



City of Jacksonville Beach

11 North Third Street
Jacksonville Beach, Florida

Agenda

City Council

Monday, November 15, 2021

6:00 PM

Council Chambers

MEMORANDUM TO:

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

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. Council Workshop held on October 28, 2021 (Charter Review)
- B. Council Briefing held on October 28, 2021
- C. Regular Council Meeting held on November 1, 2021

ANNOUNCEMENTS

COURTESY OF THE FLOOR TO VISITORS

MAYOR AND CITY COUNCIL

CITY CLERK

CITY MANAGER

- A. Accept/Reject the Monthly Financial Reports for October 2021
- B.
 - 1. Approve/Disapprove the purchase of the RX and TX tower antennas, replacement of the transmission lines, MCA labor, and tower crew labor for installation of the temporary RX antenna from Motorola Solutions in the amount of \$34,581.48; and
 - 2. Approve/Disapprove the purchase of tower crew labor from ProCom, the lowest quoter, in the amount of \$3,800 to remove the old equipment, install the new equipment, and perform tower grounding check
- C. Approve/Disapprove the Federal Subrecipient Agreement between the City of Jacksonville and the City of Jacksonville Beach to receive a portion of federal grant funds provided by the U.S. Department of Treasury to the City of Jacksonville in accordance with the American Rescue Plan Act

RESOLUTIONS

- A. Adopt/Deny Resolution No. 2095-2021 adopting the new City Strategic Plan for FY2022-2025

ORDINANCES**ADJOURNMENT****NOTICE**

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.

In accordance with the Americans with Disabilities Act and Section 286.26, Florida Statutes, persons with disabilities needing special accommodations to participate in this meeting should contact the City Clerk's Office at (904) 247-6299 no later than one business day before the meeting.

In accordance with Section 286.0105, Florida Statutes, if any person decides to appeal any decision made by the council with respect to any matter considered at such meeting, he or she will need a record of the proceedings. For such purpose, he or she 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 Council Workshop began at 5:30 P.M.

The following City Council Members were in attendance:

Mayor: Christine Hoffman

Council Members: Georgette Dumont Sandy Golding Dan Janson
Fernando Meza Cory Nichols (left early) Chet Stokes

Also present were City Manager Mike Staffopoulos, City Attorney Sandra Robinson, City Clerk Sheri Gosselin, and Attorney Cliff Shepard.

Purpose of Workshop

The purpose of the workshop was to review Sections 60 through 66 of the City’s Charter and recommend any revisions, discuss Charter “parking lot”¹ items, and any additional Charter topics for Council discussion.

Sections 60-66

Attorney Cliff Shepard presented proposed revisions [on file] to be considered to the City Charter regarding the following sections:

- Section 60. Elimination of city departments.
- Section 61. Continuance of contracts.
- Section 62. Title to property.
- Section 63. Continuation of former charter provisions.
- Section 64. Ordinances preserved.
- Section 65. Rights of officers and employees.
- Section 66. Pending matters.

The consensus of the Council was to move forward with the proposed changes. These changes would be added to the draft ordinance submitting all the proposed changes to be considered for a referendum at the next general election.

“Parking Lot” Items

Mr. Shepard opened a discussion on the following Charter “parking lot” items:

- Changing the name of the city
- Liquor licenses
- Height bonuses

Changing the name of the city

A discussion ensued related to whether it was the right time to propose a name change, surveying residents, and coming back to it at a later time.

¹ A “parking lot” item referred to issues that were set aside for later discussion.

Liquor licenses

City Manager Mike Staffopoulos referenced supplemental information provided to the Council, which included:

- A list of all alcohol establishments in the City (as provided by the police department), with the 4COP and SRX extensions broken out;
- A calculation showing how many licenses are allowed under the 1950 census, with 1 per 550, and how many it would be with the 2020 census numbers at 1 per 550. Based on the 2020 census number of 23,830, it would be 43 4COP quota licenses;
- A copy of any regulations that impact the spacing or placement of 4COP and SRX (distance separation from each other, distances from schools, etc.); and
- A map showing:
 - Zoning districts that support 4COP and SRX licenses
 - Locations where such businesses currently exist
 - If there is a distance separation requirement, an estimate as to how many more may fit into that zoning district based on current conditions
 - All 4COP locations and church and school locations with a 500 ft buffer around each one and highlighted where any new bars might be able to go in the zoning districts in which they are permitted by conditional use approval. All bars currently require conditional use approval.

Mr. Staffopoulos stated the calculation indicated the addition of approximately 5-8 sites. The consensus of the Council was to discuss this item further at a Council Briefing and to include staff from Planning & Development and the Police Department to identify any potential ramifications or impacts from making a change. There was also a discussion on replacing the reference to the 1950 census with a flat number.

Mr. Staffopoulos said a community Open House would be planned in January 2022 to discuss the height limitation. He proposed discussing the and feedback and the alcohol licenses at a Council Briefing after the Open House.

There was a consensus for Mr. Shepard and City Attorney Sandra Robinson to do research to identify justifications for changes in the number of liquor licenses.

Height bonuses

Mr. Shepard explained height incentives could be used as a tool to achieve other goals of the City. Mr. Staffopoulos stated there had been some modification to the drafted language for Section 52(b) based on Council feedback to clarify it was within the CBD (Central Business District) as such boundaries existed as of January 1, 2022, and the height bonus terminates with the dissolution of the Downtown Community Redevelopment District either in whole or in that portion covering the CBD.

Mr. Staffopoulos reiterated an Open House would be planned for January 2022 to put forth the proposed Charter language in 52(b), along with possible incentive eligibility criteria to achieve the height bonus, to the public. The Council would be able to hear community feedback.

There was Council consensus to move forward with the modified language until after the community Open House.

Additional Charter Topics

Council members suggested the following topics for discussion on possible additions to the Charter:

- Language to guide what to do if there is only one qualified candidate and they are unable to take office
 - Mr. Shepard advised it is a reasonable request; however, it is better to add by ordinance.
- Initiative and referendum
 - There was a Council consensus to add this to a future Charter discussion.
- Preserve parks and parklands
 - A discussion ensued with a consensus not to include this topic in the Charter. Mr. Staffopoulos explained other options available to address this concern, including Comprehensive Plan goals, City policies, and deed restrictions.
- Review the Charter regularly
 - There was a Council consensus to draft simple language to include a regular review of the Charter with the number of years to be determined.

Mr. Shepard summarized:

- The city name change topic would be saved to a future undefined date.
- Liquor license research would be presented at a Council Briefing.
- Height bonus revised language would be presented at a community meeting in January.
- Language would be put together for conflicting referenda and a provision for initiative and referendum.
- Language for timely Charter review with the number of years to be determined would be discussed at a future meeting.

The workshop adjourned at 6:57 P.M.

Submitted by: Sheri Gosselin
City Clerk

Approval:

Christine H. Hoffman, MAYOR

Date: _____

The Council Briefing began at 6:57 P.M., starting immediately after the Charter Review Workshop. The meeting was held via video conference using the Zoom platform.

The following City Council Members were in attendance:

Mayor: Christine Hoffman

Council Members:	Georgette Dumont	Sandy Golding	Dan Janson
	Fernando Meza	Cory Nichols	Chet Stokes

Also present were City Manager Mike Staffopoulos and City Attorney Sandra Robinson.

Purpose of Briefing

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

City Manager

City Attorney Update

City Attorney Sandra Robinson stated during her first few weeks as the new City Attorney, she spent time with individual Council Members and Directors to discuss legal priorities for the City.

Ms. Robinson reviewed her list of pending assignments/request list [on file]. She spoke about assignments and topics for the following:

- City Council
- City Manager/Senior Administration
 - Finance Director
 - Fire Marshal
 - Parks and Recreation
 - Planning and Development
 - Public Works

Ms. Robinson spoke briefly regarding ongoing legal claims involving the City.

Conversation ensued regarding the legal priorities for each department and the importance of Ms. Robinson overseeing outside legal counsel on several upcoming projects. It was the consensus of the Council for Ms. Robinson to use her discretion regarding legal priorities and provide the Council with periodic updates.

The Briefing adjourned at 7:53 P.M.

Submitted by: Jodilynn Byrd
Deputy City Clerk

Approved:

Christine H. Hoffman, MAYOR

Date: _____

**Minutes of Regular City Council Meeting
held Monday, November 1, 2021, at 6:00 P.M.
in the Council Chambers, 11 North 3rd Street,
Jacksonville Beach, Florida**



OPENING CEREMONIES:

Council Member Janson 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: Georgette Dumont Sandy Golding Dan Janson
 Fernando Meza Cory Nichols Chet Stokes

Also present were: City Manager Mike Staffopoulos, City Attorney Sandra Robinson, Police Chief Gene Paul Smith, Director of Public Works Dennis Barron, Director of Parks and Recreation Jason Phitides, Golf Course Superintendent Trevor Hughes, Parks and Recreation Office Administrator Molly Alleger, Budget Officer AJ Souto, Golf Course Facility Manager Bruce Mohler, Ocean Rescue Lieutenant Maxwell Ervanian, Ocean Rescue Supervisor Rob Emahiser and City Clerk Sheri Gosselin.

APPROVAL OF MINUTES:

Motion: It was moved by Mr. Nichols, seconded by Ms. Golding to approve the October 11, 2021, Council Briefing minutes.

Motion to Amend: It was moved by Ms. Golding seconded by Ms. Dumont, and passed unanimously, to amend the minutes to include "Mr. Barron mentioned Waste Management discussed three options with him. In the first option, WM didn't recommend changing any schedules at this time because they were seeing improvement over the last 2-3 weeks. The other two options didn't result in a large enough impact."

The motion passed unanimously.

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

- Regular City Council Meeting held on October 18, 2021
- Council Workshop held on October 25, 2021 (Charter Review)

The original motion passed unanimously, as amended.

ANNOUNCEMENTS:

Council Member Golding stated she attended the Kid's Halloween Party hosted by the Jacksonville Beach Police Department, Civilian Police Academy Alumni Association (CPAAA), and the Jacksonville Fire and Rescue. She praised those organizations for all their hard work on the event.

Ms. Golding mentioned the Fletcher High School Band was hosting a community performance on November 13, 2021, at Fletcher Stadium.

Ms. Golding noted Beaches Watch would hold a virtual meeting on November 3, 2021, to discuss the state of the St. Johns River.

Council Member Meza thanked the Police Department for their work on the Kid's Halloween Party.

Mayor Hoffman provided additional thanks to the Police Department, Citizens on Patrol, and CPAAA during the busy Halloween weekend.

Mayor Hoffman stated Parks and Recreation hosted an Open House on October 27, 2021, to discuss the Urban Trails Project. She shared how wonderful it was to see so much community involvement and thanked the Parks and Recreation Department.

Mayor Hoffman announced a Veterans Day Ceremony would be held on November 11, 2021, at the Atlantic Beach Veterans Memorial Park.

COURTESY OF THE FLOOR TO VISITORS: *None*

MAYOR AND CITY COUNCIL:

Item A Greg McGarity, President and CEO of Gator Bowl Sports, will give an update on upcoming events

Mr. McGarity shared their largest upcoming event is the TaxSlayer Gator Bowl, scheduled for December 31, 2021. He noted the pep rally on December 30, 2021, was typically the most attended event and will once again feature the Parris Island Marine Corp Band.

Mr. McGarity also promoted the FSU vs. Florida baseball game on March 29, 2022. He shared Gator Bowl Sports was also involved in Gator Bowl Charities, including sponsoring the Greater Jacksonville Pop Warner Championships in the stadium.

Mr. McGarity emphasized Gator Bowl Sports wants to continue to be good partners with the City.

Item B State of Jacksonville Beach Lifeguards

Ocean Rescue Lieutenant Maxwell Ervanian and Ocean Rescue Supervisor Rob Emahiser gave a presentation [on file] regarding the Volunteer Life Saving Corps and Ocean Rescue programs.

Mayor Hoffman presented the 2021 Lifeguard of the Year for the Jacksonville Beach Ocean Rescue and Surfman of the Year for the Volunteer Life Saving Corps to Christopher Daniels.

Mayor Hoffman presented the 2021 Rookie Lifeguard of the Year to Arianna Phomvongsa.

CITY CLERK: *No items*

CITY MANAGER:

Item A **Approve/Disapprove the purchase of a Special Operations Vehicle in the amount of \$138,850, and declare International Armored Group a sole source provider for future specialized maintenance**

Police Chief Gene Paul Smith outlined specifications for the Special Operations Vehicle and advised the life of the vehicle was approximately 15 years.

Motion: It was moved by Mr. Nichols and seconded by Ms. Golding to approve the purchase of a Special Operations Vehicle in the amount of \$138,850 and declare International Armored Group a sole source provider for future specialized maintenance.

Discussion: Discussion ensued regarding delivery time for the vehicle, vehicle specifications and demo opportunities.

Roll Call Vote: Ayes – Dumont, Golding, Janson, Meza, Nichols, Stokes, Mayor Hoffman
The motion passed unanimously.

Item B **Approve/Disapprove emergency pump rental for the Pollution Control Plant (Lift Station #2) from Sunbelt Rentals in the total amount of \$35,487**

Director of Public Works Dennis Barron requested extending the water pump rental through January 2022.

Motion: It was moved by Mr. Nichols and seconded by Ms. Golding to approve emergency pump rental for the Pollution Control Plant (Lift Station #2) from Sunbelt Rentals in the total amount of \$35,487.

Roll Call Vote: Ayes – Golding, Janson, Meza, Nichols, Stokes, Dumont, Mayor Hoffman
The motion passed unanimously.

Item C **1. Approve/Disapprove the final design of Sunshine Playground at South Beach Park by Play By Design, LLC; and**

2. Approve/Disapprove appropriating an additional \$547,708 of Southend Tax Increment Trust Funds to cover the Sunshine Playground at South Beach

Park final design construction costs of \$1,675,700, plus a 15% contingency, for the total amount of \$1,927,000.

Golf Course Superintendent Trevor Hughes presented the final design of Sunshine playground. He provided an overview of the community feedback and the project design iterations.

Motion: It was moved by Mr. Nichols and seconded by Ms. Golding to approve the final design of Sunshine Playground at South Beach Park by Play By Design, LLC.

Discussion: Mr. Hughes stated construction should begin in the next 2-3 weeks and would be completed by the end of March 2022.

Roll Call Vote: Ayes – Janson, Meza, Nichols, Stokes, Dumont, Golding, Mayor Hoffman
The motion passed unanimously.

Motion: It was moved by Mr. Nichols and seconded by Ms. Golding to approve appropriating an additional \$547,708 of Southend Tax Increment Trust Funds to cover the Sunshine Playground at South Beach Park final design construction costs of \$1,675,700, plus a 15% contingency, for the total amount of \$1,927,000.

Roll Call Vote: Ayes – Meza, Nichols, Stokes, Dumont, Golding, Janson, Mayor Hoffman
The motion passed unanimously.

Item D Approve/Disapprove the roof restoration project at the Seawalk Pavilion by Weatherproofing Technologies, Inc., in the amount of \$186,000

Director of Parks and Recreation Jason Phitides noted the roof was constructed in 2001. He shared they chose renovation instead of replacement for practical and economical purposes.

Motion: It was moved by Mr. Nichols and seconded by Ms. Golding to approve the roof restoration project at the Seawalk Pavilion by Weatherproofing Technologies, Inc., in the amount of \$186,000.

Roll Call Vote: Ayes – Nichols, Stokes, Dumont, Golding, Janson, Meza, Mayor Hoffman
The motion passed unanimously.

RESOLUTIONS

Item A Adopt/Deny Resolution No. 2091-2021 Amending the Operating Budget of the City of Jacksonville Beach, Florida, for the Fiscal Year beginning October 1, 2020 and ending September 30, 2021

Mayor Hoffman requested the City Clerk read Resolution 2091-2021 by title only, whereupon Ms. Gosselin read the following:

"A RESOLUTION AMENDING THE OPERATING BUDGET OF THE CITY OF JACKSONVILLE BEACH, FLORIDA FOR THE FISCAL YEAR BEGINNING OCTOBER 1, 2020 AND ENDING SEPTEMBER 30, 2021."

Motion: It was moved by Mr. Nichols and seconded by Ms. Golding to adopt Resolution No. 2091-2021 Amending the Operating Budget of the City of Jacksonville Beach, Florida, for the Fiscal Year beginning October 1, 2020 and ending September 30, 2021.

Roll Call Vote: Ayes – Stokes, Dumont, Golding, Janson, Meza, Nichols, Mayor Hoffman
The motion passed unanimously.

Item B Adopt/Deny Resolution No. 2093-2021 approving applications for Honorary Street Name Designations

Parks and Recreation Office Administrator Molly Alleger shared they recently received three additional applications for Honorary Street Name Designations. She confirmed the applications included sufficient documents to meet requirements.

Mayor Hoffman requested the City Clerk read Resolution 2093-2021 by title only, whereupon Ms. Gosselin read the following:

"A RESOLUTION OF THE CITY OF JACKSONVILLE BEACH, FLORIDA, APPROVING APPLICATIONS AND HONORARY STREET NAME DESIGNATION SIGN LOCATIONS FOR FALLEN WARTIME MILITARY VETERANS UNDER THE HONORARY STREET SIGN DESIGNATION POLICY; AUTHORIZING SIGN INSTALLATION; PROVIDING FOR ADOPTION OF RECITALS, REPEAL OF PRIOR INCONSISTENT RESOLUTIONS AND COUNCIL DECISIONS, SEVERABILITY, AND AN EFFECTIVE DATE."

Speakers:

- Beaches Veterans Memorial Park Historian Lenny Jevic stated with the addition of these three nominees, the total number of honored veterans in Jacksonville Beach was 10.

Motion: It was moved by Mr. Nichols and seconded by Ms. Golding to adopt Resolution No. 2093-2021, approving applications for Honorary Street Name Designations.

Roll Call Vote: Ayes – Dumont, Golding, Janson, Meza, Nichols, Stokes, Mayor Hoffman
The motion passed unanimously.

Item C Adopt/Deny Resolution No. 2094-2021 amending rates for the Jacksonville Beach Golf Course

Golf Course Facility Manager Bruce Mohler explained the three rate increases are for senior rates, weekend pass holder rates, and driving range rates.

Mayor Hoffman requested the City Clerk read Resolution 2094-2021 by title only, whereupon Ms. Gosselin read the following:

"A RESOLUTION BY THE CITY OF JACKSONVILLE BEACH, AMENDING GOLF COURSE RATES, CHARGES, AND FEES; PROVIDING DEFINITIONS AND GUIDELINES FOR THE GOLF OPERATION POLICIES; DELEGATING AUTHORITY TO CITY MANAGER; REPEALING RESOLUTION NO. 2069-2020; AND PROVIDING AN EFFECTIVE DATE.

Motion: It was moved by Mr. Nichols and seconded by Ms. Golding to adopt Resolution No. 2094-2021 amending rates for the Jacksonville Beach Golf Course.

Roll Call Vote: Ayes – Golding, Janson, Meza, Nichols, Stokes, Dumont, Mayor Hoffman
The motion passed unanimously.

ORDINANCES

None

ADJOURNMENT:

There being no further business, the meeting adjourned at 7:07 P.M.

Submitted by: Sheri Gosselin
City Clerk

Approval:

Christine H. Hoffman, MAYOR

Date: _____



City of Jacksonville Beach • 11 North Third Street • Jacksonville Beach FL 32250

CITY COUNCIL AGENDA ITEM	
TO:	Michael J. Staffopoulos, City Manager
FROM:	Ashlie Gossett, Chief Financial Officer
DATE:	07/19/2021
SUBJECT:	Accept/Reject the Monthly Financial Reports for October 2021

BACKGROUND

The attached Summary Budget Reports show the cumulative actual revenues and expenditures compared to the actual amounts at the same point in time as last fiscal year. Exhibit 7 of the Summary Budget Reports compares actual revenues and expenditures to budget in total by fund. These reports are prepared on a cash basis.

Exhibit 1 - General Fund Revenues

- General Fund revenues are under budget for the current year, due in part to the timing of ad valorem tax distributions.
- Miscellaneous revenue includes interest on pooled investments, auction proceeds, facility rental fees, tennis fees, and cemetery lots purchased. The decrease from the prior year is due primarily to the adjustment to market value of the City's pooled investment assets.

Exhibit 2 - General Fund Expenditures

- Total General Fund Expenditures are in line with both current year estimates and prior year expenditures on a percent of budget basis.
- The decrease in Fire Department expenditures from the prior year is attributable to a one-time credit for accumulated excess funds in the Fire pension plan.

Exhibit 3 - Enterprise Fund Revenues

- Enterprise Fund Revenues are in line with both budget estimates and prior year expenditures on a percent of budget basis.

Exhibit 4 - Enterprise Fund Expenditures

- Total expenditures in the Enterprise Funds are 2.25% lower than prior year actuals on a percent of budget basis.
- The decrease in both Electric and Water & Sewer expenditures from the prior year is largely attributable to savings in debt service costs now that the City is debt free. The last debt payment was made on October 1, 2020.



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Exhibit 5 – Special Revenue Fund Revenues

- Revenues in the Special Revenue Funds are 0.13% lower than prior year actuals on a percent of budget basis.
- Convention Development revenues are normally received two months in arrears.
- The decrease from the prior year in both funds is due primarily to the adjustment to market value of the City's pooled investment assets.

Exhibit 6 - Special Revenue Fund Expenditures

- In total, Special Revenue Fund expenditures are consistent with the prior year.
- Community Development Block Grant Fund expenditures will be reimbursed by grant funding.

Exhibit 7 - Summary Revenues and Expenditures

- Expenditures in the General Fund and Convention Development Fund exceed revenues because the City has not yet received the first monthly tax distributions from the Tax Collector.
- Expenditures exceed revenues in the Tax Increment Funds because the annual tax increment distributions are not received from Jacksonville until December.
- The net income shown for the Electric Fund is overstated because monthly power bills are paid in arrears to FMPA.
- Revenues in the Leased Facilities Fund are less than expenses, due mostly to annual technology maintenance charges that are paid at the beginning of the fiscal year.

FINANCIAL IMPACT

REQUESTED ACTION

Accept/Reject the Monthly Financial Reports for October 2021

ATTACHMENTS

1. 2021-10 October Financials

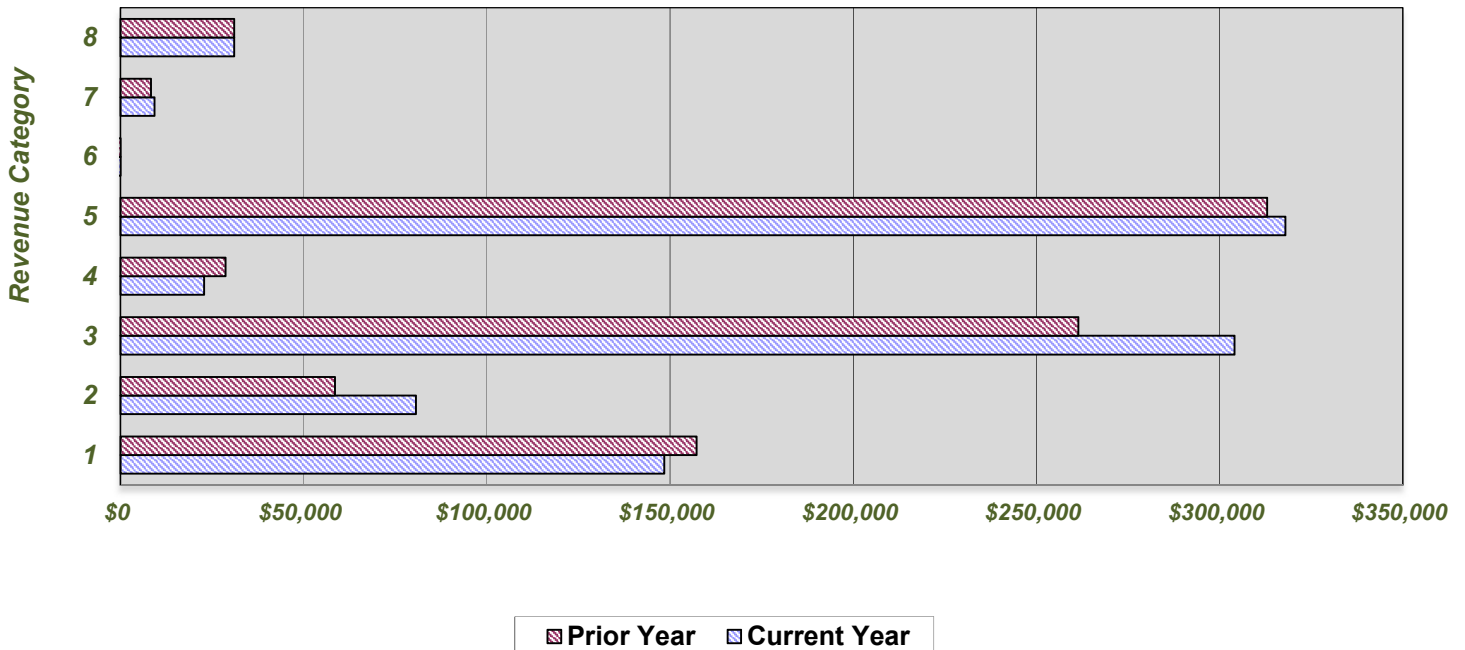


Summary Budget Revenue Report
 October 31, 2021
 (8.49% of year has elapsed)

EXHIBIT 1 - GENERAL FUND REVENUES

Revenue Category	Current Year Revenue to Date	Current Year Revenue As a % of Budget	Prior Year Revenue to Date	Prior Year Revenue As a % of Budget	% Variance (Current Year Less Prior Year)	\$ Variance (Current Year Less Prior Year)
1 Taxes	148,395	1.00%	157,202	1.10%	-0.11%	(8,806)
2 Licenses & Permits	80,615	13.33%	58,499	11.43%	1.89%	22,116
3 Intergovernmental Revenue	304,042	7.35%	261,451	6.79%	0.55%	42,591
4 Charges for Services	22,820	4.86%	28,659	6.51%	-1.65%	(5,839)
5 Enterprise Contributions	317,933	8.33%	312,963	8.33%	0.00%	4,970
6 Miscellaneous Revenue	(12,718)	-3.83%	(12,331)	-3.76%	-0.07%	(388)
7 Fines & Forfeitures	9,259	5.72%	8,294	5.48%	0.23%	965
8 Interfund Transfers	31,000	6.03%	31,000	6.03%	0.00%	-
Total Revenues	\$ 901,346	3.61%	\$ 845,737	3.55%	0.06%	\$ 55,609

