimously** by roll call vote.

f) DIGITAL WATCHGUARD, INC., SECURITY CAMERAS AT SPORTSMAN'S PARK, \$12,589.01 PLUS A \$10 INDEMNIFICATION FEE, #20120056, CONTRACT PERIOD IS FOR TWELVE MONTHS WITH THE OPTION TO RENEW FOR ONE ADDITIONAL TWELVE MONTH PERIOD, FUND 307-7210-5630, PARKS AND RECREATION

The City Manager said, "As you know, we have worked on a safety enhancement plan at Sportsman's Park. We have augmented the number of park officers that patrol the parks. We have instituted a court pass system with over 400 registered users. We are also utilizing technology to promote safety through the installation of a number of cameras. This contract will allow us to complete the Sportsman's Park project. If it works, we will also utilize this contract to fit other parks with cameras. Staff recommends approval."

Councilwoman Berger **moved** to approve Item 13 f). Councilwoman Martin **seconded** the motion. Councilman Kelly inquired, "Where are the cameras going to be monitored?" The City Manager responded, "The graphic inside the packet indicates that they will be monitoring several locations. We have different cameras. We have cameras that can pan, tilt, and zoom. We have fixed cameras that sweep, and we have cameras with night vision capabilities." Councilman Kelly asked, "Who will monitor the cameras?" The City Manager replied, "They will be able to be monitored from a number of places, including a Smartphone or a

lap top anywhere, anytime. The park safety officers will be able to monitor them, as will staff. I can't promise that they will be monitored 24/7, but many times they will be utilized to follow-up on something. It won't always catch someone in the act." Councilman Kelly questioned, "Can anybody in the public go to a site and monitor it, or is it just for the people that work for the City?" The City Manager answered, "It is not open to the public." Councilwoman Martin clarified, "The park officers will be able to look at them from their lap tops inside their vehicles." The City Manager said, "Correct. They should be able to view them from a Smartphone." The City Clerk restated the motion as follows: for approval of Item 13 f). The **motion passed unanimously** by roll call vote.

g) CITY VISION AND GOALS DISCUSSION, CITY MANAGER

The City Manager stated, "As an organization, it is very important for us to be perfectly aligned with carrying out the Council's vision and goals. Especially in an era of constrained resources, it is more important now than ever to make sure that every ounce of our being is dedicated to carrying out your mission. It is imperative that every staff member know what that is, and should be able to define it and explain it to others. At the Summer Retreat, Council and staff had a meaningful discussion concerning your vision and goals. We were able to adopt eight goals, and I want to read them into the record.

1. Facilitate job creation, economic diversification, and successful business opportunities.
2. Promote, encourage and/or create diverse quality educational, cultural, and recreational opportunities.
3. Create and facilitate broad transportation options.
4. Maintain safe City status.
5. Encourage affordable life-cycle housing.
6. Enhance and maintain the community's appearance.
7. Nurture a sense of pride in the community.
8. Balance our natural resource preservation with the community's needs.

In addition to those goals, the Council also began developing a Vision Statement. As a starting point, we offered an element of the Tradition CRA's Vision Statement. Today we should continue the development of that Vision Statement with the goal of finalizing a statement, which fully resonates with the entire City Council. It should really inspire you, and capture your imagination. In order to breathe life into the vision and goals, it would be great to go through some brainstorming of postcard

projects. Once the vision and goals are fully formed, I will work with staff to ensure that all of the City's efforts are sharply focused on achieving them. We will work to identify specific objectives and performance indicators to evaluate our effort in achieving your vision. I would ask the Council what they would like to put into the community's Vision Statement. What is it we are here to achieve?"

