



City of Jacksonville Beach

Briefing Notice

City Council

11 North Third Street
Jacksonville Beach, Florida

Monday, July 8, 2024

5:30 PM

Council Chambers Conference Room

City Manager Mike Staffopoulos will conduct a Council Briefing to update the City Council about ongoing items in the City. The Briefing will include, but not be limited to, the following topics:

- A. Millage Rate Discussion
- B. Adopt-A-Road Program
- C. Dune Protection Post Dredging
- D. Future Briefing Topics
- E. Committee Assignment Report
- F. Miscellaneous City Manager Items

Council Members in attendance may include:

Mayor: Christine Hoffman

Council Members:	Sandy Golding	Bill Horn	Dan Janson
	Fernando Meza	Greg Sutton	John Wagner

Please note: Council Members in attendance may vary according to their schedules.

No public comments are taken at the City Manager's Council Briefing.

If you are a person with a disability who needs an accommodation to participate in a meeting, you are entitled, at no cost to you, to the provision of certain assistance. Please contact the ADA Coordinator by phone 904-712-6297 or submit an [Accommodation Request](#) to the ADA Coordinator as far in advance of the meeting as possible; preferably 7 days but no less than 2 business days, before the meeting. If you are hearing or voice impaired, please call Florida Relay at 711 for assistance.

CITY COUNCIL BRIEFING TOPIC	
TO:	Michael J. Staffopoulos, City Manager
FROM:	Ashlie Gossett, Chief Financial Officer
DATE:	July 8, 2024
SUBJECT:	Millage Rate Discussion

BACKGROUND

The City received the 2024 certified ad valorem taxable values from the property appraiser on June 28, 2024. The adopted millage rate is applied to these values to determine the amount of property tax the City will collect in the upcoming budget year.

As staff prepares to deliver the proposed FY2025 budget to Council for consideration and discussion at the end of this month, we are seeking guidance on a proposed millage rate. The budget assumption has been to keep the millage rate flat at \$3.9947, but year-over-year increases in property values provide an opportunity to consider a minor decrease in the rate while still meeting the City's strategic and financial objectives.

The certified taxable values for Jacksonville Beach are \$5,776,424,710, which is 9.5% higher than last year. The resulting tax revenue amounts by option are shown below:

Budget Year (Options)	Millage Rate	Budgeted/Projected General Fund Ad Valorem Tax Revenue	\$ Change from 2024 Budget
2024 Adopted	3.9947	\$16,103,067	
2025 Option 1: No change	3.9947	\$17,510,978	\$1,407,911
2025 Option 2: Reduced by 1/10	3.8947	\$17,072,622	\$969,555

FINANCIAL IMPACT

The General Fund ad valorem tax revenue budget for FY2025 will be about \$17,511,000 if the millage rate stays the same. If the millage rate is reduced to \$3.8947 mills, the budget will be \$17,073,000 (\$438,000 less).

