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TOWN OF LAUDERDALE-BY-THE-SEA

TOWN COMMISSION
Special Public Hearing

MINUTES

Jarvis Hall

4505 Ocean Drive

Monday, September 13, 2010

6:59 P.M.

1. CALL TO ORDER, MAYOR ROSEANN MINNET

Mayor Roseann Minnet called the meeting to order at 7:00 p.m. Present were Vice Mayor Stuart Dodd, Commissioner Birute Ann Clotey, Commissioner Scot Sasser, and Commissioner Chris Vincent were present. Also present were Interim Town Manager Connie Hoffmann, Town Attorney Susan L. Trevarthen, Town Clerk June White, and Deputy Clerk Nekisha Smith.

2. PLEDGE OF ALLEGIANCE TO THE FLAG

3. PUBLIC COMMENTS

Vice Mayor Dodd suggested taking Public Comments prior to Commissioner Comments for each resolution. The Commission agreed. Mayor Minnet said she would also allow Commissioner Comments as scheduled on the agenda. She said the non-profit organizations present would be recognized before public comments.

Edith Lederberg of the Area Agency on Aging explained that the dollar amount per senior citizen was \$4.61. She requested the Town pay 2/3 of the total amount or \$7,387.00 and Broward County would be asked to pay the remaining 1/3. Ms. Lederberg pointed out that there were a minimum of 24 residents in Town that received the services offered by the agency.

Fay Wright Simpson from Women in Distress requested continued support from the Town. She said the agency provided full services to victims of Domestic Violence and the average amount needed for each victim was \$94.00. Ms. Simpson said the agency requested a donation of \$2,000.

Carol Smith from Kids Voting Broward gave a brief description of services rendered by the agency. She said their main goal was to allow students to later become informed citizens. Ms. Smith requested a donation of \$1,404 from the Town. Mayor Minnet pointed out that this agency did not receive a donation from the Town the previous fiscal year.

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Debbie Capone from Family Central explained that the agency serviced over 80,000 families each year. She said the agency assisted families with child care services so parents could work. Ms. Capone requested a donation from the Town in the amount of \$551.00.

Brian Esler from the Boy Scouts explained the organization was celebrating their 100 year anniversary and their main goal was to give children courage, confidence, and character. Mayor Minnet said the agency requested a donation of \$1,100.

Mayor Minnet explained that the Broward Coalition for the Homeless also requested a donation of \$2,000, however there was not a representative present to address the Commission. She pointed out that the organization did not request a donation the previous fiscal year.

Commissioner Clotley believed that the Town's fair share amount from the Area of Agency should be based on usage. She asked for the total dollar value for the residents of the Town. Ms. Lederberg explained that the Town received \$6,764.73 in services, and the difference between that amount and the amount requested was a Federal regulation that did not allow recreational activities to be calculated per person. Commissioner Clotley questioned whether the Town received a credit for the people outside of the community that used the Town Community Center. Ms. Lederberg explained that the Town funded the Community Center, not the Area Agency of Aging. Commissioner Clotley requested to see the number of Town residents that participated in each program offered by the agency. Ms. Lederberg said she had copies she could provide to the Commission. Commissioner Clotley felt that the fair share amount did not equal the benefits offered to the Lauderdale-By-The-Sea residents. She inquired as to how the Community Center could be listed by the agency. Ms. Lederberg explained that there was not enough money in the budget to add another center. Ms. Lederberg explained that if Town could get 25 people together, the Community Center could be listed as a Nutritional Site. Commissioner Clotley asked whether the program was income restricted. Ms. Lederberg said it was not.

Commissioner Clotley inquired of the number of residents in Town that were members of the Boy Scouts. Mr. Esler explained that due to the demographics there were less than 100 registered members in Lauderdale-By-The-Sea based by zip code. Commissioner Clotley requested a number of members specifically in Town, at next years' presentation. Mr. Esler agreed.

Commissioner Sasser questioned whether the \$94 per person as stated by Ms. Simpson, was a daily fee. Ms. Simpson confirmed.

Mayor Minnet pointed out that the Town did not contribute to Kids Voting Broward last year, and felt it was a noble cause.