Councilman Kelly said, "We are talking about increasing valuation and recognition. We should let everyone know that Port St. Lucie is a great place to live. Not only do we have to tell them, but we have to live up to it. I like the idea of certain sections of the City having their own recognition." Councilwoman Martin stated, "In the backup that was provided to us, I liked the Mission Statement from the City of Fort Lauderdale. It says, 'The mission of the Fort Lauderdale City Commission is to represent the public interest, promote quick courtesy response to residents' problems, provide leadership and direction for the City's future, and ensure the present and future fiscal integrity of the municipal government.' In ours we have, 'Need not leave to fulfill' and I like it, but I would replace it with 'can fulfill all of life's necessities.'" Councilwoman Berger said, "We have, 'The City of Port St. Lucie will be a hometown.' I prefer to take out the 'will be,' and start speaking in the present tense. Port St. Lucie 'is a hometown' that is focused on being a place that citizens do not leave to fulfill, etc.' I prefer the present tense. The Fort Lauderdale Mission Statement goes along with their ethics that they have. If we put it in place, it does not take away from the fact that we are still moving in the direction of creating a Code of Ethics. We want to be the City that in the end, our citizens are proud to be from. As we are creating the Vision Statement, it needs to be about more than words. It needs to be from our hearts, and truly something we are willing to live up to and give completely towards." Mayor Faiella remarked, "I agree." Councilman Kelly pointed out, "We have to be ready, willing, and able to live up to it." Councilwoman Berger explained, "Councilman Kelly and I attended a seminar on branding where they spoke about how a company would go into cities to create a branding effort. They got to know the things that their citizens were proud of. They took that to create a marketing piece to enable other people to want to move there to fill their housing inventory. Also to make sure that it enabled businesses to understand what they had to offer, and want to move there. The natural organic growth that should happen in cities happens with pride when you are doing it by design instead of by chance. We need to really make sure that we take control of it as a strategic marketing plan."

Councilwoman Martin said, "I like what they have for the City of Wellington. It has a message from the Council, and it has a vision, a mission, and goals. Everything that we are trying to do is encompassed in this one basic statement. It would be a great idea for us to adopt that we have all of this together, and work and strive to make sure that all of those messages are fulfilled. It will be ongoing, because it is not something that can be done overnight." Mayor Faiella clarified, "So you like that template." Councilwoman Martin stated, "I like the template, and would like to fill it in with what the rest of the Council likes as well." Councilwoman Berger said, "I like it, but I just don't want to be a Wellington. Madam Mayor, I'd like to hear what you like, and what you think." Mayor Faiella stated, "I like the first one." Councilwoman Berger inquired, "The first one of what?" Mayor Faiella responded, "Fort Lauderdale's, but we also could incorporate what our goals are, and move forward." Councilwoman Berger said, "Madam Mayor, we are here today to come up with our Mission Statement and goals. What are your thoughts around that as the Mayor?" Mayor Faiella responded, "I like the one from Fort Lauderdale. I also like Councilwoman Martin's suggestion of incorporating the mission as the Council and the vision. We could incorporate that as the template. I like the way that it is set up."

Vice Mayor Bartz said, "When we walked away from the Retreat, the statement that we came up with just wasn't sitting right with me. I liked the content, but there was something that just didn't feel right about it. Councilwoman Berger, I think that one of the things that really hits home is we are not saying that we are going to this, as we are. That has clicked with me, because I have been struggling since the Retreat with it. I like the present tense that indicates this is where we are, and this is where we are focused. It makes a lot more sense. We want to continue to make it better." Councilwoman Berger said, "Mr. Oravec and Mr. Dramis, I'm thinking about some of the great progress we have made as a City in being nimble and dynamic. We were able to change as change is needed, especially around the Building Department with Code Enforcement issues. Maybe we should speak to something around the responsiveness of the City to the needs of the citizens and the business community, and the fact that they have been part of that process. With the classes that the Building Department offered, we really got to know what the tone is like out there, so that we can be reactive and responsive." Mr. Dramis stated, "The phrase that comes to mind when we talk about dealing with the public is, 'in touch.' You can have quick response when someone sends you an email saying that they have a problem with something. The in touch part is

