



City of Jacksonville Beach

Agenda

11 North Third Street
Jacksonville Beach, Florida

City Council

Monday, April 7, 2025

6:00 PM

Council Chambers

MEMORANDUM TO:

The Honorable Mayor and
Members of the City Council
City of Jacksonville Beach, Florida

Council Members:

The following Agenda of Business has been prepared for consideration and action at the Regular Meeting of the City Council.

OPENING CEREMONIES: INVOCATION, FOLLOWED BY SALUTE TO THE FLAG

CALL TO ORDER

ROLL CALL

APPROVAL OF MINUTES

- A. Regular City Council meeting held on March 17, 2025
- B. Council Briefing held on March 31, 2025

APPROVAL OF THE AGENDA

ANNOUNCEMENTS

COURTESY OF THE FLOOR TO VISITORS

CONSENT AGENDA

MAYOR AND CITY COUNCIL

CITY CLERK

CITY MANAGER/NEW BUSINESS

- A. Approve/Disapprove a Mural by Lauren Klose on the Dumpster Enclosure Facade in the Pier Parking Lot
- B.
 - 1. Award/Reject RFP No. 02-2425 Pay and Classification Study to Evergreen Solutions, LLC; and
 - 2. Authorize the Mayor and City Manager to execute any contract as a result of this RFP award

RESOLUTIONS

- A.
 - 1. Adopt/Deny Resolution No. 2189-2025 establishing the official name and logo for the Jacksonville Beach Lifesaving Station; or
 - 2. Adopt/Deny Resolution No. 2189-2025 establishing the official name and logo for the Jacksonville Beach Lifeguard Station

ORDINANCES

ADJOURNMENT

NOTICE

In accordance with Section 286.0105, Florida Statutes, any person desirous of appealing any decision reached at this meeting may need a record of the proceedings. Such person may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based.

The public is encouraged to speak on issues on this Agenda that concern them. Anyone who wishes to speak should submit the request to the City Clerk or to the recording secretary prior to the beginning of the meeting. These forms are available at the entrance of the City Council Chambers for your convenience.

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.

**Minutes of Regular City Council Meeting
held Monday, March 17, 2025 at 6:00 P.M.
in the Council Chambers, 11 North 3rd Street,
Jacksonville Beach, Florida**



OPENING CEREMONIES: INVOCATION, FOLLOWED BY SALUTE TO THE FLAG

Council Member Sutton provided the invocation, followed by the Pledge of Allegiance.

CALL TO ORDER:

Mayor Hoffman called the meeting to order at 6:00 P.M.

ROLL CALL:

Mayor: Christine Hoffman

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

Also present were: City Manager Mike Staffopoulos, City Attorney David Migut, Chief Financial Officer Ashlie Gossett, Chief Information Officer Bill Rieger, Director of Planning and Development Heather Ireland, Senior Planner Christian Popoli, and City Clerk Sheri Gosselin.

APPROVAL OF MINUTES:

Motion: It was moved by Mr. Janson, seconded by Ms. Golding, and passed unanimously to approve the following minutes:

- Council Briefing held on March 3, 2025
- Regular City Council Meeting held on March 3, 2025
- City Council Workshop held on March 7, 2025
- Council Briefing held on March 10, 2025

APPROVAL OF THE AGENDA

Motion: It was moved by Mr. Janson, seconded by Ms. Golding, to approve the agenda.

Voice Vote: In a voice vote, the motion passed unanimously.

ANNOUNCEMENTS:

Council Member Golding announced a State of Our Schools meeting on April 2, 2025, at the Beaches Branch Library with Duval County School Superintendent Dr. Christopher Bernier and Duval County School Board Member, District 2 (Beaches representative), April Carney. Ms. Golding noted the Town Hall held on March 5, 2025, with Jacksonville At-Large Council Members and District 13 Representative Rory Diamond was recorded and available online. She highlighted upcoming city events, including free yoga at Seawalk Pavilion and the start of Moonlight Movies with *The Little Mermaid*. Ms. Golding also provided a legislative update, expressing concerns over bills impacting Jacksonville Beach, including potential changes to the local business tax, and stated a delegation would meet with legislators to discuss these issues.