**GENERAL FUND REVENUES TO DATE
 CURRENT YEAR VS PRIOR YEAR**



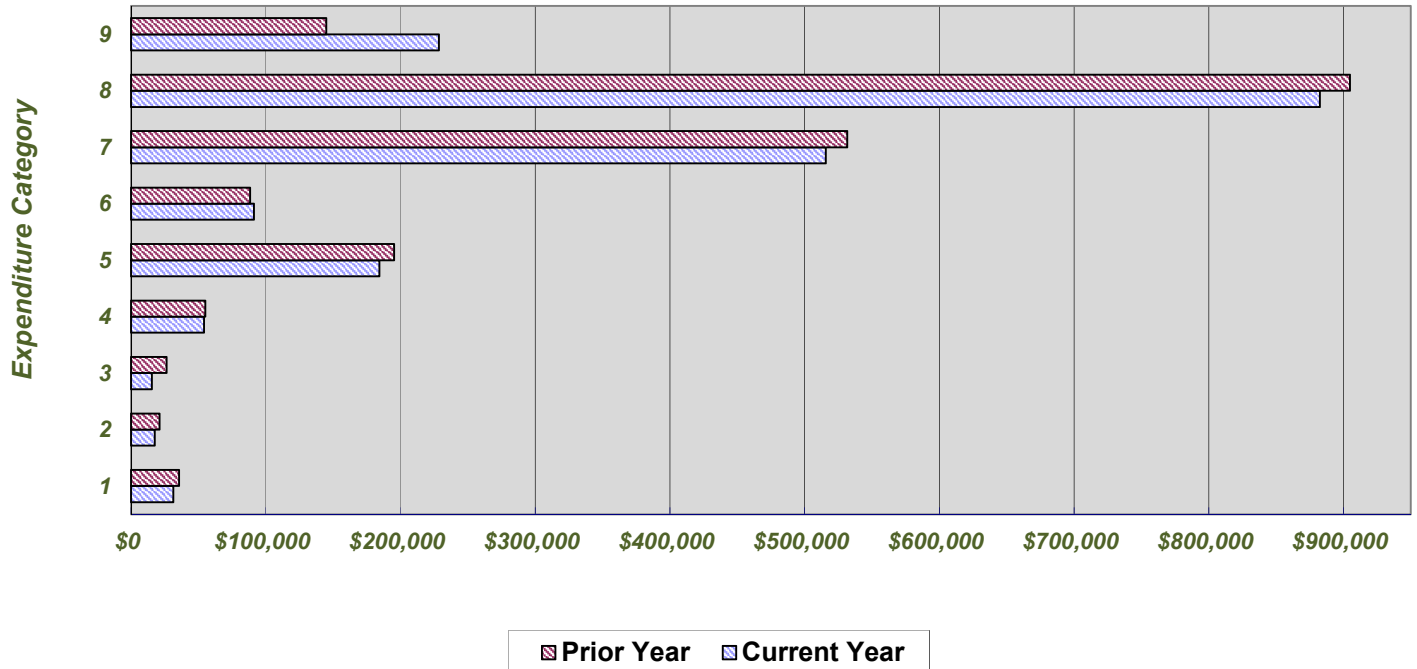


Summary Budget Expenditure Report
 October 31, 2021
 (8.49% of year has elapsed)

EXHIBIT 2 - GENERAL FUND EXPENDITURES

Expenditure Category	Current Year Expenditures to Date	Current Year Expenditures As a % of Budget	Prior Year Expenditures to Date	Prior Year Expenditures As a % of Budget	% Variance (Current Year Less Prior Year)	\$ Variance (Current Year Less Prior Year)
1 City Administration	31,257	4.67%	35,525	5.44%	-0.78%	(4,268)
2 City Clerk	17,430	3.82%	20,956	5.05%	-1.23%	(3,527)
3 Building Maintenance	15,430	3.52%	26,266	6.19%	-2.67%	(10,836)
4 Planning and Development	54,147	4.48%	55,055	4.80%	-0.32%	(908)
5 Recreation and Parks	184,381	5.02%	195,074	5.29%	-0.28%	(10,693)
6 Public Works	91,170	4.72%	88,194	4.75%	-0.03%	2,976
7 Police	515,727	5.19%	531,525	5.19%	0.00%	(15,798)
8 Fire	882,574	26.33%	904,950	27.81%	-1.48%	(22,375)
9 Non-Departmental	228,482	6.74%	144,820	6.29%	0.45%	83,662
Total Expenditures	\$ 2,020,599	8.06%	\$ 2,002,367	8.35%	-0.29%	\$ 18,232

**GENERAL FUND EXPENDITURES TO DATE
 CURRENT YEAR VS PRIOR YEAR**





Summary Budget Revenue Report

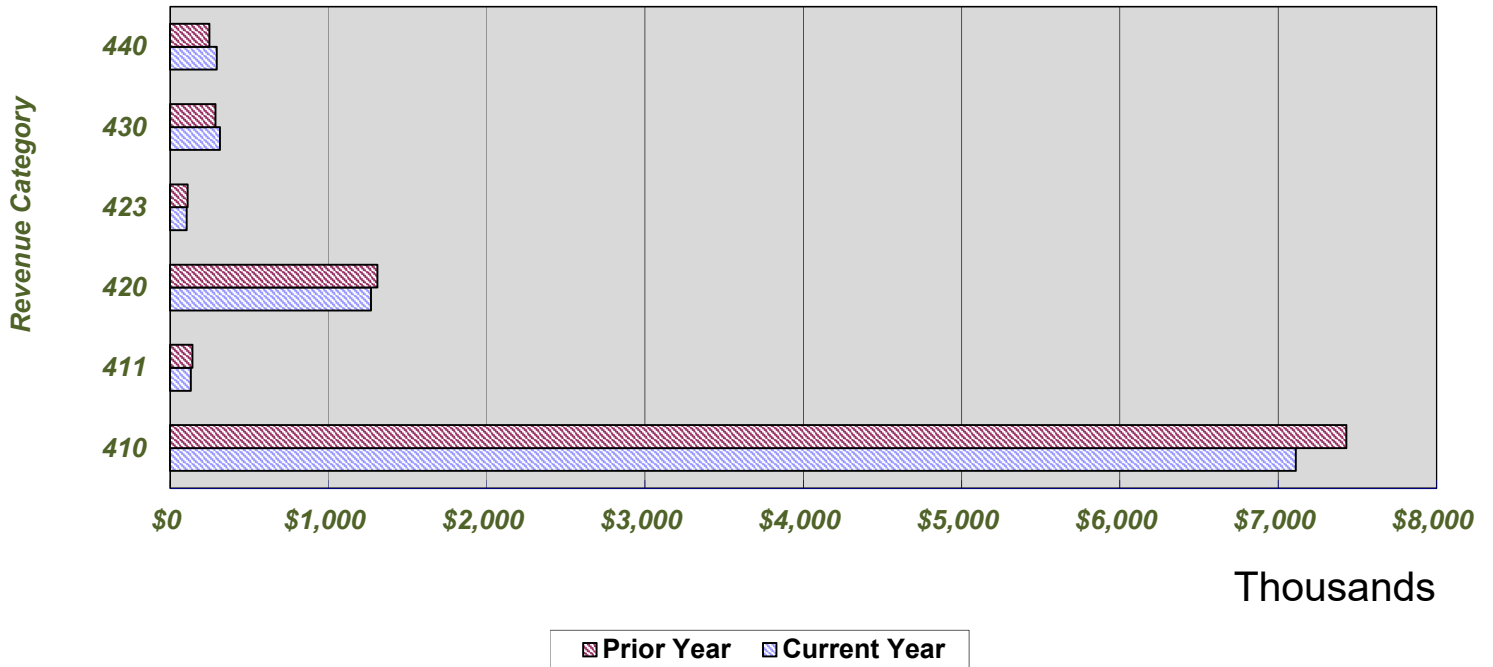
October 31, 2021

(8.49% of year has elapsed)

EXHIBIT 3 -ENTERPRISE FUND REVENUES

Revenue Category	Current Year Revenue to Date	Current Year Revenue As a % of Budget	Prior Year Revenue to Date	Prior Year Revenue As a % of Budget	% Variance (Current Year Less Prior Year)	\$ Variance (Current Year Less Prior Year)
410 ELECTRIC	7,110,899	8.55%	7,429,979	8.97%	-0.42%	(319,080)
411 NATURAL GAS	131,105	6.53%	140,468	6.28%	0.25%	(9,363)
420 WATER & SEWER	1,268,487	8.39%	1,309,164	8.80%	-0.41%	(40,677)
423 STORMWATER	105,357	7.25%	110,656	7.68%	-0.43%	(5,299)
430 SANITATION	315,135	8.93%	287,242	8.06%	0.87%	27,893
440 GOLF COURSE	294,192	12.94%	247,229	11.33%	1.61%	46,963
TOTAL REVENUES	\$ 9,225,175	8.58%	\$ 9,524,738	8.89%	-0.31%	\$ (299,563)

ENTERPRISE FUND REVENUES TO DATE CURRENT YEAR VS PRIOR YEAR



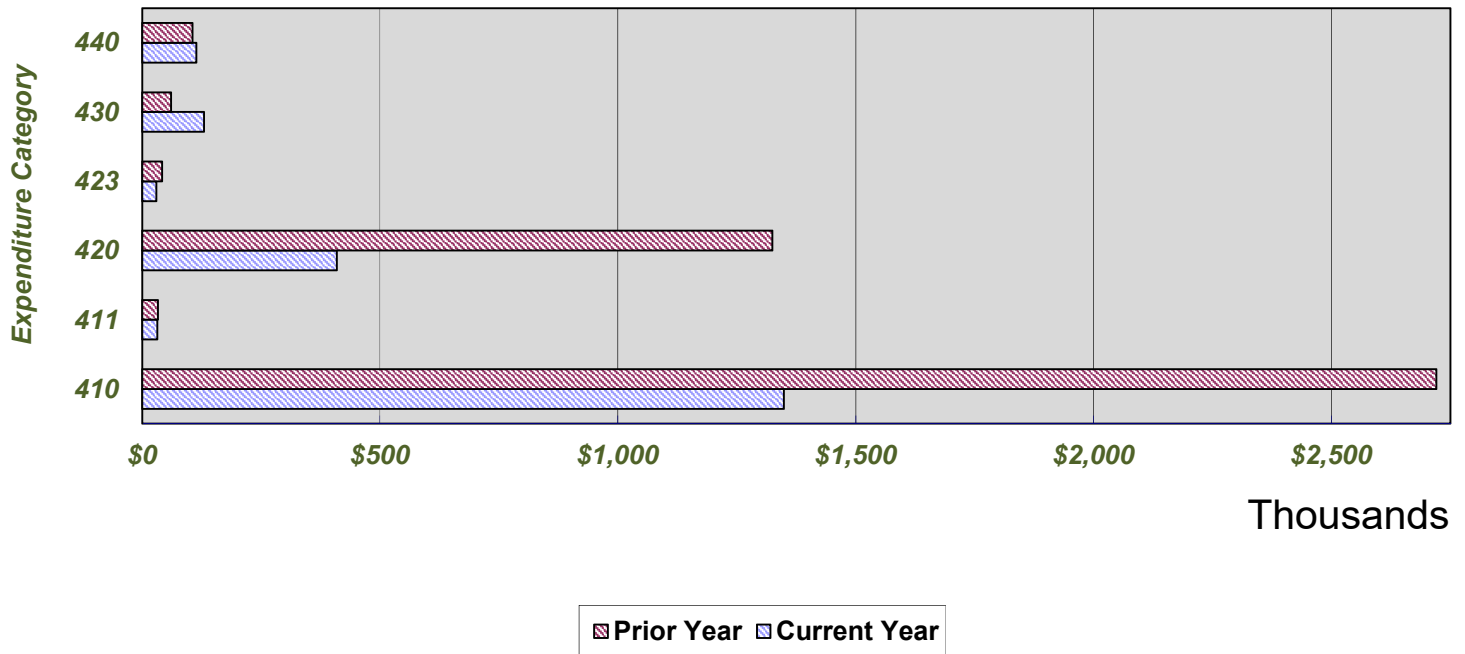


Summary Budget Expenditure Report
 October 31, 2021
 (8.49% of year has elapsed)

EXHIBIT 4 - ENTERPRISE FUND EXPENDITURES

Expenditure Category	Current Year Expenditures to Date	Current Year Expenditures As a % of Budget	Prior Year Expenditures to Date	Prior Year Expenditures As a % of Budget	% Variance (Current Year Less Prior Year)	\$ Variance (Current Year Less Prior Year)
410 ELECTRIC	1,348,873	1.50%	2,720,576	3.12%	-1.62%	(1,371,703)
411 NATURAL GAS	31,288	1.48%	33,157	1.74%	-0.26%	(1,869)
420 WATER & SEWER	408,670	1.91%	1,324,406	10.96%	-9.05%	(915,737)
423 STORMWATER	29,502	1.10%	41,319	2.46%	-1.35%	(11,817)
430 SANITATION	129,406	3.15%	60,396	1.53%	1.62%	69,010
440 GOLF COURSE	113,424	4.96%	105,216	4.85%	0.11%	8,208
TOTAL EXPENDITURES	\$ 2,061,163	1.68%	\$ 4,285,070	3.93%	-2.25%	\$ (2,223,907)

**ENTERPRISE FUND EXPENDITURES TO DATE
 CURRENT YEAR VS PRIOR YEAR**





Summary Budget Revenue Report

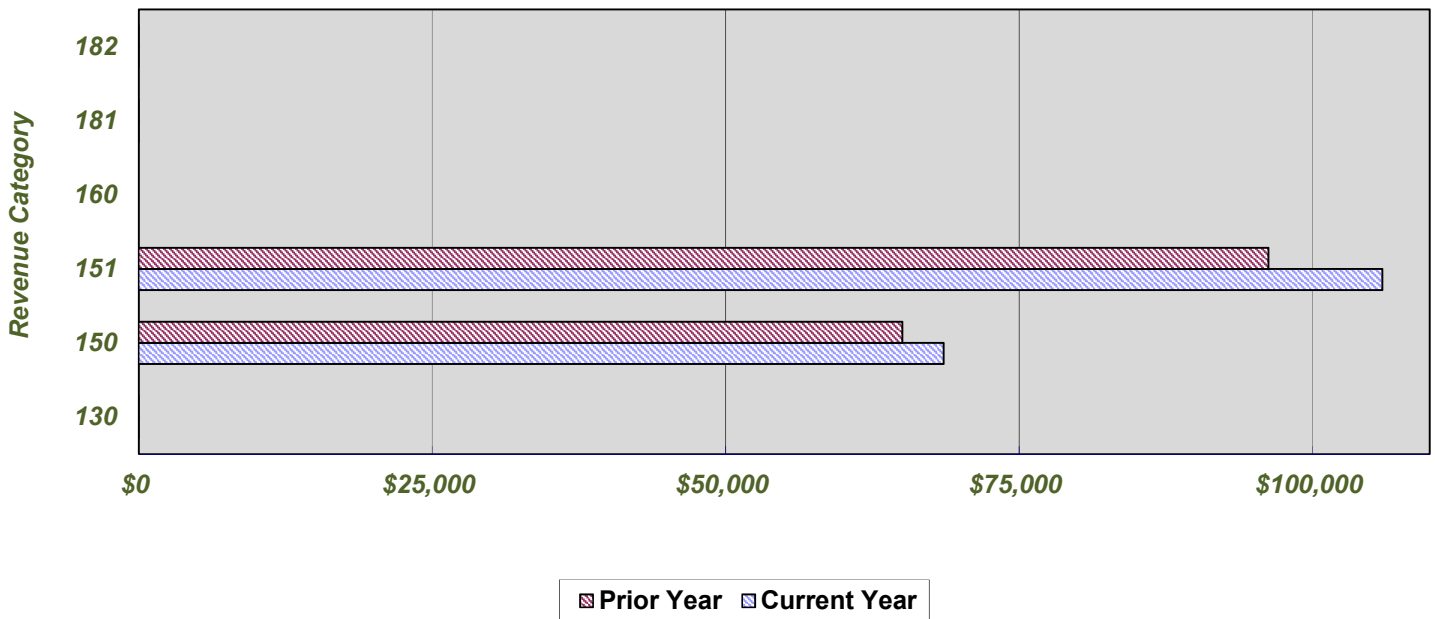
October 31, 2021

(8.49% of year has elapsed)

EXHIBIT 5 -SPECIAL REVENUE FUND REVENUES

Revenue Category	Current Year Revenue to Date	Current Year Revenue As a % of Budget	Prior Year Revenue to Date	Prior Year Revenue As a % of Budget	% Variance (Current Year Less Prior Year)	\$ Variance (Current Year Less Prior Year)
130 CONVENTION DEV. TAX	(2,479)	-0.66%	(1,375)	-0.34%	-0.32%	(1,104)
150 LOCAL OPTION GAS TAX	68,578	8.62%	65,057	7.97%	0.65%	3,521
151 INFRASTRUCTURE SURTAX	105,951	7.47%	96,252	6.97%	0.50%	9,700
160 COMMUNITY DEV. BLK. GRANT	-	0.00%	-	0.00%	0.00%	-
181 DOWNTOWN INCREMENT FUND	(34,247)	-0.45%	(18,849)	-0.26%	-0.19%	(15,398)
182 SOUTHEND INCREMENT FUND	(23,860)	-0.89%	(14,046)	-0.54%	-0.35%	(9,814)
TOTAL REVENUES	\$ 113,944	0.87%	\$ 127,039	1.01%	-0.13%	\$ (13,095)

SPECIAL REVENUE FUND REVENUES TO DATE CURRENT YEAR VS PRIOR YEAR





Summary Budget Expenditure Report

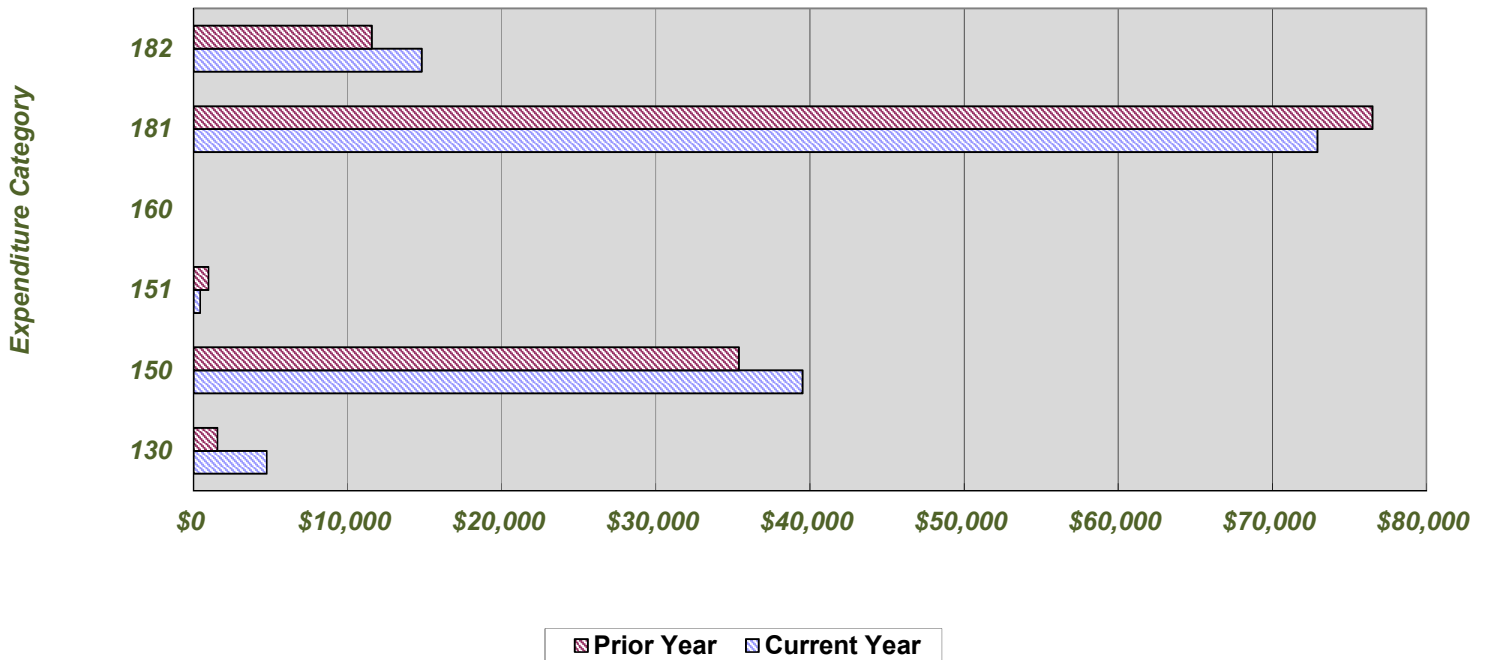
October 31, 2021

(8.49% of year has elapsed)

EXHIBIT 6 - SPECIAL REVENUE FUND EXPENDITURES

Expenditure Category	Current Year Expenditures to Date	Current Year Expenditures As a % of Budget	Prior Year Expenditures to Date	Prior Year Expenditures As a % of Budget	% Variance (Current Year Less Prior Year)	\$ Variance (Current Year Less Prior Year)
130 CONVENTION DEV. TAX	4,755	0.83%	1,562	0.79%	0.03%	3,193
150 LOCAL OPTION GAS TAX	39,525	4.93%	35,379	4.85%	0.09%	4,147
151 INFRASTRUCTURE SURTAX	436	0.03%	972	0.12%	-0.09%	(536)
160 COMMUNITY DEV. BLK. GRANT	-	0.00%	-	0.00%	0.00%	-
181 DOWNTOWN INCREMENT FUND	72,928	0.75%	76,494	2.69%	-1.94%	(3,566)
182 SOUTHEAST INCREMENT FUND	14,794	0.12%	11,555	0.36%	-0.24%	3,239
TOTAL EXPENDITURES	\$ 132,438	0.54%	\$ 125,961	1.59%	-1.04%	\$ 6,477

SPECIAL REVENUE FUND EXPENDITURES TO DATE CURRENT YEAR VS PRIOR YEAR





Summary Budget Report
October 31, 2021
(8.49% of year has elapsed)

EXHIBIT 7 - SUMMARY REVENUES AND EXPENDITURES

Fund Name	Budgeted Revenues Fiscal Year 2022	Budgeted Revenues To Date	Actual Revenues To Date	Variance Favorable/ (Unfavorable)
001 General Fund	24,935,609	2,117,819	901,346	(1,216,473)
130 Convention Development Tax	375,179	31,865	(2,479)	(34,344)
150 Local Option Gas Tax	795,610	67,572	68,578	1,006
151 Infrastructure Surtax	1,417,833	120,419	105,951	(14,468)
160 Community Dev. Blk. Grant	142,000	12,060	-	(12,060)
181 Downtown Increment Fund	7,650,521	649,770	(34,247)	(684,017)
182 Southend Increment Fund	2,693,245	228,741	(23,860)	(252,601)
410 Electric Utility	83,159,691	7,062,878	7,110,899	48,021
411 Natural Gas Utility	2,007,643	170,512	131,105	(39,407)
420 Water & Sewer Utility	15,118,502	1,284,037	1,268,487	(15,550)
423 Storm Water Management	1,453,336	123,434	105,357	(18,077)
430 Sanitation Fund	3,529,867	299,797	315,135	15,338
440 Golf Course Fund	2,273,503	193,092	294,192	101,100
460 Leased Facilities Fund	762,177	64,733	45,658	(19,075)
500 Internal Service Funds	13,622,837	1,157,008	1,054,701	(102,307)
Total Revenues	\$ 159,937,553	\$ 13,583,737	\$ 11,340,823	\$ (2,242,914)

Fund Name	Budgeted Expenditures Fiscal Year 2022	Budgeted Expenditures To Date	Actual Expenditures To Date	Variance Favorable/ (Unfavorable)
001 General Fund	25,057,752	2,128,193	2,020,599	107,594
130 Convention Development Tax	573,719	48,727	4,755	43,972
150 Local Option Gas Tax	801,509	68,073	39,525	28,548
151 Infrastructure Surtax	1,314,106	111,609	436	111,173
160 Community Dev. Blk. Grant	142,000	12,060	-	12,060
181 Downtown Increment Fund	9,732,253	826,575	72,928	753,647
182 Southend Increment Fund	11,914,518	1,011,918	14,794	997,124
410 Electric Utility	90,070,229	7,649,800	1,348,873	6,300,927
411 Natural Gas Utility	2,113,227	179,480	31,288	148,192
420 Water & Sewer Utility	21,361,570	1,814,270	408,670	1,405,601
423 Storm Water Management	2,677,429	227,398	29,502	197,896
430 Sanitation Fund	4,108,447	348,937	129,406	219,531
440 Golf Course Fund	2,284,854	194,056	113,424	80,632
460 Leased Facilities Fund	871,513	74,019	153,591	(79,572)
500 Internal Service Funds	13,673,250	1,161,290	756,326	404,963
Total Expenditures	\$ 186,696,374	\$ 15,856,404	\$ 5,124,117	\$ 10,732,287