Mayor Minnet opened the meeting to public comments from the audience.

Larry Salay explained that surrounding municipalities were reducing their millage rate. He inquired as to why the Town's costs were constantly increasing. Mr. Salay asked the Commission to start living within their means.

There were no more speakers.

4. COMMISSIONER COMMENTS

5. RESOLUTIONS - PUBLIC HEARINGS

a. RESOLUTION 2010-26 - Adopting Final Fire Assessment:

Attorney Trevarthen read Resolution 2010-26 by title. She noted that this was the final hearing for the fire assessment.

Mayor Minnet opened the meeting for public comments. With no one wishing to speak, Mayor Minnet closed the public comment portion of the meeting.

Mayor Minnet read the final fire assessment rates for each class.

Vice Mayor Dodd made a motion to adopt Resolution 2010-26. Commissioner Clotey seconded the motion. The motion carried 5 - 0.

b. RESOLUTION 2010-27 - Adopting Tentative Millage:

Attorney Trevarthen read Resolution 2010-27 by title.

Acting Finance Director Doug Haag gave a PowerPoint presentation on the tentative budget. He explained that the current millage rate was 3.9990 and that a millage rate of 4.3553 was needed to generate the same amount of revenues as the current fiscal year. Director Haag said the advertised millage rate was 4.2199 with a decrease in revenue by \$246,484. He said the changes proposed at the August workshop further lowered the millage to 4.0900 with a decrease of \$465,306. Mr. Haag explained that additional changes requested by the Commission to reduce the millage to 3.9990 would then create a decrease of \$600,179 in revenues. He pointed out that only about 20% of the tax bill came to the Town.

Interim Town Manager Hoffmann said that staff's recommendation to reduce the millage to 3.9990 would be presented at the Roundtable meeting on September 20, 2010.

Commissioner Clotley explained that the residents who were homesteaded under the "Save Our Home" program would not see a decrease in their taxes. She requested a percentage of the residents that would see a decrease in their taxes versus the residents who would not. Director Haag said that approximately 2/3 of Lauderdale-By-The-Sea property owners would see a decrease. Mayor Minnet pointed out that they were not yet aware of the millage rates from the other entities. Vice Mayor Dodd pointed out that the Hillsboro Inlet was able to maintain their current millage rate.

Mayor Minnet opened the meeting for public comments.

Larry Salay was disappointed with the turnout of residents to the meeting. He suggested that the Town determine exactly how much revenue they were to receive and then complete the budget. Mr. Salay said the current method was unsatisfactory and financially irresponsible. He urged the Commission to pay close attention to what they were spending.

With no one else wishing to speak, Mayor Minnet closed the public comment portion of the meeting.

Mayor Minnet asked Interim Town Manager Hoffmann to review the primary numbers of the budget, for the residents. Interim Town Manager Hoffmann explained that the proposed budget for fiscal year 2010-2011 was \$15,756,155. She said that there would be a decrease in property tax revenues by about 9% if the millage rate stayed the same as last year.

Vice Mayor Dodd assured the residents that the Commission was doing everything possible to keep the millage rate the same while maintaining the current level of service.

Commissioner Sasser questioned why the Commission could not set the millage rate at 3.9990 at this time. Interim Town Manager Hoffmann explained that there were still a number of items that staff was working on that could affect the millage rate. She said that she was waiting for additional revenue numbers to come in, and we needed to see what Broward County did regarding BSO at the first Broward County budget meeting. Interim Town Manager Hoffmann said she was hesitant to lower the millage at this time, but was confident it could be lowered to its current level at the final budget hearing.

Commissioner Sasser inquired of the amount of money the Town would need to save in order to maintain the current millage rate. Interim Town Manager Hoffmann said the amount needed to be cut was about \$153,000.

Commissioner Sasser advised that he did have an update regarding the

Chamber of Commerce. Mayor Minnet agreed to discuss the Chamber of Commerce during the next item.

Commissioner Vincent clarified that the Town faced a \$600,000 shortfall due to the decrease in the taxable value of the homes located in Lauderdale-By-The-Sea. He thanked staffed for working diligently to keep costs down.

