

**Minutes of Regular City Council Meeting
held Monday, April 7, 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 Horn 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, Director of Human Resources Kimberlee Bennett, Community Redevelopment Agency (CRA) Coordinator Taylor Mobbs, and Deputy City Clerk Jodilynn Byrd.

APPROVAL OF MINUTES:

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

- Regular City Council Meeting held on March 17, 2025
- Council Briefing held on March 31, 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 Sutton shared he attended the Legislative Action Days in Tallahassee which included productive meetings with state representatives and senators. He encouraged residents to contact legislators about proposed bills which could negatively impact the local community. Mr. Sutton expressed condolences to the family of the individual who drowned at Jacksonville Beach on April 6, 2025. He recognized the efforts of Jacksonville Beach Ocean Rescue and Volunteer Life Saving Corps responders.

Council Member Golding encouraged residents to thank Representative Kiyan Michael and Senator Clay Yarborough for supporting Jacksonville Beach during the Legislative Action Days in Tallahassee. She highlighted the Beaches Watch State of Our Schools meeting with Superintendent Dr. Christopher Bernier and School Board Member April Carney and encouraged residents to view the video online. Ms. Golding announced upcoming events, including yoga at the Seawalk Pavilion on April 15, 2025, and an Easter Egg Hunt at Wingate Park on April 19, 2025, and reminded residents of updated beach hours for dogs beginning April 1.

Council Member Wagner thanked City staff and support teams for successful events, noting the most recent 904 Pop Up and Springing the Blues Festival. Mr. Wagner announced a Community Development Block Research Grant program session at the Carver Center on April 23, 2025, encouraging those involved in nonprofits to attend and learn about grant opportunities and development resources.

Council Member Wouters announced a memorial tree dedication honoring the late U.S. Marine Corps Sergeant Randall Hanson, a former member of the Fletcher family, would take place at Beaches Veterans Memorial Park on April 12, 2025. He invited the community to pay their respects.

Mayor Hoffman congratulated the 50th Citizen Police Academy class and the first session of the fourth Citizen Information Academy, thanking all staff involved. She also welcomed Ruby Matilda Meza, the newborn daughter of former Council Member Fernando Meza.

City Manager Mike Staffopoulos provided an update on an unauthorized event being promoted for April 12, 2025. The event promoters submitted a permit application too close to the event date, resulting in a denial of their application. Despite receiving cease and desist letters, they continued to promote the event. The City would send a follow-up notice and begin tracking related costs for potential recovery under state statute 316.1891. Mr. Staffopoulos noted the city was preparing in case the event proceeds.

COURTESY OF THE FLOOR TO VISITORS:

- Barbara Bauer, 604 13th Avenue South, Jacksonville Beach, spoke about tree planting, rinsing stations, bicycle shelters, port-a-potties, pier interlocal agreement, and removal of festival banners.
- Janice Smith, 410 4th Avenue South, Jacksonville Beach, spoke about Carver Center improvements.

CONSENT AGENDA:

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

CRA Coordinator Taylor Mobbs provided background on the item.

Motion: It was moved by Mr. Janson, seconded by Ms. Golding, to approve a mural by Lauren Klose on the Dumpster Enclosure Facade in the Pier Parking Lot.

Discussion: A conversation ensued regarding the location of the artist applicants and the variety of the mural samples submitted to the Public Art Advisory Committee for consideration.

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

The motion passed 6-1.

- Item 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**

Director of Human Resources Kimberlee Bennett provided background on the item.

Motion: It was moved by Mr. Janson, seconded by Ms. Golding, to award RFP No. 02-2425 Pay and Classification Study to Evergreen Solutions, LLC.

Discussion: A discussion ensued about the scope and vendor proposal.

Roll Call Vote: Ayes – Horn, Janson, Sutton, Wagner, Wouters, Golding, 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 any contract as a result of this RFP award.

Discussion: None

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

The motion passed unanimously.

RESOLUTIONS:

- Item 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**

Mr. Staffopoulos provided background on the item.

Motion: It was moved by Mr. Janson, seconded by Mr. Horn, to adopt Resolution No. 2189-2025 establishing the official name and logo for the Jacksonville Beach Lifesaving Station.

Discussion: A discussion ensued about the name.

Motion to Amend: It was moved by Mr. Sutton, seconded by Mr. Wagner, to amend the motion, specifically, under 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 adopt the official temporary logo attached hereto as Attachment A. Second paragraph, branding of 2 Oceanfront North shall be considered temporary until such time as structural modifications and repairs of 2 Oceanfront North have been completed, at which time a complete repainting and more permanent branding will be evaluated and accomplished. Paragraph 3, temporary branding shall include

the placement of the temporary Lifesaving Station logo on the top three being north, east, and south peg window facades. Placement of the wording "Home of the Volunteer Lifesaving Corps" across the south side of the building and placement of the JBOR logo on one of either the east or west side of the building, between the first and second floor along the white areas that exist there. Finally, all temporary lettering and logos shall be of the same color.

Discussion: A discussion ensued about adding a year, logo, Volunteer Life Saving Corps (VLSC), amended motion, and Jacksonville Beach Ocean Rescue (JBOR).

Motion to Amend: It was moved by Mr. Sutton, seconded by Mr. Horn, to amend so the third paragraph will read, temporary branding shall include the placement of the temporary Lifesaving Station logo on the top three north, east, and south peg window facades. Placement of the wording "Home of the Volunteer Lifesaving Corps" across the south side of the building and placement of the wording "Home of Jacksonville Beach Ocean Rescue" on the west side of the building.

Discussion: A discussion ensued about adding the wording "since 1912".

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

The motion to amend passed unanimously.

Motion to Amend: It was moved by Mr. Janson the verbiage be agreed upon by both the City and VLSC as far as how the branding will look and, the portion belonging to the VLSC is paid at their expense.

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

Motion to Amend: It was moved by Mr. Sutton, seconded by Mr. Janson, the placement of all logos or lettering be approved by both the VLSC and the City.

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

The motion to amend passed unanimously.

Original Motion as Amended Roll Call Vote: Ayes – Wouters, Horn, Janson, Sutton, Wagner, and Mayor Hoffman.

Nays – Golding

The original motion as amended, passed 6-1.

ORDINANCES: None

ADJOURNMENT:

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

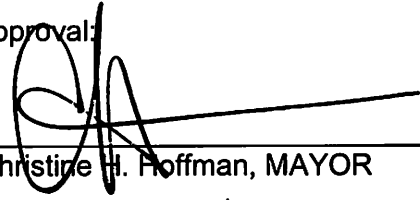
Voice Vote: In a voice vote, the motion passed unanimously.

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There being no further business, the meeting adjourned at 7:09 P.M.

Submitted by: Jodilynn Byrd
Deputy City Clerk

Approval:



Christine H. Hoffman, MAYOR

Date: 4/21/25