



City of Margate

5790 Margate Boulevard
Margate, FL 33063
954-972-6454
www.margatefl.com

Meeting Minutes

Regular City Commission Meeting

Mayor Tommy Ruzzano
Vice Mayor Joyce W. Bryan
Commissioners:
Lesa Peerman, Joanne Simone, Frank B. Talerico

City Manager Douglas E. Smith
City Attorney Eugene M. Steinfeld
City Clerk Joseph J. Kavanagh

Wednesday, March 16, 2016

7:00 PM

Commission Chambers

CALL TO ORDER

Present: 5 - Commissioner Joanne Simone, Commissioner Lesa Peerman, Commissioner Frank B. Talerico, Vice Mayor Joyce W. Bryan and Mayor Tommy Ruzzano

In Attendance:

City Manager Douglas E. Smith
City Attorney Eugene M. Steinfeld
City Clerk Joseph J. Kavanagh

PLEDGE OF ALLEGIANCE

[ID 2016-108](#) JORDAN PLANTE, 3RD GRADE, MARGATE ELEMENTARY

1) PRESENTATION(S)

Chelsea Wagner, Relay for Life, was not present to receive the \$2,000 check.

- A. [ID 2016-131](#) 2016 RELAY FOR LIFE UPDATE (Presented by Chelsea Wagner, American Cancer Society, and Bruce Kollath, 2016 Event Chair)
- B. [ID 2016-151](#) PRESENTATION TO TRUST YARDLEY ON HIS SECOND PLACE WIN IN THE 2016 CREEKTV VIDEO CONTEST
- C. [ID 2016-153](#) OFFICER OF THE YEAR 2015 - JASEN PELLEGRINO
CIVILIAN OF THE YEAR 2015 - TARA NUSSENBLATT
- D. [ID 2016-154](#) OFFICER OF MONTH DECEMBER 2015 - DANIEL J. SHAW
- E. [ID 2016-157](#) RECOGNITION OF DR. MARTIN LUTHER KING JR. / TOGETHER WE MAKE IT GREAT DAY OF SERVICE VOLUNTEER GROUPS

ATHLETES OF THE MONTH

- F. [ID 2016-152](#) TAEKWONDO: COLE WILSON, 9 YEARS OLD

SWIM: JUSTIN OROZCO, 12 YEARS OLD
(Margate Motion Swim Team)

BASEBALL: CALEB ROUSSIN, 9 YEARS OLD
(Margate Pony Elite Baseball and Softball, Mustang Marlins)

EMPLOYEE RECOGNITION FOR YEARS OF SERVICE

G. [ID 2016-138](#) LUIS VILLAR, DIVISION CHIEF - FIRE DEPARTMENT - 25 YEARS

KELLY A. SLADE, CODE COMPLIANCE - POLICE DEPARTMENT - 20 YEARS

PROCLAMATION(S)

H. [ID 2016-137](#) WOMEN'S HISTORY MONTH - MARCH, 2016

The meeting reconvened following a brief recess.

2) COMMISSION COMMENTS

COMMISSIONER SIMONE asked everyone to read Margate Matters because of all the events in the City. She explained that Saturday there was an Egg Hunt scheduled for 9:00 AM at the Sports Complex on Banks Road. She stated that the Dive-In Movie would be playing at Calypso Cove on Saturday, March 19, 2016, at 7:00 PM. She noted that the movie showing was Tomorrowland. She said that the Relay for Life was scheduled for Saturday, April 9th, 2016, from 3:00 PM until Midnight at Monarch High School. She added that the Sounds at Sundown were also scheduled for April 9th from 5:00 PM to 8:00 PM. She explained that next week the recycling swap out would take place. She asked the City Manager if he was able to look into the new fire hydrants being used in Boynton Beach that prevented water flow and theft and did not need painting.

CITY MANAGER DOUGLAS E. SMITH said that he would review that with the Fire Chief and report back to the Commission at the next meeting.

COMMISSIONER SIMONE also mentioned the Severe Bleeding Kit to be used in public areas, which included tourniquets and bandages to enable bystanders to apply critical treatment in the event of a bombing or mass shooting. She noted that North Lauderdale's Fire Department taught Staff how to use the kits and Fire Officials taught the public. She felt that Community Emergency Response Team (CERT) could assist with training the residents. She added that many other Cities incorporated the kits in City Halls, Senior Centers and Community Centers.

CITY MANAGER SMITH said that he would provide a recommendation on the kits as well.

COMMISSIONER PEERMAN commended Parks and Recreation for the awesome job they did at the Senior Games. She added that the Easter Egg Hunt was being held this weekend.

COMMISSIONER TALERICO mentioned an article in MargateNews.net, which he said was fabricated and totally untrue pertaining to food being eaten by the Commission prior to a Workshop meeting. He felt that fabricated stories were uncalled for and hurtful and he was ashamed that this happened in the City. He wished everyone a Happy Easter and Passover.