when you go out to the residents, and explain the issue. It has been a long-standing tradition that when someone has an issue, they can go to their elected official to have it dealt with. That doesn't happen in a lot of cities, especially cities of large sizes. We should use somewhere an in touch personable government. If I get a call and it goes to the City Manager's office, the response from him would be did you handle it? Did you go out and talk to the people? That is the way we react, as sending an email is not resolving an issue." Vice Mayor Bartz said, "I think we have become proactive. We tend to go outside of the box to make it work. That has been very evident with the classes and the nuisance abatements. These are things that we have done that other cities have either not done, or who have contacted us to ask how we did it. We have been proactive and innovative." Mr. Dramis stated, "Vice Mayor Bartz, several weeks ago you were at a function, and got a call about the Twig issue. When we spoke Monday, you had already been out there Saturday before I received a second call. We recently received a call from Palm Beach Gardens, who wants to come to Port St. Lucie to find out how we deal with training for local and small businesses. They have no idea, so they will be in our next training class." Mayor Faiella pointed out, "We have received calls regarding the abatement process where other cities were looking at it, as they were very impressed."

Councilwoman Berger said, "Mr. Cunningham, I hope you are ready to wordsmith some things as our Communications Director." Mr. Cunningham stated, "Of course. It might help to hear some Council discussion on the concept of, are we labeling the City or are we labeling the City government? Are we branding the government itself, or are we branding the community in general? Those can be two different things. In the past, we have had some talk about a government that is accountable, responsive, and efficient. In touch is another nice phrase, but it is selling a little bit different idea than selling the idea of the City. We have to decide who we are targeting, and what we are trying to accomplish. Are we trying to get more people to move here and build houses? Are we trying to get more people to move here to build a business? What exactly are we trying to accomplish? That might help guide the direction of what kind of verbiage we should use." Councilwoman Berger said, "I like Councilwoman Martin's idea that we use the template as an opportunity to go beyond the Vision Statement. We started in the right area talking about our core values from a City standpoint. I would like to be able to come up with a message from the Council, and talk about our government, and how we want to be perceived. Then move on to our Vision Statement and our Mission Statement, which

would entail our eight goals. That is an excellent template. Thank you for keeping us focused on what it should be. I'm looking at Mr. Merejo as a department head, and wondering what you are thinking. We have had conversations about the 100-year plan for water and sustainability for the Treasure Coast, not just for the City of Port St. Lucie. What are your thoughts?" Mr. Merejo responded, "We have always been proactive. We could have taken 30 years to complete the water and sewer task, but we did it in 12 years, which is amazing. The low pressure system in our system and our expansion of our water facilities has always been a proactive attitude that we have always had. I'd like to see that continue in years to come." Councilwoman Berger said, "Those are tactical pieces, but from your heart, as I know you feel a lot of pride in the work that you are doing. Tell us about what you feel." Mr. Merejo responded, "As a City as far as growing and looking at it from a Utility point of view?" Councilwoman Berger explained, "As a long term citizen, and now a director of a very large department that is so impactful on our next 100 years, what are you thinking about the City of Port St. Lucie and for your kids?" Mr. Merejo responded, "Number One is resources, and making sure that we have our capacity. We want to make sure that we plan for the future, so that we don't get caught behind the eight ball. One of the approaches with the City Manager is that we are working towards acquiring property out west. What do we need to do to plan for that future? It is going to continue to grow, so what do we need to do today so that we can be ready for 100 years? That has always been my approach, and is the direction that we need to go in." Councilwoman Berger clarified, "For future generations, not just tomorrow." Mr. Merejo remarked, "That's correct."

Councilman Kelly said, "I think the City's slogan should be, 'Be prepared.' When I look at the mission of Fort Lauderdale, I think they are referring to government. Our vision is like Tampa's, and I'm looking at what can be added to that. Tampa's says it all, 'Tampa will be recognized as a diverse, progressive city celebrated as the most desirable place to live, learn, work, and play.' We will borrow their vision, and make it better. We couldn't get a better group of people than we have as department heads. We should label what we want to do, and that is where I would like to see the City go. Didn't Tampa just get the Republican National Convention?" Councilwoman Berger said, "They have six strategic focus areas, so it is more than just that one sentence for Tampa. It goes back to the template, and that keeps us focused, as they are separate messages. The department heads are sitting at a table in front of us to give them an opportunity to make sure that they say what they want us

to hear. You guys have been here for decades, so when you think about what your involvement is with the organization and as a citizen, this is a great opportunity to be part of the process. I encourage you to share your thoughts with us."

