



CITY OF MARGATE
Workshop City Commission Meeting
Commission Chambers, 1st Floor
City Hall, 5790 Margate Boulevard
Margate, FL 33063

Wednesday, April 2, 2014 6:00 p.m.

Commission Present: Mayor Lesa Peerman; Vice Mayor Joanne Simone; Commissioner Brian Donahue; Commissioner Tommy Ruzzano; Commissioner Frank Talerico.

City Staff Present: City Attorney Eugene M. Steinfeld; Assistant City Manager Douglas E. Smith; City Clerk Joseph J. Kavanagh; Department of Environmental Engineering Services (DEES) Director Reddy Chitepu.

The Workshop City Commission meeting of the Margate City Commission, having been properly noticed, was called to order by Mayor Lesa Peerman at 6:00 p.m. There was a moment of silence followed by the pledge of allegiance.

1) DISCUSSION AND POSSIBLE ACTION

A. 2015 "KEEP BROWARD BEAUTIFUL" PROGRAM

Commissioner Donahue said that he was looking into a Broward County Adopt a Street Volunteer Program. He noted that many surrounding Cities offered the program where the street was adopted and cleaned up. He explained that if the program was done through the County it was \$12,000 and the City would be covered under their umbrella for specific things; however, he felt it could be done in house. He said that Staff provided some ideas and he questioned whether there was an interest in such a program. He wanted to see if organizations, businesses and citizens wanted to get involved in the program to determine whether it was worth doing. He stated that it could be placed on the website for feedback. He said that if there was a substantial interest, perhaps it would have to be done through the County. He added that the City might also consider an Adopt a Park Program.

Mayor Peerman questioned how many interested parties were needed to start the program. Commissioner Donahue said that would have to be figured out financially to determine if the City could afford it and if it was cost effective. He said that if there was an interest, it could be tried for six months. He noted that the Volunteer Program was now on the website.

Mayor Peerman asked whether a Hold Harmless Agreement could be signed.

City Attorney Eugene Steinfeld said that every member could sign an agreement.

Commissioner Ruzzano noted that the Fellowship Living was currently doing the cleanup on Banks Road. He suggested getting feedback from them.

Commissioner Donahue said that the City needed to see the interest before making the investment. He did want the City to generate enthusiasm and participation, which would create the space for the program to happen. He said that the City also needed to look into the cost of the signs.

Mayor Peerman asked that Staff provide a cost estimate for obtaining the sign and installing the sign.

Vice Mayor Simone thought the cost was provided in the backup as \$8,000.

Assistant City Manager Douglas E. Smith stated that there was no breakdown of the cost per sign, but there were some estimated start-up costs and estimated annual costs. He clarified that the annual cost was estimated at \$12,500, which would be a lot of staff time.

Mayor Peerman requested that Staff provide the cost estimate of one sign with one installation.

Director of Environmental and Engineering Services (DEES) Director Reddy Chitepu explained that the cost figures for implementing the program in house were based on rough average salaries of the employees. He said that the \$8,000 one-time cost was to develop the entire program similar to the County and other Cities. He stated that the estimated cost was based on approximately 20 hours a week for four weeks based on one or two Staff member's salary of \$40,000 a year, plus an estimated cost of \$5,000 in equipment and material cost including signage, trash bags, post, etc.

Mayor Peerman suggested placing it on the website for one month to see the amount of interest. She said that during that month Staff could come back with actual cost per sign. She spoke about piggy-backing off of other Cities.

Vice Mayor Simone questioned whether others like the Fellowship Living could clean the streets on their own. City Attorney Steinfeld said that they could; however, the City could be sued if someone got hurt. He felt that a Hold Harmless Agreement should be obtained from each individual that was cleaning the streets. Vice Mayor Simone expressed concern with regard to whether or not the streets would be maintained as they should. She said that interest was low in other Cities; therefore, she wanted to know the success rate of the program.

Commissioner Ruzzano suggested that a sign be provided to Fellowship Living as a courtesy because they were already cleaning the streets. He felt certain that Fellowship Living would be willing to sign the Hold Harmless Agreement.

Commissioner Talerico mentioned "Adopt a Street" signs that were sponsored by such organizations as Auto Nation. Mr. Chitepu explained that if the program was implemented the City would pay for the signs and the expenses that come along with the program. He said that the County would charge \$12,000 because they would be providing the signs and Staff time. He clarified that if the City or County provided the program it would be free to the organizations.

Vice Mayor Simone asked whether the interested business could be made to incur the expense, and Commissioner Ruzzano felt that organizations would not want to clean the street and pay for the signs. Vice Mayor Simone said that it would be good advertising for their business, and Commissioner Ruzzano did not agree because the City had bus benches that did not have advertising on them.

Commissioner Donahue said there might be organizations and condominiums that might want to maintain a specific area for beautification support.

Mr. Chitepu stated that Staff would need time to develop a program, and Mayor Peerman felt that the City needed to look into models of other Cities. She expressed concern with putting up a sign for Fellowship Living because there currently was no program. Mr. Chitepu noted that Tamarac recently spent \$9,000 to develop a program and Coral Springs had a program that cost \$15,000. She still believed that the models were already there.

Mr. Chitepu further explained that safety meetings would be held and the City would have to pick up the trash to dispose of properly. He added that everyone would have to be asked to sign a Hold Harmless Agreement. He said that the program can be developed and then be brought before the City Commission. He clarified that the County program was not annual, but was done periodically. He said that if the City Commission wanted to look into a basic program or a top notch program.

Commissioner Ruzzano suggested having the volunteers supply the bags and pick up the garbage, while having the City thank them by providing the sign.