VICE MAYOR BRYAN thanked the Parks and Recreation Department and City Manager for the outdoor exercise equipment, which was very easy to use. She thanked everyone involved with the Women's History Month and the Dr. Martin Luther King Jr. awards. She noted that the Commission would be attending the Saint Patrick's Day Parade at Oriole Gardens Three. She mentioned her friend, Mary Kelly McCue, who was a Foster Mother. She wished everyone a Happy Saint Patrick's Day and Happy Easter. She reminded everyone about the Chamber of Commerce Carnival during the spring break.

MAYOR RUZZANO wished everyone a Happy Easter. He noted that Margate College was coming up, which helped provide an understanding of the City. He mentioned receiving a phone call regarding a garbage pail and thanked the City Clerk for assisting with the matter of getting the pail delivered to the resident. He said that he previously mentioned having a Margate Physical Fitness in the Margate Elementary School for the second grade students. He noted that he spoke with Mr. Schroeder about it and that those participating would all receive a participation shirt and those who passed the test would receive a certificate or plaque of recognition. He explained that it would be a trial project to promote fitness. He stated that Davie did something similar, but it was almost like a 5K being promoted as a Mayor's Fitness Challenge. He noted that physical fitness was being taken out of the schools by eliminating Gym classes; however, he felt that physical fitness needed to be back in the schools. He said that Margate could give it a boost this year and possibly in the future years, the hospitals or the Parent Teacher's Association (PTA) could fund it. He stated that there were 150 second grade students and the T-shirts were \$10 totaling \$1,500 with about \$500 to \$600 for the certificates/plaques. He asked the Commission if they wanted to consider providing the \$2,100 or \$2,200 to partner with the school.

COMMISSIONER PEERMAN asked whether it would be taken from the Resident Project Fund where there was enough money. She felt that it was a great idea that would help the residents. She stated that she was uncertain as to what the balance was.

MAYOR RUZZANO agreed and mentioned the million dollars that the City had.

CITY CLERK JOSEPH J. KAVANAGH clarified that the balance was \$5,400 currently in the Resident Project Fund.

COMMISSIONER PEERMAN said that there was enough to go as high as \$2,500.

MAYOR RUZZANO agreed that \$2,500 would be great.

COMMISSIONER SIMONE asked when it was taking place.

MAYOR RUZZANO explained that Mr. Schroeder said that it could be done by the end of the year. He said that he would provide particulars at the next meeting if approved at this meeting.

COMMISSIONER SIMONE felt that there was enough time to look for sponsorships for this year, such as the Hospital, JM Lexus and Auto Nation.

A motion was made by Commissioner Peerman, seconded by Vice Mayor Bryan, that sponsors be looked for, and that the \$2,500 from the Resident Project Fund was available for the Mayor's Fitness Challenge.

COMMISSIONER SIMONE asked whether there was any money in the Recreation Trust Fund to be used if sponsorships were not obtained.

COMMISSIONER PEERMAN explained that the money that went into the Parks and Recreation Fund was going for sponsorships for the Summer Camp. She noted that there were currently two donations. She said that one donation was from Holiday Springs Recreation Club and another was from Waste Management.

RICH POPOVIC, 6066 Winfield Boulevard, remembered the President's physical fitness test because he liked it. He noted that it was previously promoted by the school system with no money involved. He suggested telling the schools to put physical fitness back into the system.

COMMISSIONER SIMONE noted that Michelle Obama was into fitness and she asked whether the Presidential Physical Fitness was done away with.

MAYOR RUZZANO said that he did not know; however, he had three children in school that had not mentioned it.

COMMISSIONER SIMONE suggested checking with the School Board.

CITY MANAGER DOUGLAS E. SMITH said that he would check into it.

COMMISSIONER SIMONE said that during her career it was for the upper grades and not for the lower elementary grades. She reiterated that the City should look into the School Board first and if the President's Physical Fitness award was not available, the City could proceed.

VICE MAYOR BRYAN noted that two years ago Pompano Beach Elementary School had a Field Day where the grades were involved in activities at the end of the school year.

COMMISSIONER SIMONE and MAYOR RUZZANO noted that they were both recipients of the President's Physical Fitness Award when in Elementary School.

ARLENE SCHWARTZ, former Mayor and Commissioner, noted that she was a recipient in High School for the most sit ups. She suggested contacting Nora Rupert, who previously came to Margate for its support Coconut Creek High School. She noted that the City had two At Large School Board Members and one Dedicated School Board Member, which might create a nice City-School partnership. She mentioned prior impact fees from residential developers for every unit built, which went to the Educational Fund. She noted that the City had a School Advisory Board and things were done for the schools from that money. She mentioned new developments built and asked whether money was being received from those developers. She noted that money should have also been received for the Recreation Fund to build a park, or to have a park built within the development. She asked whether that money was being received, as there was an ordinance passed long ago.