Mr. Holbrook said, "I would love to add, 'A place to hang.' It is one of the things that I've heard a lot in the conversations that we have had with the folks from Tradition. People want places to relax outside of the active engagement. We need to have a vision for that, and start striving and building things to create a better quality of life. We created places over the past decade with the Botanical Gardens and the Civic Center, but I think that we can do more. It will speak to taking us to the next place, as opposed to a place where people live. We need to maintain the quality, which has been affordable housing. One of the things that I appreciate is the Apple iPhone or iPad. You can grab it, touch it, it is simple, but it is smart and can do a lot of things. I would love for us to strive for that type of vision where it is something that the public can have simple engagement that is not complicated, even though we have ordinances and departments. They can indicate their need, and it can be taken care of without a lot of complications. As far as the entire City, we have some higher end housing, but we also have starter homes. That is something we take pride in. They are affordable if you compare us to our surrounding neighbors, and further down south. Building on some of those concepts and refining who we are, and what we are as government to allow the public to have interaction to further create our vision, and implement it is something that has to be engaging for the citizens. As a government, we can make statements, but people in the City need opportunities. We have a great example in the Volunteer Program." Councilman Kelly said, "That is covered in the Tampa one under Diverse. A place to hang would be under play. It is covered under what Tampa has, but if you want to make it more prominent, how would you do that?" Mr. Holbrook responded, "I would agree that play covers a lot of words. I would caution using the same language that a lot of cities have, because it doesn't make us unique. We should add a new element to strive towards something, but it should also reflect who we are." Councilwoman Berger said, "I love that. When you are creating a shared vision, people are more committed when they are part of the process. We could just copy Tampa, because it is a good one, and many places do that. We are creating something that we can all be proud of that we will all be working towards. Since we are all stakeholders, it is important to make sure that we take this opportunity and have this discussion. I wrote down, 'An approachable administration that engages with the hearts of

the public.' You have said in the past that you want this to be an interesting City." Mr. Holbrook replied in the affirmative.

Mr. Conrad stated, "One of the things that I've tried to do since taking over as the Director of Parks and Recreation is to promote adding value to our positions with staff. The more important that we are and the better job that we do, the more important we are to our community. We have taken an in-house motto of Clean, Green, Safe, and Fun, which relates to everyone. We want people to walk away from our facilities and special events, and have a wow feeling, which creates community pride. The second goal is creating opportunities. Now we need to look at opportunities for partnerships, as it will be important in the future." Councilman Kelly stated, "Our Parks and Recreation Department has a reputation all over the state for being great, as I found out by attending the Florida League of Cities. We were asked to speak on how we got there, and how we maintain them. I have also heard that we are an example for other Utility Departments in other cities. I took a trip to Myrtle Beach, and found out that they have 12% sales tax, where half of it funds their Tourism Fund. Imagine if we had an extra 6% sales tax, but we don't have that convenience." Councilwoman Berger pointed out, "Actually, we do. We have the Tourism Development Tax any time someone stays in our hotels. There is a bed tax, and that money goes into a specific fund for tourism, and Vice Mayor Bartz sits on the St. Lucie County Tourism Board. As we start to look at our vision, mission, and goals, and as we come up with new events and things for people to hang out and do, we should have our representative go to the Tourist Development Council to request funding for our events too. It is drawing people in to fill the beds. We should really start making some connectivity between things that the City is doing as an organization for its immediate citizens, and things that could be considered tourism development as well." Councilman Kelly advised, "It has to be done by partnerships."