Fund Name	Net Income (Loss)	Net Variance Favorable/ (Unfavorable)
001 General Fund	(1,119,253)	(1,108,880)
130 Convention Development Tax	(7,234)	9,628
150 Local Option Gas Tax	29,053	29,554
151 Infrastructure Surtax	105,516	96,706
160 Community Dev. Blk. Grant	-	-
181 Downtown Increment Fund	(107,175)	69,630
182 Southend Increment Fund	(38,653)	744,523
410 Electric Utility	5,762,026	6,348,948
411 Natural Gas Utility	99,818	108,785
420 Water & Sewer Utility	859,817	1,390,051
423 Storm Water Management	75,855	179,819
430 Sanitation Fund	185,729	234,869
440 Golf Course Fund	180,768	181,732
460 Leased Facilities Fund	(107,933)	(98,647)
500 Internal Service Funds	298,374	302,656
Total	\$ 6,216,706	\$ 8,489,373



Cash and Investments by Fund

October 31, 2021

INVESTMENT HOLDER	TYPE	FACE AMOUNT	MARKET VALUE
Salem Mutual Fund	Portfolio	70,226,019	70,226,019
Sawgrass Asset Management	Portfolio	27,549,254	27,549,254
Wells Capital	Portfolio	19,569,117	19,569,117
JPMCB - Strategic Property Fund	Portfolio	5,782,110	5,782,110
TOTAL PENSION FUNDS 611, 612 and 613			\$123,126,499
TOTAL INVESTMENTS			\$123,126,499
State Board of Administration	Pool	22,152,781	22,152,781
Florida Trust	Pool	19,091,914	19,091,914
FMIT 0-2 Yr High Quality Bond Fund	Pool	12,680,963	12,680,963
Bank of America	Cash	39,683,717	39,683,717
Sawgrass Asset Management	Portfolio	44,455,005	44,455,005
Galliard Capital Management	Portfolio	42,501,139	42,501,139
Garcia Hamilton & Associates	Portfolio	42,535,972	42,535,972
TOTAL EQUITY IN POOLED CASH			\$223,101,492
Petty Cash	Cash	6,725	6,725
TOTAL CASH AND INVESTMENTS			\$346,234,716

Attorney Fees Paid During the Month

NAME	DESCRIPTION	FUNDING SOURCE	CHECK DATE	CHECK AMOUNT
Roper Law, P.A.	Planning & Development General	General Fund	10/05/21	7,223
Shepard, Smith, Kohlmyer & Hand, F	General Matters / Charter Reivew	General Fund	10/08/21	4,495
Lewis, Longman & Walker, P.A.	Special Magistrate	General Fund	10/15/21	1,000
TOTAL ATTORNEY FEES				\$12,718

City of Jacksonville Beach.11 North Third Street.Jacksonville Beach, FL.32250

www.jacksonvillebeach.org



Cash and Investments by Type

Fiscal Year to Date
October 31, 2021

Type of Investment	Beginning Balance 10/1/2021	Investment Earnings	Realized Gain/(Loss)	Unrealized Gain/(Loss)	Fees	Net Investment Income	Net Deposits (Withdrawals)	Ending Balance 10/31/21	Weighted Net Return*
State Pooled Investment Fund	22,151,012	1,769	0	0	0	1,769	(0)	22,152,781	0.00%
Florida Municipal Investment Trust 0-2 Yr HQ Bond Fund	12,681,578	(615)	0	0	0	(615)	(0)	12,680,963	0.00%
Sawgrass Asset Management	44,639,915	59,399	0	(242,053)	(2,256)	(184,909)	0	44,455,005	-0.08%
Galliard Capital Management	42,652,431	44,081	(24,791)	(167,989)	(2,592)	(151,292)	0	42,501,139	-0.07%
Garcia Hamilton & Associates	42,538,492	5,328	(8,557)	2,865	(2,156)	(2,520)	(0)	42,535,972	0.00%
Florida Trust	19,091,550	365	0	0	0	365	0	19,091,914	0.00%
Operating Cash: Bank of America	33,986,437	6,220	0	0	(12,791)	(6,571)	5,703,852	39,683,717	0.00%
Petty Cash	6,725	0	0	0	0	0	0	6,725	0.00%
TOTAL CITY MANAGED INVESTMENTS AND CASH	217,748,139	116,547	(33,348)	(407,177)	(19,796)	(343,773)	5,703,852	223,108,217	-0.16%
Pension: Salem Mutual Fund	66,984,250	28,891	0	3,212,877	0	3,241,769	0	70,226,019	2.76%
Pension: Sawgrass Asset Mgt	27,641,190	33,745	10,252	(130,680)	(5,253)	(91,936)	0	27,549,254	-0.07%
Pension: Wells Capital	18,231,624	1,875	480,980	857,944	(3,306)	1,337,493	0	19,569,117	1.17%
Pension: JPMCB - Strategic Property Fund	5,782,110	0	0	0	0	0	0	5,782,110	0.00%
TOTAL PENSION INVESTMENTS	118,639,174	64,512	491,232	3,940,142	(8,560)	4,487,325	0	123,126,499	3.78%
TOTAL CASH AND INVESTMENTS	\$336,387,312	\$181,059	\$457,884	\$3,532,965	(\$28,355)	\$4,143,552	\$5,703,852	\$346,234,716	

*Fiscal year to date



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CITY COUNCIL AGENDA ITEM	
TO:	Michael J. Staffopoulos, City Manager
FROM:	Gene Paul Smith, Chief of Police
DATE:	10/21/2021
SUBJECT:	Radio Tower Antenna Purchase and Installation

BACKGROUND

In June of 2021, the City's radio system began experiencing numerous transmission and reception issues including garbled transmissions, missed transmissions, and out-of-range tones within City limits. In July 2021 it was discovered that the receive (RX) antenna manufactured by Bogner and installed in 2017 had extensive corrosion, causing the line connector to break. The warranty on the RX antenna was valid for a period of three years and expired prior to the failure. As such, on July 28, 2021, the City's Motorola service provider, Mobile Communications of America (MCA), with whom the City has a Service Agreement, loaned the City a temporary antenna and arranged emergency installation. The tower crew labor in connection with installation of the temporary RX antenna remains unpaid and is included in the first Motorola quote.

The manufacturer of the new antenna, DB Spectra, has suggested and offered the following mitigation solutions to slow the corrosion of the new antenna:

- Apply extra dielectric spray on the connector and connector joints to ensure water and air are isolated from the connector;
- Provide an extra connector seal kit so the connector will have an additional wrap; and
- Have the installing tower crew spray the connectors and base of the antenna with a dielectric spray.

In addition to the mitigation solutions offered above, the DB Spectra antenna uses a 7/16 DIN connector, which is later than the N connector on the old antenna. The 7/16 connector provides a stronger welded connection to the base of the antenna than the N connector does, and should survive the elements longer.

Furthermore, to mitigate lightning strikes, the tower grounding system should be properly maintained and inspected every three years to ensure that all bonds between the components are in good condition, and that the resistance to ground is still low and within specifications. Over time, or through the process of dissipating lighting, the tower grounding system will begin to fail. Because we are unable to verify the last time the tower grounding system was inspected, staff recommends a complete inspection at the time of installation of the new antenna, then every three years thereafter, or immediately after a major storm affecting the City.

Nearly all failures of transmission lines can be attributed to environmental causes. A few of the environmental issues for the City of Jacksonville Beach are:



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- UV light exposure;
- Moisture intrusion;
- Salt exposure;
- Vibration.

Nearly all of the issues above are interconnected. Because we have had so many transmit and receive issues over the past year, and because the transmit (TX) antenna was exposed to the same elements for the same duration of time (since 2017), staff recommends replacing both antennas at the same time using the same weatherproofing and grounding mitigation solutions, as well as replacing the transmission lines so the City may benefit from both the tower crew labor in connection with installing the new RX antenna, and from a completely new system to complement the newest software upgrade provided by the SUA II contract.

The Motorola quote includes labor from MCA to have a technician on site for the duration of the project, to perform live checks on the antenna line from the ground, to perform system level checks after the tower crew installs the new antenna to ensure everything is operating as it should, and to check the RX tower top amp for proper optimization. For these items, Motorola is the sole source vendor.

Finally, the second Motorola quote attached hereto provides for tower crew labor to remove the temporary antenna and remove and replace the Bogner RX antenna, as well as tower crew labor to replace the TX and RX lines. The quote includes crane rental due to the size of the antennas. Because the second Motorola quote for tower crew labor was so high (nearly \$27,000), staff obtained a standalone quote from ProCom, a current vendor, for tower crew labor to remove/replace the existing RX antenna, remove the loaner RX antenna, remove/replace the existing TX antenna, remove/replace existing AVA6-50 coax, remove/replace existing AVA5-50 coax, and test resistance on tower grounding. Staff recommends awarding the tower crew labor to ProCom.

FINANCIAL IMPACT

Vendor	Description	Amount
Motorola Solutions	New RX antenna; new TX antenna; new transmission lines; emergency installation of temporary antenna; MCA labor and inspection after installation	\$34,581.48
ProCom	Tower crew labor to remove old equipment, install new equipment, and perform tower grounding check upon completion	\$3,800.00
Total		\$38,381.48



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Funding is available in the Radio Communication Fund reserve. The budget in account 162-08-0800-525-46-546002 will be adjusted at mid-year.

REQUESTED ACTION

1. Approve/Disapprove the purchase of the RX and TX tower antennas, replacement of the transmission lines, MCA labor, and tower crew labor for installation of the temporary RX antenna from Motorola Solutions in the amount of \$34,581.48; and
2. Approve/Disapprove the purchase of tower crew labor from ProCom, the lowest quoter, in the amount of \$3,800 to remove the old equipment, install the new equipment, and perform tower grounding check

ATTACHMENTS

1. Motorola Solutions - First Quote
2. Motorola Solutions - Second Quote
3. ProCom Quote



MOTOROLA SOLUTIONS

Drew Miller
Motorola, Inc.
3708 Sparta Road
Sebring, FL 33870

(615) 512-4953 - Cell
dmiller@emciwireless.com
FEID - 361115800

21-Oct-21	Customer Quotation	New Quote	Valid for 60 days
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ITEM	MODEL #	DESCRIPTION	LIST PRICE	DISCOUNT	DISCOUNTED each	QTY	EXTENDED PRICE
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Remove Bogner RX Antenna And Temporary Antenna and Install new DB Spectra Antenna

Antennas	DSDS8M13PDAUD	806-869 MHZ, OFFSET ANTENNA, 13 DB GAIN, A-PATTERN	\$ 9,919.00	8.00%	\$9,125.48	2	\$18,250.96
Antenna Line	DS_Line	350' 1-1/4" TX, 380' 7/8" RX & 380' 1/2" TTA RF Line	\$ 9,831.00	8.00%	\$9,044.52	1	\$9,044.52
MCA	SVC03SVC0115D	Labor to check antenna system after replacement	\$ 1,786.00	0.00%	\$1,786.00	1	\$1,786.00
Tower Crew	SVC03SVC0123D	Tower crew - Labor to install temporary antenna	\$ 5,500.00	0.00%	\$5,500.00	1	\$5,500.00

Sale Price	\$34,581.48
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"Equipment discounts applied per Broward Sheriff's Office Master Purchase Agreement 12-29077/JHJ"

PLEASE ENSURE ALL PURCHASE ORDERS REFLECT THE FOLLOWING INFORMATION:

PAYMENT TERMS: **NET 30**
VENDOR NAME: MOTOROLA SOLUTIONS, INC.
YOUR BILL TO AND SHIP TO ADDRESS
YOUR PREFERRED EMAIL ADDRESS FOR ELECTRONIC INVOICING



Drew Miller
Motorola, Inc.
3708 Sparta Road
Sebring, FL 33870

(615) 512-4953 - Cell
dmiller@emciwireless.com
FEID - 361115800

1-Oct-21	Customer Quotation	New Quote	Valid for 60 days
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ITEM	MODEL #	DESCRIPTION	LIST PRICE	DISCOUNT	DISCOUNTED each	QTY	EXTENDED PRICE
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Remove Bogner RX Antenna And Temporary Antenna and Install new DB Spectra Antenna

RX Antenna	DSDS8M13PDAUD	806-869 MHZ, OFFSET ANTENNA, 13 DB GAIN, A-PATTERN	\$ 9,919.00	8.00%	\$9,125.48	1	\$9,125.48
MCA	SVC03SVC0115	Labor to check antenna system after replacement	\$ 1,786.00	0.00%	\$1,786.00	1	\$1,786.00
Tower Crew	SVC03SVC0126D	Tower crew - Labor to remove temp antenna, remove Bogner and replace with dB Spectra antenna. This service includes crane rental due to size of antennas	\$ 21,875.00	0.00%	\$21,875.00	1	\$21,875.00

RX Antenna Replacement Subtotal \$32,786.48

Replace the TX Antenna at the same time as the RX Antenna

Option TX	DSDS8M13PDAUD	806-869 MHZ, OFFSET ANTENNA, 13 DB GAIN, A-PATTERN	\$ 9,919.00	8.00%	\$9,125.48	1	\$9,125.48
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Replace TX Antenna at Same time as RX Subtotal \$9,125.48

Replace the antenna line at the same time as the RX antenna swap

Option Line	SVC03SVC0126D	Tower Crew to Replace TX and RX Lines	\$ 5,000.00	0.00%	\$5,000.00	1	\$5,000.00
Option Line	DS_Line	350' 1-1/4" TX, 380' 7/8" RX & 380' 1/2" TTA RF Line	\$ 9,831.00	8.00%	\$9,044.52	1	\$9,044.52

Replace TX,RX and TTA Test Lines at same time as antenna replacement \$14,044.52

Sale Price	\$55,956.48
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"Equipment discounts applied per Broward Sheriff's Office Master Purchase Agreement 12-29077/JHJ"

PLEASE ENSURE ALL PURCHASE ORDERS REFLECT THE FOLLOWING INFORMATION:

PAYMENT TERMS: **NET 30**
VENDOR NAME: MOTOROLA SOLUTIONS, INC.
YOUR BILL TO AND SHIP TO ADDRESS
YOUR PREFERRED EMAIL ADDRESS FOR ELECTRONIC INVOICING



Procom Tower Solutions Inc.
128 Gargonza Ct
St. Augustine, FL 32084 US
9048269080
jnoel@procomtower.com

Estimate

ADDRESS

J. Erin Citrullo
Jacksonville Beach Police
Department

ESTIMATE # 1033

DATE 10/13/2021

EXPIRATION DATE 11/13/2021

DESCRIPTION	QTY	RATE	AMOUNT
Remove and replace existing RX antenna, remove loaner RX antenna	1	1,600.00	1,600.00
Remove and replace existing TX antenna with new	1	800.00	800.00
Remove and replace existing AVA6-50coax	300	2.00	600.00
Remove and replace existing AVA5-50 coax	300	2.00	600.00
test resistance on tower grounding	1	200.00	200.00

All materials to be provided by Jacksonville Beach Police department.
Estimate is for labor to replace/remove.

TOTAL

\$3,800.00

Accepted By

Accepted Date



City of Jacksonville Beach • 11 North Third Street • Jacksonville Beach FL 32250

CITY COUNCIL AGENDA ITEM	
TO:	Michael J. Staffopoulos, City Manager
FROM:	Ashlie Gossett, Chief Financial Officer
DATE:	11/01/2021
SUBJECT:	Federal Subrecipient Agreement between the City of Jacksonville and the City of Jacksonville Beach

BACKGROUND

In May of 2021, the City of Jacksonville appropriated \$30,000,000 in American Rescue Plan Act (ARPA) local fiscal recovery grant funds, a portion of which was set aside to provide assistance to governmental entities. As one of the governmental entities, the City of Jacksonville Beach will receive a grant in the amount of \$3,000,000. The funding is expected to be received within 45 days of executing the Federal Subrecipient Agreement with the City of Jacksonville and the deadline for spending the grant funds is September 30, 2022.

Eligible uses of ARPA funds fall into the following five categories:

1. Support public health expenditures.
2. Address negative economic impacts caused by the public health emergency.
3. Replace lost public sector revenue.
4. Provide premium pay for essential workers.
5. Invest in water, sewer, and broadband infrastructure.

A Council briefing has been scheduled for November 22, 2021 to discuss potential projects and programs as well as to prioritize where the money should be spent.

FINANCIAL IMPACT

The City will receive \$3,000,000 from the City of Jacksonville to be applied to ARPA eligible projects or programs identified by the Council. The FY2022 budget will be adjusted accordingly.

REQUESTED ACTION

Approve/Disapprove the Federal Subrecipient Agreement between the City of Jacksonville and the City of Jacksonville Beach to receive a portion of federal grant funds provided by the U.S. Department of Treasury to the City of Jacksonville in accordance with the American Rescue Plan Act

ATTACHMENTS

1. Federal Subrecipient Agreement

FEDERAL SUBRECIPIENT AGREEMENT

THIS FEDERAL SUBRECIPIENT AGREEMENT (the “**Agreement**”) is made and entered into on this 1st day of September, 2021 (the “**Effective Date**”), between the **CITY OF JACKSONVILLE**, a consolidated political subdivision and municipal corporation existing under the laws of the State of Florida (the “**City**”), and the **CITY OF JACKSONVILLE BEACH**, a municipal corporation in Duval County existing under the laws of the State of Florida (the “**Recipient**”).

RECITALS:

WHEREAS, the City is the grant recipient of Federal Grant funds (the “**Grant Funds**”) provided by the U.S. Department of Treasury in accordance with the American Rescue Plan Act of 2021 (the “**ARP Act**”); and

WHEREAS, pursuant to City Ordinance 2021-463-E (the “**Appropriation Ordinance**”), the City appropriated \$30,000,000.00 in ARP Act local fiscal recovery grant funds, a portion of which was set aside to provide economic relief and assistance to governmental entities in accordance with the ARP Act; and

WHEREAS, the City desires to provide Recipient with a portion of the ARP Act funds to offset eligible expenses and to assist Recipient in recovering from the negative economic impacts of the COVID-19 pandemic; and

WHEREAS, pursuant to the Appropriation Ordinance, the City has determined the economic aid and assistance to Recipient as set forth herein is necessary to assist Recipient in recovering from the negative economic impacts of the COVID-19 pandemic and to maintain the viability of Recipient and therefore the City has appropriated and hereby provides an American Rescue Plan Act Grant to Recipient in the amount of \$3,000,000.00 (the “**City Funds**”) pursuant to the terms and conditions set forth herein.

NOW, THEREFORE, in consideration of the mutual covenants and promises contained in this Agreement and other good and valuable consideration, the receipt and sufficiency of which are acknowledged, the parties agree as follows:

1. INCORPORATION OF RECITALS; FEDERAL GRANT ACKNOWLEDGEMENT

The above-stated recitals are true, accurate and correct and are incorporated herein by this reference. Recipient acknowledges that the funds provided by the City pursuant to this Agreement are federal funds, subject to the terms and conditions contained in the ARP Act, as may be amended, and any rules or guidance from the U.S. Department of Treasury applicable to the Grant Funds and distribution or expenditure of the City Funds (collectively, the “**ARP Guidelines**”).

2. EFFECTIVE DATE/AGREEMENT TERM

This Agreement is effective as of the Effective Date and shall continue in full force and effect until 11:59 p.m., EST, on September 30, 2022 (the “Term”). This Agreement may be extended by the parties for two (2) additional one (1) year periods. Should there be funds remaining at the conclusion of the Performance Period (as defined in Section 3 below), the City and Recipient may agree to modify the Performance Period so long as such modification does not supersede, or conflict in any way with, the ARP Act, the ARP Guidelines, or the Appropriation Ordinance. Such modification must be in writing and signed by both parties.

3. PERFORMANCE OF SERVICES

The City hereby engages Recipient to oversee and administer distribution of City Funds in accordance with the ARP Act, ARP Guidelines, the Appropriation Ordinance and this Agreement (collectively, the “Services”). Recipient shall perform the Services during the performance period under this contract: the Effective Date through September 30, 2022, as may be further extended by the parties (the “**Performance Period**”). If the date range for the Performance Period exceeds the period of performance in the ARP Act, the ARP Act’s period of performance shall prevail.

4. PAYMENT

The City agrees to pay Recipient Grant Funds in an amount not to exceed three million and 00/100 Dollars (\$3,000,000.00) within forty-five (45) days of the City’s receipt of a complete and accurate Grant Application and any additional information the City may reasonably require from Recipient prior to payment of the Grant Funds. This amount constitutes the maximum indebtedness of the City pursuant to this Agreement, and the only obligation of the City hereunder. The CFDA number of the grant authorized by this Agreement is 21.027. The federal award ID number is SLFRP3403 / SLFRP0197. The Federal awarding agency for the grant authorized hereunder is the U.S. Department of the Treasury.

5. GENERAL CONDITIONS

A. Recipient agrees to do as follows:

1. To accept the City Funds as appropriated in accordance with the terms of this Agreement and all federal and local laws governing the City Funds, including but not limited to, the ARP Act, the Appropriation Ordinance, and the ARP Guidelines (collectively, the “**Governing Laws**”).
2. To abide by Chapter 119, Florida Statutes, as amended from time to time, a copy of which can be obtained online at <http://www.leg.state.fl.us/Statutes/>, which by this reference is made a part of this Agreement. All documents not expressly exempt from the Public Records Act relative to this Agreement and the City Funds are considered to be public records as defined in said Chapter 119, Florida Statutes; and

3. To obtain any permits and licenses, as may be required, from the State of Florida and the City of Jacksonville and abide by all applicable state laws and local ordinances, as from time to time amended; and
4. To return to the City within fifteen (15) days of written demand all City Funds paid to the Recipient under the terms of this Agreement upon the City finding that the Recipient has violated the terms of the Governing Laws, including, but not limited to, making expenditures that are specifically disallowed by this Agreement or the Governing Laws. Additionally, the Recipient shall promptly return to the City any City Funds unspent and unencumbered upon the expiration of this Agreement to enable the City to promptly return said funds to the federal agency pursuant to the terms of the ARP Act.
5. The Recipient shall not utilize the City Funds for any of the following categories of expenditures:
 - a) contributions to a contingency reserve or a similar provision for unforeseen events.
 - b) costs of amusements, social activities and incidental costs relating thereto, such as meals, beverages, lodgings, rentals, transportation and gratuities.
 - c) costs resulting from violations of or failure to comply with federal, state and local laws and regulations.
 - d) the salaries and costs of the office of the governor of a state or the chief executive of a political subdivision (as these costs are considered a cost of general state or local government).
 - e) the salaries and other costs of the Legislature or similar local governmental bodies such as City Councils whether incurred for purposes of legislation or executive direction.
 - f) Non-cash Expenses as defined in Section 118.104, *Ordinance Code*.
 - g) Costs of any audits required under this Agreement.
6. The Recipient consents to:
 - a) Such audits of the Recipient's financial affairs by the City, the City Council Auditor's Office, the Office of Inspector General, the State of Florida or the United States Government may require as they relate to the Grant Funds; and
 - b) Producing all documents required by the City, the City Council Auditor's Office, the City's Ethics Office or the City's Office of Inspector General. The Recipient agrees to give the City complete and unfettered access to all records regarding City Funds provided under this Agreement, at all times, during regular business hours, to ensure the City Funds are properly spent; and

- c) By no later than December 14, 2022 (except in the event of an extension to the Term after September 30, 2022, in which event such date shall be seventy-five (75) days from the end of the Term), the Recipient shall furnish to the City a final report of expenditures of the City Funds in such form as the City's Finance and Administration Department shall prescribe. This report shall be certified as to its accuracy by the Recipient's Financial Officer/Treasurer. This report shall include the time period from the Effective Date of this Agreement until all of the City Funds have been expended by the Recipient. The reporting obligation set forth in this paragraph shall survive the expiration or earlier termination of this Agreement.
 - d) Recipient shall provide a quarterly report to the City regarding the Recipient's use of the City Funds in accordance with this Agreement. The Recipient's report shall be in a form approved by the City and shall be provided by Recipient within ten (10) days following the end of each quarter. Unless otherwise extended by the City, the Recipient's reporting deadlines shall be: April 10th, July 10th, October 10th, and January 10th.
- 7. Recipient shall maintain detailed accounting of the City Funds.
 - 8. Recipient's violation of any of the provisions contained in this Agreement, including the failure to adhere to the reporting requirements of this Agreement, the ARP Act, or any applicable code or statutory provision, whether or not incorporated into this Agreement, shall be a material breach and may result in immediate termination of this Agreement and the Recipient's return of all City Funds granted by this Agreement.
- B. Each party will designate a Contract Manager during the Term whose responsibility shall be to oversee the party's performance of its duties and obligations pursuant to the terms of this Agreement. As of the Effective Date, the City's Contract Manager is Attention: Chief, Financial Officer, Finance and Administration 117 West Duval Street, Suite 300, Jacksonville, FL 32202; and the Recipient's Contract Manager is Attention: City Manager, 11 North Third Street Jacksonville Beach, FL 32250. Each party shall provide prompt written notice to the other party of any changes to the party's Contract Manager or his or her contact information.

6. RECORDS

- A. By the acceptance of the City Funds, Recipient agrees to adhere to all provisions of the Florida Public Records Law (Chapter 119, Florida Statutes), with respect to the receipt, expenditure, and use of public funds from the City. Therefore, except to the extent prohibited by the Health Insurance Portability and Accountability Act of 1996 (HIPAA), a copy of which can be obtained online at <http://www.cms.gov/HIPAAGenInfo/>, which regulations are incorporated herein by reference, as applicable, all the financial, business, and membership records of the person, corporation, foundation, trust, association, group, or organization, relative to this Agreement and shall be public records and subject to the provisions of the Public Records Law. Recipient's failure to comply with this requirement will constitute a breach of this Agreement and may result in cancellation of this Agreement and refund to City of the City Funds.