The motion carried by the following vote:

Yes: 5 - Commissioner Simone, Commissioner Peerman, Commissioner Talerico, Vice Mayor Bryan and Mayor Ruzzano

MAYOR RUZZANO mentioned attending a meeting regarding the Resource Recovery Board this week. He noted that Margate received almost \$1 million dollars. He said that there was still a piece of property involved with the settlement of the Resource Recovery Board, and he said all of the Cities would have to agree with what to do with the property. He said that the Cities owned the property; however, the value was unknown. He stated that the County wanted to use the property as a landfill or recycling fill.

3) PUBLIC DISCUSSION

RICK RICCARDI, 4829 South Hemingway Circle, President of the Chamber of Commerce, noted that the new President would take over next month. He explained that the carnival would begin this weekend, which was the Chamber's biggest fundraiser. He reported that the County focused on the Flakka epidemic this past year and had it under control. He noted that the County got China to stop producing and shipping the Flakka. He explained that previously 50 to 60 people were entering the hospital a month, which was now down to 15 to 20. He stated that Heroin had now become the big killer, as well as Phentinel, which was a powerful synthetic drug. He stated that in 2013, there were 290 deaths from Heroin with 292 deaths from Phentinel. He said that in 2014, Heroin deaths went up to 447 in the State of Florida with 538 from Phentinel. He clarified that there were 1,000 from just those two drugs. He mentioned a new law and \$90 million dollars being addressed to prevention.

RICH ALIANIELLO, 7631 NW 23rd Street, spoke about the addresses not being posted on the homes in Margate. He stated that Palm Beach was taking notes on keeping bars open until 4:00 AM, because of the drunken driving issues. He mentioned people coming out of the Casino drunk.

MAYOR RUZZANO asked whether Mr. Alianiello was familiar with the Margate app where he could snap a picture and send it to the appropriate department.

MR. ALIANIELLO spoke about taking a picture of the people driving too fast through the school zones. He said that he was sorry about the article Commissioner Talerico discussed.

SYDNEY KING, 2111 nw 76TH Avenue, said that following Mayor Ruzzano's efforts with sports, there would be a boxing tournament this year with 25 children and a 30 year successful Coach. He asked that the word be spread in an effort to save even one child from going the wrong way. He stated that March 29th, from 6:00 PM to 8:00 PM in the Masonic Temple, there was a Government Spelling Bee event scheduled, which was being worked on with the School Board in Lake Worth.

RICH POPOVIC, 6066 Winfield Boulevard, commented on the Commission eating during meetings. He mentioned the Alzheimer Family Center and the City being \$500,000 in debt. He added that \$300,000 was spent on purchasing the building, which would now be rented by the City. He felt that there was zero respect for taxpayer money. He said that a job description and salary range for the City Attorney could have been put in the Charter when Vice Mayor Joyce Bryan was Chairman of the Charter Review Board.

MAYOR RUZZANO noted that the property purchased by the Community Redevelopment

Agency (CRA) for \$300,000 and the property next to it was being offered at \$799,000; therefore, it was a good purchase, which the CRA made money on.

CHAD DANGERVIL, 1895 Vista Way, said that the work done in the City was amazing. He noted that he was a native New Yorker who moved here 15 years ago, 7 years of which were in Margate. He stated that he was a businessman and wanted to participate and volunteer to help the City. He noted that he applied for a Committee position and came up with a business concept to have local bars and restaurants participate in a Poker Program. He stated that name of the company was Poker Tour USA, which patrons could play for free. He noted that it helped bring clientele to the businesses. He stated that he loved Margate and planned to stay here for a long time.

COMMISSIONER PEERMAN noted that the City did have a Volunteer Program, which was shown on the City's website. She said that she also could provide him with an application after the meeting.

MR. DANGERVIL asked about the Margate College.

MAYOR RUZZANO explained that Mr. Dangervil could sign up online and learn about all of the departments and Margate.

MR. DANGERVIL said that he was amazed with the Student of the Month awards that he felt provided motivation.

VICE MAYOR BRYAN informed Mr. Dangervil about the upcoming Relay for Life event that he could volunteer for.

4) CONSENT AGENDA

No items on Consent Agenda.

5) CITY MANAGER'S REPORT

CITY MANAGER DOUGLAS E. SMITH mentioned the Coconut Creek High School Event that would be taking place at the Margate Community Center. He noted that there was a request to waive the facility rental fee, which the Commission had the ability to do providing they stated a public purpose. He noted that the event was a banquet to honor the top 10 percent academic achievers. He said that students, families and officials from various Cities would be invited.

