



City of Jacksonville Beach

Briefing Notice

City Council

11 North Third Street
Jacksonville Beach, Florida

Monday, March 31, 2025

5:30 PM

City Hall 1st Floor 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. Lifeguard Station Branding
- B. Stormwater Rate Restructure Review
- C. Miscellaneous City Manager's Items
- D. Committee Assignment Report
- E. Future Briefing Topics

Council Members in attendance may include:

Mayor:	Christine Hoffman		
Council Members:	Sandy Golding	Bill Horn	Dan Janson
	Greg Sutton	John Wagner	Bruce Wouters

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:	Karen Nelson, Deputy City Manager Jacob Board, Communications Manager
DATE:	March 31, 2025
SUBJECT:	Lifeguard Station Official Name and Logo

BACKGROUND

Staff has worked with a design consultant to create a visual identity for the Jacksonville Beach lifeguard station to support consistent branding and recognition of the facility. The proposed logo and name will reflect the building's historic significance and ongoing public use. Adoption of the name and logo will establish a clear and unified identity for future signage and communication efforts.

The Property and Procurement Officer will provide City Council with an update on the condition of the station, including capital improvements that will be necessary before the entirety of the building is painted.

FINANCIAL IMPACT

None

COUNCIL DIRECTION REQUESTED

Staff is seeking a consensus to bring the logo design to City Council on April 7, 2025 by resolution for formal adoption of both the building name and logo.

Staff is also seeking guidance as to the appropriate level of building branding that should be done in the immediate future prior to structural repairs and exterior work.

ATTACHMENTS



CITY COUNCIL BRIEFING TOPIC	
TO:	Michael J. Staffopoulos, City Manager
FROM:	Dennis W. Barron, Jr., Director of Public Works
DATE:	March 31, 2025
SUBJECT:	Stormwater Rate Restructure Review

BACKGROUND

The purpose of this item will be to discuss the progress made by the City's consultants, JonesEdmunds and Raftelis, on evaluating the City's stormwater rate structure. The briefing will discuss the history of stormwater rates within Jacksonville Beach, stormwater rate structure methodology, and possible rate revisions. The work performed by the consultants cannot be finalized until policy direction is received from the City Council.

FINANCIAL IMPACT

This will be discussed as part of the briefing.

COUNCIL DIRECTION REQUESTED

Staff is seeking policy direction on the following issues:

- Establishment of a new Equivalent Residential Unit (ERU)
- Establishing either one flat rate for residential properties, or a tiered structure based on size
- Considering a discounted rate for multi-family residential properties
- Mitigation Credits for properties that operate and maintain a state stormwater permit
- Preferred funding (low, intermediate, or full)
- Preferred rate structure and implementation

ATTACHMENTS