Council Member Wouters recognized the police force for their actions one year ago in response to an incident downtown. He called for a moment of silence in memory of James Jones III and expressed condolences to his family, loved ones, and friends.

Council Member Horn highlighted a proposed state rule that could impact how municipal utilities transfer funds and regulate their revenue. He expressed concerns, stating the proposal benefits corporations rather than residents and emphasized the need to protect Jacksonville Beach and Beaches Energy Services customers from state overreach.

Mayor Hoffman congratulated Rory McIlroy on winning The Players Championship. She reflected on last year's shooting downtown and the cyber event which affected the City, noting the City's

progress. She commended the Police Department's Spring Surge initiative and announced the 904 Pop Up was rescheduled to March 23, 2025.

COURTESY OF THE FLOOR TO VISITORS:

- Mitch Reeves, 1663 Sea Oats Drive, Atlantic Beach, former Chair of the Ferry Taskforce Committee, presented a plaque to the City from the St. Johns River Ferry.
- Kira Mauro, 317 East Court Drive, Atlantic Beach, Dig Local President, spoke about the Beaches Green Market.
- Rick Powell, 10945 Patton Road, Jacksonville, spoke about the Lake Duval wooden bulkhead.

CONSENT AGENDA:

Item A Accept the Monthly Financial Reports for the Month of February 2025

Item B Approve City Attorney's Annual Performance Evaluation

Item C Adopt Resolution No. 2191-2025 Establishing Sponsorship Packages and Fees for City-Produced Special Events

Motion: It was moved by Mr. Janson, seconded by Ms. Golding, to approve the Consent Agenda.

Voice Vote: In a voice vote, the motion passed unanimously.

MAYOR AND CITY COUNCIL: None

CITY CLERK: None

CITY MANAGER/NEW BUSINESS:

Item A 1. Approve/Disapprove the Solutions Agreement with CentralSquare for ERP-related software and services; and

2. Authorize the Mayor and City Manager to execute the Solutions Agreement with CentralSquare for ERP-related software and services

Chief Information Officer Bill Rieger provided background on the item.

Motion: It was moved by Mr. Janson, seconded by Ms. Golding, to approve the Solutions Agreement with CentralSquare for ERP-related software and services.

Discussion: A discussion ensued about the financial impact, additional capabilities, asset management, fees, cloud hosting, future price increases, partnership, and the negotiation process.

Roll Call Vote: Ayes – Golding, Horn, Janson, Sutton, Wagner, Wouters, and Mayor Hoffman

The motion passed unanimously.

Motion: It was moved by Mr. Janson, seconded by Ms. Golding, to authorize the Mayor and City Manager to execute the Solutions Agreement with CentralSquare for ERP-related software and services.

Discussion: None

Roll Call Vote: Ayes – Horn, Janson, Sutton, Wagner, Wouters, Golding, and Mayor Hoffman

The motion passed unanimously.

RESOLUTIONS:

Item A Adopt Resolution No. 2190-2025 extending the Contract Between the City of Jacksonville Beach and Lewis, Longman & Walker, P.A., for Primary and Alternate Special Magistrate Services for Code Enforcement

City Attorney David Migut provided background on the item.

Mayor Hoffman requested the City Clerk read Resolution No. 2190-2025 by title only, whereupon Ms. Gosselin read the following:

“A RESOLUTION OF THE CITY OF JACKSONVILLE BEACH, FLORIDA, EXTENDING THE CONTRACT BETWEEN THE CITY OF JACKSONVILLE BEACH AND LEWIS, LONGMAN & WALKER, P.A., FOR PRIMARY AND ALTERNATE SPECIAL MAGISTRATE SERVICES FOR CODE ENFORCEMENT; PROVIDING FOR ADOPTION OF RECITALS, REPEAL OF PRIOR INCONSISTENT RESOLUTIONS AND COUNCIL DECISIONS, SEVERABILITY, SCRIVENER’S ERRORS, AND AN EFFECTIVE DATE.”