COUNCIL DIRECTION REQUESTED

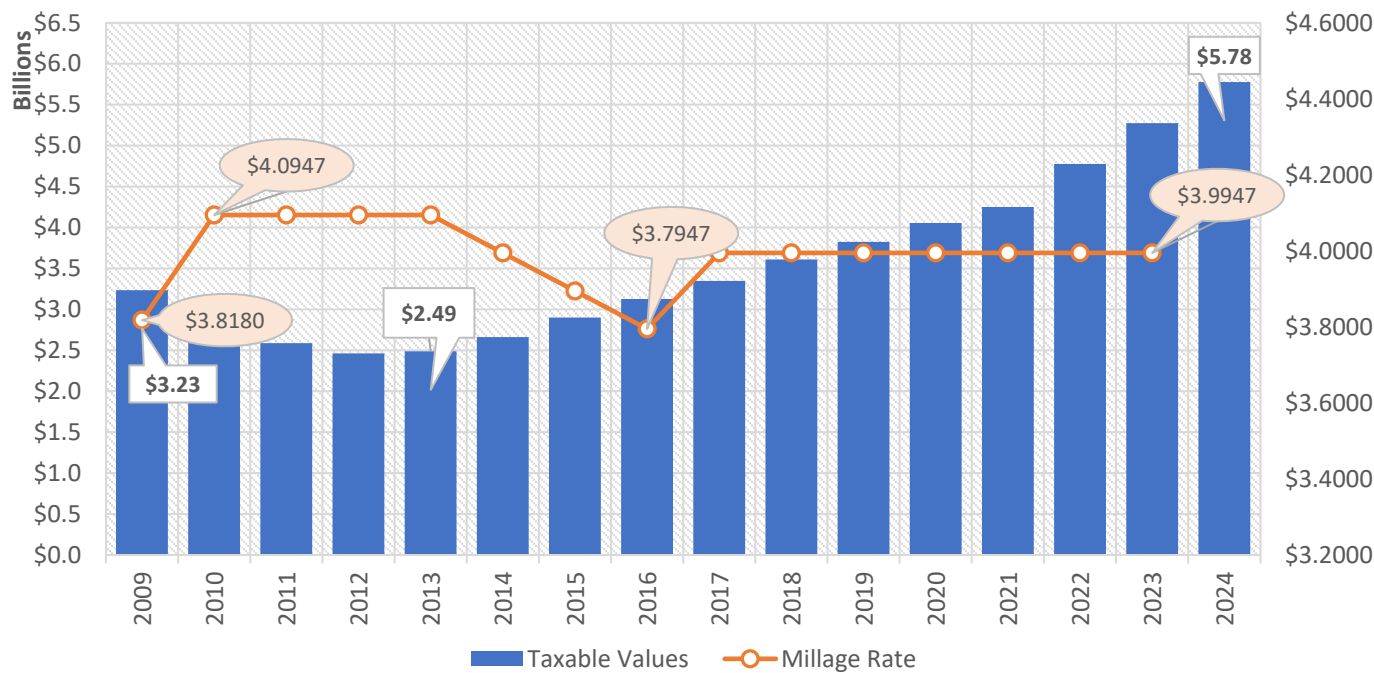
1. Does the Council wish to reduce the millage rate to \$3.8947 per 1,000?

ATTACHMENTS

1. Council Briefing Supplemental Information

Council Briefing – Supplemental Information

Jacksonville Beach Taxable Values Compared to Millage Rate



Historical Millage Rates							
Budget Year	Calendar Year	City of Jacksonville Beach	City of Jacksonville	Florida Inland Navigation	School District	Water Management District	Total Millage Rate
2010	2009	3.8180	5.4480	0.0345	7.5820	0.4158	\$17.2983
2011	2010	4.0947	6.7446	0.0345	7.8440	0.4158	\$19.1336
2012	2011	4.0947	6.7446	0.0345	7.5530	0.3313	\$18.7581
2013	2012	4.0947	6.7446	0.0345	7.6000	0.3313	\$18.8051
2014	2013	4.0947	8.1512	0.0345	7.3880	0.3283	\$19.9967
2015	2014	3.9947	8.1512	0.0345	7.3050	0.3164	\$19.8018
2016	2015	3.8947	8.1512	0.0320	7.1170	0.3023	\$19.4972
2017	2016	3.7947	8.1512	0.0320	6.8020	0.2885	\$19.0684
2018	2017	3.9947	8.1512	0.0320	6.4850	0.2724	\$18.9353
2019	2018	3.9947	8.1512	0.0320	6.2930	0.2562	\$18.7271
2020	2019	3.9947	8.1512	0.0320	6.1500	0.2414	\$18.5693
2021	2020	3.9947	8.1512	0.0320	5.9050	0.2287	\$18.3116
2022	2021	3.9947	8.1512	0.0320	5.8080	0.2189	\$18.2048
2023	2022	3.9947	8.0262	0.0320	5.4840	0.1974	\$17.7343
2024	2023	3.9947	8.0262	0.0288	6.4310	0.1793	\$18.6600



CITY COUNCIL BRIEFING TOPIC	
TO:	Michael J. Staffopoulos, City Manager
FROM:	Dennis W. Barron, Jr., Director of Public Works
DATE:	July 8, 2024
SUBJECT:	Adopt-A-Road Program

BACKGROUND

The City of Jacksonville (COJ) currently manages an Adopt-a-Road program for the entire Duval County area, including inside the City of Jacksonville Beach (COJB). The program allows groups and businesses to adopt a roadway to clean up debris as part of the Keep Jacksonville Beautiful Commission. The program as it currently operates is managed by COJ and covers all roadways in Duval County, except for Florida State Highways, which are managed through the Florida Department of Transportation's "Adopt-a-Highway" program.

The current COJ program charges annual fees to businesses, but non-profits are exempted. COJB would have to establish similar fees to ensure funding for the signage that would be installed. COJ maintains the Municipal Separate Storm Sewer System (MS4) permit for Duval County, except in COJB, where COJB maintains its own MS4 permit.

