



MINUTES
ROUNDTABLE CITY COUNCIL MEETING
BUDGET PRIORITIES AND GOAL SETTING
TUESDAY, MAY 25, 2021, AT 6:00 P.M.
NEPTUNE BEACH, FLORIDA 32266

Pursuant to proper notice, a Roundtable City Council Meeting of the City Council of the City of Neptune Beach was held on Tuesday, May 25, 2021, at 6:00 p.m., in the Council Chambers, City Hall, 116 First Street, Neptune Beach, Florida, 32266.

Attendance

IN ATTENDANCE:

Mayor Elaine Brown
 Vice Mayor Fred Jones
 Councilor Kerry Chin
 Councilor Lauren Key
 Councilor Josh Messinger

STAFF:

City Manager Stefen Wynn
 Community Development Director Kristina Wright
 Chief of Police Richard Pike
 Chief Financial Officer Carl LaFleur
 Grants and Resiliency Coordinator Colin Moore
 Public Works Director Jim French
 Code Enforcement Officer Denzel Dehm
 Mobility Management Director Megan Steward
 Senior Center Director Leslie Lyne
 City Clerk Catherine Ponson

**Order Call/Pledge
 of Allegiance**

Mayor Brown called the roundtable meeting to order at 6:00 p.m. and led the Pledge of Allegiance.

City Manager Stefen Wynn explained this is meant to be a dialogue between Council and City staff. There would be visual aids and posters for taking notes. We are facilitating our budget priorities and goal setting going into FY 2022. This is our high-level budget kickoff. This is giving us, as staff, what we need move forward with the budget process. There would be 25 minutes for each agenda item.

Mission Statement

Mission Statement. Mr. Wynn presented a "word cloud" from the recently adopted Vision Plan that shows one word from residents that describe their neighborhood today and in the future. This will help start thinking about what we want our mission statement to be.

Mayor Brown stated she had written words that she liked. "Neptune Beach is a vibrant, residential community, dedicated to protecting and enhancing our quality of life. As a City government we remain totally committed to preserving our residential atmosphere while providing quality services to our citizens and visitors." She added that she liked including celebrating our beautiful beach and marsh.

Council discussed including different words including vibrant, marsh, access, active, natural resources, family-friendly, charming, resilient, walkable, unique character and bike-friendly community.

Councilor Key remarked that family came up a lot and she added we are a family-friendly community. She added that vibrant is a positive word and accurately describes Neptune Beach. She also like the words beach and marsh.

Councilor Chin asked if we should use natural resource as a catch all term for beach and marsh. Mr. Wynn stated that he gets many requests for tree protection. Natural resource could be all encompassing.

Councilor Messinger suggested protecting and celebrating our beaches could be the sentence that leads to marsh and natural resources as they are all tied together. He added that a mission statement is directional so we need to talk about how we want to expand our access to these natural resources, pedestrian-friendly, and active community.

Councilor Key pointed out getting citizens' input for positive words. Mr. Wynn stated this is a good process moving forward. He suggested coming up with a couple of different mission statements and sent them through the community.

The discussion concluded with the process moving forward by using Survey Monkey to include options for mission statements, open-ended questions and asking for five adjectives to describe Neptune Beach.

SWOT Analysis

Strengths, Weaknesses, Opportunities, Threats (SWOT) Analysis. Mr. Wynn explained the SWOT analysis. This stands for strengths, weaknesses, opportunities and threats. The discussion would be about how this pertains to our upcoming FY22 budget.

Overall Big Picture

Strengths discussed were staff in right places, the Interlocal Agreement, property values, parking program, Beaches Town Center, nonprofit partners, the implementation of Tyler Technologies, residents, local artists, and the school system.

Weaknesses include not being fully-staffed, staff turnover, financial constraints, resiliency related to storm activity, helping nonprofits with funding, and oversight with building inspector.

Opportunities include grants from DEO and DEP, collaborating with COJ, Tyler Technology software, CRA, relationship with state agencies, parking program, Duval Tree Mitigation Fund, TPO Board, impact or mobility fees, and the building inspector.

Threats include state legislation, regulation changes, infrastructure, increased storm activity, financial constraints, and the consent order at the wastewater treatment plant.

CRA Implementation

Community Development Director Kristina Wright reviewed the CRA process and structure. Ms. Wright explained that it is the timing that is critical. It is subject to the economy and if revenues are down, there is no positive increment. For the structure, most places have the Council as their CRA board.

Strength for the CRA include revenue for projects that advance the public health, safety, and welfare. Weaknesses include additional approval from COJ. Opportunities include increased revenues and increased property values via reinvestment. She added that 50% of projects from the Vision Plan fall within the proposed CRA boundary. Threats include annual anti-CRA legislation attempts.

Ms. Wright further continued that there is a preliminary report to COJ staff and elected officials. It is good to have a preliminary set of data to show our significant infrastructure needs. We want to compile all of that to show we want to be collaborators, and we are looking for the resources that are going to take us to the next level.

Quicker, Lighter,
Cheaper Projects

Quicker, Lighter, Cheaper. Grants and Resiliency Coordinator Colin Moore reviewed projects that could be done this way. He pointed out that six-tenths of a miles of the East Coast Greenway was completed in 2019 for \$75,000. The typical urban section would cost \$2,000,000 to make a mile trail.

Mr. Wynn asked what projects could we do quickly that is going to have an impact on the quality of life for our residents.