Motion: It was moved by Mr. Janson, seconded by Ms. Golding, to adopt Resolution No. 2190-2025 extending the Contract Between the City of Jacksonville Beach and Lewis, Longman & Walker, P.A., for Primary and Alternate Special Magistrate Services for Code Enforcement.

Discussion: None

Roll Call Vote: Ayes – Janson, Sutton, Wagner, Golding, Horn, and Mayor Hoffman.
Nays – Wouters

The motion passed 6-1.

ORDINANCES:

Item A Adopt/Deny Ordinance No. 2025-8220 on the second reading repealing and replacing Chapter 34 - Land Development Code of the City Code of Ordinances

Director of Planning and Development Heather Ireland provided background on the item.

Mayor Hoffman requested the City Clerk read Ordinance No. 2025-8220 by title only, whereupon Ms. Gosselin read the following:

“AN ORDINANCE OF THE CITY OF JACKSONVILLE BEACH, FLORIDA, REPEALING AND REPLACING CHAPTER 34 – LAND DEVELOPMENT CODE OF THE CITY’S CODE OF ORDINANCES IN ITS ENTIRETY; PROVIDING FOR LEGISLATIVE FINDINGS, REPEAL OF CONFLICTING ORDINANCES, SEVERABILITY, SCRIVENER’S ERRORS, CODIFICATION, AND AN EFFECTIVE DATE.”

Mayor Hoffman read the following: “This ordinance for the amendment of the Land Development Code is before this Council for a public hearing and consideration on its second reading. Under the laws of the State of Florida, an ordinance which changes the actual list of permitted, conditional, or prohibited uses within a zoning category, or which otherwise changes the text of the Land Development Code, is a ‘quasi-legislative’ proceeding. A quasi-legislative proceeding means that a governing body is acting in its rule-making capacity.

It is the duty of the Council to arrive at sound decisions regarding the use of property within the City. This includes receiving citizen input regarding the proposed uses within a zoning category.

The application has been reviewed by Staff and the Planning Commission for consistency with other portions of the Land Development Code and the Comprehensive Plan. The Council may hear from all interested parties in the legislative determination of an amendment to the text of the Land Development Code.

The Council’s decision on a text amendment application is based on the criteria set forth in Section 34-211 of the Land Development Code. Each member of the Council has been provided a copy of the criteria.

I will now open the public hearing on Ordinance No. 2025-8220.”

Public Hearing:

The following spoke regarding the ordinance:

- Terry DeLoach, 405 32nd Avenue South, Jacksonville Beach

The following spoke in opposition to the ordinance:

- Mike Boyles, 104 10th Avenue North, Jacksonville Beach

Mayor Hoffman closed the public hearing.

Motion: It was moved by Mr. Janson, seconded by Ms. Golding, to adopt Ordinance No. 2025-8220 on the second reading repealing and replacing Chapter 34 - Land Development Code of the City Code of Ordinances.

Mayor Hoffman read: “Before opening the floor for discussion or questions by the Council, please be reminded that our decision will be based on the criteria set forth in the Land Development Code, Staff’s report, the recommendation of the Planning Commission and the public input at all hearings.”

Discussion: A discussion ensued about staff and consultant appreciation, community participation, Land Development Code improvements, digital signage, setbacks, vacation rentals, and the Comprehensive Plan.

Motion to Amend: It was moved by Mr. Wouters to amend Ordinance 2025-8220 in the

proposed new expansion of rear setbacks found in Article VI, Chapter 34, Section 613, RS-3, as it pertains to single-family dwellings and townhomes, Section 614, RM-1 as it pertains to multifamily dwellings, two-family dwellings, and townhouses, and Section 615, RM-1, as it pertains to all uses, to strike the 20-foot setbacks and retain the 30-foot rear setback protections currently in place.