A motion was made by Vice Mayor Bryan, seconded by Commissioner Peerman, to waive the fee for Coconut Creek High School. The motion carried by the following vote:

Yes: 5 - Commissioner Simone, Commissioner Peerman, Commissioner Talerico, Vice Mayor Bryan and Mayor Ruzzano

CITY MANAGER SMITH mentioned the Margate Fire Rescue Explorers Flapjack Fundraiser Breakfast at Applebees on April 30th. He said that tickets were being sold at the Fire Station and at Northwest Medical Center. He asked for consensus to help promote the event.

COMMISSIONER SIMONE asked how the event would be advertised.

CITY MANAGER SMITH said that it would be on the Website and Facebook.

COMMISSIONER SIMONE questioned whether there would be a cost to the City.

CITY MANAGER SMITH said that the Fire Department was selling tickets for the event at \$10 per adult and \$6 per child. He stated that there would be a minor amount of Staff time.

COMMISSIONER SIMONE asked whether advertising materials would be provided by the Fire Department.

CITY MANAGER SMITH stated that there would be Flyers.

A Consensus was given and all agreed 5-0.

CITY MANAGER SMITH added that the Fire Department had the opportunity to participate in an ALS Competition in Canada. He said that it was a limited group that would attend. He stated that two Staff members would go and the estimated cost was approximately \$1,700. He noted that there was no request for additional funding from Commission accounts; however, he asked for the Commission's support for Staff to go to the event.

A Consensus was given and all agreed 5-0.

CITY MANAGER SMITH stated that an Employee Appreciation Event was budgeted this year. He said that the Human Resource Department put together a concept for having a Bowling Outing for Staff next month. He noted that it would potentially take place on a Saturday afternoon for employees and their families. He stated that a nominal fee for family members would be charged; however, the employees' cost would be covered. He stated that there were budgeted funds in both the Human Resource Department and the City Commission Budget for approximately \$5,500. He asked for the Commission's support for the concept and the public purpose of supporting the employees and their families.

A Consensus was given and all agreed 5-0.

COMMISSIONER SIMONE asked how the travel for the prior item regarding the ALS Competition was being funded.

FIRE CHIEF DAN BOOKER explained that he had received a \$2,000 Grant from the Broward County Health Coalition to help pay specifically for ALS Competitions. He added that there was also some budgeted money for competitions.

CITY MANAGER SMITH provided an update on the Police Department's Bicycle and Pedestrian Safety Campaign. He said that there had been 16 operations conducted in various areas including Atlantic Boulevard, Margate Boulevard and State Road 7. He noted that he would provide the Commission with a list of the areas. He said that the campaign was to educate the public and no citations were issued. He stated that over 200 pedestrians were contacted and provided with safety tips. He added that 112 pedestrians and one bicyclist received verbal warnings. He noted that starting Monday, March 7th, the campaign entered the enforcement phase with citations being issued.

COMMISSIONER TALERICO mentioned stop signs for pedestrians with a crosswalk

along A1A and questioned whether something like that could be done in Margate. He also mentioned lights on demand.

CITY MANAGER SMITH said that he would provide feedback from the Staff regarding on what they were working on. City Manager Smith referenced Mr. Alianiello's prior comments with regard to addresses being posted on houses. He stated that the Police Department had documented addresses in violation of the City Ordinance, and Code Compliance would be notifying residents of those violations. He stated that the City was moving forward with installing Wi-Fi at Firefighters Park. He said that he would notify the Commission as it progressed. He thanked Parks and Recreation Director Mike Jones and his Staff for successfully completing quickly the work they did on the Outdoor Exercise Equipment Area. City Manager Smith explained that there was a multi-department Staff group discussing the broadcasting of the Commission meetings on Channel 78. He said that he would provide a report back to the Commission. He mentioned a recent meeting of the Broward County Metropolitan Planning Organization (MPO) where the Board considered the issue of the Transportation Surtax. He noted that was being brought forward as a resolution to the Board for a 65 percent share to Broward County and a 35 percent share to municipalities. He stated that the Board approved the approach, but also spoke about having something additional put together regarding an Infrastructure Surtax Resolution. He noted that was to be presented back to the Board at the April 14th meeting. He said that he would report back to the Commission further when there were developments.

MAYOR RUZZANO asked whether the City could negotiate with the existing cell phone tower carriers to cover the Wi-Fi.

CITY MANAGER SMITH said that he would talk with Staff about that and report back. He noted that there were some up-front costs involved with approximately a \$200 a month payment.

6) RESOLUTION(S)

- A. [ID 2016-171](#) APPROVING APPOINTMENT(S) OF _____, _____, _____ AND _____ TO THE FIVE MEMBER MARGATE BOARD OF ADJUSTMENT FOR THE VACATED POSITION(S) FOR A TERM COMMENCING MARCH 19, 2016 - MARCH 18, 2017.