Commissioner Clotley questioned whether the VFD budget was funded by the fire assessment. Interim Town Manager Hoffmann confirmed they were and pointed out that the result of any negotiations with the VFD would not affect the Town millage rate. Commissioner Clotley inquired whether the money that was to be refunded to the LETF could be used towards lowering the millage rate. Interim Town Manager Hoffmann explained that those monies were restricted by state law and could only be used to buy items for the police department. Commissioner Clotley asked whether the Commission could reverse their decision to return those funds to the LETF. Vice Mayor Dodd made a point of information and explained that the Commission had not yet made a decision on that as of yet. Interim Town Manager Hoffmann explained that there was a difference of approximately \$70,000 between the money that was appropriated for the Public Safety renovations and the actual amount used. She recommended returning the unused funds to the LETF.

Commissioner Sasser questioned whether it was the funds for the salley port or the jail cell that was under question. Vice Mayor Dodd suggested discussing this item during the regular Commission meeting the following evening.

Vice Mayor Dodd made a motion to adopt Resolution 2010-27 at 4.0900 mils. Commissioner Vincent seconded the motion. The motion carried 4 - 1. Commissioner Clotley voted no.

c. RESOLUTION 2010-28 - Adopting Tentative Budget:

Attorney Trevarthen read Resolution 2010-28 by title.

Mayor Minnet opened the meeting for public comments. With no one wishing to speak, Mayor Minnet closed the public comment portion of the meeting.

Commissioner Sasser explained that after further discussions with the Chamber of Commerce, they requested \$35,000 in funding from the Town rather than initial \$55,000 requested. He said they were willing to forgo hiring an additional employee for the Welcome Center. Commissioner Sasser explained that the Chamber of Commerce also requested an additional \$11,159 for advertising costs. He pointed out that the Chamber of Commerce was willing to contractually obligate themselves to spend that amount only on advertising. He clarified that the total amount requested was now \$46,159.00 total.

Vice Mayor Dodd felt the \$12,500 budgeted for Christmas-By-The-Sea was not proportionate to the amounts budgeted in previous years. He recalled that the original amount requested was to be used to create a study on how to market the Town. Vice Mayor Dodd believed that the Chamber of Commerce did not receive the full amount entitled to them the previous fiscal year and suggested only budgeting the \$27,000 plus the \$8,900 they were supposed to receive the year before.

Commissioner Sasser explained that Chamber of Commerce expressed to him that, without the contribution last year from Broward County, they would not have been able to run the Welcome Center on the amount received from the Town. He reiterated that the Chamber Commerce requested \$35,000 in funding from the Town, and an additional \$11,159 for advertisements. Commissioner Sasser said the Chamber of Commerce did not want to rely on funding from Broward County.

Vice Mayor Dodd said that the Town needed to get funding from Broward County to continue running the Welcome Center.

Commissioner Clotey questioned how the Chamber of Commerce differentiated the activities from the Welcome Center. Paul Novak, President, explained that the Welcome Center worked mostly with the visitors, while the Chamber of Commerce organized the events, published the Visitors Guide, and handled all of the marketing. Commissioner Clotey inquired whether the Chamber of Commerce worked with the Broward County Greater Tourism Authority to do any marketing for the Town. Mr. Novak explained that they try to work with them; however the Chamber of Commerce mostly works on its own. Mayor Minnet made a point of information and explained that the Broward County Greater Tourism Authority was aware of the Welcome Center and was in communications with them at various times regarding events going on in Town. Commissioner Clotey questioned where the Chamber of Commerce did most of their advertising. Mr. Novak explained that with the limited amount of funds in the past, they were very successful with the organization "See Ya There", and they also advertised in different regions around the country.

Commissioner Sasser made a point of information and explained that the amount requested for advertisement was a significant increase from the amount last year of \$2,715. He went on to say about \$3,000 was budgeted for advertising in the current proposed budget. Commissioner Clotey suggested that the Chamber of Commerce ask the City of Pompano Beach for financial assistance due to the amount of visitors the Welcome Center sent to their city. Mr. Novak said he could try to get some kind of assistance from Pompano Beach.