The motion to amend failed due to the lack of a second.

Discussion: None

Roll Call Vote: Ayes – Sutton, Wagner, Golding, Horn, Janson, and Mayor Hoffman.
Nays – Wouters

The original motion passed 6-1.

ADJOURNMENT:

Motion: It was moved by Mr. Janson, seconded by Ms. Golding, to adjourn.

Voice Vote: In a voice vote, the motion passed unanimously.

There being no further business, the meeting adjourned at 7:08 P.M.

Submitted by: Sheri Gosselin
City Clerk

Approval:

Christine H. Hoffman, MAYOR

Date: _____

**Minutes of City Council Briefing
Monday, March 31, 2025 – 5:30 P.M.
City Hall 1st Floor Conference Room
11 North 3rd Street, Jacksonville Beach, FL**



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

The following City Council Members were in attendance:

Mayor: Christine Hoffman (absent)

Council Members: Sandy Golding Bill Horn (late) Dan Janson
Greg Sutton (late) John Wagner (absent) Bruce Wouters

Also present were City Manager Mike Staffopoulos, Deputy City Manager Karen Nelson, Communications Manager Jacob Board, Property and Procurement Officer Luis Flores, Chief Financial Officer Ashlie Gossett, Director of Public Works Dennis Barron, City Engineer Kayle Moore, and Deputy City Clerk Jodilynn Byrd.

Purpose of Briefing

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

City Manager

Lifeguard Station Branding

Property and Procurement Officer Luis Flores provided a summary of the structural assessment of the Lifeguard Station, including details about completed and upcoming repairs.

Deputy City Manager Karen Nelson and Communications Manager Jacob Board provided information and options to the Council regarding temporary branding for the Lifeguard Station building. It was the consensus of the Council to adopt a building logo and name by a resolution at the April 7, 2025, Council meeting.

Stormwater Rate Restructure Review

Chief Financial Officer Ashlie Gossett provided the Council with a summary of the history of the stormwater rates within the City.

Director of Public Works Dennis Barron and City Engineer Kayle Moore provided additional information regarding the history of stormwater rates, current rate structure, and possible rate revisions.

A PowerPoint presentation regarding the Stormwater Utility Rate Study was presented by Jarrod Hirneise, PE, Department Manager with Jones Edmunds, Mark Nelson, PE, Senior Consultant/Vice President with Jones Edmunds and Christina Conchilla, Manager with Raftelis. A conversation ensued regarding the information provided. The following was the consensus of the Council:

- Equivalent Residential Unit (ERU) Impervious Area would be set at 3,200 sq ft
- Single-family residential (SFR) rate structure - Staff would prepare three options for the Council to review
 - Three-year progressive increase under a flat rate system
 - Two-tiered system based on impervious area in square feet
 - Three-tiered system based on impervious area in square feet
- Set multi-family residential (MFR) rate to SFR rate as tiered (0.5 ERU)
- Preferred Rate/Funding Level would be set at full (progressive increase over a three to five-year window, preferably a three-year window)
- Mitigation Credit of 25% would be offered
- Consumer Price Index (CPI) would be added to the final rate (up to CPI change amount)

Mr. Barron explained the next step of the process would be to provide the Council with the requested information for review. After which, an ordinance and a resolution would be presented to the Council for approval at a future meeting.

Miscellaneous City Manager's Items

N/A

Committee Assignment Report

N/A

Future Briefing Topics

N/A

The Briefing adjourned at 8:40 P.M.

Submitted by: Jodilynn Byrd
Deputy City Clerk

Approved:

Dan Janson, MAYOR Pro Tem

Date: _____



CITY COUNCIL AGENDA ITEM	
TO:	Mayor and City Council
FROM:	Taylor Mobbs, CRA Coordinator
DATE:	02/24/2025
SUBJECT:	Dumpster Enclosure Mural

BACKGROUND

The Public Art Advisory Committee (PAAC) reviewed local applicants for the dumpster enclosure mural during its meeting on March 20, 2025. After careful consideration, the PAAC selected Lauren Klose as the recommended artist for the project. This recommendation was subsequently presented to the Community Redevelopment Agency (CRA) at its meeting on March 24, 2025. Following the presentation of the mural concept, the CRA voted to approve Lauren Klose and their proposed mural concept.