RESOLUTION 16-182

A motion was made by Commissioner Peerman, seconded by Vice Mayor Bryan, to insert the names of PAUL BARASCH, EDWARD DECRISTOFARO, CHAD DANGERVIL, FREDERICK SCHWEITZER and RUBEN F. RIVADENEIRA to the Board of Adjustment. The motion carried by the following vote:

Yes: 5 - Commissioner Simone, Commissioner Peerman, Commissioner Talerico, Vice Mayor Bryan and Mayor Ruzzano

- B. [ID 2016-141](#) APPROVING APPOINTMENT(S) OF _____, _____, _____ AND _____ TO THE FIVE MEMBER MARGATE PLANNING AND ZONING BOARD FOR THE VACATED POSITION(S) FOR A TERM COMMENCING MARCH 19, 2016 - MARCH 18, 2017.

RESOLUTION 16-183

MOTION: A motion was made by Commissioner Peerman that the vote be taken individually, which died for lack of a second.

A motion was made by Commissioner Peerman, seconded by Vice Mayor Bryan, to insert the names of PHILLIP HYLANDER, CATHERINE YARDLEY, ANTHONY CAGGIANO, TODD E. ANGIER and TERESA DECRISTOFARO to the Planning and Zoning Board. The motion carried by the following vote:

Yes: 4 - Commissioner Simone, Commissioner Talerico, Vice Mayor Bryan and Mayor Ruzzano

No: 1 - Commissioner Peerman

- C.** [ID 2016-132](#) APPROVING WAIVING OF BIDDING FOR THE PURCHASE OF ONE (1) TRUCK MOUNTED MOSQUITO SPRAY MACHINE FROM CLARKE MOSQUITO CONTROL PRODUCTS IN AN AMOUNT NOT TO EXCEED \$13,000 FOR THE PUBLIC WORKS DEPARTMENT STORMWATER UTILITY DIVISION.

RESOLUTION 16-184

A motion was made by Commissioner Peerman, seconded by Vice Mayor Bryan, that this Resolution be approved. The motion carried by the following vote:

Yes: 5 - Commissioner Simone, Commissioner Peerman, Commissioner Talerico, Vice Mayor Bryan and Mayor Ruzzano

- D.** [ID 2016-146](#) APPROVING WAIVING OF BIDDING FOR THE FIRE DEPARTMENT FOR THE SOLE SOURCE PURCHASE OF FIVE (5) AUTOPULSE AUTOMATED CARDIO-PULMONARY RESUSCITATIVE DEVICES FROM ZOLL MEDICAL CORPORATION; PROVIDING FOR PURCHASE OF A 2-YEAR WARRANTY FOR ALL NEW DEVICES; DECLARING FOUR (4) EXISTING AUTOPULSE DEVICES SURPLUS; AUTHORIZING THE SURPLUS DEVICES TO BE UTILIZED AS TRADE-INS TOWARD THE PURCHASE OF THE NEW DEVICES; PROVIDING FOR A TOTAL AMOUNT NOT TO EXCEED \$54,625.00

RESOLUTION 16-185

A motion was made by Commissioner Simone, seconded by Commissioner Talerico, that this Resolution be approved. The motion carried by the following vote:

Yes: 5 - Commissioner Simone, Commissioner Peerman, Commissioner Talerico, Vice Mayor Bryan and Mayor Ruzzano

- E.** [ID 2016-158](#) APPROVING AN AGREEMENT WITH FLORIDA LEAGUE OF CITIES, INC. FOR CONSULTING SERVICES TO REVIEW TELECOMMUNICATIONS VENDOR BILLINGS

RESOLUTION 16-186

A motion was made by Vice Mayor Bryan, seconded by Commissioner Peerman, that this Resolution be approved. The motion carried by the following vote:

Yes: 5 - Commissioner Simone, Commissioner Peerman, Commissioner Talerico, Vice Mayor Bryan and Mayor Ruzzano

- F. [ID 2016-142](#) APPROVING APPOINTMENT OF _____ AS THE DIRECTOR, _____ AS FIRST ALTERNATE, AND _____ AS SECOND ALTERNATE FOR THE BROWARD LEAGUE OF CITIES FOR 2016-2017.

RESOLUTION 16-187

A motion was made by Vice Mayor Bryan, seconded by Commissioner Talerico, to insert the name of Lesa Peerman as the Director for the Broward League of Cities 2016/2017.

A motion was made by Commissioner Talerico, seconded by Commissioner Peerman, to insert the name of Joanne Simone as First Alternate for the Broward League of Cities 2016/2017.

An Amendment was made by Vice Mayor Bryan, seconded by Commissioner Talerico, to insert the name of Tommy Ruzzano as First Alternate and Joanne Simone as Second Alternate for the Broward League of Cities 2016/2017.