Ms. Major said, "From the Risk Management standpoint, I don't have a department that has great services like Parks and Recreation and Utilities. We try to treat all of our citizens fairly and with respect, because generally when they are coming to us, they are coming with an issue. We try to listen and deal with the matter. We treat everyone like we would want to be treated. We treat everyone with compassion, and sometimes we can give them the answer they are looking for. Sometimes not, but nevertheless, we treat them as we would want to be treated."

The City Manager said, "I would like to advocate as clear,

simple, and concise a Vision Statement as possible. The Council's job is to provide leadership in the vision. You set policies and create laws, and work with customers on a vision. That vision is realized through specific goals. Those goals are realized through objectives or projects. Because so much good work has been done by this Council and past Councils on goals, you had those set. You adjusted them a little bit. It seems like the Council is ready to state what the Council's mission is, and that is towards what Fort Lauderdale offered. You don't have to have a place to hang in the vision, because you have a place to play. Then you can revisit the goals, because it is so important to have a place to hang that is in the goals, or decide one of our goals is to promote and encourage and/or create diverse quality educational, cultural, and recreational opportunities. Then you decide in order to create that goal, we are going to create a place to hang. We are going to have a place to hang initiative. Every year we are going to create a place to hang or facilitate the creation of a place to hang through appropriate zoning regulations. That is how it can be achieved over time. It goes toward the postcard project element. What do you envision as a place to hang? This is how all of these things go together. Mr. Conrad brings up a great concept to further explore Parks and Recreation where he has adopted Safe, Clean, and Green. Once you have defined the City's vision, how does your department connect to the vision and the goals? I have sent an email to all of the staff on this, so that they understand their connection to the goals. If we are going to be the very best organization we can be, then we have to know that we are connected. It doesn't matter if you are a department head or the person on the street; you have to know how you are connected. More importantly, you have to be able to explain to our customers how you are connected. Everyone should be able to discuss what the vision is, the goals, and what they are doing at this particular moment in time on the taxpayers' dollars to achieve it. That is where we have to get."

The City Manager continued, "Mr. Conrad and I will talk about where he thinks Parks and Recreation fits in with the eight goals. If I did that, what would you hit me back with?" Mr. Conrad responded, "I would look at Number 2, because we are going to promote recreational opportunities. We will fall under the Safe City status with our programs, and will work with our park officers to make sure that the parks are safe. Enhance and maintain the community's appearance; we want to make sure all of our facilities are clean. There are several of these, like preserve natural resources, whether it is along the river or the Botanical Gardens, we will be involved with. We are almost going

to be involved in each one in some way or another. Even as far as facilitate broad transportation options." The City Manager said, "Your department touches almost every single one, even the job creation economic diversification; you are a part of that quality of life package that brings businesses here. That may be indirect, but everything else, cultural and recreational opportunities, is part of what you do through special events in your facility. Transportation options are not only the bus station, but the Woodstork Trail and other systems. You actually provide transportation options. Diversion is an important component of recreational. Enhance community's appearance goes without saying. A sense of pride is not only how we look and the quality of our facilities, but it is also community events that bring us together as a community. Natural resource preservation; how many parks do we have on the river, and how many preserves have we established or do we need to establish? We will go through and come up with objectives on how to achieve each of those goals. We will measure our progress on an annual basis, so that we can come back to Retreats and other meetings to give you an update. This is how it all comes together to make sure that we are delivering on your vision. We want to capture the themes that you want in each of those areas. We have set up goals with the Council's statement or mission, and we will bring something back to the Council. What themes do you want to make sure are in the Mission Statement for the government?"

Councilman Kelly **moved** to have the Vision Statement say, 'Port St. Lucie will be recognized as a diverse, progressive City, celebrated as the most desirable place to live, learn, work, and play.'" Councilwoman Martin said, "It needs to be in the present tense. Maybe change progressive City to progressive Hometown." Councilman Kelly said, "The word 'will' says it all, as far as a plan. The word 'shall' is the improper word, but I wouldn't change the word 'will.'" We are not a town. We are a City." Vice Mayor Bartz stated, "I appreciate your comment that this is not a town, and it is a City. However, people come from Chicago, and believe that it is their hometown. People come from New York, and say that is my hometown. It is that feeling and ambiance that makes it your hometown, even though it is a big city. It is something that we are trying to capture; even though we are in a large City, we are the hometown to many people. There are people who never found a hometown before, so I don't want to discredit the hometown idea." Councilman Kelly explained, "Councilwoman Berger said it by using the word proud. I will rescind my previous motion." Councilwoman Berger said, "The statement that we came up with today were words that were put together from our last discussion at the Retreat. It means something to me,