- B. Recipient shall maintain financial and accounting records and conduct transactions in accordance with generally accepted accounting principles, Florida Statutes, and the requirements of the City's *Ordinance Code*. These financial records shall be maintained in a manner permitting positive and ready identification of the City Funds received by Recipient from the time such funds are actually received by Recipient until the time they are actually expended or disbursed by Recipient according to the terms of this Agreement.
- C. In addition to other requirements specified in this Agreement, Office of Management and Budget (OMB) Circulars, including A-102, A-87, A-110, A-122, A-133 and A-21 and Title 2 U.S. Code of Federal Regulations (CFR) Part 200, Uniform Administrative Requirements, Cost Principles and Audit Requirements for Federal Awards (Uniform Guidance), may be used as a guide concerning the records to be maintained. The aforesaid records shall be made available for audit, copying or inspection purposes at any time during normal business hours and as often as the City or the City's Council Auditor's Office may deem necessary.
- D. Recipient shall retain for inspection all of its records and supporting documentation applicable to this Agreement for five (5) years after disbursement of the City Funds to the Recipient.
- E. All documents, data and other records received by the City in connection with this Agreement are public records and available for public inspection unless specifically exempt by law. Recipient shall allow public access to all documents, data and other records made or received by Recipient in connection with this Agreement unless the records are exempt from Section 249(a) of Article I of the Florida Constitution or subsection 119.07(1), Florida Statutes. The City may unilaterally terminate this Agreement if Recipient refuses to allow public access as required under this Agreement.

If Recipient believes that any portion of any documents, data or other records submitted to the City in connection with this Agreement are exempt from disclosure under Chapter 119, Florida Statutes, the Florida Constitution and related laws ("**Florida's Public Records Laws**"), Recipient must (1) clearly segregate and mark the specific sections of the document, data and records as "Confidential", (2) cite the specific Florida Statute or other legal authority for the asserted exemption, and (3) provide the City with a separate redacted copy of the documents, data, or records (the "**Redacted Copy**"). The Redacted Copy shall contain the City's contract name and number and shall be clearly titled "Redacted Copy". Recipient should only redact those portions of records that Recipient claims are specifically exempt from disclosure under Florida's Public Records Laws. If Recipient fails to submit a Redacted Copy of documents, data, or other records it claims is confidential, the City is authorized to produce all documents, data, and other records submitted to the City in answer to a public records request for these records.

In the event of a public records or other disclosure request under Florida's Public Records Laws or other authority to which Recipient's documents, data or records are responsive, the City will provide the Redacted Copy to the requestor. If a requestor asserts a right to any redacted information, the City will notify Recipient that such an assertion has been made. It is then Recipient's responsibility to respond to the requestor to assert that the information in questions is exempt from disclosure under applicable law. If the City becomes subject to a

demand for discovery or disclosure of the redacted information under legal process, the City shall give Recipient prompt notice of the demand prior to releasing the redacted information (unless otherwise prohibited by applicable law). Recipient shall be responsible for defending its determination that the redacted portions of the information are not subject to disclosure.

In the event Recipient claims an exemption under this Section, it shall protect, defend, and indemnify the City from and against all claims, demands, actions, suits, damages, liabilities, losses, settlements, judgments, costs, and expenses (including but not limited to reasonable attorney's fees and costs) arising from or relating to the assertion that all or any portion of its information is not subject to disclosure.

F. In accordance with Section 119.0701, Florida Statutes, Recipient shall:

1. Keep and maintain public records required by the City to perform the requirements under this Agreement; and
2. Upon request from the City's custodian of public records and in accordance with applicable patient privacy and confidentiality laws, provide the City with a copy of the requested records or allow records to be inspected or copied within a reasonable time at a cost that does not exceed the cost provided for in Chapter 119, Florida Statutes, or as otherwise provided by law; and
3. Ensure that public records that are exempt or confidential and exempt from public records disclosure requirements are not disclosed except as authorized by law for the duration of the Agreement Term and following completion of this Agreement if Recipient does not transfer the records to the City; and
4. Upon completion of this Agreement, keep and maintain public records required by the City to perform the requirements under this Agreement. Upon request by the City, Recipient may also transfer public records to the City in accordance with applicable laws. If Recipient transfers all public records to the City upon completion of this Agreement, Recipient shall destroy any duplicate public records in its possession that are exempt or confidential and exempt from public records disclosure requirements. If Recipient keeps and maintains public records upon completion of this Agreement, Recipient shall meet all applicable requirements for retaining public records. All records stored electronically must be provided to the City upon request from the City's custodian of public records in a format that is compatible with the City's information technology systems.

The above requirements apply to Recipient to the extent it is a "Recipient" as defined in Section, 119.0701, Florida Statutes.

IF THE RECIPIENT HAS QUESTIONS REGARDING THE APPLICATION OF CHAPTER 119, FLORIDA STATUTES, TO ITS DUTY TO PROVIDE PUBLIC RECORDS RELATING TO THIS AGREEMENT, IT MAY CONTACT THE CITY'S CUSTODIAN OF PUBLIC RECORDS AT (904) 630-7678; REQUEST@COJ.NET; CITY OF JACKSONVILLE, PUBLIC RECORDS REQUEST, 214 N. HOGAN STREET, SUITE 1180, JACKSONVILLE, FLORIDA 32202.

7. AUDIT

- A. Recipient shall adhere to the audit requirements set forth on **Exhibit A** attached hereto.
- B. Upon the City's request, Recipient shall obtain and provide to the City a copy of the latest available audited financial statements of Recipient. Upon the City's request, or if Recipient expends more than \$750,000 of Federal grant expenditures (inclusive of any Federal funds disbursed to Recipient apart from those authorized by this Agreement) during its fiscal year, Recipient shall obtain and provide to the City an original independent single audit conducted in accordance with both GAAS and Government Auditing Standards ("GAS") issued by the Comptroller General of the United States; and Title 2 U.S. Code of Federal Regulations (CFR) Part 200, Uniform Administrative Requirements, Cost Principles, and Audit Requirements for Federal Awards (Uniform Guidance), of its financial affairs for its fiscal year ending within the current City fiscal year. Such report shall be made by an independent certified public accountant. If requested, such report shall be due within 120 days of the close of Recipient's fiscal year. This paragraph shall survive the expiration or earlier termination of this Agreement for a period of five (5) years from the date of expiration or termination.

8. BREACH OF CONTRACT/TERMINATION

- A. The occurrence of any one or more of the following events prior to the expiration of the term of this Agreement shall constitute an event of default under the provisions of this Agreement:
 - i. failure to perform or observe any material term, agreement, covenant or condition of this Agreement, which default continues for thirty (30) days after written notice thereof (unless a shorter period is set forth elsewhere in this Agreement);
 - ii. if any representation or warranty contained in this Agreement shall be false or misleading in any material respect;
 - iii. the application by Recipient for, or consent to, the appointment of a receiver, trustee, liquidator or custodian (or similar official) of its or all or a substantial part of its assets; or if any party shall be unable or admit in writing its inability to pay its debts as they mature, make a general assignment for the benefit of creditors, be adjudicated as bankrupt or insolvent, file a voluntary petition in bankruptcy or a petition or answer seeking reorganization or any arrangement with creditors; or agrees to take advantage of any insolvency law, file an answer admitting the material allegations of a petition filed against it in any bankruptcy, reorganization or insolvency proceeding; or if any corporate action shall be taken by it for any purpose of effecting any of the foregoing; or if any order, judgment or decree shall be entered by a court of competent jurisdiction approving a petition seeking reorganization or appointing a receiver, trustee, liquidator or custodian (or other similar official) of any party to this Agreement or of all or a substantial part of its assets, and such other judgment or decree shall continue unstayed and in effect for a period of thirty (30) consecutive days; or

- iv. an event of default of Recipient under any other agreement or transaction between Recipient and the City.
- B. If the City terminates this Agreement due to an event of default by Recipient, then the City may exercise all rights and remedies it may have at law or in equity. Failure or delay on the part of the City to notify Recipient of a default is not a waiver by the City of the default or of any future default of Recipient.
- C. Termination for uncured default shall be effective at the close of business on the 30th day after date of notice without the necessity of any further notice to Recipient if the breach has not been corrected within the thirty (30) day period. Notice shall be delivered by certified mail, return receipt requested, or by any other means with proof of delivery. Upon receipt of a notice of termination, whether for by reason of uncured default, cause, or convenience, and, except as otherwise directed, Recipient shall:
 - i. Cease working under this Agreement and cancel as many outstanding obligations as possible;
 - ii. Place no further orders or subcontracts related to the Services under this Agreement, which was terminated. Obligations incurred after receipt of the termination notice will be disallowed;
 - iii. Terminate all orders and subcontracts related to the performance of the Services of this Agreement that was terminated; and
 - iv. Prepare all necessary reports and documents required under the terms of this Agreement up to the date of termination, including the final report, without reimbursement for the Services rendered in completing the reports beyond the termination date.
- D. If Recipient should materially fail to comply with any term of this Agreement, suspension or termination may occur in accordance with 2 CFR 200.212, the provisions of which are incorporated into this Agreement by reference.
- E. In addition to reason of uncured default by Recipient, the City may terminate this Agreement immediately for cause upon written notice to Recipient. Cause includes, but is not limited to, misuse of funds, fraud, non-compliance with ARP Act, Treasury Guidance, or other applicable rules, laws and regulations, or failure by Recipient to afford timely public access to any document, paper, letter, or other material subject to disclosure under Chapter 119, Florida Statutes.
- F. City may terminate this Agreement for convenience upon thirty (30) days' prior written notice to Recipient. City may, if and to the extent permitted by ARP Act and Treasury Guidance, withhold payments to the Recipient for the purpose of set-off until the exact amount due the City from Recipient is determined and resolved.

9. NOTICE

Any notice required to be given under this Agreement shall be by certified mail, return receipt requested, or by hand delivery with a written receipt. Notices shall be deemed effective upon receipt or three (3) days after posting by certified mail. Notices shall be delivered to:

For the City:

City of Jacksonville
Finance and Administration
117 W. Duval Street, Suite 300
Jacksonville, Florida 32202
Attn: Chief Financial Officer

With a required
copy to:

Office of General Counsel
117 W. Duval Street, Suite 480
Jacksonville, Florida 32202
Attn: Corporation Secretary

For the Recipient:

City of Jacksonville Beach
11 North Third Street
Jacksonville Beach, Florida 32250
Attention: City Manager

10. CIVIL RIGHTS AND OTHER FEDERAL PROVISIONS

- A.** There shall be no discrimination against any employee or person served on account of race, color, sex, age, religion, ancestry, national origin, handicap, marital status, citizenship status, creed, sexual orientation, gender identity, disability, veteran status, or any other protected status under federal, state, or City law, or under Recipient's corporate policies in the performance of this Agreement, or in the distribution of City Funds pursuant to this Agreement.
- B.** Recipient shall comply with Title VI of the Civil Rights Act of 1964 (42 U.S.C. §2000d) in regard to the persons served.
- C.** Recipient shall comply with Title VII of the Civil Rights Act of 1964 (42 U.S.C. §2000e) in regard to employees or applicants for employment.
- D.** Recipient shall comply with Section 504 of the Rehabilitation Act of 1973 in regard to employees or applicants for employment and clients served.

- E. Recipient shall comply with the Americans with Disabilities Act of 1990 (Public Law 101-336) in regard to employees and persons served.
- F. If the City receives evidence of discrimination in violation of this Agreement, the City may terminate this Agreement and Recipient shall return the City Funds to the City upon the City's written demand therefore.
- G. Recipient shall carry out the activities in compliance with all applicable federal laws and regulations, which are incorporated into the Agreement by this reference, as they may be amended from time to time, including, but not limited to:
- Public Law 88-352 - Title VI of the Civil Rights Act of 1964, as amended.
 - Public Law 90-284 - Title VIII of the Civil Rights Act of 1968.
 - Executive Order 11063 (as amended by Executive Order 12259).
 - Section 109 of Title I of the Housing and Community Development Act of 1974 (as amended by 42 USC 5301-5320).
 - Davis-Bacon Act and related acts (as amended by 40 USC 276a to a-7).
 - Contract Work Hours and Safety Standards Act (40 USC 327 through 333); and Contract Work Hours and Safety Standards Act (40 USC 3702 as supplemented by Department of Labor regulations (29 CFR Part 5).
 - National Flood Insurance Program (as set forth in the Florida Disaster Protection Act of 1973).
 - Displacement, Relocation Assistance and Real Property Acquisition (as set forth in 49 CFR Part 24 and 24 CFR Part 42).
 - Employment and Contracting Opportunities:
 - Executive Order 11246 (as amended by Executive Orders 11375, 11478, 12107, and 12088, and supplemented by 41 CFR Part 60).
 - Section 3 of the Housing and Urban Development Act of 1968 (12 USC 1701u).
 - Copeland "Anti-Kickback" Act (18 USC 874 and 40 USC 276c).
 - Lead Based Paint Poisoning Prevention (as set forth in 24 CFR Part 35).
 - Use of Debarred, Suspended or Ineligible Contractors or Sub-Contractors [in accordance with Executive Orders 12549 and 12689, and as set forth in 24 CFR Part 24 and 29 CFR 5.12(a)(1)].
 - Nondiscrimination Based on Age or Handicap (as set forth in the Age Discrimination Act of 1975, as amended, and 24 CFR Part 146).
 - Section 504 of the Rehabilitation Act of 1973.
 - Environmental Protection Agency Regulations National Environmental Policy of 1969.
 - Title 24, Code of Federal Regulations, Volume 1, Part 135.
 - Byrd Anti-Lobbying Amendment (31 USC 1352).
 - Clean Air Act (942 USC 7401, *et seq.*), and the Federal Water Pollution Control Act (33 USC 1251 *et seq.*, as amended).
 - Whistleblower Rights and Protections under 41 USC 4712.
- H. Prompt Payment to Subcontractors and Suppliers.

- i. Nothing in this Agreement shall prohibit Recipient from disputing, pursuant to the terms hereof, all or any portion of a payment alleged to be due to its subcontractors and suppliers. If there is a dispute, Recipient may withhold the disputed portion of the payment only after Recipient has provided written notice to the City and to the subcontractor or supplier whose payment is in dispute, stating the amount in dispute and describing the actions required to cure the dispute. The notice shall be delivered to the City and the subcontractor or supplier within (ten) 10 calendar days after Recipient receives payment from the City. Recipient shall pay all undisputed amounts due within the time limits imposed by this Section.
- ii. Notwithstanding Chapter 126, Part 6, Jacksonville *Ordinance Code*, Recipient shall pay all contracts awarded with certified Jacksonville Small and Emerging Business (“JSEB(s)”), as defined, their respective pro-rata shares of the earned portions of the progress payments made by the City under the applicable contract within seven (7) business days after Recipient’s receipt of payment from the City (less proper retainage). The pro-rata share shall be based on all work completed, materials, and equipment furnished, or services performed by the certified JSEB at the time of payment. As a condition precedent to progress and final payments to Recipient, Recipient shall provide to the City, with its requisition for payment, documentation that sufficiently demonstrates that Recipient has made proper payments to its certified JSEBs from all prior payments that Recipient has received from the City. Recipient shall not unreasonably withhold payments to certified JSEBs if such payments have been made to Recipient. If Recipient withholds payment to its certified JSEBs, which payment has been made by the City to Recipient, Recipient shall return the payment to the City. Recipient shall provide written notice to City and to the certified JSEB whose payment is in dispute stating the amount in dispute and describing the actions required to cure the dispute. The notice shall be delivered to the City and the subcontractor or supplier within five (5) calendar days after Recipient receives payment from the City. Recipient shall pay all undisputed amounts due within the time limits imposed by this Section. Failure to pay undisputed amounts to the certified JSEB within seven (7) business days is a breach of contract, compensable at one percent (1%) of the outstanding invoice being withheld by the City. Continued failure by Recipient to adhere to this Section is cause for termination of the Agreement.
- iii. The prompt payment requirements of this Section shall, in no way, create any contractual relationship or obligation between the City and any subcontractor, supplier, JSEB or any third-party or create any City liability for the Recipient’s failure to make timely payments. However, Recipient’s failure to comply with these prompt-payment requirements is a material breach of its contractual obligations to the City. Consequently, the City, without waiving any other available remedy it may have against Recipient, may issue joint checks and charge Recipient a two tenths percent (0.2%) daily late payment interest charge or other charges specified in Chapter 126 of the Jacksonville *Ordinance Code* for JSEBs and Chapter 218, Florida Statutes, for non-JSEBs, whichever is greater.

- I. As provided in Section 126.305, Jacksonville *Ordinance Code*, for professional services contracts over \$50,000.00, execution of this Agreement by Recipient is deemed to be simultaneous execution of the required truth-in-negotiation certificate as if the certificate had been executed apart from this Agreement. Pursuant to such certificate, Recipient states that the wage rates and other factual unit costs supporting the compensation under the provisions of this Agreement are accurate, complete and current at the time of contracting. The compensation shall be adjusted to exclude any significant sums where the City determines the contract price was increased due to inaccurate, incomplete or noncurrent wage rates and other factual unit costs, provided that any and all such adjustments shall be made within one (1) year following the completion date of this Agreement.
- J. Pursuant to Section 287.135(2), Florida Statutes, a company is ineligible to, and may not, bid on, submit a proposal for, or enter into or renew a contract with an agency or local government entity for goods or services of:
- i. Any amount if, at the time of bidding on, submitting a proposal for, or entering into or renewing such contract, Recipient is on the Scrutinized Companies that Boycott Israel List, created pursuant to Section 215.4725, Florida Statutes, or is engaged in a boycott of Israel; or
 - ii. One million dollars or more if, at the time of bidding on, submitting a proposal for, or entering into or renewing such contract, Recipient:
 - (1) Is on the Scrutinized Companies with Activities in Sudan List or the Scrutinized Companies with Activities in the Iran Petroleum Energy Sector List created pursuant to Section 215.473, Florida Statutes; or
 - (2) Is engaged in business operations in Cuba or Syria.
 - iii. Pursuant to Section 287.135(3)(a)4, Florida Statutes, the City may terminate this Agreement at the City's option if the Agreement is for goods or services in an amount of one million dollars or more and Recipient:
 - (1) Is found to have submitted a false certification under Section 287.135(5), Florida Statutes;
 - (2) Has been placed on the Scrutinized Companies with Activities in Sudan List or the Scrutinized Companies with Activities in the Iran Petroleum Energy Sector List created pursuant to Section 215.473, Florida Statutes; and
 - (3) Is engaged in business operations in Cuba or Syria.
 - iv. Pursuant to Section 287.135(3)(b), Florida Statutes, the City may terminate this Agreement at the City's option if the Agreement is for goods and services of any amount and Recipient:
 - (1) Is found to have been placed on the Scrutinized Companies that Boycott Israel List; or
 - (2) Is engaged in a boycott of Israel.

11. NON-DISCRIMINATION

As required by Section 126.404, *Jacksonville Ordinance Code*, Recipient represents that it has adopted and will maintain throughout the term of this Agreement a policy of non-discrimination or non-harassment against any person with regard to race, color, sex (including pregnancy), sexual orientation, gender identity or expression, religion, political affiliation, national origin, disability, age, marital status, veteran status, or any other impermissible factor in recruitment, hiring, compensation, training, placement, promotion, discipline, demotion, transfers, layoff, recall, termination, working conditions, and related terms and conditions of employment. The Recipient agrees that, on written request, it will permit reasonable access to its records of employment, employment advertisement, application forms and other pertinent data and records, by the Executive Director of the Jacksonville Human Rights Commission, or successor agency or commission, for the purpose of investigation to ascertain compliance with the non-discrimination provisions of this Agreement; provided however, that Recipient shall not be required to produce for inspection, records covering periods of time more than one (1) year prior to the day and year first above written. Recipient agrees that if any of the Services to be provided pursuant to this Agreement are to be performed by a subcontractor, the provisions of this Section shall be incorporated into and become a part of the subcontract.

12. COMPLIANCE WITH LAWS

Recipient shall comply with all applicable federal, state, and local laws, rules, regulations, and ordinances, as amended from time to time. Such laws, rules, regulations, and ordinances shall include, but are not limited to, Chapter 119, Florida Statutes, (the Florida Public Records Law) and Section 286.011, Florida Statutes, (the Florida Open Meetings Law). Such laws, rules, regulations, and ordinances also include, but are not limited to, the applicable requirements for licenses and certifications necessary in connection with any activity arising out of expenditure of the City Funds. If any of the obligations of this Agreement are to be performed by a subcontractor, the provisions of this Section shall be incorporated into and become a part of such subcontract.

13. REPRESENTATIONS/WARRANTIES AND UNAUTHORIZED WORKERS

- A. As a material inducement for City to enter into this Agreement, Recipient warrants (and unless otherwise specified, the warranties shall remain true during the term of this Agreement) that:
1. Recipient is an independent Florida municipal corporation validly existing under the laws of the State of Florida. Recipient has authority to enter into this Agreement and all documents contemplated by this Agreement, and to perform its obligations arising under this Agreement and other documents contemplated by this Agreement. The individuals signing on behalf of Recipient have authority to do so.
 2. Recipient's execution of this Agreement and performance of its obligations under this Agreement have been duly authorized and approved by the shareholders, members, partners, or directors of Recipient (as the case may be).

3. This Agreement and all documents contemplated by this Agreement each constitute a legal, valid, and binding obligation of Recipient, enforceable in accordance with its terms.
 4. This Agreement and all documents contemplated by this Agreement do not and will not contravene any provision of the governing documents of Recipient, any judgment, order, decree, writ, or injunction by which Recipient is bound, or any provision of any applicable law or regulation by which Recipient is bound. The execution of this Agreement and all documents contemplated by this Agreement, and performance of the obligations of this Agreement and other contemplated documents, will not result in a breach of or constitute a default under any agreement to which Recipient is a party or require consent from any third party.
 5. Recipient holds all necessary licenses, permits, and authorizations required by applicable governmental bodies as a condition to conduct business in the State of Florida and in the City of Jacksonville.
 6. Recipient has not employed or retained any third party having a relationship with the City to solicit or secure this Agreement and has not paid or agreed or promised to pay any fee, commission, percentage, gift, or any other consideration contingent upon or resulting from the execution of this Agreement.
 7. Recipient is not in default under any agreement with City, and Recipient has satisfied all conditions imposed by any governmental authority in connection with provision of the Services.
- B. The employment by Recipient of unauthorized aliens is a violation of Section 274A(e) of the Federal Immigration and Naturalization Act and a material breach of this Agreement, and the City may unilaterally cancel this Agreement upon thirty (30) days' prior written notice of such cancellation.

14. INDEMNIFICATION/INSURANCE

Subject to the provisions and limitations of Section 768.28, Florida Statutes, the Recipient shall indemnify and hold harmless City, its members, officials, officers, employees and agents from and against any and all costs, losses, damages, liabilities, expenses, demands, and judgments, including court costs and reasonable attorney's fees, resulting from any negligent act or negligent omission of Recipient, its members, officials, officers, agents, or employees as it relates to the performance by Recipient of its obligations under this Contract. This indemnification is separate and apart from, and is in no way limited by, any insurance provided pursuant to this contract or otherwise. This indemnification is not, nor shall it be interpreted as, a further waiver of Recipient's sovereign immunity beyond the limited legislative waiver thereof in Section 768.28, Florida Statutes. This Section 14 shall survive the termination of this Contract.

15. INSURANCE

Recipient shall maintain for the duration of the Term, insurance in the forms and amounts provided in **Exhibit B** attached hereto.

16. EMPLOYMENT ELIGIBILITY

In accordance with Section 448.095, *Florida Statutes*, Recipient confirms that it does not currently, and will not in the future, employ, contract with, or subcontract with unauthorized aliens and Recipient, including any of its subcontractors, has registered accordingly with the E-Verify platform. Recipient acknowledges that any violation with the aforementioned will result in a default to this Agreement and the City shall be entitled to any and all relief available, including but not limited to, consequential damages, rebate of fees, costs and expenses, etc., resulting from the voiding of this Agreement.

17. MISCELLANEOUS PROVISIONS

- A. Governing Law and Venue. This Agreement and the rights and obligations of the parties hereunder shall be governed by the laws of the State of Florida. Venue for the purposes of any action arising from or related to this Agreement shall lie exclusively in the state and federal courts located in Duval County, Florida.
- B. Entire Agreement; Counterparts. This Agreement contains the entire agreement between the parties with respect to the receipt and expenditure of the City Funds. Any amendment to this Agreement must be in writing and duly executed by the parties hereto. This Agreement may be signed in counterparts, including by electronic signature, the counterparts and signatures of which, when taken together, shall constitute but one Agreement.
- C. Binding Effect. This Agreement shall be binding upon and inure to the benefit of each party, its successors and assigns.
- D. Assignment. This Agreement may not be assigned by either party without the prior written consent of the other party. Any purported assignment in violation of this Section is void. Written consent of an assignment, if given, shall not in any manner relieve the assignor from liability for the performance of this Agreement by its assignee.
- E. Severability. In the event any part or parts of this Agreement is/are held to be invalid or unenforceable, the remainder of this Agreement shall remain in full force and effect as if the invalid or unenforceable provision had never been a part of the Agreement.
- F. Waiver. The failure of either party to complain of any default by the other party or to enforce any of such party's rights, no matter how long such failure may continue, will not constitute a waiver of the party's rights under this Agreement. No waiver of any provision of this Agreement shall constitute a waiver of any other provision or a waiver of the same provision at any later time.

- G. Headings. Section headings are provided solely for the convenience of the parties and shall not affect the interpretation of this Agreement.
- H. No Third-Party Beneficiaries. Nothing in this Agreement, express or implied, is intended to confer upon any other person any rights or remedies of any nature whatsoever under or by reason of this Agreement, except as otherwise expressly provided herein.
- I. Survival. The rights and obligations of the parties relating to confidentiality, indemnification, insurance, non-solicitation, use of name, availability of medical records and access to records, along with any other rights and obligations that expressly or by operation of law extend beyond this Agreement, shall survive the termination, expiration, non-renewal, or rescission of this Agreement.
- J. Attorneys' Fees and Costs. Each party shall bear their own costs, expert fees, attorneys' fees, and other fees incurred in connection with this Agreement and any action or proceeding arising out of or relating to this Agreement.
- K. Incorporation of Exhibits. All exhibits references in this Agreement are incorporated herein by reference.
- L. Authorization. The City is authorized to execute this Agreement pursuant to the authority granted in the Appropriation Ordinance.

[Remainder of page intentionally left blank. Signature page follows.]

IN WITNESS WHEREOF the parties hereto have duly executed this Agreement on the day and year first above written.