Projects included pavilion mats, sunshades, shared-use paths, public art opportunities, traffic calming, speed limit changes, swale/ditch improvements, and wayfinding.

Councilor Messinger commented that he likes the lighter, quicker, cheaper projects but projects have been executed very poorly. He added we should have proper planning through that process.

Major Purchases

Major Purchases/Capital Assets. Public Works Director Jim French presented a spreadsheet using the projects from the Vision Plan. He ranked them using a high, medium, and low priority scale and basing it on 10 criteria, including health and public safety, critical and aging infrastructure, revenue fund, external funding, and regulatory requirements.

Mr. Wynn stated he is looking for major purchases or capital assets that might not be infrastructure-related. Projects included improvements to City facilities, including roof and façade of City Hall and the wall at Public Works

Utility projects included stormwater improvements and water and sewer mains.

Councilor Messinger asked what could the City do when it comes to complete streets and the flooding that is happening. What can we do to be proactive about having continual skin in the game versus waiting for FDOT?

Mr. Wynn commented that we know we are on the list of priority projects for 3rd Street and we can leverage this if we have designed these improvements for the laterals and the collection system. He added that the City could focus the budget in the next year or two on designing these improvements so that we are ready to go and have something to deliberate with.

Mayor Brown remarked that Council themselves can lobby for a tough agenda of what we want. Councilor Key advised to use her tenacity to try and accomplish certain goals.

Councilor Messinger added the City should have a plan in place so we can lobby the plans. It is a completely different discussion when you have shovel-ready projects.

Mr. Wynn summarized that Staff would focus on design in this FY22 budget so Council can be given the tools they need to flex their political might.

Vice Mayor Jones questioned if there was some way to address the ditch conditions.

Councilor Messinger commented that for infrastructure, under critical areas, what does the City need to do to make sure we have redone the water lines in areas, such as Indian Woods.

Mr. French explained that next year, he is going to focus on one of the closest areas to the wastewater plant and getting that sewer replaced while working on the water lines.

Staffing Needs

Staffing Levels. Mr. Wynn explained that each department was provided worksheets to show what current staffing levels are and what is needed. He added he would like to start talking about an IT Department. We are also considering an intern program.

The City is not fully-staffed with preferred staffing levels. There are current openings, including Finance, which has a Cashier position available. There are usually 25 lifeguards but there are now 23.

Police Chief Richard Pike reported he is only requesting one additional dispatcher. This would give more flexibility to cover vacation days and sick leave.

The Finance Department is requesting an Accounts Payable Technician

Councilor Messinger stated that he fundamentally believes the City needs to bring a building inspector back in-house. He added that we are paying an outside vendor a substantial amount of money, and things are falling by the wayside as they just look at the Florida Building Code.

Vice Mayor Jones asked about a parks and recreation department with the addition of more activities and facilities.

Mr. Wynn added that these issues could be discussed and considered at the budget workshops.

Mr. French reported in thinking in terms of people approaching retirement and transition planning, he is requesting six positions. One is a janitor, and another is a master electrician. He added that we are outsourcing electricians. He confirmed Councilor Key's inquiry that the cleaning is being conducted on overtime.

Councilor Messinger requested during the budget workshops that a cost-benefit analysis be presented to show the cost comparison to a large-scale commercial janitorial service company.

Mr. Wynn concluded with reporting he would be presenting at the budget workshop a paid internship program that could benefit different departments.

FY 2022 Budget Process

Budget Process For FY 2022. CFO Carl LaFleur presented the schedule for the upcoming FY22 budget process, which started with this roundtable meeting.

Councilor Key stated that the schedule indicates on June 10th, 2021, that department heads would submit budget worksheets to the CFO. She asked if department heads had been made aware that the information is due to the CFO on June 10th. She also asked if conversations had been conducted with department heads in terms of explaining the difference between capital assets and capital improvement projects so they can be prepared.

Mr. LaFleur stated he will be creating the package and everything will be explained. This is just a preliminary item. He stated there had been a Staff meeting that day. He is expecting to have reports by June 10th, 2021.

Councilor Key remarked that for the June 10th deadline, she just wants to make sure that everyone has been made aware of the differences so that what happened last year does not happen again. There are different definitions for capital assets and capital improvements. They are labeled differently. This information needs to be trickled down to department heads to properly provide their budgets.

Mr. LaFleur reported that a memo would be going out to department heads giving them guidelines on how to read the budgets and explaining line items.

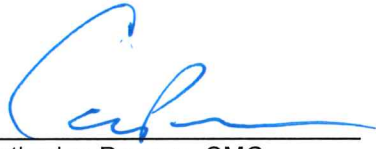
Mr. Wynn advised that a draft worksheet will go out to department heads prepopulated with anticipated revenues so they can get ready for the June 10th deadline. The June 10th deadline is not hard and fast. It is something we are striving to have done. This is only the beginning of the process. This roundtable has helped him set the first part of the budget.

Mr. LaFleur reminded everyone of the advertisement dates for the budget hearings and public meetings.

Public
Comment

Chuck McCue, 1908 3rd Street, Neptune Beach, spoke regarding communications, no trespassing signs in the Lighty Lane/Penman Road area, safety of sidewalks, and snipe signs.

The roundtable meeting adjourned at 8:30 p.m.


Catherine Ponson, CMC
City Clerk


Elaine Brown, Mayor

Approved: 06-07-2021