because the public was involved in it. I **move** to have the City's Vision Statement say, 'The City of Port St. Lucie is proud to be a hometown where citizens fulfill all of life's necessities and dreams. A place to live, learn, work, shop, socialize, and play.' Councilman Kelly **seconded** the motion. Councilwoman Martin pointed out, "I'm not sure about the need not leave, because it is giving people an option. We are saying they need not leave, but why would they want to leave?" Councilwoman Berger remarked, "She is right. We will change it." The City Clerk restated the motion as follows: to approve the Vision Statement, 'The City of Port St. Lucie is proud to be a hometown where citizens fulfill all of life's necessities and dreams. A place to live, learn, work, shop, socialize, and play.'

Councilwoman Berger said, "The word 'necessities' makes me a little uncomfortable." Vice Mayor Bartz asked, "Do we need to make a motion to accept this today, or are we going to have the Communications Department look at it, and come back to us? Then we can look at it one more time." The City Manager inquired, "What is it about necessities that you don't like? What is that theme that we need to capture? Are we a City that really allows our citizens to fulfill all of life's necessities? We have some higher educational opportunities, but it would be difficult to get your Masters in the City. There are other examples like that where we are working on them, and it is a priority and a goal, but can we declare absolute victory on it yet? It is quite fascinating." Councilwoman Berger said, "It is a fascinating discussion, but anytime you create leadership philosophies or momentum for yourself, or anytime you want to make sure that you are giving yourself a theme or a motto to live by, we don't want to say we are striving to be there and think that it is so far off in the future. We want to start visually seeing ourselves that way, and that applies to us when we are creating our Mission Statement, and how we are going to act with integrity and operate appropriately as a Council. We should do the same thing when we are thinking about the vision for the City. It is okay to put it out there that we are proud to be there. I can't get a Master's Degree here, but there are opportunities to partner with groups that are here. We do have a presence with Barry University and other locations, so we do have opportunities. I will rescind my previous motion." Councilwoman Martin stated, "I agree, because the vision is always a progression. We want to keep progressing with that vision, so I don't think it needs to be narrowed down. It is fine keeping it the way it is. It will be ongoing." Vice Mayor Bartz said, "We have things that we still want to do, but we are now doing them." Councilman Kelly pointed out, "A vision is what we want

to be in the future. I think we should let Mr. Cunningham look at it, and come back to us. Socialize and play is redundant. To me, play covers it." Vice Mayor Bartz added, "And if in two days we have an epiphany, we can go to Mr. Cunningham with it. It gives us an opportunity to be comfortable and on board, as this is a big deal." Councilwoman Martin commented, "You are right." Vice Mayor Bartz clarified, "We should be there with your help." Mr. Cunningham said, "We can always tweak it as much as necessary." Councilman Kelly advised, "I would like to get the word enjoy or celebrate somewhere in there." It was a **consensus** of the City Council to have Mr. Cunningham review the Vision Statement, and return it at a later date.