RECIPIENT

CITY OF JACKSONVILLE BEACH, a municipal corporation in Duval County existing under the laws of the State of Florida

By: _____

Print Name: _____

Title: _____

Date: _____

Approved as to form and legal sufficiency:

By:  _____
Sandra R. Robinson, City Attorney

[City of Jacksonville signatures follow on next page.]

CITY OF JACKSONVILLE, a consolidated political subdivision and municipal corporation existing under the laws of the State of Florida

ATTEST:

By: _____
James R. McCain, Jr.,
Corporation Secretary

By: _____
Lenny Curry, Mayor

Encumbrance and funding information for internal City use:

Amount.....\$3,000,000.00

In accordance with Section 24.103(e), of the Ordinance Code of the City of Jacksonville, I do hereby certify that there is an unexpended, unencumbered and unimpounded balance in the appropriation sufficient to cover the foregoing Agreement; provided however, this certification is not, nor shall it be interpreted as, an encumbrance of funding under this Agreement. Actual encumbrance(s) shall be made by subsequent purchase order(s) as specified in said Agreement.

Director of Finance
City Contract # _____
Purchase Order # _____

FORM APPROVED:

By: _____
Office of General Counsel

GC-#1455197-v3-City_of_Jacksonville_Beach_ARP_Contract_(2021-463).docx

Exhibit A

Audit Requirements

The following audit requirements are in addition and supplemental to other audit requirements contained in any agreement stemming from this legislation between the City and Recipient.

1. Recipient shall establish and maintain books, records, contracts, subcontracts, papers, financial records, supporting documents, statistical records, goods, services, and all other documents (the “**Records**”) in a format sufficient to reflect all receipts and expenditures of the City funds.
2. Recipient shall retain all Records pertinent to this Agreement for a period of five (5) years after Recipient’s final disbursement of the City funds or as otherwise required by the City pursuant to any agreement between the City and Recipient. If an audit has been initiated and audit findings have not been resolved at the end of five (5) years, the Records shall be retained, at no cost to the City, until resolution of the audit findings or any litigation based on the terms of the agreement. Records shall be retained for longer periods when any retention period required by law exceeds the time frames required in this paragraph.
3. Upon demand, at no additional cost to the City, Recipient shall facilitate the duplication and transfer of any Records during the applicable retention period.
4. Recipient shall provide the Records at all reasonable times for inspection, review, copying, or audit by the City, the City Council Auditor’s Office, the Office of Inspector General, the State of Florida, the United States government/federal agencies, or their authorized third-party auditors or designees.
5. At all reasonable times for as long as Recipient maintains the Records, Recipient shall allow persons authorized by the City to have full access to and the right to examine any of the Records, regardless of the form in which kept.
6. Recipient, at its cost, shall provide audits or reports as necessary for compliance by Recipient and the City with the ARP Act, and otherwise as requested by the City, the City Council Auditor’s Office, the Office of Inspector General, the State of Florida, the United States government/federal agencies, or their authorized third-party auditors or designees, and shall insure that all related party transactions are disclosed to the auditor.
7. Recipient shall comply and cooperate immediately with any inspections, reviews, or investigations deemed necessary by the City.
8. Recipient shall permit the City to interview any of Recipient’s employees, subcontractors, and subcontractors’ employees to assure the City of the satisfactory performance pursuant to any agreement between Recipient and the City. Following such review, if Recipient’s performance is, in the opinion of the City, deficient, the City will deliver to Recipient a written report of the deficiencies and request for Recipient’s development of a corrective action

plan. Recipient agrees to prepare and submit to the City a corrective plan within five (5) business days of receiving the City's written report. Recipient shall correct all deficiencies identified in the corrective action plan within five (5) business days from the City's receipt of the corrective action plan.

9. All reports, audits, and other information Recipient provides pursuant to the legislation authorizing disbursement of the City funds to Recipient or pursuant to any agreement between the City and Recipient shall contain the following statement: **"The information provided to the City of Jacksonville in this submittal is submitted under penalties of perjury, under Section 837.06, Florida Statutes"**.

10. If Recipient uses any subcontractors in utilization of the City funds, Recipient shall include the audit, inspections, investigations, and record-keeping requirements providing herein in all such subcontracts and assignments. Recipient shall also ensure any subcontractors receiving disbursements of City funds, if any, are subject to the audit, inspections, investigations, reporting and record-keeping requirements provided herein and said requirements shall be included in any contract with any subcontractor.

11. Recipient shall comply with all American Rescue Plan Act requirements, including but not limited to 2 Code of Federal Regulations 200 (Uniform Administrative Requirements, Cost Principles, and Audit Requirements for Federal Awards), as applicable. Recipient acknowledges the City must comply with the sub-recipient monitoring requirements of 2 CFR 200.331 and at the request of the City agrees to provide such additional information and documentation to the City as required to comply with such requirements. The Recipient also acknowledges that payments of ARP Act funds are subject to the following requirements in the Uniform Guidance (2 C.F.R. Part 200): 2 C.F.R. § 200.303 regarding internal controls, 2 C.F.R. §§ 200.330 through 200.332 regarding sub-recipient monitoring and management, and subpart F regarding audit requirements.

Exhibit B

Insurance Requirements

Without limiting its liability under this Agreement, Recipient shall at all times during the term of this Agreement procure prior to commencement of work and maintain at its sole expense during the life of this Agreement (and Recipient shall require its, subcontractors, laborers, materialmen and suppliers to provide, as applicable), insurance of the types and limits not less than amounts stated below:

Insurance Coverages

<u>Schedule</u>	<u>Limits</u>	
Workers' Compensation	Florida Statutory Coverage	
Employer's Liability	\$ 100,000	Each Accident
	\$ 500,000	Disease Policy Limit
	\$ 100,000	Each Employee/Disease

This insurance shall cover the Recipient (and, to the extent they are not otherwise insured, its subcontractors) for those sources of liability which would be covered by the latest edition of the standard Workers' Compensation policy, as filed for use in the State of Florida by the National Council on Compensation Insurance (NCCI), without any restrictive endorsements other than the Florida Employers Liability Coverage Endorsement (NCCI Form WC 09 03), those which are required by the State of Florida, or any restrictive NCCI endorsements which, under an NCCI filing, must be attached to the policy (i.e., mandatory endorsements). In addition to coverage for the Florida Workers' Compensation Act, where appropriate, coverage is to be included for the Federal Employers' Liability Act, USL&H and Jones, and any other applicable federal or state law.

Commercial General Liability	\$2,000,000	General Aggregate
	\$2,000,000	Products & Comp. Ops.
		Agg.
	\$1,000,000	Personal/Advertising
	\$1,000,000	Injury
	\$1,000,000	Each Occurrence
	\$ 50,000	Fire Damage
	\$ 5,000	Medical Expenses

Such insurance shall be no more restrictive than that provided by the most recent version of the standard Commercial General Liability Form (ISO Form CG 00 01) as filed for use in the State of Florida without any restrictive endorsements other than those reasonably required by the City's Office of Insurance and Risk Management. An Excess Liability policy or Umbrella policy can be used to satisfy the above limits.

Crime – Employee Fidelity

\$1,000,000 Per Loss

Such insurance shall be on a form acceptable to the City and shall provide coverage for losses arising out of employee dishonesty, employee theft, forgery and alteration, burglary or robbery, wire transfer fraud, and computer fraud. Such coverage shall be endorsed to include coverage for losses arising out of theft of "client property" on a form no more restrictive than that provided by the most recent version of the Clients' Property form (ISO Form CR 0451) as filed for use in the State of Florida.

Additional Insurance Provisions

- A. Certificates of Insurance. Recipient shall deliver to the City Certificates of Insurance that show the corresponding City Contract or Bid Number in the description, Additional Insureds, Waivers of Subrogation and Primary & Non-Contributory statement as provided below. The Certificates of Insurance shall be mailed to the City of Jacksonville (Attention: Chief of Risk Management), 117 W. Duval Street, Suite 335, Jacksonville, Florida 32202.
- B. Additional Insured. All insurance except Workers' Compensation, Professional Liability, AD&D and Crime (if required) shall be endorsed to name the City of Jacksonville and its members, officials, officers, employees and agents as Additional Insured. Additional Insured for General Liability shall be in a form no more restrictive than CG2010 and, if products and completed operations is required, CG2037, Automobile Liability CA2048.
- C. Waiver of Subrogation. All required insurance policies shall be endorsed to provide for a waiver of underwriter's rights of subrogation in favor of the City of Jacksonville and its members, officials, officers employees and agents.
- D. Carrier Qualifications. The above insurance shall be written by an insurer holding a current certificate of authority pursuant to Chapter 624, Florida Statutes, or a company that is declared as an approved Surplus Lines carrier under Chapter 626, Florida Statutes. Such insurance shall be written by an insurer with an A.M. Best Rating of A- VII or better.
- E. Recipient's Insurance Primary. The insurance provided by Recipient shall apply on a primary basis to, and shall not require contribution from, any other insurance or self-insurance maintained by the City or any City members, officials, officers, employees and agents.
- F. Deductible or Self-Insured Retention Provisions. All deductibles and self-insured retentions associated with coverages required for compliance with this Agreement shall remain the sole and exclusive responsibility of the named insured Recipient. Under no circumstances will the City of Jacksonville and its members, officers, directors, employees, representatives, and

agents be responsible for paying any deductible or self-insured retentions related to this Agreement.

- G. Recipient's Insurance Additional Remedy. Compliance with the insurance requirements of this Agreement shall not limit the liability of Recipient or its subcontractors, employees or agents to the City or others. Any remedy provided to the City and/or the City's members, officials, officers, employees or agents shall be in addition to and not in lieu of any other remedy available under this Agreement or otherwise.
- H. Waiver/Estoppel. Neither approval by the City nor the City's failure to disapprove the insurance furnished by Recipient shall relieve Recipient of Recipient's full responsibility to provide insurance as required under this Agreement.
- I. Notice. Recipient shall provide an endorsement issued by the insurer to provide the City thirty (30) days' prior written notice of any change in the above insurance coverage limits or cancellation, including expiration or non-renewal. If such endorsement is not provided, then Recipient shall provide said thirty (30) days' written notice of any change in the above coverages or limits, coverage being suspended, voided, cancelled, including expiration or non-renewal.
- J. Survival. Anything to the contrary notwithstanding, the liabilities of Recipient under this Agreement shall survive and not be terminated, reduced or otherwise limited by any expiration or termination of insurance coverage.
- K. Additional Insurance. Depending upon the nature of any aspect of any project and its accompanying exposures and liabilities, the City may reasonably require additional insurance coverages in amounts responsive to those liabilities, which may or may not require that the City also be included as an Additional Insured.

Special Provisions. Prior to executing this Agreement, Recipient shall present this Agreement and **Exhibit B** (Insurance Requirements) to its insurance agent affirming that: (1) the agent has personally reviewed the insurance requirements of the Agreement documents, and (2) the agent is capable (has proper market access) to provide the coverages and limits of liability required on behalf of Recipient.



City of Jacksonville Beach • 11 North Third Street • Jacksonville Beach FL 32250

CITY COUNCIL AGENDA ITEM	
TO:	Mayor and City Council
FROM:	Mike Staffopoulos, City Manager
DATE:	10/26/2021
SUBJECT:	Strategic Plan Adoption

BACKGROUND

The purpose of this agenda item is for City Council to consider formal adoption of the Strategic Plan. The Strategic Plan and its contents represent the work of residents, City Council and staff over the past 2+ years, to include Community Conversations, strategic sessions facilitated by the Florida Institute of Government (FIG), and various communication between staff and Council.

The Strategic Plan document, as presented in this item, is considered an archival document. It contains all relevant notes from Community Conversations and FIG sessions, adopted resolutions, etc. Following adoption of the Strategic Plan, Communications and Marketing will begin creating an abbreviated, forward-facing version of the document for use in public presentations. Staff is concurrently working on an operational plan, which will contain action items for each of the objectives identified within the Strategic Plan, for future discussion with City Council.

FINANCIAL IMPACT

None.

REQUESTED ACTION

Adopt/Deny Resolution No. 2095-2021 adopting the new City Strategic Plan for FY2022-2025

ATTACHMENTS

1. Resolution No. 2095-2021

Introduced by: _____
Adopted: _____

RESOLUTION NO. 2095-2021

A RESOLUTION OF THE CITY OF JACKSONVILLE BEACH, FLORIDA, TO ADOPT A NEW CITY STRATEGIC PLAN FOR FISCAL YEARS 2022 THROUGH 2025; PROVIDING FOR ADOPTION OF RECITALS, REPEAL OF PRIOR INCONSISTENT RESOLUTIONS AND COUNCIL DECISIONS, ADMINISTRATIVE ASSIGNMENT AND AUTHORIZATION, SEVERABILITY, AND AN EFFECTIVE DATE.

WHEREAS, on May 14, 2021, the City Council and the City's Executive Leadership Team (ELT) participated in a City a Strategic Planning Workshop facilitated by the Florida Institute of Government to enable the City Council to formalize strategic priorities, goals, and objectives to support the overall direction of the community; and

WHEREAS, the direction was based on the results of multiple Community Conversations held with the citizens of the City of Jacksonville Beach and a previous workshop where the City Council and the City's ELT created Mission and Vision Statements (both which were adopted by the City Council via separate resolutions on March 15, 2021) to guide the development of a Strategic Plan; and

WHEREAS, the Strategic Plan contains the priorities, goals, and objectives needed to achieve the vision for the community; and

WHEREAS, the May 14, 2021 Strategic Planning Workshop resulted in the identification of three overarching priorities, with two goals for each priority, and two objectives for each goal; and

WHEREAS, as with the establishment of the Vision and Mission Statements, staff reviewed the draft document and provided recommendations for the City Council's consideration at a briefing on June 28, 2021; and

WHEREAS, the June 28, 2021 briefing resulted in language changes to some of the original priorities, goals, and objectives, and the addition of a fourth priority, Sustainability, with three goals to address the perspectives of finance, environment, and organization; and

WHEREAS, upon adoption of this Resolution, City staff will develop a plan on an annual basis that operationalizes the Strategic Plan, which will be shared with the City Council upon its completion; and

WHEREAS, it is intended that the Strategic Plan be reviewed and re-adopted once every four years, to coincide with the seating of a new Council. It is also intended that annual progress reports be provided to Council to chart progress against the Strategic Plan.

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

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. Adoption of new City Strategic Plan for Fiscal Years 2022 through 2025. The City Council hereby adopts the new City Strategic Plan for Fiscal Years 2022 through 2025 which is attached hereto as Attachment A and incorporated fully herein for all purposes.

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. Administration Assignment and Authorization. The City Council hereby authorizes and directs the City Manager to commence any steps necessary to implement, utilize, and promote the new City Strategic Plan for FY2022-2025. The City Manager is authorized to delegate any tasks and activities to staff as the City Manager deems appropriate.

SECTION 5. Severability. If any section, sentence, clause, or phrase 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 6. Effective Date. This resolution shall become effective immediately upon passage and adoption by City Council.

AUTHENTICATED this ____ day of _____, 2021.

Christine H. Hoffman, Mayor

Sheri Gosselin, City Clerk

Approved as to form and legal sufficiency:



Sandra R. Robinson, City Attorney

STRATEGIC PLAN

City of Jacksonville Beach, Florida

FY 2022-2025

Adopted: November 15, 2021

Mayor and City Council

Christine Hoffman, Mayor

Fernando Meza, At-large, Seat 1

Dan Janson, At-large, Seat 2

Chet Stokes, At-large, Seat 3

Cory Nichols, District 1, Seat 4

Georgette Dumont, District 2, Seat 5

Sandy Golding, District 3, Seat 6

City Administration

Mike Staffopoulos, City Manager

Karen Nelson, Deputy City Manager

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- Community Conversations
- Vision and Mission Statements
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- Mission Statement
- Core Values
- Strategic Priorities Identified

Exhibits

- A. Core Values Final Presentation
- B. Community Conversations Report – November 17, 2020
- C. Visioning & Mission Statement Workshop – February 27, 2021 (FIG)
- D. Vision and Mission Statement briefing memorandum – March 8, 2021
- E. Adoption of Vision and Mission Statements memorandum – March 15, 2021
 - Resolution No. 2078-2021
 - Resolution No. 2079-2021
- F. Strategic Planning Workshop – Priorities, Goals & Objectives - May 14, 2021 (FIG)
- G. Strategic Plan - Staff Review Comments briefing memorandum – June 28, 2021

Executive Summary

In 2021, the City Council, the City's Executive Leadership Team, residents, and businesses spent time to determine what they would like the future of Jacksonville Beach to be. Through Community Conversations, day-long Council working sessions, and meetings of the City's Executive Leadership Team, we were able to develop this Strategic Plan.

While the City is over 100 years old, this is the first known attempt to develop a vision and an overarching mission. After almost a year of work, it was unanimously approved that the City's Vision would be:

A vibrant, coastal community that embraces "The Beach Life"

In addition, after much input from the staff, the following Mission Statement, which directs the operations of the City's employees, was approved:

Responsive government focused on safety, service, and sustainability

During the year, the City also identified its Core Values (EPIC Team):

Empowerment

Pride

Integrity

Communication

Teamwork

This information was presented to Council, as well as summaries of the Community Visioning Sessions. In addition, the City's Executive Leadership Team took the information from the Council's session to ensure that the final priorities would be implementable and encompassed all the key issues discussed at the Community Listening Sessions. This resulted in the following four priorities for the community:

1. Quality of Life
2. Public Safety
3. Local Economic Development
4. Sustainability

What follows is a detailed description of the process used to identify these priorities and the goals and objectives that need to be obtained to achieve the City's priorities.

The Process

Over the course of the last two years, the City has worked towards development of a Strategic Plan. This effort has included initiatives by staff and Council, with the involvement of the public, for the final Plan development. Efforts included: the development and implementation of the Core Values; Community Conversations; the development of Jacksonville Beach's Vision and Mission Statement; all of which culminated in the development of this Strategic Plan.

Core Values

In 2019, the City began developing Core Values for the organization and its staff. The City as an organization has an excellent culture, but it was not documented. Core values are one of the foundational pillars for a Strategic Plan, as it defines how work will be carried out by staff in fulfillment of the Vision.

A team of employees was assembled to develop the Values, consisting of front-line and supervisory staff, but no members of Executive Leadership. The team was provided a set of project conditions:

- Develop a set of Core Values for the City of Jacksonville Beach
- Build it from the ground up and make sure it sticks
- Number of Values should be 3 to 5, otherwise they are not Core
- Values should be short words or phrases, defined in such a way that it explains the value
- Values should represent who we are today or who we want to become tomorrow to be a successful organization
- Participation from the entire organization at all levels was required

The team completed the project in the fall of 2019, with implementation delayed due to the COVID-19 pandemic in winter 2020.

Community Conversations

The purpose of holding Community Conversations (Conversations) was to provide residents an opportunity to express their aspirations for the community, with the results being synthesized into a vision statement for the City of Jacksonville Beach. The Vision Statement, coupled with additional information from the Conversations (Exhibits A through D) and input from Council, are the foundation of the Strategic Plan. The Strategic Plan contains strategies, goals, and objectives to accomplish over a period of time, to achieve the vision for the community.

The City embarked on holding nine (9) Conversations starting in January 2020, which continued into the fall of 2020 due to the COVID-19 pandemic. A variety of themes were expressed over the course of all Conversations. However, there was one consistent, overarching theme mentioned in every Conversation that linked all other themes together: "family friendly." This is not a new phrase to the City Council or anyone following their local government. It is a phrase that has been used historically in this city to describe the aspirations for downtown, specifically the core business district.

This term was used broadly during the Conversations, to define elements of the whole community, not just the downtown. In essence, residents desire the City of Jacksonville Beach to be “family friendly”. This phrase lacked any type of definition, until now.

Through the Conversations, residents painted a vibrant picture of what “family friendly” meant to them. “Family friendly” means that the community works for the residents who live here, and can be further specified as:

Neighborhoods – neighborhoods and their character are preserved, with protections in place restricting the encroachment of commercial development.

Mobility – families are able to safely travel throughout the city to commercial districts and community assets by means other than a car (biking, walking, etc.).

Community assets – the City’s assets (beach, pier, park system, recreation fields, etc.) are preserved, expanded upon, and appropriate for family attendance.

Downtown – downtown should work not just for visitors, but for all those who live in the community. This will be achieved through:

- Improved downtown amenities
- More diversity of business establishments
- An environment that is activated and safe for everyone at all hours of the day, and all days of the week

Aesthetics – the overall community (residential and commercial properties, and publicly maintained spaces) should be developed and maintained in a manner that is consistent with the expectations of the residents: clean, well landscaped, and pedestrian oriented.

Resiliency – The community needs to take appropriate actions to ensure that future generations can continue to call Jacksonville Beach “home.”

Vision and Mission Statements

A Visioning and Mission session was held on February 27, 2021. Facilitation was provided by the Florida Institute of Government (FIG) and included all elected officials, department directors, and key operational staff. The session used results from the Community Conversations, Core Values, input from Council, and feedback from staff to develop both a Vision Statement for the community, and a Mission Statement for the organization.

The Vision Statement is aspirational for the community, describing where the City of Jacksonville Beach wants to be years into the future. Council considered the results of the Community Conversations held by staff with residents and business owners leading up to this session. The purpose of those conversations was to hear the community’s aspirations for the City, and their thoughts on what they like most about the City and what they believe have been roadblocks to the City’s success. Based on the purpose of the Vision Statement, it is appropriate that this statement was developed by Council with citizen input as a resource.

The Mission Statement is intended to be directional for the governmental organization, explaining what it does and how it does it. As such, the City's Executive Leadership Team (ELT) were participative in the process with Council to establish the Mission Statement.

Council, staff, and FIG facilitators agreed at the retreat that these two statements would be considered drafts. Council was to take time to consider the wording of each statement and have further discussions as to whether the language should be amended.

The City's ELT considered both draft Statements at a meeting on March 2, 2021. Consensus for the Vision Statement was that it needs no modification. The Mission Statement (for the organization) was reviewed with the adopted Core Values as a guide: Empowerment; Pride; Integrity; Communication; and Teamwork. Consensus was to revise the Mission Statement.

On March 8, 2021, the City Council passed two resolutions for adoption of the Vision and Mission Statements. Resolution No. 2078-2021 adopted the City's Vision Statement, and Resolution No. 2079-2021 adopted the City's Mission Statement.

Strategic Plan Development

On May 14, 2021, the organization held a Strategic Planning Workshop facilitated by the Florida Institute of Government to enable the City Council to formalize strategic priorities, goals, and objectives to support the overall direction of the community. This direction is based on the results of multiple Community Conversations held with the citizens of the City of Jacksonville Beach and a previous workshop where the City created Mission and Vision Statements to guide the development of a Strategic Plan. The Strategic Plan contains the priorities, goals, and objectives needed to achieve the vision for the community.

The session resulted in the identification of three overarching priorities, with two goals for each priority, and two objectives for each goal. As with the establishment of Vision and Mission Statements, staff reviewed the draft document, and provided recommendations for Council consideration at a briefing on June 28, 2021. The briefing resulted in language changes to some of the original priorities, goals and objectives, and the addition of a fourth priority, Sustainability, with three goals to address the perspectives of finance, environment, and organization.

The Strategic Plan was formally adopted by the City Council on November, 15, 2021. Staff will develop a plan on an annual basis that operationalizes the Strategic Plan, which will be shared with the City Council upon its completion.

It is intended that the Strategic Plan be reviewed and re-adopted once every four years, to coincide with the seating of a new Council. It is also intended that annual progress reports be provided to Council to chart progress against the Strategic Plan.

The Plan

Now that the process is complete, the City is proud to present the following Strategic Plan to the community.

VISION STATEMENT

A vibrant coastal community that embraces “the beach life”

MISSION STATEMENT

Responsive government focused on safety, service, and sustainability

CORE VALUES

EPIC Team

- Empowerment
- Pride
- Integrity
- Communication
- Teamwork

STRATEGIC PRIORITIES IDENTIFIED

Priority 1: Quality of Life

Goal 1. Meet the community's expectation of high-quality public services.

Objective 1 - Identify infrastructure projects that meets high standards of service for health, connectivity, and a clean environment

Objective 2 – Design and implement tools and processes to consistently measure community satisfaction to maintain high standards of employee customer service and delivery of public services

Goal 2. Sustain and improve community character and a diversity of neighborhoods.

Objective 1 - Update land development regulations to support the community's desired character, intensity, and mix of uses

Objective 2 – Create plans to support and incentivize redevelopment and a diversity of housing options

Priority 2: Public Safety

Goal 1. Ensure the community is safe and feels secure.

Objective 1 – Identify and develop processes to utilize public safety resources in the most efficient and effective manner

Objective 2 – Develop policies and processes to mitigate safety perception issues

Goal 2. Create a safe and well-maintained multi-modal transportation network.

Objective 1 – Identify corridors, design, and implement Complete Streets and/or other innovative concepts where feasible

Objective 2 - Design, develop, and encourage use of an urban trail system that connects residents to parks, schools, commercial districts, and the beach

Priority 3: Local Economic Development

Goal 1. Develop a downtown that attracts residents, visitors, and commerce.

Objective 1 – Develop strategies to stimulate the downtown business district to include mixed use, commercial, retail, and living spaces

Objective 2 – Implement the Downtown Vision Plan

Goal 2. Attract, cultivate, and retain desired businesses.

Objective 1 - Establish a streamlined business-friendly process to assist with the navigation of city requirements

Objective 2 – Review and implement reforms to regulations and government policies to attract locally owned businesses

Priority 4: Sustainability

Goal 1. Provide financial sustainability and stability.

Objective 1 – Develop policies and processes to ensure fiscal best practices and maintain adequate reserves across all funds

Objective 2 - Promote asset management and preventative maintenance principles for major City infrastructure

Goal 2. Support environmental sustainability.

Objective 1 – Create a plan to prepare community assets for environmental impacts and risks

Objective 2 – Develop a plan to identify, maintain, and improve existing natural assets

Goal 3. Demonstrate organizational sustainability and relevance.