The mural concept is attached to this memo.

FINANCIAL IMPACT

The total cost for this mural is \$8,000.00 and is budgeted for in the FY2025 Public Art Program budget.

REQUESTED ACTION

Approve/Disapprove a Mural by Lauren Klose on the Dumpster Enclosure Facade in the Pier Parking Lot

ATTACHMENTS

1. Lauren Klose - Preferred Candidate

FIND SOME FUN

Having raised my two children with my husband in and around Jax Beach, we've discovered as a family that there are few things more exciting and rewarding than finding sharks teeth at the beach!

With a bold retro color palette and 8 foot tall jaws creating a striking selfie moment, this concept leans into the joy that tens of thousands of beachgoers feel each year when they find the elusive teeth that have been waiting millions of years to be discovered.

Artistic Fire



CITY COUNCIL AGENDA ITEM	
TO:	Michael J. Staffopoulos, City Manager
FROM:	Kimberlee Bennett, Director of Human Resources
DATE:	03/04/2025
SUBJECT:	Award/Reject RFP No. 02-2425 Pay and Classification Study to Evergreen Solutions, LLC

BACKGROUND

The City's Pay and Classification Plan was last updated in its entirety in 2022 following a comprehensive pay and benefit study. Many of the positions evaluated at that time have been reviewed and updated when necessary. Some new positions have been created and have been incorporated into the plan. Other positions have been eliminated. Due to many factors, including economic trends, and changes in the workforce, inequities and compression may develop over time among City positions. The purpose of the pay and classification study is to address changes in City operations and staffing which may have affected the type, scope, and level of work being performed. Additionally, the results of the study will assist staff in developing competitive compensation and benefit plans to recruit and retain the highest caliber of employees.

In addition to being publicly advertised and posted on the City's website, on February 19, 2025, the City requested proposals from 14 qualified firms to perform a pay and classification study. Seven qualified responses were received. An evaluation committee comprised of the Human Resources Director, the Deputy City Manager, the Chief Financial Officer, and the Public Works Director reviewed the proposals independently, based on the following five requirements:

- Experience designing and implementing pay plans and overall compensation systems
- Use of effective and appropriate methodology to successfully perform the study
- Qualifications of the individuals assigned to the task
- Ability to meet the standard proposal requirements or other evaluation factors as indicated throughout the RFP or as may be deemed reasonable during the review process
- Costs for services provided

The following is a summary of the respondents and committee rankings:

Bolton Partners, Inc.	5
Cody & Associates	3
Evergreen Solutions, LLC	1
Management Advisory Group International, Inc.	2
MGT Impact Solutions, LLC	7
Paypoint HR, LLC	4
Risk Strategies	6

The Committee recommends the RFP be awarded to Evergreen Solutions LLC, the highest-ranked respondent, due to its extensive experience in the field. Since its founding in 2004 in Florida, Evergreen has completed over 1,400 similar studies nationwide, including more than 200 for local governments and public sector organizations in Florida. As a nationally recognized firm operating in 47 states, Evergreen provides innovative consulting solutions with a client-focused approach. Its proven track record includes work for numerous municipalities and counties across Florida, demonstrating its expertise and reliability in compensation and classification studies.

Evergreen Solutions, LLC successfully conducted the City's Pay and Classification Study in 2019, delivering excellent results. Our positive experience with them reinforces our confidence in selecting them again.

To review RFP No. 02-2425 and all addenda, click [here](#).
To review Evergreens's submittal, click [here](#).

FINANCIAL IMPACT

The cost for the Pay and Classification study was included in the FY2025 budget.