Public Works employees are tasked with litter collection along several roadways in COJB on a recurring regularly scheduled system. These roadway areas are currently picked up between three and seven times a week. Establishing an Adopt-a-Road program would allow local control over areas in which community volunteers could help in the cleanup process without duplicating efforts that are being completed routinely by Public Works staff.

FINANCIAL IMPACT

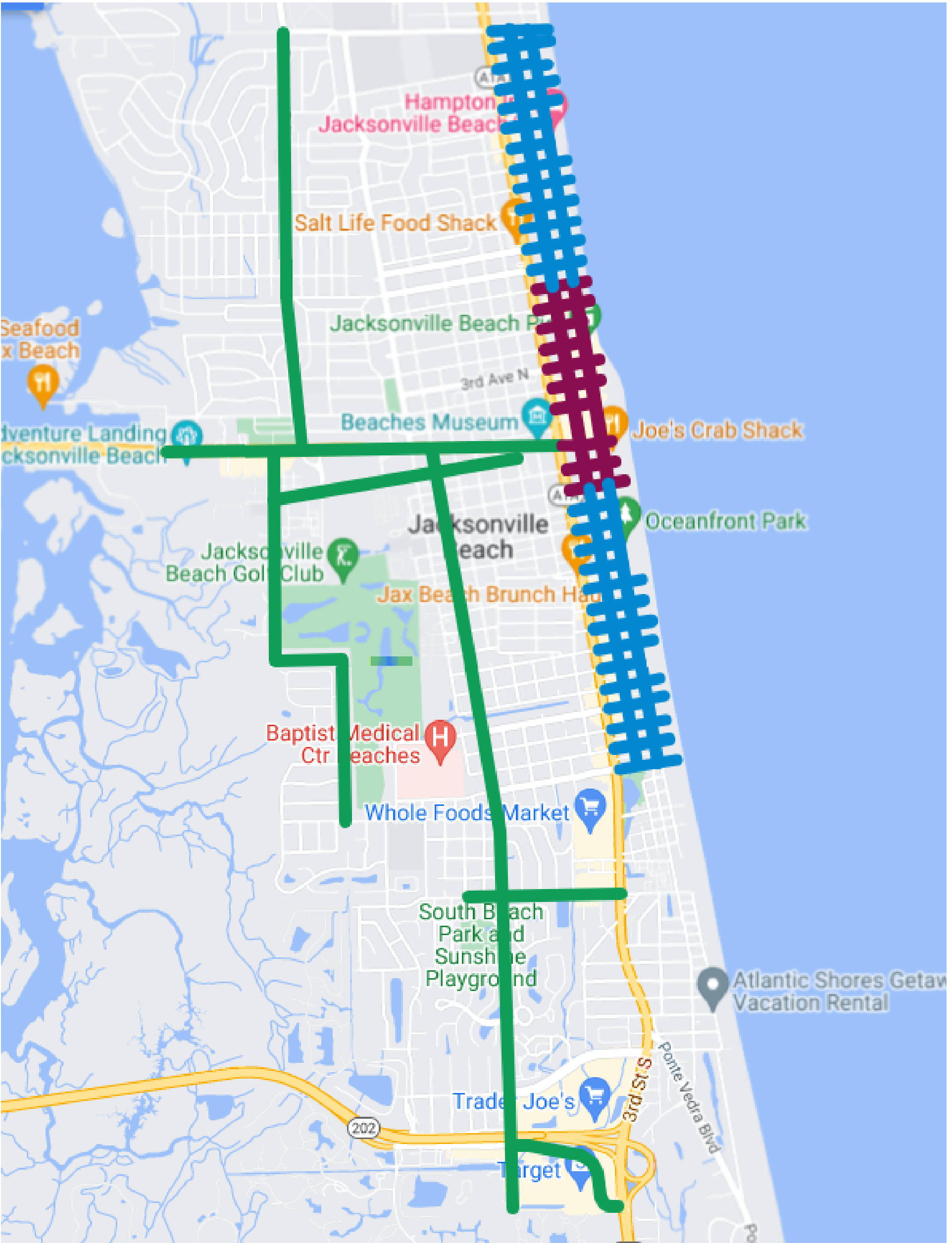
Costs could be adjusted to ensure expenses are covered for this program.

COUNCIL DIRECTION REQUESTED

Provide direction on the creation of a City of Jacksonville Beach Adopt-a-Road program to be managed by Public Works.

ATTACHMENTS

1. Litter Collection map 07.2024



Green = Three times during work week litter collection (M, W, F)

Blue = Seven times week litter collection, driving Avenues for large items

Maroon = Seven times per week litter and garbage can collection including walking, blowing and street sweeping on weekends