Objective 1 – Develop a communications and marketing strategy to connect with citizens and customers

Objective 2 – Develop policies and processes that attract and retain a qualified and highly motivated workforce

CORE VALUES

OCTOBER 1, 2019

Project Scope and Absolutes

- Develop a set of core values for The City of Jacksonville Beach
- Build it from the ground up and make sure it sticks
- ABSOLUTES:
 - ✓ Number of values should be 3-5, or not core
 - ✓ Values should be short words or phrases and defined in such a way that it explains the value
 - ✓ Values should represent who we are today or who we want to become tomorrow to be a successful organization
 - ✓ Participation from the entire organization at all levels

Activities & Process to Finalize Values and Definitions



We gathered over 600 employee suggestions.

COMMITMENT
COMMUNICATION
COMPASSION
CONSISTENCY
EMPOWERMENT
INCLUSION
INNOVATION
INTEGRITY
PRIDE
TEAMWORK



We grouped values into 10 categories.



We collaborated to define the chosen values.



We analyzed the values & definitions with new employees.

Who Are We and Who Do We Want To Be?

E mpowerment

P ride

I ntegrity

C ommunication

T eamwork

EPIC Team



Enabling employees to achieve work-life balance &
professional growth and success

EMPOWERMENT



**A small coastal city dedicated to displaying a big heart
through our commitment to the community.**



PRIDE

WILLINGNESSTOSTANDUPFORWHATSRIGHTEVENIFITISAGAINSTTHEMAJORITY
TRUST | ACCOUNTABLE | PERSONAL ACCOUNTABILITY
STANDINGUPFORWHATYOUBELIEVEIN
KEEPINGYOURWORD
HONOR FOLLOWRULES
WORTHYOFTRUST
TRUTH
DO THE RIGHT THING
DIGNITY TRUST
TRUE
TRUTHFULNESS
CREDIBILITY
AUTHENTIC
HONEST
ETHICAL
INTEGRITY
TRUSTWORTHY HONESTY

Integrity

**We will hold ourselves, both individually & collectively,
accountable to our community and our organization.**

COMMUNICATEEFFECTIVELY

ORGANIZATIONALCLARITY

TRANSPARENCY COMMUNICATION

DAILYCOMMUNICATION
DIRECTION

INFORMATIONCLARITY
EQUITY&TRANSPARENCYEASILYOBSERVED

COMMUNICATIVE

ACCURACY

COMMUNICATION

OPEN & HONEST
DIALOGUE WITH OUR
COMMUNITY AND
THROUGHOUT OUR
ORGANIZATION.



PROMOTE A MARRADIERIE & RESPECT AMONGST ONE ANOTHERS SO WE CAN WORK TOWARDS A COMMON GOAL TO HELP CITY SUCCEED
EMPLOYEES ARE VALUED & FUNCTION AS A TEAM NOT DIVIDED BY DEPARTMENTS

COLLABORATION RELATIONSHIPS COOPERATION
ABILITY TO BUILD & MAINTAIN RELATIONSHIPS TEAM PLAYER

TEAMWORK

COOPERATIVE

ENGAGE USEFULLY

TEAMWORK

WORKING TOGETHER WITH OUR
COMMUNITY TO ACHIEVE COMMON
ORGANIZATIONAL GOALS



“Life is better by the OCEAN

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Communication

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COMMUNITY CONVERSATIONS REPORT November 17, 2020

Summary

The primary purpose of holding Community Conversations (Conversations) was to allow residents to express their aspirations for the community, with the results being synthesized into a vision statement for the City of Jacksonville Beach. The vision statement, coupled with additional information from the Conversations (Exhibits A through D) and input from Council, will be the foundation for a Strategic Plan. The Strategic Plan will contain strategies, goals and objectives to accomplish over a period of time, to achieve the vision for the community.

There were a variety of themes expressed over the course of the nine Conversations. However, there was one consistent, over-arching theme mentioned in every Conversation that effectively linked all other themes together: “family friendly.” This is not a new phrase to the City Council or anyone following their local government. It is a phrase that has been used historically in this city to describe the aspirations for downtown, specifically the core business district.

During the course of the Conversations, this term was used more broadly, to define elements of the whole community, not just the downtown. In essence, the residents desire the City of Jacksonville Beach to be “family friendly”. This phrase has lacked any type of definition, until now.

Through the Conversations, residents painted a vibrant picture of what “family friendly” means to them. “Family friendly” means that the community works for the residents who live here, and can be further specified as:

Neighborhoods – neighborhoods and their character are preserved, with protections in place restricting the encroachment of commercial development.

Mobility – families are able to safely travel throughout the city to commercial districts and community assets by means other than a car (biking, walking, etc.).

Community assets – our assets (beach, pier, park system, recreation fields, etc.) are preserved, expanded upon, and appropriate for family attendance.

Downtown – downtown should work not just for visitors, but for the families of the community. This will be achieved through:

- Improved downtown amenities
- More family oriented establishments
- An environment that is activated and safe for families at all hours of the day, and all days of the week

Aesthetics – the overall community (residential and commercial properties, and publically maintained spaces) should be developed and maintained in a manner that is consistent with the expectations of the residents: clean, well landscaped and pedestrian oriented.

Resiliency – The community needs to take appropriate actions to ensure that future generations can call Jacksonville Beach “home.”

Vision Statement

Vision statements can take many shapes and forms. Below are some examples of Vision statements from communities from around the country, and specifically the State of Florida:

Independence, MO

"Our quality neighborhoods, 21st century jobs, growing economy, safe, family-friendly community, and cultural diversity makes Independence, Missouri a nationally recognized city with a unique history and sense of place."

Albany, GA

"The City of Albany is a collaborative regional leader delivering exceptional services and enhancing quality of life, while fostering an atmosphere where citizens and businesses can thrive."

St. Petersburg, FL

"St. Petersburg will be a city of opportunity where the sun shines on all who come to live, work and play. We will be an innovative, creative and competitive community that honors our past while pursuing our future."

Cape Canaveral, FL

"We look toward the future, generating goals and strategies that make the City of Cape Canaveral an even better place to live."

Largo, FL

"To be the community of choice in Tampa Bay."

Miami Beach, FL

"The City of Miami Beach will be:

- Cleaner and Safer
- More Beautiful and Vibrant
- A Urban and Historic Environment
- A Mature, Stable Residential Community with Well-Improved Infrastructure
- A Cultural, Entertainment, Tourism Capital and International Center for Innovation and Business
- While Maximizing Value to our Community for the Tax Dollars Paid"

St. Pete Beach

"The City of St. Pete Beach protects our Historic Family-Friendly Beach Community progressing to a Sustainable, thriving place to live, work, visit and play."

Most statements either ratify that which already exists, or prospectively state what is desired (sometimes referred as a "to be" statement). Some statements are long, and are difficult to remember, while others are short and memorable, but may lack explanation. A vision statement should be memorable, so that

residents, businesses and City employees can embrace the reason for their work. The City of Jacksonville Beach may decide on a vision statement that falls anywhere in the range of examples given below.

Two sample vision statements (representing ends of the spectrum) could be:

Example 1

“To be the premier family-friendly beach community in northeast Florida”

Example 2

“The City of Jacksonville Beach will be the premier family-friendly beach community in northeast Florida by:

- Protecting our neighborhoods
- Improving our mobility
- Investing in our community assets
- Promoting a Downtown that works for its residents
- Enhancing community aesthetics
- Implementing resiliency measures”

In the two examples presented above, the words for each vision statement were deliberately chosen:

- Premier – to be aspirational by seeking to be the best
- Family-friendly – to recognize the expectations of our citizens as expressed through this term
- Beach – to acknowledge that we are a coastal community with an inherent lifestyle
- Community – to recognize that all elements of the City are essential to achieve its Vision

Ultimately, the vision statement should be created by City Council, as representatives for the community. The criteria that Council uses for the creation of a statement can be varied. Staff will provide whatever assistance to Council is necessary, and support the next step: development of a Strategic Plan.

EXHIBIT A

Community Conversation Notes: City Manager

Session 1 – Vice Mayor Hoffman in attendance

This session's aspirations seemed to focus on several discrete themes: environmental stewardship; downtown; and development. The City has done a good job of preserving green space, and creating parks, but there is always room for improvement with tasks as simple as increasing the tree canopy. Residents saw the beach as the city's biggest asset; however, visitors to our community don't treat the beach (and the community) with the same understanding and respect as the residents.

The beach, and its tie to downtown, was seen as the reason many come to the city and a big piece of our economic engine. Between the beachfront, pier, and commercial environment, there is an opportunity for the downtown to be a beacon for the community. The downtown of today, however, is perceived as the reason for many problems. The downtown is not thought of as "family friendly", and poses safety issues for those that go there. The areas east of 3rd Street have garnered a majority of attention from the City over a number of years, and many outside of this area feel like their neighborhoods have been forgotten.

Development within the city was also seen as an area for improvement. While investment in the community is positive, development standards and patterns over the years have been questionable. Single-family neighborhoods should be preserved as such, while the City raises the bar on other types of development, with a focus on ensuring adequate parking is available.

The future of Jacksonville Beach is one that is achievable. Education of our visitors to protect our assets, and better control over development patterns with introductions of landscaping and public art, will go a long way towards sending us in the right direction.

Session 2 – Councilor Dumont in attendance

This session started with a discussion of aspirations for the city in comparison to other neighboring communities. Many saw the future of the city's downtown being what communities around us have today, such as the beaches town center and St. Augustine. Those downtowns are perceived as "family friendly", meaning residents want to go to there, and feel the design and commercial mix meet the needs of the community, not just visitors and tourists.

This group also felt that the City should have improved aesthetics and a true "connection" to its residents. They saw the future of the city having: neighborhood identities with improved landscaping; better designed commercial corridors; enhanced landscaping and connectivity throughout the community; and a citizenry that is activated and engaged through communication, participation and activities.

Reaching these aspirations is not without its challenges. The demographics of the community is constantly changing, so what we plan for in the future may not be the same residents here today. Engagement of the residents will be difficult; usually a small percentage are active in providing input. This wasn't just seen as a resident issue, but one of elected officials as well. There have been many plans and ideas over the years, but the City is perceived as not following through when necessary.

Overall, there is an optimism that the City of Jacksonville Beach can get where it wants to go. It needs to define its destination, make the correct plans to get there, and execute those plans with diligence. This must all be done through partnership of the City government, residents and business owners.

Session 3 – Councilor Vogelsang in attendance

Participants for this session began with a focus on the residents, communication, and engagement. There were strong feelings that residents need to feel more connected to their government, and willing to become engaged and participate in addressing community issues head-on. There are beliefs that portions of the community are transitioning to a transient population, and it is affecting community pride, engagement, and ultimately, the condition and aesthetics of the City. Additionally, government and residents can have a better relationship and communication on day to day issues and future direction.

This discussion also focused on the historic core of the City south of Beach Boulevard, and the challenges and issues they face in comparison to the rest of the City. Residents in this area feel left behind, as their area is one undergoing tremendous change, but do not have the benefits of CRA funding for improvements, or a plan for where they are going. This leaves an unanswered question as to what their neighborhood will look like in the future.

The term “family friendly” was again raised, with a discussion as to its meaning, and where it may or may not be applicable within the community. The downtown core was identified as an area that is not “family friendly”, by not meeting the needs of the residents, or providing a safe environment. “Family friendly” also broaches into the discussion of safety in the community when walking or biking. There is a concern that doing either in this City is inherently dangerous, due to lack of bike lanes, road crossings, lighting and traffic volume. These concepts of “family friendly” and mobility safety are at odds with their recognition that the beach is the biggest community asset that should be accessible for a multitude of uses by all residents.

There is a belief that the City can continuously improve, and be a better community for all its residents while protecting and expanding its natural assets. It is hoped that the right plans are made now, and acted upon, so that the desired City for future generations will be a reality.

Session 4 – Councilor Golding in attendance

This session offered unique insights from residents that had been in the community for decades, and have witnessed the transformation of the community over time. While all acknowledged that the city had changed dramatically over the last thirty years (and mostly for the good) there was concern about the city's future. Specifically, there is an expectation that the City be proactive in: creating a vision for the future and changing our policies, programs and investments accordingly; and anticipating change that has the ability to negatively impact the community, and adjust as best as possible.

Resiliency was seen as an important issue now and into the future. Sea level rise and flooding are real concerns for a coastal community, and the city needs to be proactive in ensuring the city is well prepared for future environmental impacts. Redevelopment was also seen as equally important, as current trends are creating issues with density, parking and aesthetics. Regional growth is also impacting our traffic and mobility. The City should be responding to these trends and adjusting our codes and policies accordingly, to stem negative impacts to the residents, and improve conditions where possible.

Discussions about downtown were mixed. Some liked what current establishments have to offer. However, there was a consistent thought that downtown (outside of special events) is not an attractive draw for the families of the community. It does not provide the right opportunities to entice residents to go there with regularity, such as restaurants and shops. It is not living up to the expectation of "family friendly".

There was a genuine desire that in future decades, the city still be "recognizable". Jacksonville Beach should have established and vibrant neighborhoods, family businesses, and redevelopment that is right sized for the community and works for its residents.

Session 5 – Mayor Latham in attendance

A primary focus of this session was on the existing character of Jacksonville Beach, and its preservation and enhancement moving forward. Residents note that areas west of A1A have character, and are a combination of neighborhoods, family run businesses and a park system which residents appreciate. East of A1A, however, and especially downtown, does not have an identity or appreciation from the community.

The downtown was again viewed as an opportunity not yet realized. The downtown currently works for visitors, but does not offer amenities that would allow it to be supported by the community (“family friendly”). The city has tremendous assets in both the pier and the beach, and should leverage both going forward, along with the creation of a true pedestrian environment downtown. Commercial development should be kept in check so as not to intrude into residential neighborhoods.

Mobility throughout the city was also viewed as an issue that may get worse with time if not proactively addressed. The City should support multi-modal transportation, and connect our assets in a safe manner. Crossing solutions for corridors like Penman Road and A1A should be acted upon, with the creation of safe routes for pedestrians and cyclists to connect the community.

One resident provided an excellent summary for the discussion: The City has developed in a “fear based” environment. It is time for the community, including local government, to work together to change our perspective, and build what we want, attract what we want, and deal with issues as they may arise as we move forward.

Session 6 – Councilor Golding in attendance

This session started with a discussion on the co-existence of residents and commercial businesses, and ensuring that, where possible, the two are kept separated. There is recognition that the city is a visitor destination, and that change has and will continue to occur. However, the impact to residents must be considered and mitigated. There were feelings that the speed of development / redevelopment has been too fast, and that the City has not kept up with mitigating impacts through long-range planning and codes.

This particular group embraced and conveyed the essence of beach living, and discussed the lifestyle in relationship to “family friendly” and community connectivity. Alternative modes of transportation should be supported and planned for, with connectivity for residents to both civic amenities and commercial hubs. Routes should be safe and shaded, allowing families to make memories throughout the community by accessing a variety of activities and destinations.

The downtown, as in many instances, has become a focal point of current problems and opportunity. All see the beach and the pier as community assets, drawing people from outside the area. The downtown, however, doesn’t work for the residents of the community, and is not a place considered “family friendly.” Their vision for downtown is a place families and visitors can make memories (through shops, restaurants, activities and civic amenities), especially in the middle of the day.

This group knows that making substantial change will not be easy. It will require citizen involvement, overcoming NIMBY-ism (Not In My Backyard), and a passion to make a difference for the future. If the City can chart out a clear path, and make changes now towards strategic actions, the result can be a community that residents love, and where others wished they live.

Session 7 – Vice Mayor Hoffman in attendance

This session was dedicated to the business community, and involved property owners and developers with a vested interest in the City. All concurred that the city is in a better position than it was a few decades ago, but that it can still improve and be better.

A consistent theme was the comparison to other locations, specifically Daytona Beach and Beaches Town Center. All agreed that the City should not become another Daytona Beach, and they don't believe that it will, based in part on community values. They also believe that the City's downtown has the ability to not just rival, but surpass that of the Beaches Town Center as a destination; it just needs the right development and investments.

Another theme was that of family friendly. Vacationers here typically families, who enjoy the atmosphere of the community, and use this opportunity to make memories. The City has not actively promoted all of its amenities to these visitors, to include parks, athletic facilities, museum, etc., which would enhance their experience.

Safety, for both the residents and these visitors, is an important factor going forward. Visible homelessness in areas of the City, weekend nightlife, and lack of lighting are contributing factors to people feeling unsafe, particularly in the downtown.

All thought the City could do a better job of engaging the business community, by assuming an active role (instead of passive), to help shape the City's future. Engagement includes partnering, where necessary, to ensure that future development is a win for all stakeholders, to include the developer and the City. Topics such as downtown parking, the 35-foot height restriction, and lack of development incentives are issues viewed as hurdles holding back further development of downtown and the Core Business District.

This group had a positive vision for the future of the community, one in which the commercial districts are robust and aesthetically pleasing, and work for both residents and visitors. They understand that there are hurdles in place that must be overcome for the City to reach its potential, and they are willing to work with its government to help make the vision a reality.

Session 8 – Councilor Dumont in attendance

This session was dedicated to the business community, and focused on small, locally owned business spread throughout the City. There was a consensus that the City is a great place to do business, and also on the types of improvements that could benefit all.

This group saw the City as a coastal community that has not fully embraced what it means to be “coastal”. To them, the term means embracing the outdoor amenities afforded to us, and being able to navigate the City through alternate modes of transportation. Outdoor dining and rooftop bars/restaurants should be prevalent throughout the City. Patrons should be able to travel within and between commercial districts by walking, biking, or other modes of transportation other than automobile. The City has the potential to become a true destination, rather than a pass-through for people going to the Beaches Town center or down to Ponte Vedra.

Challenges to this vision are our transportation corridors and our codes. There is an understanding that A1A and Beach Boulevard pose issues with supporting alternate modes of transportation and with roadway crossings. If these problems could be solved, the residents and visitors could enjoy access and mobility throughout the City’s commercial districts. Changes to our codes would also support commercial development and aesthetics to support a pedestrian orientation, with protecting the residential districts of our City.

Achieving this will take hard work, but is not impossible. It will require communication and partnership with the business community and residents, development of consensus, and acting upon plans that are developed. With the community working as one, the City can be a vibrant coastal destination that meets the needs of its residents, businesses and visitors.

Session 9 – Councilor Dumont in attendance

This session focused on the long-standing business community, with those that have been in Jacksonville Beach in excess of 10 years. While all thought the community had come a long way from what it was 10 to 20 years ago, they all believed there is still more work to do to fulfill their community vision.

This group, like many others, see the City as being a coastal community with a small town feel. The term “family friendly” was used, with descriptors such as strolling the boardwalk, participating in outdoor activities, feeling safe when out with your family, and having a vibrant business community that meets the needs of all demographics of the community. It also meant strong community institutions (such as churches and schools), access to health care and wellness opportunities (to include active and outdoor recreation) and neighbors assisting one another when necessary.

The need for outdoor trails, paths and sidewalks to connect residents to community assets was viewed as a universal desire for all ages of the community. It takes full advantage of the City’s weather, the natural and built environment, and contributes to their view of “family friendly” and a healthy community. There is a genuine desire to maintain and improve upon our natural environment, to include education and enforcement. Overall, the City has done a good job on active recreation and creation / preservation of green space, but more can be done through expansion.

The business mix in the community, and particularly downtown, is not yet where it needs to be. Developers and businesses owners could use assistance navigating the regulatory process within the community (building permits, signage, etc.). The beach, which is the City’s most valuable asset, could also be better leveraged for community value by luring new businesses to downtown including waterfront dining.

Challenges to achieving this vision are many. There is a noticeable increase in homeless throughout the City, and particularly downtown, detracting from the “family friendly” goal. There is a need to recruit new businesses to the City, and change the mix of businesses downtown. Building codes need to hold the line in maintaining community character, and small town feel. Taking the right actions now can result in a community that is family friendly, active outdoors, with thriving businesses that work for residents and visitors alike.

EXHIBIT B

Community Conversation Notes: Chris Wright

Session 1

Community Conversation held on Thursday, January 23, 2020, from 6:00 to 7:30 pm at City Hall Council Chambers. City Manager Mike Staffopoulos and Council Member Chris Hoffman hosted the meeting.

The following were in attendance and participated in the conversation:

11 residents that have lived in Jacksonville Beach ranging from 2, 20, 30 to 50 years

The tone of the conversation was that all participants want a safe, vibrant, welcoming community

A Downtown that is a family friendly environment

Make the pier the anchor to the community with art, coffee shops, and vendors

Additional police presence throughout the city

More shade trees on the streets

More trash receptacles on the beach and street ends

Dune and Beach Protection – fencing, trash, safety on the beach

Engage the new development hotels to give back to protect the dunes and beaches

Protect single family residential neighborhoods - Codes Enforced

Display of public art

Affordable housing

Parking standards

Session 2

Community Conversation held on Saturday January 25, 2020 from 10:30 am to 12:00 pm at City Hall Council Chambers. City Manager Mike Staffopoulos and Council Member Georgette Dumont hosted the meeting.

There were 10 residents that participated. They have been living in Jacksonville Beach ranging from 2 years, 20 years, 35 and 38 years. Most participants were 50 years of age with the exception of one 35-year-old.

The group all agreed they are not proud of the downtown area and said it was dirty and needed a facelift. Most do not eat in Jacksonville Beach and referred to wanting the qualities of Atlantic Beach, which after more discussion was that they would like to Jacksonville Beach to feel more inviting with restaurants, retail shops, family entertainment, green space with shade trees and benches. They vision walking downtown to eat, shop, go to a park, and have community comradery where locals and visitors can gather. There was discussion to partner with businesses such as a theater or UNF to bring programs to the downtown area.

They would like to see more family/residential friendly events more often and to take advance of the other parks throughout the City to have more kid events, fishing rodeo, and recreational events.

Cradle Creek is a hidden gem.

The City should work with developers to incorporate more parks when building.

Provide more services for the seniors at the Senior Center (owned by COJ), actives at the Carver Center and the Community Center with affordable rates. (Compared to Neptune Beach)

Use Technology to push out information on what is going on in Jacksonville Beach.

They all agreed that the city has not taken any action on any of the action plans. The City should set a goal, take action and keep the community informed.

Session 3

Community Conversation held on Thursday, January 30, 2020 from 6:00 - 7:00 pm at the Carver Center. City Manager Mike Staffopoulos and Council Member Phil Vogelsang hosted the meeting.

This meeting had the most audience attendance. Most residents have lived in the neighborhood surrounding the Carver Center all their lives and have deep family roots.

The group agreed that there is diversity in the community and they want to get the community involved to feel more like a neighborhood where people help each other. They want the housing to remain affordable so that their children can live in the community.

The Carver Center is a hidden gem and should be used more by the community the theme is the same as the other meetings, they want a safe community with sidewalks and bike lanes, more green space. Crosswalks on A1A to get to the beach. People don't feel safe riding bikes and want bike lanes throughout the community.

This group feels the community is not informed of what's going on with new development and gave an example of the new HUD housing. The residents in the area heard about it after the fact.

They want to maintain a neighborhood feeling and want the city to thrive. More programs to help the elderly maintain their homes.

Keep the character of the older homes while building new homes. The new development does not fit the characteristics of neighborhood. Older homes do not have driveways and rely on street parking in front of their homes.

The beach attracts tourists, however the downtown needs to be family friendly with more shops and things to do. Residents want to feel safe going downtown.

Downtown needs to be cleaned up.

Needs more community involvement and more things to do at the parks. The parks need picnic areas with shade and benches.

Session 4

Community Conversation held on Saturday February 8, 2020 from 10:30 - 12:00 pm at the Community Center. City Manager Mike Staffopoulos and Council Member Sandy Golding hosted the meeting.

Most of this group has resided in Jacksonville Beach over 25 years.

All desire a community that is safe, affordable and diverse. Fun for all ages, more restaurants and local boutiques.

Land Development Code needs change

Bike and Pedestrian friendly, small town feeling

Penman Road is unsafe and needs sidewalks on both sides of the street. Third Street also needs crossovers and should be part of the redevelopment vision plan.

Make Jacksonville Beach more than a drive-thru town.

Downtown needs more family friendly things to do, farmers market, movies, etc.

Overall this group likes the way the city is moving

Session 5

Community Conversation held on Thursday February 13, 2020 from 6:00 -7:30 pm at City Hall Council Chambers. City Manager Mike Staffopoulos and Mayor Latham hosted the meeting.

There were 8 participants with a mixture of residents that have been living in Jacksonville Beach ranging from 1-10 years, 15-20 years and 30-44 years.

A few of the residents that moved to Jacksonville Beach within the last 6 years, chose to live in the Downtown area.

The theme from this group echoed those from the past meetings. They would like to have separation of commercial and residential districts.

The downtown area should have a defined character, thrive, and be family friendly with more things to do. They would like to have more gathering places with benches and shade. Again, most go outside of Jacksonville Beach to dine. They discussed closing off the downtown area for vehicles and promote outdoor dining. Offer incentives to draw new businesses to Jacksonville Beach.

Visitors come to the Jacksonville Beach but there is not enough family entertainment.

The Pier should be the focal point with benches, shade, vendors, art, etc.

They discussed that Sunshine Park is a destination and there are other city parks that can be better utilized for activities.

Build the community that you want; make a great community.

More walking and bikes paths throughout the city. Crosswalks across A1A.

Session 6

Community Conversation held on Saturday February 22, 2020 Community Center 6:00 to 7:30 pm at the Carver Center. City Manager Mike Staffopoulos and Sandy Golding hosted the meeting.

This group wants to maintain residential neighborhoods and change the zoning code such that commercial buildings are not allowed in a residential neighborhood.

Better design standards for parking. For example: new homes built with one car garages force tenants to park in the street. Standard should be two-car garage and two-car driveway

Family friendly, healthy lifestyle that gets people involved

Establish wide bike lanes

Need to develop a comprehensive strategic plan for parking, sidewalks, bike lanes, bike racks, lighting, etc.

