

**MINUTES
LONGBOAT KEY TOWN COMMISSION
REGULAR WORKSHOP MEETING
JANUARY 19, 2012 - 1:00 P.M.**

Present: Mayor Jim Brown, Vice Mayor David Brenner, Commrs. Jack Duncan, Lynn Larson, Hal Lenobel, Phillip Younger, Pat Zunz

Also: Town Manager Dave Bullock, Town Attorney David Persson,
Present: Town Clerk Trish Granger

CALL TO ORDER AND PLEDGE OF ALLEGIANCE

Mayor Brown called the meeting to order at 1:10 p.m. and Commr. Larson led the Pledge of Allegiance.

COMMITTEE REPORTS AND COMMUNICATIONS

1. Manatee County Special Liaison Report - No items were presented.

2. Sarasota County Special Liaison Report

A. Organizations

Commr. Duncan noted attendance at the Manasota League of Cities meeting and reviewed items discussed.

B. Organizations

Commr. Duncan noted attendance at the Economic Development Corporation Economic Forecast meeting and reviewed items discussed.

3. Other Reports

A. Organizations

Vice Mayor Brenner noted attendance at the Manatee Economic Development Council meeting and reviewed items discussed.

B. Town Commission/Committees

Vice Mayor Brenner and Commr. Larson noted the recent meeting of the Finance Committee and reviewed items discussed.

C. Town Commission/Public Property

Mayor Brown noted the public meeting held on January 18, 2012 relating to the proposed Community Center and advised that an additional meeting is scheduled at 2:00 p.m. on February 6, 2012, at the Bayfront Park Recreation Center and encouraged citizen participation.

4. Employee Service Award

Town Manager Dave Bullock presented IT Director Kathi Pletzke a 15 Year Service Award. Individual comments followed.

PUBLIC TO BE HEARD

5. Opportunity for Public to Address Town Commission

A. Public Works/Transit

Mr. Tom Aposporos, Longboat Key, Lido Key, and St. Armands Key (LLSA) Chamber of Commerce, commented on the activities and efforts of the Chamber promoting the Longboat Key Trolley (Transit Route 18) services.

Commr. Duncan inquired and Mr. Aposporos noted the marketing plan is in the development stage and commented on the complexities of the marketing plan.

Commr. Younger inquired as to the existing service and operating two trolleys on the same route.

Mayor Brown noted the recent Manatee County Council of Governments (COG) meeting and the issue of children's safety when exiting the trolley.

B. Organizations

Ms. Madelyn Spoll, Harbourside Drive, noted the Longboat Key Garden Club celebrated Arbor Day this date, advised of the dedication of a tree for the occasion, and thanked Commissioners Larson and Younger and Town Manager Dave Bullock for attending the event.

DISCUSSION ITEMS FOR CONSIDERATION OF THE TOWN COMMISSION

6. Discussion Regarding Process for Review and Amendments to the Town's Zoning Code and Comprehensive Plan

At the January 9, 2012 Regular Meeting the Commission, Town Manager, and Town Attorney discussed the need to begin the process of reviewing the Town's Zoning Code and Comprehensive Plan. This item is placed on the January 19, 2012 Regular Workshop Meeting for Commission discussion. Recommended Action: Pending discussion, provide direction to Manager.

Town Manager Dave Bullock noted discussions on the review of the Town's Comprehensive (Comp) Plan and Zoning Code, commented on the processes to be considered for a complete review or a focus on specific elements of the Codes.

Town Attorney David Persson provided historical information on the existing Codes and the standards established by previously seated Commissions, opined of the need to clarify the uses and standards outlined in the Codes, and supported the review of the regulations.

Town Manager Bullock requested Commission direction on moving forward on the review of the Codes. Discussions were held with Town Manager Bullock and Town Attorney Persson on the following topics/issues:

- normal process for review of drafts by the Planning and Zoning (P&Z) Board
- review of the Planned Unit Development (PUD) regulations

6. Review and Amendments to the Town's Zoning Code and Comp Plan - Continued

- recent Court ruling and consideration of clarification on the issues outlined
- necessity to update the Code to meet current standards/requirements
- options to authorize utilization of additional legal services in drafting amendments
- proposed process to be utilized
- time frame for completion of the appeal process/steps to be taken to achieve time frame
- amendments made to the Zoning Code/relationship to Comp Plan.