REQUESTED ACTION

1. Award/Reject RFP No. 02-2425 Pay and Classification Study to Evergreen Solutions, LLC; and
2. Authorize the Mayor and City Manager to execute any contract as a result of this RFP award

ATTACHMENTS

1. Intent to Award Notification

City of
Jacksonville Beach
Property and
Procurement Division
1460A Shetter Avenue
Jacksonville Beach
FL 32250
Phone: 904.247.6229
Email: purchasing@jaxbchfl.net
www.jacksonvillebeach.org

This is the only recommendation notice you will receive. If there are other representatives in your firm working on this project, please forward to their attention.

NOTICE OF INTENT TO SUBMIT RFP FOR APPROVAL AND AWARD BY CITY COUNCIL

Date: March 14, 2025
From: Luis F. Flores, Property and Procurement Officer
RE: **RFP No. 02-2425**

Recommendation will be presented to the City Manager for:

RFP Number: 02-2425
Title: Pay and Classification Study

Award to: **Evergreen Solutions, LLC**

Attached is the Selection Committee Collective Summary.

In accordance with the procedures set forth in Section XII K., of the City of Jacksonville Beach Purchasing Manual, a written notice of intent to file a protest must be filed with the Property and Procurement Officer within three (3) business days, Monday through Friday, 8:00 AM – 4:00 PM, after receipt by the respondent of the Notice of Intent to Submit RFP for Approval and Award By City Council from the Property and Procurement Officer.

The City reserves the right to further negotiate any proposal, including price, with the highest rated respondent. If an agreement cannot be reached with the highest rated respondent, the City reserves the right to negotiate and recommend award to the next ranked respondent or subsequent respondents, until an agreement is reached.

If awarded, please do not proceed with any work prior to receiving an official City of Jacksonville Beach Purchase Order and/or Notice-to-Proceed letter.

We would like to thank each respondent for their submittal.

Luis F. Flores

Luis F. Flores, Property and Procurement Officer
1460A Shetter Avenue, Jacksonville Beach, FL 32250



Criteria 1 - Experience (20 Points)					
VENDOR	Member 1	Member 2	Member 3	Member 4	SCORE
Bolton	18	20	20	15	18.25
Cody & Associates	20	20	20	20	20
Evergreen Solutions, LLC	17	20	20	20	19.25
MAG International	17	18	15	15	16.25
MGT Impact Solutions	17	20	20	12	17.25
Paypoint HR, LLC	18	18	20	10	16.5
Risk Strategies	19	20	20	20	19.75

Criteria 2 - Methodology (20 points)					
VENDOR	Member 1	Member 2	Member 3	Member 4	SCORE
Bolton	18	20	20	20	19.5
Cody & Associates	18	16	15	15	16
Evergreen Solutions, LLC	17	20	20	20	19.25
MAG International	18	18	20	18	18.5
MGT Impact Solutions	18	17	18	18	17.75
Paypoint HR, LLC	18	16	18	15	16.75
Risk Strategies	19	18	17	15	17.25

Criteria - 3 Qualifications (20 points)					
VENDOR	Member 1	Member 2	Member 3	Member 4	SCORE
Bolton	17	20	20	20	19.25
Cody & Associates	17	18	15	15	16.25
Evergreen Solutions, LLC	15	18	17	20	17.5
MAG International	17	20	20	18	18.75
MGT Impact Solutions	16	20	20	20	19
Paypoint HR, LLC	17	20	20	20	19.25
Risk Strategies	17	18	17	18	17.5

Criteria 4 - Requirements (20 points)					
VENDOR	Member 1	Member 2	Member 3	Member 4	SCORE
Bolton	17	18	17	18	17.5
Cody & Associates	18	19	20	18	18.75
Evergreen Solutions, LLC	16	20	20	20	19
MAG International	18	20	20	20	19.5
MGT Impact Solutions	15	15	0	15	11.25
Paypoint HR, LLC	18	19	20	15	18
Risk Strategies	16	20	20	18	18.5