Time to create a new city vision

Simple beautification along A1A- trim trees, clean up landscape in the medians and make it look nice

Downtown should have less night life and more restaurants and shops similar to Neptune Beach with benches, bike racks, and public rest rooms. More family friendly events both day and night.

All agreed it was hazardous to ride bikes in Jacksonville Beach, there is no walking and biking connectivity throughout the city. Need adequate lights on roads to ride bikes. Some are not comfortable to ride bikes with their children; vehicles don't share the road.

More green space needed throughout the city, all parks don't need to be the same, but all parks should be safe, have shade and bathrooms. City should have the same passion for all parks as they did for Sunshine Park- get the community involved. All residents should want to visit the parks.

Make the Carver Center an attraction for residents. Currently residents don't go to the Carver Center.

Most were optimistic that the city is getting better.

Offer incentives to bring businesses to the downtown area.

Session 7

Community Conversation held on Wednesday June, 17, 2020 via Zoom from 5:30 to 7:30 pm.
City Manager Mike Staffopoulos and Council Member Chris Hoffman hosted the meeting.

This meeting was virtual, with several of the business owners in Jacksonville Beach. There were 8 participants that have been business owners in Jacksonville Beach ranging from 6 years to 25 years. All agreed that there is a potential in the downtown area but the City needs to step up and have conversations with developers. The City needs to collaborate and be approachable with developers.

Most participants dine and shop in the Atlantic/Neptune Beaches Town Center. All agreed Jacksonville Beach downtown needs more things to do for families and the community. The downtown is a different atmosphere in the evening and does not feel safe. The downtown area needs to be safe, have better parking and lighting, more restaurants and retail stores.

The city needs better incentives and the parking restrictions hinder development. Some recommended a city/private parking garage. The 35 feet limitation is too restrictive to compensate for the parking requirement.

Hotels are full each day and guests frequent the shops, restaurants and bars.

Clean up all the City parks. More walking trails throughout the city, better lighting and more green space.

Both the boardwalk and pier are great assets. Perhaps there are more opportunities with the pier and the boardwalk such as ice cream shops, art etc.

The City is going in the right direction and would benefit from an economic developer. The city should create a vision, a mission statement and a strategic plan and the developers will invest.

Session 8

Community Conversation held on Wednesday July 15, 2020 via Zoom from 5:30 to 7:00 pm.
City Manager Mike Staffopoulos and Council Member Georgette Dumont hosted the meeting.

This session was held with the small business owners. All participants agreed that Jacksonville Beach has the potential to be a Destination location and not just a corridor.

They have aspirations for a coastal community feel with the ability to have connectivity throughout all Jacksonville Beach. More stores, restaurants, oceanfront and outdoor dining, and outdoor entertainment. They would like Jacksonville Beach to create an atmosphere similar to the AB Town Center and St. Pete to encourage people to stay in Jacksonville Beach.

There were suggestions to close 1st Street to vehicles to make the downtown area more attractive to walking and biking.

Crossing A1A is unsafe, crosswalks and/or crossovers would be a nice addition.

They appreciated the opportunity to participate in the conversation and are hopeful that a vision plan will be executed.

EXHIBIT C

Community Conversation Notes: Donna Proia

Session 1

All participants focused and discussed numerous concerns:

- What is our downtown night vision
- Encourage small businesses
- Overflow parking structures
- More public restrooms
- Golf cart parking
- Have some kind of design standard
- Land development code changes
- Longer boardwalk
- Change lot coverage
- Make city beautiful
- What are we doing with our property
- Carver Center needs more work
- Bike trails possible connecting all beaches
- Bike racks
- Do we have a long term plan
- Look at what we have
 - Policy and procedures
 - Contractors
 - Variances
 - Blighted buildings
 - Draw more small businesses
- Widen paths with trees
- Less traffic
- Would like to see more consistency
- More pride in our beaches
- Trail network
- Beautiful and well maintained buildings

Session 2

Resident introduction.

Aspirations for Community:

Someone mentioned there is a stark difference between Atlantic Beach and Jacksonville Beach. No reason to come to Jax Beach. What qualities does Atlantic Beach Have? Welcoming, family friendly, good mix of bars and restaurants, Respectful of architecture and old buildings, diversity of shops. Someone mentioned Deland and intimate spaces. Also, St. Augustine and Fernandina beaches with shops, inviting, walking paths and places to have coffee.

Jacksonville Beach

- Bar scene – come to drink
- No entertainment venues
- Great weekend events
- No family community
- Safe environment with activities
- Someone mentioned YMCA
- Ballparks
- Nothing local – all go out of downtown
- Police involvement
- Penman Road Corridor not friendly
- South Jax Beach more friendly; downtown not friendly
- Police presence – more or less
- No standards
- No landscape
- Like to see pedestrian walkways and bicycle paths
- More grass around homes
- All in agreement to family friendly downtown
- Downtown could use a facelift
- Like to see farmers markets, Kite Festival
- Nothing to do downtown but drink or eat

Mention was made of removal of benches from the boardwalk. Seawalk or the plaza area have empty store fronts. Need more discussions with owners to determine what is going to be the draw that will bring people to the downtown area.

Do we always need to sell alcohol at special events?

Community mix it is a distraction downtown. Downtown not being utilized.

Some would like to see a nice mix which caters more to the residents and not so much on the tourists.

Like to see a statement when coming across bridge.
Change character of urban areas.

Penman and South Beach are different worlds. How do we incorporate the entire community? What happened to the 2007 plan?

How do we reach our aspirations?

We have no community center. How do we engage our residents? Need more activities for kids.

How do we encourage individual entrepreneurs? City Council has discussed and plans have been generated and not executed. How do we attract diversity businesses?

South Beach has:

- Sunshine Park
- Senior Center
- Pickle ball
- Bernie Furlong Senior Center

How about our Asian community? Our seniors? Vision Plan for Carver Center can be used as a great community resource. Also, City Council sending out newsletter keeping the community apprised of all business and government matters. City Council does a good job. Council is approachable, engaged and knowledgeable.

What is the demographics seniors and under 30 for Jax Beach?

Mention was made to write up in the Beaches Leader towards upcoming events and fine arts.

How to improve City and move us forward:

- Use of technology
- What are other cities doing
- Community should know what is going on
- City should be putting out information
- If downtown is important why is city council not talking about it at every meeting

Are we a resident town or a destination town?

Mention was made that there is nothing of interest to draw people to the downtown area. Some view the downtown area as missed opportunity.

Some suggestions:

- Alhambra Theater downtown location
- UNF educational opportunity to partner
- Have a broader range. The more we do the greater opportunity.

Conversation turned to the homeless situation specifically, South Beach area. How do we address the homeless issue? Talk was more outreach. What have other beach communities done about the homeless?

Jax Beach has the Mission House, Beam, and Seawalk Hotel.

What is standing in our way to achieve aspirations?

- People in charge/advocates
- 80/20 rule
- Bottom line nothing gets done, talk is cheap
- Right people on board
- Start small
- Infrastructure - good job
- Projects take forever
- COJ incentive mentioned
- Not keeping up with our fundamental infrastructure. Utilities infrastructure.
- Doing our research before we begin
- End zones
- What is our infrastructure for hurricanes, sewer and backup systems
- Planning
- Execution
- Time lines
- Accountability
- Good job – Sunshine Law
- No time for dialogue to what can be done, lack of progress, compliancy
- Need to engage our community

Are we moving in the right direction?

- No push towards change
- Do we care to fix what is broke
- More park activity, more organized activities
- Antiquated zoning codes
- City lots
- More alliance of men's and women's groups, organizations, churches
- Identity of beach community – possible name change
- Engage new developers with the community
- More parks, fishing tournaments; fresh markets
- Maintain roads, stop signs
- Reach out with monthly meetings
- Green space at Penman, hiking trails, biking trails
- Retail variety of shops, restaurants
- When you reach 3rd Street – nothing of interest
- Change character of streets
- Reduce traffic speeds
- Walkability
- Pedestrian way
- Improve Latham Plaza and stage area
- Landscape deteriorating
- Benches on the boardwalk
- Can residential and businesses co-exist
- Property values increased

Session 3

All participants focused and discussed on numerous concerns:

- Community involvement
- Improvements on the Carver Center
- Safety and family friendly
- Bike trails and bike lanes, walking trails
- Impossible to cross on 3rd Street

Most of the residents expressed concerns about not knowing what is going on. For example, the HUD Housing Project being torn down.

Residents want to be informed of changes, etc.

- Chosen few that make the decisions
- All agreed they want to be invested in the community
- Want interaction with contractors, builders, etc.
- Once upon a time this was a family destination

The boardwalk is not a family friendly place. Homeless people up and down the boardwalk.

It was mentioned the “Carver Center” was the core of the community.

All residents agreed:

- Frustrated with trailers, etc. taking up parking space
- Trash in the roads
- Sidewalks need to be maintained
- Not enough parking
- Zoning
- Development pattern
- What is our design?
- We need something different – south beach has Sunshine Park, Skate Park
- Whatever we do – the community needs to be involved
- Need for more markers
- Possible speed bumps
- Flashing light for school zone
- Crosswalk over A1A

Session 4

All participants focused and discussed on numerous concerns:

- Flooding
- Storm water issues
- Rising sea levels
- Beach erosion
- Retro fitting buildings
- Update road system
- County doing roadwork on Penman, A1A – solutions in the works
- New construction
- Diversity
- Safety
- Create a more fun environment
- What is our identity
- Controlled growth in relationship to market
- Golf cart space
- Over development/crowding
- Variance/code is poor – does code need to be changed
- Code Enforcement not working

Questions 2&3

- Preservation of small town feel
- No night life
- Need more restaurants
- Incentives to generate what we want to occur
- Atlantic Beach scene – good mix of young and old – mention of Ragtime
- Keep money in Jax Beach
- Markers for street numbers and on the beach
- Closing of Beach Bowl – what will we build
- Single family homes

Question 4

- Still feels like home after 20 years
- Family friendly
- Nice blend of mix
- Next generation – younger city council members
- Hidden gem
- Landmark

Session 5

All participants focused and discussed on numerous concerns:

- Ordinance changes
- Residents vs commercial
- Bring the vibrancy back to the beach and beach front with more beach front restaurants and shops
- Maintain character of the city
- No definition of downtown
- Preserve commercial feel
- No gathering places
- No places to sit
- No drinking fountains
- Homeless people – overwhelming
- Higher end restaurants
- Pop up areas
- Sowing of seeds – improve the youth skills
- Higher education
- Sustainability
- Bring in the over 20's and younger
- Pedestrian walk ways
- Reduce speed on 3rd Street
- Designated bike lanes
- Cross walk – would be a state road decision
- Barriers for certain areas
- Making pier focal point – seating on the pier

Some participants focused on:

- Revising city ordinances into the 20th century
- Parking problems
- Water retention
- Some kind of plan for the downtown area
- Homeless and our parks
- Can we better utilize our parks
- Fear based – let's put up benches, etc. we keep putting it off. We will attract what we build.
- More local businesses
- How do we attract high end restaurants
- Infrastructure and maintaining upgrades
- Mention of no cars at certain areas of downtown
- Pathway throughout the city
- Residents want to be heard when it comes to developers. How do we find balance.

Session 6

All participants focused and discussed numerous concerns:

- What is our downtown night vision
- Encourage small businesses
- Overflow parking structures
- More public restrooms
- Golf cart parking
- Have some kind of design standard
- Land development code changes
- Longer boardwalk
- Change lot coverage
- Make city beautiful
- What are we doing with our property
- Carver Center needs more work
- Bike trails possible connecting all beaches
- Bike racks
- Do we have a long term plan
- Look at what we have
 - Policy and procedures
 - Contractors
 - Variances
 - Blighted buildings
 - Draw more small businesses
- Widen paths with trees
- Less traffic
- Would like to see more consistency
- More pride in our beaches
- Trail network
- Beautiful and well maintained buildings

EXHIBIT D

Proposed Solutions Offered by Participants

Neighborhoods – neighborhoods and their character are preserved, with protections in place restricting the encroachment of commercial development.

- 1) Change Land Development Code to improve functionality and aesthetics
 - a) Infill development
 - i) Parking spaces and garages a prominent concern; consider four required spaces instead of two
 - ii) Maintain adequate setbacks, to maintain appropriate separation of structures
 - b) Commercial development
 - i) Prevent encroachment into residential neighborhoods
 - ii) Ensure appropriate parking
 - iii) Ensure pedestrian scale and orientation
 - iv) Improve aesthetics and landscaping

Mobility – families are able to safely travel throughout the city to commercial districts and community assets by means other than a car (biking, walking, etc.).

- 1) Create an urban trail system that connects neighborhoods to commercial districts and community assets, and community assets to one another
 - a) Tree lining for shade
 - b) Improve lighting for safety
 - c) Pedestrian crossings along primary corridors
 - d) Bicycle lanes on certain roadways
 - e) Trail segments wide enough for pedestrians and bicyclists
- 2) Consider improvements to encourage use of Low Speed Vehicles (LSV)

Community assets – our assets (beach, pier, park system, recreation fields, etc.) are preserved, expanded upon, and appropriate for family attendance.

- 1) Maintain all existing parks, and expand upon them, as needed
- 2) Create new parks and green space in underserved areas of the City
- 3) Build off of the beach, pier, boardwalk and downtown green space to create a true destination for all ages at all times
- 4) Consider additional green space throughout the City and in downtown (pocket parks)
- 5) Market our community assets to visitors through partnership with the business community
- 6) Educate residents and visitors on preservation of our assets (beach, dunes, etc.)

Downtown – downtown should work not just for visitors, but for the families of the community. This will be achieved through:

- *Improved downtown amenities*
 - *More family oriented establishments*
 - *An environment that is activated and safe for families at all hours of the day, and all days of the week*
- 1) Build off the beach, pier, boardwalk and downtown green space to create a true destination for all ages at all times;
 - 2) Consider additional green space/pocket parks downtown
 - 3) Promote desired businesses and uses to be downtown
 - a) Identify desired development
 - b) Eliminate hurdles to recruiting/constructing desired development
 - c) Create an incentive structure to encourage desired development
 - d) Consider revisit of 35' height restriction within the CBD, west of 1st Street
 - 4) Implement the downtown lighting plan
 - 5) Work in partnership with downtown businesses to develop win/win strategies for redevelopment

Aesthetics – the overall community (residential and commercial properties, and publically maintained spaces) should be developed and maintained in a manner that is consistent with the expectations of the residents: clean, well landscaped and pedestrian oriented.

- Evaluate levels of service for publicly maintained property and spaces
- Consider disposal or aesthetic improvement of vacant City properties
- Increase Code Enforcement activities for neighborhood and commercial aesthetics

Resiliency – The community needs to take appropriate actions to ensure that future generations can call Jacksonville Beach “home.”

- Plan for sea level rise
- Educate visitors and residents on importance of dunes, beach and associated eco systems

Visioning & Mission Statement Workshop

City of Jacksonville Beach | February 27, 2021

The primary purpose of holding the visioning and mission statement workshop facilitated by the Florida Institute of Government was to allow the City Council to formalize the overall direction of the community based on the results of the Community Conversations process held with the citizens of the City of Jacksonville Beach. The vision and mission statements, coupled with additional information from the Conversations and input from Council, will be the foundation for a strategic plan. The strategic plan will contain strategies, goals, and objectives to accomplish over a period of time, to achieve the vision for the community.

Summary

One of the main goals of the visioning and mission statement workshop was to end the day with a solid draft version of both the vision and mission statements to be brought forward for City Council approval. Part of the day's workshop agenda included a SWOT analysis (strengths, weaknesses, opportunities, and threats) of both the community and the municipal government. These discussions helped focus the vision and mission into more concrete ideas during the drafting stages of the afternoon's agenda.

Council members, along with input from senior staff members, developed lists of terms and phrases that, based on the Community Conversations process, they felt best represented the City of Jacksonville Beach. These themes factored heavily into the development of the draft vision and mission statements which will then inform the direction of the strategic plan. The strategic plan will contain strategies, goals, and objectives to accomplish over a period of time, to actively pursue the vision for the community.

Final draft versions of the vision and mission statements are included below. Bulleted summaries of the day's discussions are included in attached appendices.

Jacksonville Beach Vision Statement:

A vibrant coastal community that embraces "the beach life."

Jacksonville Beach Mission Statement:

Innovative government that is transparent and responsive while focused on safety, infrastructure, and environmental stewardship.

Appendix I – Vision vs. Mission

What is the most important thing you hope to get out of this day?

- Community vision plan
- Getting thoughts and ideas of all here
- 20–30-year plan – setting community up for success
- Community defined plan
- Community identity
- Unified direction
- Setting the city and the community up for the next generation – what's next for our children?
- Where do we go and how do we get there?
- Move us all in the same direction – community and city sharing the same vision
- Who/what are we?

Vision vs. Mission

Vision: Pick one word that describes Jacksonville Beach (as a community)

- Exceptional
- Vibrant
- Efficient
- Robust
- Destination
- Premier
- Valued
- Community
- Safe

Note: Robust discussion of several iterations included these terms were submitted by all councilmembers leading to revisions, discussions of terms included, staff input, community conversations and the final unanimously approved draft vision statement.

Mission: Pick one idea that describes Jacksonville Beach (as a city government)

- Environmental stewardship
- Friendly to small businesses
- Operational efficiency
- Public-Private Partnerships (P3s)
- Transparent government
- Work with the community
- Provide public safety
- Innovative service delivery
- Exceptional public service
- Responsive

Appendix II – SWOT Exercise

Strengths – Community

- The beach
- Community areas
- Community pride – Islander
- Generational longevity
- Recreation
- Entertainment/events
- Transparency with the public
- Quality of services (park, police, trash pick-up twice per week)
- Playground of Duval County
- Population size is manageable
- Residential longevity/stability
- Dog-friendly city
- Jax Beach attitude – it's a good thing

Strengths – Government

- Transparency in government
- Quality of services
- Energy of staff and officials
- Safety and security
- Beaches Energy (utility company)
- Community coordination with city government
- Parks and golf course
- Dedication and longevity of staff
- Fiscal situation is sound (well-funded pension fund and debt free)
- Strong P-3 base
- Beach access and public parking

Weaknesses – Community

- City of Jacksonville/Duval County intergovernmental relationships (a few issues)
- Name of the city too closely associated with Jacksonville (prior names: Ruby Beach, Pablo Beach)
- Beach access/parking draws problems into the city
- Providing services for 24,000 population to 50,000 population (visitors)
- Lack of statistical awareness (public perceptions)
- Past short-sighted planning
- Downtown not considered resident-friendly, not vibrant
- Prior lack of buy-in from business community in CRA
- Height restrictions downtown
- Downtown parking restrictions
- Lack of all-ages activities downtown
- Stigma of unsafe and transients
- Aging housing redevelopment leading to lack of affordability

- Outdated land development codes – needs updates
- Affordable workforce housing
- Lack of investment in non-TIF areas of the city

Weaknesses – Government

- Deferred maintenance in some areas
- Logo same issue as with name
- Intergovernmental relations
- Perception of unactionable city government (no follow through in the past)
- Actions have been for targeted areas and not city as a whole
- Past administrations' management and relationship with businesses and residents – stigma on current administration
- Staffing levels
- More reactive than proactive

Opportunities – Community

- Waterfront activities
- Availability of public lands
- Work from Home workforce
- Mobility options and improvements – enhancing bike/pedestrian
- Promoting healthy community persona – market as a healthy community
- Water/live the salt life
- Pursue good businesses – not chains, promote more local businesses

Opportunities – Government

- Recruitment of good business options
- Consider changing the name of Jacksonville Beach
- Enable community and government support of local businesses
- Community involvement – social media outreach improvements
- To build intergovernmental relationships – all three beach communities – informal agreements for better coordination
- Regaining control of the pier
- Increased engagement of citizens through committees/academies
- Improvements to the website
- United banded millage rate

Threats – Community & Government

- Economy – businesses hit hard, 13% statewide reduction
- Sea level rise and tidal flooding
- Population growth – traffic impacts from other communities
- Environmental – extreme weather
- State government – Home Rule threats and unfunded mandates
- National/federal policy changes
- Transient populations (homeless and tourists) – guns, gangs and drugs

- Possible reoccurrence of housing bubble
- Crime spillover from City of Jacksonville
- Lawsuits from outside Jax Beach
- Losing community block grants



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CITY COUNCIL AGENDA ITEM	
TO:	Mayor and City Council
FROM:	Mike Staffopoulos, City Manager
DATE:	March 8, 2021
SUBJECT:	Vision and Mission Statements
	Discuss Draft Statements Developed at February 27, 2021 Retreat

BACKGROUND

This memorandum is to discuss the draft Vision and Mission statements that were developed at the Council retreat held on February 27, 2021. The retreat was facilitated by representatives of the Florida Institute of Government (FIG), with the specific intent of developing draft versions of both statements by end of day.

The Vision statement is intended to be aspirational for the community as a whole, describing where the City of Jacksonville Beach wants to be years into the future. In advance of this retreat, Council had the opportunity to review and take into account the results of the Community Conversations held by staff with residents and business owners over the last 12+ months. The purpose of those conversations was specifically to hear the community's aspirations for the City, and their thoughts on our positive attributes and roadblocks to success. Based on the purpose of the Vision Statement, it is appropriate that this statement was developed by Council with citizen input as a resource.

The draft Vision Statement is:

“A vibrant coastal community that embraces ‘the beach life’”

The Mission statement is intended to be directional for the governmental organization, explaining what we do and how we will do it. As such, the City's Executive Leadership Team (ELT) were participative in the process with Council to establish this particular statement.

The draft Mission Statement is:

“Innovative government that is transparent and responsive, while focused on safety, infrastructure and environmental stewardship”



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Council, staff and FIG facilitators agreed at the retreat that these two statements would be considered drafts. Council was to take time to consider the verbiage of each statement and have further discussions as to whether the language should be amended, thus the purpose of this Council Briefing topic.

The City's ELT considered the draft Statements at their meeting on March 2, 2021. Consensus for the Vision Statement is that it is accurate and needs no modification. Consensus for the Mission Statement is to recommend the following revised Statement:

“Responsive government focused on safety, service and sustainability”

The reasoning for the proposed revisions are as follows:

- “Responsive” remains to describe our local government, with “innovative” and “transparent” removed
 - “Responsive” government was perceived as encompassing both “innovative” and “transparent”, in that:
 - the organization needs to provide the right level of innovation to meet the expectations of responsiveness by the community, without an expectation the City will be “cutting-edge” in everything that it does
 - the organization has a fundamental expectation of transparency in all our communications as stated in our Core Values (“Communication”)
- “Sustainability” is proposed in place of “infrastructure” and “environmental stewardship” as it encompasses all facets of the community and government in a broader sense, to include environment, infrastructure, and financial stability
- “Service” is deemed important to our focus, as that is the primary charge of any local government: provide services to the community

FINANCIAL IMPACT

There is no fiscal impact with adopting a Vision or Mission statement. As the City moves towards creation of a Strategic Plan, there may be fiscal implications associated with specific actions items approved within the plan. Those impacts are currently unknown.

COUNCIL DIRECTION REQUESTED

- Does City Council concur with the Vision Statement as drafted?
- Does City Council concur with the revised Mission Statement as proposed by staff?
- Does City Council concur with bringing these two Statements to a regular Council meeting for formal adoption?



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ATTACHMENTS

- Community Conversations Report, November 17, 2020

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CITY COUNCIL AGENDA ITEM	
TO:	Mayor and City Council
FROM:	Mike Staffopoulos, City Manager
DATE:	March 15, 2021
SUBJECT:	Adoption of Vision and Mission Statements
	Resolutions No. 2078-2021 and No. 2079-2021

BACKGROUND

This memorandum is to present two Resolutions for Council consideration on formal adoption of a Vision statement for the community, and a Mission statement for the organization. Draft statements of each were developed at the Council retreat held on February 27, 2021. The retreat was facilitated by representatives of the Florida Institute of Government (FIG), with the specific intent of developing draft versions of both statements by end of day.

The Vision statement is intended to be aspirational for the community as a whole, describing where the City of Jacksonville Beach wants to be years into the future. In advance of this retreat, Council had the opportunity to review and take into account the results of the Community Conversations held by staff with residents and business owners over the last 12+ months. The purpose of those conversations was specifically to hear the community's aspirations for the City, and their thoughts on our positive attributes and roadblocks to success. Based on the purpose of the Vision Statement, it is appropriate that this statement was developed by Council with citizen input as a resource.

The draft Vision Statement was:

A vibrant coastal community that embraces 'the beach life'

The Mission statement is intended to be directional for the governmental organization, explaining what we do and how we will do it. As such, the City's Executive Leadership Team (ELT) were participative in the process with Council to establish this particular statement.

The draft Mission Statement was:

Innovative government that is transparent and responsive, while focused on safety, infrastructure and environmental stewardship



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Council, staff and FIG facilitators agreed at the retreat that these two statements would be considered drafts. Council was to take time to consider the verbiage of each statement and have further discussions as to whether the language should be amended, thus the purpose of this Council Briefing topic.

The City's ELT considered both draft Statements at a meeting on March 2, 2021. Consensus for the Vision Statement was that it needs no modification. The Mission Statement (for the organization) was reviewed with the adopted Core Values in mind: Empowerment; Pride; Integrity; Communication; and Teamwork. Consensus was to revise the Mission Statement as follows:

Responsive government focused on safety, service, and sustainability

The reasoning for the proposed revisions are as follows:

- "Responsive" remains to describe our local government, with "innovative" and "transparent" removed
 - "Responsive" government was perceived as encompassing both "innovative" and "transparent", in that:
 - the organization needs to provide the right level of innovation to meet the expectations of responsiveness by the community, without an expectation the City will be "cutting-edge" in everything that it does
 - the organization has a fundamental expectation of transparency in all our communications as stated in our Core Values ("Communication")
- "Sustainability" is proposed in place of "infrastructure" and "environmental stewardship" as it encompasses all facets of the community and government in a broader sense, to include environment, infrastructure, and financial stability
- "Service" is deemed important to our focus, as that is the primary charge of any local government: provide services to the community

Both of these proposed statements were discussed at the City Council Briefing on March 8, 2021. City Council consensus was to bring the Vision statement (in original form) and the Mission statement (as modified by staff) to a City Council meeting to consider formal adoption.