Attorney Dan Bailey, representing Mr. Michael Leeds, supported a two-part process in review of PUD's and the Comp Plan.

There was consensus for Staff to begin drafting proposed amendments for consideration by the P&Z Board.

Town Manager Bullock commented on a proposed complete review of the Comp Plan and Zoning Code, reviewed options for utilization of outside sources for the review, and noted discussions held with the Urban Land Institute (ULI) and the services they provide. Individual comments followed on options to utilize the ULI.

Mr. Thomas Eitler, Vice President of the ULI Advisory Services, provided an overview of the ULI organization and services offered and gave a presentation via teleconference. Discussions were held with Mr. Eitler on the following topics/issues:

- ability of ULI to provide advisory services to the Town
- development of the preliminary questions/examples to assist in formulation of questions
- anticipated cost/fee schedule (\$125,000 for a 5-day panel, inclusive of travel, lodging, and salaries)
- final reports/strategic advice for future development/revitalization
- reports/documentation to provide starting point for development of a report
- continued involvement of ULI to implement plan developed if accepted by the Town Commission
- services provided in consideration of amendments to existing Codes
- time frame to organize the panel/citizen participation.

Mayor Brown thanked Mr. Eitler for his presentation.

Discussions ensued with Town Manager Bullock and Town Attorney Persson on the following topics/issues:

- determination of issues to be addressed/opportunity for guidance from ULI
- time frame for utilization of the ULI process
- historical development of the Zoning Code and Comp Plan by previous citizenry/Commissions
- intent to provide opportunities for redevelopment/areas for improvement

6. Review and Amendments to the Town's Zoning Code and Comp Plan - Continued

- proposed cost of the services provided by ULI/options for other organizations to provide similar services
- development of the Town by Arvida Corporation
- determination of services/available providers
- issues to be resolved throughout the Town with PUD's/revitalization areas

Ms. B.J. Webb, Chair of the P&Z Board, opined that the P&Z Board needs assistance to proceed through the issues.

Mr. Richard Hershatter, Gulf of Mexico Drive, commented on the funds expended on consultants and suggested utilization of knowledgeable individuals in lieu of another consulting firm to reduce costs.

Individual comments followed on the issues to be considered and process to proceed.

There was consensus to move forward on the PUD process.

There was consensus to forward a discussion item to the February 6, 2012, Regular Meeting for formal action.

(See Town Commission Comments later this meeting.)

RECESS: 2:58 p.m. - 3:05 p.m.

7. Sarasota County Infrastructure Surtax Revenue Reduction and Project Funding

An analysis of the Sarasota County Infrastructure Surtax (IST) - Phase III indicates that anticipated revenues may fall short of original estimates by as much as 38%. The Town's IST proceeds are allocated to fund various infrastructure projects over the life of the 15 year collection period. This item is placed on the January 19, 2012 Regular Workshop Meeting for Commission consideration. Recommended Action: Pending discussion, provide direction to Manager.

Following comments from Town Manager Dave Bullock on the Infrastructure Surtax program, Finance Director Tom Kelley provided an overview on the allocation of the sales tax to Longboat Key (full-time versus seasonal population), discussed the estimated reduction in anticipated revenues, and noted the authority of Town Commission to modify allocation of funds.

Town Manager Bullock advised that an Ordinance to modify the allocations would be required to change the designation of funds and advised that Staff will provide proposed modifications for formal action. Discussion ensued on the following topics/issues:

- funding for beach management by utilizing bond funding
- available funding from gas tax revenues for portions of the streets and drainage projects
- expenditure of funds from 2010-2012 (approximately \$220,000.00)

7. Sarasota County Infrastructure Surtax Revenue Reduction and Project Funding
Commr. Younger requested that the report be updated to reflect the balance available for 2012 through 2024, without objection.