Mayor Peerman directed Mr. Chitepu to come back in a month.

B. BEAUTIFICATION PROJECTS / HOMEOWNERS ASSOCIATIONS

Commissioner Talerico mentioned prior talks with condominiums and homeowner associations together regarding beautification projects for entryways. He noted that there were grants available from the County. He mentioned the entrance at 66th Avenue and Margate Boulevard for Paradise Gardens, which was previously fixed up.

Mayor Peerman mentioned having a Town Hall meeting with the condominium and homeowner associations and she questioned whether the City's Grants Department could be used.

Assistant City Manager Douglas E. Smith agreed that the Grants Department could try to locate any available grants. He noted that the CRA had money budgeted for neighborhood signs. He suggested waiting for the branding study for to be completed. He said that might feed into how the sign designs may be treated. He also suggested discussing the issue at the next CRA meeting.

Rich Popovic, 6066 Winfield Boulevard, stated that his 89 year old neighbor and her deaf sister pick up trash on Winfield Boulevard all the time and he suggested putting up a thank you sign.

Commissioner Ruzzano said that he was in favor of starting the neighborhood improvement projects and that it should begin with Winfield Boulevard. He disagreed with waiting for the branding study.

Mitch Pellecchia, 6890 NW 9th Street, felt it was a great idea to look into the neighborhood entranceways. He said that what needed to be addressed was the difference between neighborhoods in the CRA district and neighborhoods that were not. He noted that the City owns the Paradise Gardens sign on the median on 66th Avenue. He mentioned the traffic going east on Margate Boulevard and mentioned using the back of the sign for promotional information of City events. He felt that CRA money should go more toward residences than businesses.

Phil Hylander, 6993 NW 5th Place, spoke about problems with doing matching grant money such as in Coral Springs. He said that entranceways should be replaced with something new rather than replacing what was there.

C. PUBLIC INFORMATION OFFICER

Commissioner Talerico mentioned that the City previously had a Public Information Officer (PIO) and suggested sharing someone with the CRA who would attend the events, take pictures and obtain publicity for the City.

Mayor Peerman felt that the PIO needed to be median and technologically savvy and she directed the Assistant City Manager to look into the matter.

Rich Popovic, 6066 Winfield Boulevard, felt that the PIO was not needed because newspapers were not read anymore. He suggested using all of the medians available.

Mitch Pellecchia, 6890 NW 9th Street, felt that the City was in desperate need of a PIO. He noted that PIOs do not only function in a media capacity, but they also look at internal communications, such as the website. He said that the PIO would be the individual that would help the departments get the information out to the community while making the information is consistent on the website. He stated that the branding initiative was consistent in the media and among the different media. He felt that if the City hired a PIO, they would have to let that individual do his/her job and not be constrained.

Item G. was heard prior to Item D.

G. CORAL BAY PARKING ISSUES

Commissioner Ruzzano spoke about Coral Bay, which he felt looked awesome. He explained that in 2012, there was a code allowing for extending the driveways, which made a two-car driveway a three-car driveway. He mentioned the problem of people parking on the grass. He said that upon speaking with

board members, he received a consensus that even if a permit was received, it would have to go to the Homeowner's Association for their approval because they own the swale. He said that the Community Development District (CCD) governed itself. He suggested editing the code to allow CCDs to extend the driveways. He noted that there were zero lot lines and he felt that the City should consider giving the final decision back to the CCD.

City Attorney Eugene Steinfeld stated that an exception for a CDD could be made or the City could enter into an Inter-local Agreement with the CDD. He noted that once an exception was made for the CDD, it would have to hear from other private homeowner associations. He suggested making it for all zero lot line neighborhoods.

Mayor Peerman understood that Commissioner Ruzzano wanted to change the percentage to allow for a three-car driveway. She suggested doing that throughout the City to avoid the appearance of favoritism. City Attorney Steinfeld said that it was the Commission's decision to allow residents to start paving over their grass. Mayor Peerman said that if changing the Code, other options should be looked into such as gravel driveways.

Commissioner Donahue said that it seemed to work for those who paved the driveways before; therefore, he agreed with directing Staff to look at changing the Code.

Commissioner Ruzzano mentioned having to remove trees, and Mayor Peerman said that was hard to accomplish because of the tree replacement requirements.

Commissioner Talerico expressed concern with having a concrete City, and Mayor Peerman did not agree with only changing it for Coral Bay.

John Hall, 6421 French Angel Terrace, said that he was not requesting that the entire code be changed, nor was he asking for Coral Bay to be an exception. He did feel that the City needed to look into the percentage used on how wide a driveway could be in comparison to the lot. He stated that all zero lot line communities were made to have the same percentages as a full size lot. He explained that driveway extensions were 8 feet wider with a 15-foot wide lawn. He noted that some extensions were only four feet wide. He further explained that there were 997 homes with less than 2,000 parking spaces with no overflow and no parking at the pools. He was asking the City to add an addendum to address all zero lot line homes with different percentages than standard homes.

Mayor Peerman directed Staff to look into the matter.

The following four Items, D., E., F. and H. were not discussed.

- D. CAFÉPRESS.COM
- E. IMPROVING HOME VALUES IN MARGATE
- F. FOURTH OF JULY PARADE
- H. PAINTING SEA WALL

2) PUBLIC DISCUSSION

There was no public discussion.

There being no further business, the meeting adjourned at 6:55 p.m.

Respectfully submitted,


Joseph J. Kavanagh, MPA, CMC
City Clerk

Transcribed by Carol DiLorenzo


Date