Commissioner Vincent inquired of the location of the other Welcome Centers in Broward County. Mayor Minnet said it was located within the Broward County Convention Center. Commissioner Vincent believed it was an advantage to have the Welcome Center located in Town. He questioned whether the Chamber of

Commerce ever kept track of the amount of people visiting the Welcome Center that actually spent money in Town. Mr. Novak was sure that the visitors who stayed at the hotels in Town also spent money here. Commissioner Vincent asked whether there was a dollar value put on the amount spent by visitors of the Welcome Center. Mr. Novak did not have a figure on hand, but felt it was a substantial amount of money.

Commissioner Vincent was concerned that Broward County would reduce their contribution amount if the Town began requesting contributions from neighboring municipalities. He agreed with contributing \$35,000 to the Chamber of Commerce and increasing the advertising budget to amount requested. He pointed out that any money received by Broward County should be returned to the Town.

Mayor Minnet thanked the Chamber of Commerce for the business plan they submitted. She urged everyone to call their Broward County Commissioners and request support. Mayor Minnet was concerned with how the advertising money was spent and who controlled it. She questioned the locations that would be targeted by the advertisements.

Commissioner Sasser reminded the Commission that it was the Lauderdale-By-The-Sea Welcome Center, not Broward County's or the City of Pompano Beach's. He did not believe that the Town could run the Welcome Center for the amount of money the Chamber of Commerce asked for. Commissioner Sasser said the amount requested was fair and that the Welcome Center was valuable to the Town.

Vice Mayor Dodd pointed out that the Commission requested all contractors to remain at last years' price. He said that if the Chamber of Commerce did receive funds from Broward County, they should be able to keep that money instead of returning it to the Town. Vice Mayor Dodd reiterated his opinion to budget \$35,900 to the Chamber of Commerce and suggested that the Commission lobby for them to receive additional funding from Broward County.

Commissioner Clotey requested that the Chamber of Commerce attempt to keep track of the number of people who requested certain services, such as dining or accommodations. Mr. Novak said that all of that information was already listed in their monthly publication.

Mayor Minnet reiterated that the total amount the Chamber of Commerce requested was \$46,159. Interim Town Manager Hoffmann asked whether that was the amount the Commission wanted to see in the budget. Mayor Minnet suggested addressing the resolution first and then give direction regarding the Chamber of Commerce.

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Vice Mayor Dodd suggested a temporary suspension of the purchasing manual to look into granting Armilio Bien-Aime an increase in his contract amount. There was Commission consensus to have the topic go to a Roundtable meeting for further discussion.

Commissioner Sasser made a motion to approve to amend the budget to set the Chamber of Commerce & Welcome Center budget at \$46,159 pending additional information on advertising. Commissioner Vincent seconded the motion. The motion carried 4 - 1. Vice Mayor Dodd voted no.

Vice Mayor Dodd made a motion to approve the requested amount of donations from the organizations present, excluding the Broward Coalition for the Homeless, for a total amount \$12,442. Commissioner Sasser seconded the motion. The motion carried 5 - 0.

Vice Mayor Dodd made a motion to adopt Resolution 2010-28. Commissioner Sasser seconded the motion. The motion carried 5 - 0.

6. ANNOUNCEMENT OF 2ND AND FINAL PUBLIC HEARING ON MILLAGE AND BUDGET

Vice Mayor Dodd thanked Town staff for their work on the budget.

Commissioner Clotey did not want to see the millage rate increased. She reminded the Commission that numerous residents would see an increase in their taxes regardless of the Commission's decision.

Mayor Minnet also thanked staff for their work on the budget. She understood that additional work was to be done and she was sure that even with a decrease in revenues, the Town's quality of service would not diminish.

Commissioner Vincent thanked all of the organizations present for what they did for the community.

Mayor Minnet announced that the final budget hearing was to be held on September 27, 2010 at 6:00 p.m. in Jarvis Hall.

7. ADJOURNMENT

Commissioner Vincent made a motion to adjourn. With no further business before the Commission, Mayor Minnet adjourned the meeting at 8:40 p.m.

Mayor Roseann Minnet

ATTEST:

Town Clerk, June White

Date

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