Yes: 5 - Commissioner Simone, Commissioner Peerman, Commissioner Talerico, Vice Mayor Bryan and Mayor Ruzzano

- G. [ID 2016-165](#) APPROVING AWARD OF BID NO. 2016-013 RENOVATION OF (2) WATER FLUME SLIDES TO AUMILLER POOLS, LLC, IN AN AMOUNT NOT TO EXCEED \$99,980.00, FOR THE DEPARTMENT OF PARKS AND RECREATION; PROVIDING FOR APPROVAL OF AGREEMENT.

RESOLUTION 16-188

A motion was made by Vice Mayor Bryan, seconded by Commissioner Talerico, that this Resolution be approved. The motion carried by the following vote:

Yes: 5 - Commissioner Simone, Commissioner Peerman, Commissioner Talerico, Vice Mayor Bryan and Mayor Ruzzano

7) ORDINANCE(S) - SECOND READING

- A. [ID 2016-139](#) AMENDING THE CODE OF THE CITY OF MARGATE, FLORIDA, CHAPTER 21. MARGATE INNER-CITY MINIBUSES; SECTION 1. FEES ESTABLISHED; PROVIDING FOR THE ELIMINATION OF FARES FOR THE CITY OF MARGATE INNER-CITY MINIBUS TRANSIT SYSTEM; PROVIDING FOR REPEAL; PROVIDING FOR SEVERABILITY; PROVIDING FOR CODIFICATION; PROVIDING FOR AN EFFECTIVE DATE

ORDINANCE 2016-1

A motion was made by Vice Mayor Bryan, seconded by Commissioner Peerman, that this Ordinance - 2nd Reading be approved. The motion carried by the following vote:

Yes: 5 - Commissioner Simone, Commissioner Peerman, Commissioner Talerico, Vice Mayor Bryan and Mayor Ruzzano

8) DISCUSSION AND POSSIBLE ACTION

A. ID 2016-110 RECYCLE BANK

CITY MANAGER DOUGLAS E. SMITH explained that this was an opportunity for the Waste Management representatives to discuss the Recycle Bank Program in conjunction with the starting of the new agreement.

LUIGI PACE, Waste Management, said that he wanted to continue the prior conversation regarding the Recycle Bank. He noted that there had been a lot of discussion about what to do with the program. He presented the following options available for consideration:

1. ELIMINATE THE PROGRAM

MR. PACE said that not everyone was involved in the participation of the program. He noted that a small minority of people were using it though everyone was paying for it. He stated that if eliminated, residents could still use it though it would not be a City-wide program anymore. He said that there would be no charge to the residents, but the point values would be reduced.

2. RADIO FREQUENCY IDENTIFICATION (RFID) TECHNOLOGY

MR. PACE explained that the enhanced RFID Technology could be implemented using an increased rate and a long-term commitment.

3. KEEP PROGRAM THE SAME

MR. PACE explained that the third option was to keep the program as it was. He said that it was suggested that a trial period of six months be given to see what happened with participation. He stated that during that time, Waste Management would identify and target the homes that were not participating to do a direct mailer to those homes. He noted that at the same time, Waste Management would include the multi-family units that were not currently part of the program to have them start using the program. He said that educational material would be provided to attempt to increase participation while increasing awareness of recycling and volumes collected. He explained that the RFID Technology was currently being used to record which homes set out the container for recycling pickup and which homes do not; however, it was not tied into the Recycle Bank. He noted that information was then reported back to the City. Mr. Pace felt that the benefit of keeping the program the same was because it provided six months to try it out with no rate increase or adjustment to the residents during that time. He said that it would cost approximately \$20,000 to \$25,000 to print and mail out all of the educational materials to all of the target units. He further explained that at the end of the six months he would bring back results to the Commission so they could provide direction for moving forward.

COMMISSIONER TALERICO stated that he was a proponent of the third option of keeping it the same. He asked what the percentage of increase wanted after the six month period.

MR. PACE said that information was never established at prior discussions. He noted that in 2014, he did a mailer to the homes that were not registered. He said that following

that there was an increase of one percent.

COMMISSIONER TALERICO asked whether Mr. Pace had a target and whether one percent was negligible.

MR. PACE agreed and said that he would need direction from the City as to what percentage they wanted to see. He noted that it was currently at 20.7 percent participation.

COMMISSIONER TALERICO agreed with Option 3.