Criteria 5 - Costs (20 points)					
VENDOR	Member 1	Member 2	Member 3	Member 4	SCORE
Bolton	17	15	10	15	14.25
Cody & Associates	18	20	20	20	19.5
Evergreen Solutions, LLC	18	20	14	20	18
MAG International	18	20	18	20	19
MGT Impact Solutions	13	0	0	5	4.5
Paypoint HR, LLC	18	20	16	20	18.5
Risk Strategies	16	10	5	10	10.25

VENDOR	SCORE	Rank
Bolton	88.75	5
Cody & Associates	90.5	3
Evergreen Solutions, LLC	93	1
MAG International	92	2
MGT Impact Solutions	69.75	7
Paypoint HR, LLC	89	4
Risk Strategies	83.25	6



CITY COUNCIL AGENDA ITEM	
TO:	City Council
FROM:	Jacob Board, Communications Manager
DATE:	12/20/2024
SUBJECT:	Resolution No. 2189-2025 Ocean Rescue Building Name and Logo

BACKGROUND

City staff has contracted with the design team at Harbinger to develop a visual identity for the ocean rescue building located at 2 Oceanfront North to support consistent branding and recognition of the facility. The proposed logo and name are intended to 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.

At the March 31, 2025 City Council briefing, staff presented City Council with a logo design and two options for the official name of the facility: Jacksonville Beach Lifesaving Station, and Jacksonville Beach Lifeguard Station. Resolution 2189-2025 is attached with both options for consideration. Upon adoption of the name and logo, staff will work with Harbinger to paint the new logo on the north, east, and south sides of the tower.

At the March 31 briefing, staff also discussed with City Council the overall condition of the station and provided a summary of structural repairs that will need to be performed prior to painting and branding the entire building. After those repairs are completed, staff will work with City Council to develop an overall branding design for the entire building.

FINANCIAL IMPACT

None.

REQUESTED ACTION

1. Adopt/Deny Resolution No. 2189-2025 establishing the official name and logo for the Jacksonville Beach Lifesaving Station; or
2. Adopt/Deny Resolution No. 2189-2025 establishing the official name and logo for the Jacksonville Beach Lifeguard Station

ATTACHMENTS

1. Resolution No. 2189-2025 Option 1
2. Reslution2189-2025 Attachment A Option 1
3. Resolution No. 2189-2025 Option 2
4. Reslution2189-2025 Attachment A Option 2

Introduced by: _____
Adopted: _____

RESOLUTION NO. 2189-2025

A RESOLUTION OF THE CITY OF JACKSONVILLE BEACH, FLORIDA, ADOPTING THE NAME “JACKSONVILLE BEACH LIFESAVING STATION” FOR THE JACKSONVILLE BEACH OCEAN RESCUE BUILDING AND APPROVING AN OFFICIAL LOGO; PROVIDING FOR ADOPTION OF RECITALS, REPEAL OF PRIOR INCONSISTENT RESOLUTIONS AND COUNCIL DECISIONS, SEVERABILITY, AND AN EFFECTIVE DATE.

WHEREAS, the City of Jacksonville Beach has a long and proud history of providing ocean rescue services through the City of Jacksonville Beach’s professional lifeguards of the Ocean Rescue division and the Volunteer Life Saving Corps; and

WHEREAS, in recognition of its historical significance and continued service to public safety, the City of Jacksonville Beach wishes to formally designate the primary ocean rescue building located at 2 Oceanfront North as the “Jacksonville Beach Lifesaving Station”; and

WHEREAS, the adoption of an official name and logo will enhance the building’s identity and honor its lifesaving mission.

NOW, THEREFORE, BE IT RESOLVED BY THE CITY OF JACKSONVILLE BEACH, FLORIDA:

SECTION 1. ADOPTION OF RECITALS. The foregoing recitals are deemed true and material parts of this resolution and are fully incorporated herein by reference.