8. Appointment of Alternate to Sarasota County Tourist Development Council

Vice Mayor Brenner serves as the Town's representative on the Sarasota County Tourist Development Council (TDC). The 2012 TDC meeting schedule conflicts with Longboat Key Town Commission Regular Workshop Meetings. Vice Mayor Brenner asked that this item be placed on the January 19, 2012 Regular Workshop Meeting for Commission discussion. Recommended Action: Pending discussion, provide direction to Manager.

Vice Mayor Brenner noted conflicts in attendance due to Commission Workshop meetings and requested consideration to appoint an alternate to represent the Town as a non-voting member when he was unable to attend.

Commr. Duncan requested and Vice Mayor Brenner noted that the alternate would not have voting rights and would report back to the Town Commission on actions taken during the meetings.

Following comments, there was consensus to provide authority for Vice Mayor Brenner to appoint Mr. Tom Aposporos or Mr. Michael Welly to represent the Town in his absence.

9. Studio 26 Proposal to Offer Advertising Opportunities for Longboat Key Businesses During Video-Streaming of Commission Meeting Broadcasts

Town Commission Meetings are broadcast via live-stream video by Studio 26 Production Company. A proposal to offer Longboat Key businesses an opportunity to advertise during Commission meeting breaks is placed on the January 19, 2012 Regular Workshop Meeting for consideration. Recommended Action: Pending discussion, provide direction to Manager.

Vice Mayor Brenner noted a meeting held with Studio 26 representatives, Mr. Tom Aposporos of the Longboat Key, Lido Key, and St. Armands Key (LLSA) Chamber of Commerce, and Town Clerk Trish Granger to discuss opportunities to reduce the Town's cost for the filming the Commission meetings and live video streaming. Discussions were held with Town Clerk Granger on the following topics/issues:

- recipient of revenue (advertising fees paid to the Town)
- excess revenue to be paid to the Town
- advertising liabilities/development of acceptable advertising spots
- number of "hits" on the web video streaming broadcasts.

Mr. Tom Aposporos, LLSA Chamber of Commerce President, noted the discussion raised relating to the appropriateness of advertising content, the proposed fee schedule, and opportunities for businesses to showcase their services.

Discussions were held on the following topics/issues:

9. Studio 26 Proposal to Offer Advertising Opportunities for Longboat Key Businesses During Video-Streaming of Commission Meeting Broadcasts

- inclusion of neighboring community businesses (St. Armands Circle merchants)
- legal reviews required to implement the program.

There was consensus for the Town Manager to continue to pursue advertising options and to provide updates on the status.

Commr. Larson requested that any legal fees arising out of review or establishment of the advertising program be covered by the revenue generated by the program, without objection.

TOWN MANAGER COMMENTS - No items were presented.

TOWN ATTORNEY COMMENTS

A. Litigation

Town Attorney David Persson advised that Attorney Sylvia Walbolt, with the Law Firm of Carlton Fields, was the attorney selected to handle the appeal relating to the Longboat Key Club ruling.

TOWN COMMISSION COMMENTS

A. Planning, Zoning, and Building

Commr. Zunz suggested that a Workshop Meeting be scheduled prior to the February 6, 2012, Regular Meeting to further discuss the options to proceed with the Comprehensive Plan and Zoning Code Review.

Discussion ensued on the following topics/issues:

- alternatives in addition to utilizing the Urban Land Institute (ULI)
- work scope from other governmental agencies on similar projects
- option to hold the discussion on February 6, 2012, and schedule additional discussion at a later date, as necessary.

B. Franchises

Vice Mayor Brenner noted receipt of e-mail correspondence from Florida Power and Light (FPL) Company relating to a proposed rate increase and suggested that FPL further review the frequent power outages on the North end of Longboat Key.

C. Public Works

Vice Mayor Brenner noted the scheduled meeting on February 6, 2012, regarding a proposed Community Center and suggested that those Commissioners and staff members in attendance have some concepts available for discussion.

PRESS TO BE HEARD - No items were presented.

ADJOURNMENT

Mayor Brown adjourned the January 19, 2012, Regular Workshop Meeting at 3:37 p.m.

Trish Granger

Trish Granger, Town Clerk

James L. Brown

James L. Brown, Mayor

Minutes Approved: 03-05-2012