Mr. Cunningham said, "Maybe this is a good time to have a discussion regarding the City's logo. We need to decide whether it needs to be changed or not, because we have been using the City seal forever, and also the statement, 'A City for all Ages.' If you are remaking your identity, that goes along with it. It should be taken into consideration." Vice Mayor Bartz stated, "I won't disagree that we need to look at it. Maybe we need all of it in front of us, so when we come back, we will have time to look at the logo and go from there. I don't think we are ready for that conversation now." Councilwoman Berger stated, "It is a great time to bring it up, because as Councilman Kelly said, a majority of us are attending the Florida League of Cities at the end of the week. In the past, they had multiple companies that represent opportunities to rebrand a City. I'm not advocating that we go there with an emphasis on hiring anyone, but we should take the opportunity to talk with those representatives while we are there individually to see what we can learn on what it takes to brand an organization like the City, which is quite involved. It is much more than just the logo itself. It is about a clear, concise, and consistent message. As we create an outline for our Vision, Mission, and Goals, we will move forward with our discussions on the logo. We can talk about how we are going to link it all together. It is a very strategic marketing plan. Done the right way, it will garner payoffs for years and years to come. Done the wrong way, it creates a very mixed message and a sense of confusion. It is a great time to talk about it. I would love to lead it, given that opportunity. It is my passion." Mr. Cunningham said, "Having the department heads involved is good. Marketing is not just the logo or just a slogan of some sort. It is the entire user experience from start to finish. It does require a more comprehensive look to do it properly. Whatever we claim to be has to be that, and has to be thorough throughout the ranks." Councilwoman Berger suggested, "Before you come back

to us with information around the logo, can you partner with Mr. Merejo and Mr. Dunton, and speak to the things that are going out now with reference to conservation issues? The pieces that go out quarterly from the Utility Department are amazing. It is a marketing plan in itself. We did the same thing with the Tree Giveaway, and the amount of work that Engineering and Public Works did for the City has a message. They are good messages individually, but we do have departments that are sending out informational pieces to our citizens with all different messages. Let's make sure that we get on board with what that looks like before we start trying to coordinate it all." Mr. Cunningham replied in the affirmative.

Vice Mayor Bartz said, "Since Councilwoman Berger has been so generous as to say that she would like to spearhead this due to it being her passion, I think that she would do a great job. If you are still willing to work with it, I would very much like to see you take on that challenge." Councilwoman Berger replied in the affirmative. Councilman Kelly stated, "I am prepared to speak about the logo and the City of All Ages slogan. I am very enamored with both of those, and I don't want to change it that much. Instead of having a palm tree sticking out where we live, I'd like to see a star." Vice Mayor Bartz said, "If you want a star, I was thinking maybe fireworks." Councilman Kelly commented, "I don't know. It is what is behind the logo that counts."

14. COUNCIL COMMENTS AND COMMITTEE REPORTS

COUNCILWOMAN BERGER - WPSL RADIO STATION

Councilwoman Berger said, "I want to thank Councilman Kelly, because I had the opportunity to listen to him on WPSL the other night during the primary election. When you were given an unexpected opportunity to have a conversation with Congressman West, you turned it into a discussion about the City of Port St. Lucie. You spoke about our needs, and how he could be a part of that. I want to applaud you, and thank you for making sure that you didn't let him off of the hook. He seemed to know exactly where you were going with the conversation regarding the Crosstown Parkway. It gave the listeners an opportunity to hear Congressman West's views and knowledge of the project, which I was happy about. It also allowed us to see you in a statesman-like capacity. I know that wasn't your intent when you were there, as it was to be the commentary. It was well done. Good job." Councilman Kelly stated, "Congressman West remembered me. He indicated that I was the Crosstown Parkway guy. I reminded

him that I was a City Council member, and all politics are considered local."

MAYOR FAIELLA - ST. LUCIE COUNTY SCHOOLS

Mayor Faiella said, "Today was the first day of school. Vice Mayor Bartz, did you go to a school?" Vice Mayor Bartz replied, "I did. We had the Kids at Hope tunnel as all of the kids came into the school. We had signs telling them that they were awesome, and welcoming them into the school. It was a great way to welcome the children back to school to let them know that all children can succeed." Councilman Kelly stated, "As soon as daylight savings time is over, those kids will be waiting for the bus in the dark. All citizens should look out for them and drive slow, as they will be catching their buses at 6:00 a.m., and it will be pitch-black outside."

15. ADJOURN

There being no further business, the meeting adjourned at 3:40 p.m.

Karen A. Phillips, City Clerk

April C. Stoncius, Deputy City Clerk