COMMISSIONER SIMONE agreed with Option 1 eliminating the program and giving the money back to the residents. She said that the curbside recycling was not giving the residents a lot of points. She noted that she received an average of between 28 to 35 points; however, when she went online and did the games and readings she accumulated 718 points. She added that it only took her 15 minutes to view everything that was being offered for those points. She noted the following items available, which she felt were not much savings:

- 10 percent off Hair Refuge
- Buy one get 20 percent off alterations
- School uniforms that many residents could not use
- Free hair accessory from the school uniform store
- Latin Fusion was providing \$4 off \$20
- FKA Martial Arts was \$50 off
- Automotive services gave buy one and get one free
- Ruby Tuesday gave ½ off, which came in the newspaper all the time
- Entertainment and Recreation had two items, one item was \$10 off a Yoga mat to order online

COMMISSIONER SIMONE added that there were five pages of magazine subscriptions. She explained that she could not find the movie tickets and after speaking with someone from Waste Management she was informed that it was up to the vendor when they wanted to provide the tickets. She noted that only so many tickets were allowed per community per month, which meant movie tickets were not available all of the time. She reiterated that she wanted to give the money back to the residents, because they could earn more points online.

CITY MANAGER SMITH stated that he was informed today that Waste Management had been charging the City the lower amount for the Recycling Program versus the higher rate, which was \$.05 per month difference. He said that an appropriate minor credit could be calculated to give back to the residents.

VICE MAYOR BRYAN said that she did use the points last year and that there was 20% off Bed, Bath, and Beyond, which was no longer provided. She asked Mr. Pace how to get more companies to provide to the program.

MR. PACE said that it was up to the local businesses to be willing to give a reward. He stated that on a national level, the national vendors determined what to provide, such as AMC Theaters that sets out a certain amount of tickets to be available for the month. He noted that Regal Cinemas offered tickets but they were not available for March and would be available April 1st. He explained that Waste Management had no control over what was available, and that it was the national vendors that determined that.

COMMISSIONER SIMONE reiterated that if someone wanted those tickets, they could still go online and play the games to get more points. She noted that under the Health and Beauty section, 3,000 points were needed for a dish sponge, which she could obtain at a Dollar Store. She added that 2,000 points were needed for a box of sandwich bags with free shipping.

COMMISSIONER TALERICO asked for clarification of Option 3 and the point values.

MR. PACE clarified that if there was no City-wide program, the point values were reduced. He said that residents could still get points, but at a lower level than Cities that were in the program. He noted that he could provide the information by email.

COMMISSIONER TALERICO questioned whether multi-family residences could get on the program.

MR. PACE explained that if currently in a multi-family residence, residents could not be part of the program; however, they could participate online. He said that if participating, they would be included in the Educational Program. He explained that tonnages collected from the multi-family were put in with residential recycling curbside that was collected and the points would be dispersed.

COMMISSIONER TALERICO noted that he was in Palm Lakes and that each building had three recycling containers. He said that he was willing to give the program six months.

COMMISSIONER PEERMAN agreed with Commissioner Simone because if the residents did not pay, they could still go online to get the points.

MR. PACE agreed that they would be able to do the online educational tutorials, etc., at a reduced value.

COMMISSIONER PEERMAN stated that she did use the program and reiterated that the residents could still use the program without paying.

COMMISSIONER TALERICO asked what the advantage was of adding the multi-family residents.

MR. PACE said that the advantage was that the multi-family volume generated would be calculated into the conversion of the points. He clarified that the multi-family residents that registered would get to participate in all the volumes, including the multi-family that was being collected. He stated that they could participate, but would not be part of the program. He noted that he would provide the point differences.

CITY MANAGER SMITH explained that the new program would be \$.46 to go with the RFID individual collections and it would be \$.37 without the RFID.

COMMISSIONER PEERMAN felt that nobody liked the RFID idea of big brother watching how much was being recycled. She reiterated that she used and would continue to use the program, but if it could be used without cost she agreed with not paying \$.46. She asked whether the program gave the City something.

MR. PACE explained that in the past there were schools that applied for the Green Schools Grant and there were two winners from Margate.

TONY SPADECCIA, Waste Management, further explained that a lot of the opportunities available without being in a program were activities and were not necessarily recycling related. He said that the idea of the basic program in place now was to encourage and enhance recycling issues. He stated that a lot of the green efforts and things you could get a lot of points for did not mean you were recycling but were doing a lot of good for the City.

COMMISSIONER PEERMAN noted that could be done whether paying nothing or \$.46.

COMMISSIONER SIMONE noted that the program was around a long time and in 2014, a direct mailer was done; therefore, most of the residents were aware of the program and only one percent was participating. She felt that a lot of money was going to be spent putting another mailer out and educating people for one percent. She stated that when discussed previously, 80 percent of the residents were not interested in the Recycling Bank.

VICE MAYOR BRYAN asked whether the City was investing the money for the mailers.

MR. SPADACIA stated that if keeping the program for six months, Waste Management would invest the money to print and send out the mailers including the multi-family residences.

A motion was made by Commissioner Talerico, seconded by Vice Mayor Bryan, to keep the program for six months.

MAYOR RUZZANO asked whether there was an attempted goal if keeping the program.