SECTION 2. NAMING OF THE JACKSONVILLE BEACH OCEAN RESCUE BUILDING AND ADOPTION OF THE LOGO. The City Council hereby formally designates the ocean rescue building located at 2 Oceanfront North as the “Jacksonville Beach Lifesaving Station” and adopts the official logo attached hereto as Attachment A.

SECTION 3. REPEAL OF PRIOR INCONSISTENT RESOLUTIONS AND COUNCIL DECISIONS. All prior resolutions or parts of resolutions in conflict herewith are hereby repealed to the extent of the conflict.

SECTION 4. SEVERABILITY. If any section, subsection, clause, or provision of this resolution should be held invalid, unlawful, or unconstitutional, said determination shall not be held to invalidate or impair the validity, force, or effect of any other section, sentence, phrase, or portion of this resolution not otherwise determined to be invalid, unlawful, or unconstitutional.

SECTION 5. EFFECTIVE DATE. This resolution shall become effective immediately upon passage and adoption by City Council.

AUTHENTICATED THIS _____ DAY OF _____, A.D., 2025.

Christine H. Hoffman, Mayor

Sheri Gosselin, City Clerk

Approved as to form and legal sufficiency:

David Migut, City Attorney

Resolution No. 2189-2025

Attachment A

Color Specifications



Pantone Color Spec.
PMS Fiery Red | 18-1664 TCX
RGB 208, 28, 31
HEX D01C1F



Sherwin-Williams Paint Spec.
SW 6869 | Stop



Introduced by: _____
Adopted: _____

RESOLUTION NO. 2189-2025

A RESOLUTION OF THE CITY OF JACKSONVILLE BEACH, FLORIDA, ADOPTING THE NAME “JACKSONVILLE BEACH LIFEGUARD STATION” FOR THE JACKSONVILLE BEACH OCEAN RESCUE BUILDING AND APPROVING AN OFFICIAL LOGO; PROVIDING FOR ADOPTION OF RECITALS, REPEAL OF PRIOR INCONSISTENT RESOLUTIONS AND COUNCIL DECISIONS, SEVERABILITY, AND AN EFFECTIVE DATE.

WHEREAS, the City of Jacksonville Beach has a long and proud history of providing ocean rescue services through the City of Jacksonville Beach’s professional lifeguards of the Ocean Rescue division and the Volunteer Life Saving Corps; and

WHEREAS, in recognition of its historical significance and continued service to public safety, the City of Jacksonville Beach wishes to formally designate the primary ocean rescue building located at 2 Oceanfront North as the “Jacksonville Beach Lifeguard Station”; and

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SECTION 2. NAMING OF THE JACKSONVILLE BEACH OCEAN RESCUE BUILDING AND ADOPTION OF THE LOGO. The City Council hereby formally designates the ocean rescue building located at 2 Oceanfront North as the “Jacksonville Beach Lifeguard Station” and adopts the official logo attached hereto as Attachment A.

SECTION 3. REPEAL OF PRIOR INCONSISTENT RESOLUTIONS AND COUNCIL DECISIONS. All prior resolutions or parts of resolutions in conflict herewith are hereby repealed to the extent of the conflict.

SECTION 4. SEVERABILITY. If any section, subsection, clause, or provision of this resolution should be held invalid, unlawful, or unconstitutional, said determination shall not be held to invalidate or impair the validity, force, or effect of any other section, sentence, phrase, or portion of this resolution not otherwise determined to be invalid, unlawful, or unconstitutional.

SECTION 5. EFFECTIVE DATE. This resolution shall become effective immediately upon passage and adoption by City Council.

AUTHENTICATED THIS _____ DAY OF _____, A.D., 2025.

Christine H. Hoffman, Mayor

Sheri Gosselin, City Clerk

Approved as to form and legal sufficiency:

David Migut, City Attorney

Resolution No. 2189-2025

Attachment A

Color Specifications



Pantone Color Spec.
PMS Fiery Red | 18-1664 TCX
RGB 208, 28, 31
HEX D01C1F



Sherwin-Williams Paint Spec.
SW 6869 | Stop