Resolution No. 2078-2021 is presented for adoption of the City's Vision Statement:

A vibrant coastal community that embraces 'the beach life'

Resolution No. 2079-2021 is presented for adoption of the City's Mission Statement:

Responsive government focused on safety, service, and sustainability



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FINANCIAL IMPACT

There is no fiscal impact with adopting a Vision or Mission statement. As the City moves towards creation of a Strategic Plan, there may be fiscal implications associated with specific actions items approved within the plan. Those impacts are currently unknown.

REQUESTED ACTION

Adopt/Deny Resolution No. 2078-2021 establishing a Vision Statement for the community.

AND

Adopt/Deny Resolution No. 2079-2021 establishing a Mission Statement for the organization.

ATTACHMENTS

- Resolution No. 2078-2021 – Vision Statement
- Resolution No. 2079-2021 – Mission Statement
- Community Conversations Report, November 17, 2020
- Core Values Presentation

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Introduced by: Council Member Cory Nichols
Adopted: March 15, 2021

RESOLUTION NO. 2078-2021

A RESOLUTION OF THE CITY OF JACKSONVILLE BEACH, FLORIDA, TO ADOPT A NEW CITY VISION STATEMENT; PROVIDING FOR ADOPTION OF RECITALS, REPEAL OF PRIOR INCONSISTENT RESOLUTIONS AND COUNCIL DECISIONS, ADMINISTRATIVE ASSIGNMENT AND AUTHORIZATION, SEVERABILITY, AND AN EFFECTIVE DATE.

WHEREAS, on February 27, 2021, the City Council and the City's Executive Leadership Team participated in a City strategic planning retreat facilitated by the Florida Institute of Government with the specific intent of developing draft versions of a new City Vision Statement and Mission Statement; and

WHEREAS, in advance of this retreat, City Council reviewed and considered the results of multiple Community Conversations held by staff with residents and business owners which were designed to assemble the community's aspirations for the City, and their thoughts on the City's positive attributes and roadblocks to success; and

WHEREAS, the Vision Statement is intended to be aspirational for the community as a whole, describing where the City wants to be years into the future, and portrays a sense of City staff's connection to the community; and

WHEREAS, at the conclusion of the February 27 retreat, the group established a new City Vision Statement of "A vibrant coastal community that embraces 'the beach life,' " and

WHEREAS, at a City Council briefing on March 8, 2021, the City Council unanimously supported the new City Vision Statement and directed staff to create resolutions for City Council to adopt the both the new City Mission Statement and the new City Vision Statement.

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

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. Adoption of new City Vision Statement. The City Council hereby adopts the new City Vision Statement which shall henceforth be:

A vibrant coastal community that embraces "the beach life"

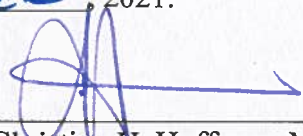
SECTION 3. Repeal of Prior Inconsistent Resolutions and Council Decisions. All prior resolutions or parts of resolutions in conflict herewith are hereby repealed to the extent of the conflict.

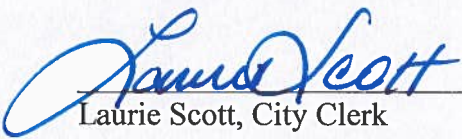
SECTION 4. Administration Assignment and Authorization. The City Council hereby authorizes and directs the City Manager to commence any steps necessary to implement, utilize and promote the new City Vision Statement. The City Manager is authorized to delegate any tasks and activities to staff as the City Manager deems appropriate.

SECTION 5. Severability. If any section, sentence, clause, or phrase 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.

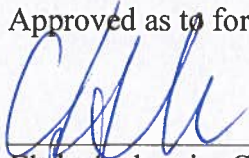
SECTION 6. Effective Date. This resolution shall become effective immediately upon passage and adoption by City Council.

AUTHENTICATED this 15th day of MARCH, 2021.


Christine N. Hoffman, Mayor


Laurie Scott, City Clerk

Approved as to form and legal sufficiency:

 3/9/21
Chris Ambrosio, City Attorney

Introduced by: Council Member Cory Nichols
Adopted: March 15, 2021

RESOLUTION NO. 2079-2021

A RESOLUTION OF THE CITY OF JACKSONVILLE BEACH, FLORIDA, TO ADOPT A NEW CITY MISSION STATEMENT; PROVIDING FOR ADOPTION OF RECITALS, REPEAL OF PRIOR INCONSISTENT RESOLUTIONS AND COUNCIL DECISIONS, ADMINISTRATIVE ASSIGNMENT AND AUTHORIZATION, SEVERABILITY, AND AN EFFECTIVE DATE.

WHEREAS, on February 27, 2021, the City Council and the City's Executive Leadership Team (ELT) participated in a City strategic planning retreat facilitated by the Florida Institute of Government, with the specific intent of developing draft versions of a new City Vision Statement and Mission Statement; and

WHEREAS, in advance of this retreat, City Council reviewed and considered the results of multiple Community Conversations held by staff with residents and business owners which were designed to assemble the community's aspirations for the City, and their thoughts on the City's positive attributes and roadblocks to success; and

WHEREAS, the Mission Statement is intended to be directional for the City governmental organization, portraying organizational culture and foundational principals, explaining what the City does for the community, and how the City performs its goals, missions, and services for the community; and

WHEREAS, at the conclusion of the February 27 retreat, the group established a draft City Mission Statement; and

WHEREAS, subsequent to the February 27 retreat, the City's ELT considered the draft Mission Statement, and through a group effort they created a revised Mission Statement of "Responsive government focused on safety, service, and sustainability;" and

WHEREAS, at a City Council briefing on March 8, 2021, the City Council unanimously supported the new Mission Statement created by the ELT and directed staff to create resolutions for City Council to adopt the new City Mission Statement and Vision Statement.

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

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. Adoption of new City Mission Statement. The City Council hereby adopts the new City Mission Statement which shall henceforth be:

Responsive government focused on safety, service, and sustainability

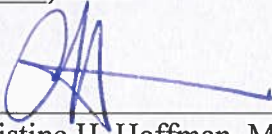
SECTION 3. Repeal of Prior Inconsistent Resolutions and Council Decisions. All prior resolutions or parts of resolutions in conflict herewith are hereby repealed to the extent of the conflict.

SECTION 4. Administration Assignment and Authorization. The City Council hereby authorizes and directs the City Manager to commence any steps necessary to implement, utilize, and promote the new City Mission Statement. The City Manager is authorized to delegate any tasks and activities to staff as the City Manager deems appropriate.

SECTION 5. Severability. If any section, sentence, clause, or phrase 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.

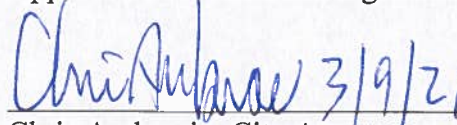
SECTION 6. Effective Date. This resolution shall become effective immediately upon passage and adoption by City Council.

AUTHENTICATED this 15th day of March, 2021.


Christine H. Hoffman, Mayor


Laurie Scott, City Clerk

Approved as to form and legal sufficiency:


Chris Ambrosio, City Attorney

Strategic Planning Workshop – Priorities, Goals, & Objectives City of Jacksonville Beach | May 14, 2021

The primary purpose of holding the strategic planning workshop facilitated by the Florida Institute of Government was to enable the City Council to formalize strategic priorities, goals, and objectives to support the overall direction of the community. This direction is based on the results of multiple Community Conversations held with the citizens of the City of Jacksonville Beach and a previous workshop where the City created mission and vision statements to guide the development of a strategic plan. The strategic plan will contain priorities, goals, and objectives to accomplish over a period of time, to achieve the vision and mission for the community.

In Attendance:

Mayor: Christine Hoffman

Council Members: Georgette Dumont, Sandy Golding, Dan Janson, Fernando Meza, Cory Nichols, Chet Stokes.

Also present were: Dennis Barron, Director of Public Works; Kim Bennett, Director of Human Resources; Jacob Board, Communications Manager; Elise Brosch, Legal Assistant; Tommy Crumley, Police Commander; Sheri Gosselin, Acting City Clerk; Ashlie Gossett, Chief Financial Officer; Trevor Hughes, Golf Course Superintendent; Heather Ireland, Director of Planning and Development; Taylor Mobbs, Community Redevelopment Coordinator; Jason Phitides, Director of Parks and Recreation; Christian Popoli, Senior Planner; Allen Putnam, Director of Beaches Energy; Eric Shaughnessy, Police Commander; Matt Seeley, Electric Engineering Supervisor; Gene Paul Smith, Police Chief; AJ Souto, Assistant CFO; Mike Staffopoulos, City Manager; Chris Wright, Assistant to the City Manager

Workshop facilitators: Jeff Hendry, Director; Jenny Anderson and Liane Giroux; Florida Institute of Government

Summary

One of the main goals of the strategic planning workshop was to end the day with strategic priorities created by the City Council that may be brought forward for City Council approval. Each strategic priority was then broken down into two main goals with two main objectives for each goal. While time allowed for the prioritization and subsequent development of three strategic priorities and related goals and objectives, the all-day process produced additional strategic priorities, goals, and objectives for City Council and staff to consider in support of the formalized City vision and mission.

Council members, along with input from senior staff members, developed these priorities, goals and objectives they believed best represented the vision and direction for the City of Jacksonville Beach. These priorities, goals, and objectives will factor heavily into the long-term strategic plan for the community.

Final versions of the vision and mission statements developed in previous workshops and City Council meetings are included below, as are the formally developed and adopted City core values.

VISION STATEMENT

A vibrant coastal community that embraces “the beach life.”

MISSION STATEMENT

Responsive government focused on safety, service, and sustainability.

CORE VALUES

Empowerment; Pride; Integrity; Communication; Teamwork

The following report provides an identification of three (3) strategic priorities the City identified during the workshop, and the goals and objectives associated with each of the strategic priorities. Subsequent pages (Appendices) provide additional information including:

Appendix A: Recorded notes on City Council and Staff expectations for the day, and discussion points about the biggest challenges facing the City.

Appendix B: Listing of Strategic Priorities identified during the workshop and further delineation of the three Strategic Priorities determined by the City Council.

Appendix C: Additional goals and objectives submitted under the Quality of Life Strategic Priority.

Appendix D: Additional goals and objectives submitted under the Public Safety Strategic Priority.

Appendix E: Additional goals and objectives submitted under the Local Economic Development Strategic Priority.

STRATEGIC PRIORITIES IDENTIFIED

1. Quality of Life
2. Public Safety
3. Local Economic Development

Priority: Quality of Life

Goal 1. Meet the community's expectation of high-quality public services.

Objectives – Goal 1

1. Provide infrastructure that meets high standards of service for health, connectivity and a clean environment.
2. Consistently measure community satisfaction with the delivery of city public services and employee customer service.

Goal 2. Sustain and improve community character and a diversity of neighborhoods.

Objectives – Goal 2

1. Update land development regulations to support the community's desired character, intensity and mix of uses.
2. Support and incentivize redevelopment and a diversity of housing options.

Priority: Public Safety

Goal 1. Ensure the community feels secure and is safe.

Objectives – Goal 1

1. Promote cooperation and engagement between public safety divisions, the community, and visitors.
2. Work with partner organizations to mitigate safety perception issues.

Goal 2. Create a safe and well-maintained multi-modal transportation network.

Objectives – Goal 2

1. Implement and promote Complete Streets and other innovative concepts where possible.
2. Design, develop and encourage use of the urban trail system that connects residents to parks, schools, commercial districts, and the beach.

Priority: Local Economic Development

Goal 1. Develop a downtown with a diversity of uses.

Objectives – Goal 1

1. Develop strategies to stimulate an expedited transition of the downtown business district.
2. Implement the Downtown Vision Plan, which supports, encourages and incentivizes desired mixed-use commercial, retail, and living spaces.

Goal 2. Attract and cultivate locally owned businesses and entrepreneurs.

Objectives – Goal 2

1. Establish a streamlined business-friendly process to assist with navigation of city requirements.
2. Reform regulations and government policies to attract and retain desired businesses.

Appendix A

This section contains notes on the preliminary discussions held by the City Council and staff regarding expectations for the day's strategic planning workshop and thoughts on the biggest challenges facing the City currently and in years to come.

Council Expectations for the Day

- Developing a set of goals to guide the city strategic plan
- Developing goals to work toward
- Developing clear set of goals
- Laying the foundations for Jacksonville Beach
- Setting a framework to follow
- Working on a solid first step toward the strategic plan

Staff Expectations for the Day^[JH1]

- Learning what the entire city's goals are
- To be a part of the process
- Seeing how the sausage is made
- How the police department can help
- Hopeful that we are all in the same direction (after having been here for 20 plus years)
- How does public works fit into the big picture of the city?
- Understanding a city-wide goal
- Understand the why and understand the priorities
- Excited to see a plan emerge
- Put me in coach – I am ready to plan
- Looking forward to being a part of the team
- Learning about how the city works (only been here two weeks)
- Excited to see new directions for the city
- How she can help move the city forward

Biggest Issue Facing Jacksonville Beach

- Missing a "sense of ownership" in the city by the residents especially in the downtown business district
- With the rise in property value and costs, how do we incentivize and grow businesses that we want particularly in the downtown and balance that with the residents and the community objectives
- Having the resources – we need to meet the current and future need/wants of our city
- Redevelopment of central business district
- Perception vs reality
- Change in the development pattern and how people live and work – not prepared for change
- Common direction (all divisions moving in one direction)
- Environmental sustainability
- Managing expectations of the citizens
- Land restrictions

- Public safety for pedestrians and bicyclists – creation of urban trails
- Safety in the downtown district
- Disjointed priorities (many departments seem to be operating in their own silos)
- Continuing to improve and meet citizen expectations
- Making sure there is a healthy balance between growth, progress, stability and sustainability
- Grow infrastructure
- Financial uncertainty
- Consensus on the direction we are moving
- Lack of unified direction
- CRIME
- Big city issues on a limited tax base
- Growth management that supports the community's vision and expected quality of life
- Staffing (accommodate the needs of the department)
- Financial uncertainty due to the lockdown of 2020

Appendix B

This section contains notes on all priorities submitted for discussion as well as what those terms mean to the council members.

All Strategic Priorities Submitted

Quality of Life

Public Safety

Local Economic Development

Embrace Public Private Partnership

Technological Advancements

Downtown

Transparency

Sustainability

Community/Neighborhoods

Safety Overall (safe roads/community trust)

The following is based on facilitated discussions, recorded notes, and provides a further delineation of the three highest ranked Strategic Priorities:

Quality of Life – definitions of priority

- Safety/security
- Accessibility and mobility (pedestrians/bikes)
- Ease of access to all services
- Neighborhoods – community engagement
- Eccentric needed
- Cleanliness – excellence in waste management
- Character of community
- Desired development
 - Growth controlled to meet infrastructure capabilities
- Healthy living options
- Recreational services
- Equitable distribution of services

Public Safety – definitions of priority

- Safe neighborhoods
- Walkability/bike-ability/scooter-ability – day and night
- Relationship/partnership between public and law enforcement
- Public works – lighting, sidewalks, infrastructure
- Drugs, guns, gangs – keeping violent crime controlled
- Perception of public safety – does public “feel” safe?
- Environmental design
 - infrastructure with the public safety in mind
 - roads/intersections/building/park designs
- Increase perception of downtown safety

Local Economic Development/Downtown – definitions of priority

- Small, locally owned businesses
- Mixed-use projects
- Community engagement
- Public Private Partnerships
- Make it a destination – 24-hour downtown
- Downtown that works for residents as well as visitors
- Weeding out “bad actors”
- Making downtown affordable for small local businesses

Appendix C – Quality of Life

This section contains other goals and objectives submitted during the discussion phase of this strategic priority.

Other Goals Submitted for Quality of Life Strategic Priority

- Preserve and protect our natural assets (i.e., beach life/marsh/water/etc.)
- Safe community for residents and visitors that is walkable and bikeable
- Preserve the character of our quaint beach community with desired growth and development
- Provide recreational activities
- Embrace our community partnership through communication and trust
- Prioritize non-automotive transportation throughout the city
- Provide diverse recreational options throughout the community
- Strong urban parks and recreation system
- Sense of community
- Preserving and embracing our small-town feel #thebeachlife

Other Objectives Submitted for Goal 1 (*Meet the community's expectation of high-quality public services*):

- Sustaining our quality of life for the entire community
- Achieve the expectation of high quality of service
- Improve all parks and other recreational options
- Sustain and enhance amenities throughout the community including parks, beach, sports, entertainment etc.
- Attract and retain high-quality employees
- Maintain a responsive service request system
- Ensure achievement of quality standards
- Create measurable aesthetics standards for community services and amenities
- Be responsive to urgent and/or crisis situations
- Look towards improvements with infrastructure

Other Objectives Submitted for Goal 2 (*Sustain and improve community character and a diversity of neighborhoods*):

- Provide a rich and empowering community character
- Providing a sense of the beach life character and diversity in our community
- Update land development codes to ensure that older buildings or unique architectural buildings are protected and encouraged
- Create more community/citizen-led focused programs and opportunities to show pride in the community
- Make sure that our increased density does not surpass the capacity of our infrastructure
- Preserve and maintain our natural assets
- Provide equitable service citywide
- Promote environmental sustainability
- Revise land development codes to match our objectives (aesthetics, single vs multifamily, zoning)
- Develop well-structured park system throughout the community that leads out to the beach

- Improve upon the sense of community through various means (fresh open markets, community events)

Appendix D – Public Safety

This section contains other goals and objectives submitted during the discussion phase of this strategic priority.

Other Goals Submitted for Public Safety Strategic Priority

- Maintain and improve public safety initiatives throughout the city
- Increased pedestrian/bicycle mobility safety
- Crime prevention through environmental design
- Keeping “the beach life” safe
- Improve community mobility throughout the city both in vehicles and outside vehicles
- Increase the community perception of being safe
- Provide for safe neighborhoods and commercial areas
- Police/public relationships
- Ensure that residents are and feel safe throughout the community
- Create a long-term positive and caring relationship between our residents and police department through transparency and communication
- Ensure well-maintained assets including roads, drainage, sidewalks and infrastructure throughout the community

Other Objectives Submitted for Goal 1 (*Ensure the community feels secure and is safe*):

- Prioritize policing efforts to minimize large-scale and/or violent criminal activities
- Build a strong relationship with the police department through community bonding efforts
- Provide the proper tools to ask first responders and departments to ensure overall safety in the community
- Increased citizen outreach by law enforcement
- Create an environment that will allow the community to embrace the police department
- Maintain a highly trained responsive police department
- Financially support the police department
- Improve public communication and partner with community stakeholders to improve public engagement in public safety programs
- Communicate with the police to increase understanding and awareness of public safety activities
- Community interaction with law enforcement
- Provide safe multi-modal transportation options

Other Objectives Submitted for Goal 2 (*Create a safe and well-maintained multi-modal transportation network*):

- Provide up-to-date transportation network that works within the community
- Combining modern ideas and technological advances to provide safe green outdoor spaces and activities
- Design and maintain an urban trail system for walkability and bike-ability throughout the community
- Prioritize trees on mixed paths
- Support transportation options to provide accessibility for all ages and abilities (seniors/disabled citizens/visitors)

- Promote development of trail system/network for multi-modal network throughout the city
- High LEO visibility during special events – traffic patterns
- Equitable motorized transportation quality citywide
- Hold frequent and highly visible speed enforcement activities

Appendix E – Local Economic Development

This section contains other goals and objectives submitted during the discussion phase of this strategic priority.

Other Goals Submitted for Local Economic Development Strategic Priority

- Attract professional companies to our community so their employees can live and work in Jax Beach
- Thriving all-day business community
- City policies and investments empower and enable the desired mix of businesses downtown
- Create a strong economic hub in the downtown district that supports effective and diverse businesses
- Improve downtown aesthetics
- Generating jobs, and improving the quality of life
- Promote and incentivize local and small businesses
- Financial stability
- Encourage a diversity of small businesses

Other Objectives Submitted for Goal 1 (Develop a downtown with a diversity of uses):

- Incentivize small locally owned businesses to meet the mix of desired businesses
- Adapting/updating the Land development codes for new businesses in the downtown area
- Incentivize multi-use development
- Cherish our locally owned businesses and entrepreneurs and encourage their growth in our community
- Develop tools to incentivize the businesses and development desired in the downtown??
- Increased use of outdoor space
- update land development code to remove barriers to desired business types
- redesign special event policy to diversify types of events, times of day, times of year to draw visitors to downtown businesses
- engage public private partnership to revitalize old sections and establish new places to draw community in
- Incentivize businesses we want to take root in CBD to attract residents
- Establish public private partnerships with incentive-based development

Other Objectives Submitted for Goal 2 (*Attract and cultivate locally owned businesses and entrepreneurs*):

- Embracing the public private partnerships through incentivizing mixed-use businesses who are diverse in what services they offer
- Offer incentives to landlords to provide affordable space for small businesses
- Have an open conversation on how the city can help business growth and inspire true entrepreneurship
- Connect with the community to discuss needed businesses and a path to bringing those businesses to Jax Beach
- Work with Jax Chamber “Beaches” to attract professional businesses
- Form a business or partnership with the Small Business Development Center
- Streamline processes for businesses

- Create and implement policy for Community Redevelopment Agency
- Address height restrictions and building codes in our central business district, while preserving residential limits
- Create and implement a police private partnership for a Community Redevelopment Agency
- Incentivize locals (904 area) to put businesses in Jax Beach tax abatements, zoning, variance help, etc.



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CITY COUNCIL BRIEFING ITEM	
TO:	Mayor and City Council
FROM:	Mike Staffopoulos, City Manager
DATE:	June 28, 2021
SUBJECT:	Strategic Plan – Staff Review Comments

BACKGROUND

City Council held a strategic planning session on May 14, 2021. The purpose of this session was to develop the framework for a strategic plan based on previous community conversations, newly established Vision and Mission statements, the organization's Core Values, and Council input. The session was facilitated by the Florida Institute of Government (FIG) and attended by the City's Executive Leadership Team (ELT), comprised of department directors and other key organizational stakeholders.

The session resulted in the identification of three over-arching priorities, with two goals for each priority, and two objectives for each goal. The document developed by FIG is attached for reference. As with the establishment of Vision and Mission statements, staff reviewed the draft document, and is providing recommendations for Council consideration. Staff review comments are attached for reference, with new language next to original language for comparison. A summary of the major modifications (in addition to minor word changes) is as follows:

Priority 1: Quality of Life

Goal 1. Meet the community's expectation of high-quality public services.

Objective 2 – Consistently measure community satisfaction to maintain high standards of employee customer service and delivery of public services.

*Objective 2 is modified from its original language to what staff believes is a more accurate request from Council: that the organization not only measure satisfaction, but use the information to make adjustments where and when necessary.

Priority 2: Public Safety

Goal 1. Ensure the Community is safe and feels secure.

Objective 1 – Utilize public safety resources in the most efficient and effective manner.

Objective 2 – Mitigate safety perception issues.



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*Goal 1 has “safe” and “secure” in reversed positions, so the emphasis is on providing safety first and foremost, with *feeling* secure being secondary. Objective 1 is reworked such that utilization of resources is overarching of cooperation and engagement efforts. Objective 2 is shortened so that mitigation of safety perception issues is not limited to only working with partner organizations.

Priority 3: Local Economic Development

Goal 1. Develop a downtown that attracts residents, visitors and commerce.

Objective 1 – Develop strategies to stimulate the downtown business district to include mixed use, commercial, retail and living spaces.

Objective 2 – Implement the Downtown Vision Plan.

*Goal 1 used the term “diversity of uses”. Staff questioned whether this meant a variety of commercial enterprises, or variety of those types of development currently identified within the existing downtown plan. As an example, a CDB dispensing facility would be considered a diversification of uses, but may not meet the intent of the community or Council. Staff presumption is that Council’s intent is to focus on diversification of types of development desired within the plan, and thus the Goal and Objectives are reworded accordingly.

Priority 4: Sustainability

Goal 1 – Promote financial sustainability and stability.

Objective 1 – Employ fiscal best practices and maintain adequate reserves across all funds.

Objective 2 – Promote asset management and preventive maintenance principles for major City infrastructure.

Goal 2 – Support environmental sustainability.

Objective 1 – Prepare the community for environmental impacts and risks.

Objective 2 – Maintain and improve existing natural assets.

Goal 3 – Provide organizational sustainability and relevance.

Objective 1 – Connect with our citizens and customers.

Objective 2 – Attract and retain a qualified and highly motivated work force.

*Staff noted that, in reviewing Appendix B (all strategic priorities submitted), all non-selected priorities worked their way into either Goals or Objectives, with the exception of one: Sustainability. Given that the original draft of the Mission Statement contained the terms “infrastructure” and “environmental stewardship”, and the final Mission Statement used the overarching term “sustainability” to cover both previous terms and address fiscal resiliency, staff



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suggests that a fourth priority titled Sustainability be added. Infrastructure and fiscal resiliency are addressed by Goal 1, environmental stewardship is addressed by Goal 2, and the organization, the method by which all of the Strategic Plan is carried out, is captured within Goal 3. Should Council only support portions of Sustainability as presented, those portions could be added as a third Goal under Priority 1: Quality of Life.

In the event Council is supportive of the proposed modifications to the draft Plan structure, staff will finalize the outline of the document and move to the next phase of Plan development: developing action items for each of the Objectives identified.

FINANCIAL IMPACT

No financial impact is noted at this time.

COUNCIL DIRECTION REQUESTED

- Does City Council concur with proposed modifications from staff?
- Should staff begin the process of developing action items for each Objective?

ATTACHMENTS

- Summary – Jacksonville Beach Priorities Setting Workshop – Final from FIG
- Strategic Plan Staff Review Comments
- Strategic Plan Proposed Final Priorities, Goals and Objectives