MR. PACE said that a reasonable goal might be between 2 and 5 percent, but he hoped that would be determined together with the City.

MAYOR RUZZANO noted that the RFID program indicated who was not recycling, and he asked whether residents would receive letters telling them they were not recycling and they needed to.

MR. PACE said that the information would be reported to the City only regarding the collections, which had nothing to do with the Recycle Bank Program.

MAYOR RUZZANO asked about logging in.

MR. PACE clarified that currently, residents had to originally register, but did not have to log in to recycle. He stated that if the resident did log in, they would receive extra points; however, they were not required to do so.

MAYOR RUZZANO asked what Waste Management's liability was, because the City was helping to recycle and businesses were giving products to the City.

MR. PACE explained that the businesses chose to be reward partners.

MAYOR RUZZANO questioned whether the businesses were partnered with Waste Management or if they were doing that on their own.

MR. PACE stated that the businesses were doing that on their own, to try to generate foot traffic into the businesses.

MR. SPADACCIA stated that there was not a liability on Waste Management's part.

AMENDMENT: An amendment was made by Commissioner Talerico, to make the goal 5 percent, which did not receive a second and was then withdrawn.

COMMISSIONER TALERICO decided to leave the goal open and make a decision in six months.

COMMISSIONER SIMONE questioned whether the mailers were going to those who did not recycle.

MR. PACE clarified that people who did not register for the Recycle Bank would receive a mailer.

COMMISSIONER SIMONE stated that though directly the City was not paying for the advertisement mailer, the City was indirectly paying because it was costing the residents \$.46.

CITY MANAGER SMITH clarified that the program would continue the way it had been done along with sending out the mailers for the multi-family, and that Waste Management would be charging the City the lower rate of \$.37. He stated that the City would then calculate the differential and refund the residents accordingly. He added that Waste Management would report back in six months.

ARLENE SCHWARTZ, 7800 NW 1st Street, stated that she was a former Mayor and resident of 33 years. She said that she was a member of the Recycle Bank. She explained that in prior years, Broward County was under mandatory recycling with a penalty for not doing so. She said that when the City hit their target there was no longer a penalty. She asked whether Broward County was still under mandatory recycling, and would the City be violating some law if choosing to opt out of the program or not count what the resident's recycled.

CITY ATTORNEY EUGENE STEINFELD stated that Broward County had a goal it had to meet by 2020.

MR. SPADECCIA agreed and explained that the County had a goal of 75 percent recycling. He noted that Broward County expected all of the municipalities to work towards that effort, and that the goal was set by the State.

MS. SCHWARTZ noted that nobody recycling would be a bad idea, because Broward County did have a mandatory amount that had to be reached.

MAYOR RUZZANO noted that it had to be reached by 2020.

MS. SCHWARTZ asked whether her recycling was monitored each time by the RFID bar code on her bin.

MR. SPADECCIA agreed.

MS. SCHWARTZ said that she was disappointed with the 27 points for one week

because she considered herself a good recycler; however, she was never able to use anything she could obtain with the points and would probably donate any items to the school. She felt that the six months was worth doing to see if the effort was good with the additional multi-family residents. She also felt that those residents should have the opportunity to participate, because they were previously eliminated.

COMMISSIONER PEERMAN asked whether multi-family homes could join the Recycle Bank without being part of the program or paying \$46.

MR. PACE agreed that anyone could sign up.

COMMISSIONER PEERMAN noted that multi-family did garbage separately, and she asked whether the recycling was done separately.

MR. PACE said that the condominiums had their own garbage agreement; however, in the new contract there were multi-family units as well.

COMMISSIONER PEERMAN asked whether those apartment units could participate with paying the \$.46.

MR. PACE reiterated that the City did not have to have a program for residents to be able to sign up.

COMMISSIONER SIMONE believed that the numbers that were reported back would not be true numbers because multi-family was now being included. She noted that the prior numbers did not include multi-family.

MR. SPADECCIA said that his account explained to him that if there were 10,000 homes now and the City was at 20 percent, there were 2,000 homes registered. He stated that if adding another 10,000 homes and only 1,000 homes registered, the 20 percent had not been reached. He noted that the numbers could actually come down if residents of the apartment building did not register. He stated that the current threshold was 20 percent, and that logistically the percentage could drop or go up. He noted that all of the recycle values would continue to be reported and recorded as residential recycling from the City of Margate for both single-family and multi-family properties.

The motion carried by the following vote:

Yes: 3 - Commissioner Talerico, Vice Mayor Bryan and Mayor Ruzzano

No: 2 - Commissioner Simone and Commissioner Peerman

ADJOURNMENT

There being no further business, the meeting adjourned at 9:54 PM.

Respectfully submitted,

Transcribed by Carol DiLorenzo

Joseph J. Kavanagh, City Clerk

Date: _____