

# Town of Lauderdale-by-the-Sea

## OFFICE OF THE TOWN MANAGER

### Memorandum

**Date:** October 8, 2010

**To:** Mayor Roseann Minnet  
 Commissioner Stuart Dodd  
 Commissioner Birute Clottey  
 Commissioner Scot Sasser  
 Commissioner Chris Vincent

**From:** Connie Hoffmann, Interim Town Manager 

**Subject:** Town Manager Report

#### Clarification on Chamber of Commerce Contribution

I would appreciate clarification on three issues regarding the Town's contribution to the Chamber of Commerce.

- 1) The Chamber is inquiring whether they will receive from the Town the approximate \$9,400 that was withheld from their approved contribution by the former Town Manager. Vice Mayor Dodd raised the issue at one of the budget discussions, but the full Commission did not respond to the question. If it is your intent that those funds be remitted to the Chamber, I need that direction before we close the books on the last fiscal year.
- 2) The minutes from the discussion of the contribution to the Chamber of Commerce indicate that the Chamber was to provide clarification on the expenditure of the \$11,159 for advertising. The Chamber indicates they sent the attached advertising breakdown to the Commission on September 17<sup>th</sup>. Please advise me whether this information fulfills your request, as we need to set up our monthly payments to the Chamber in the new fiscal year.
- 3) The Town did not enter into an agreement with the Chamber last year regarding the expenditure of the Town's contribution, although there had been an agreement in prior years. Is it your intent that we develop an agreement that addresses the use of the Town's contribution in the current fiscal year? And, can I make the first month's contribution to the Chamber before we execute such an agreement?

Congratulations to the Chamber on the great turnout for the Fish Fry on Wednesday night.

### Fiscal Year End

The Finance staff is hard at work closing out the records for the fiscal year that just ended and working with the new auditors. We have retained the services of a former municipal controller to go through all of the past depreciation schedules to determine how much money has been set aside to replace various capital assets in the depreciation account. Once we have that analysis done, we will be in a position to correctly appropriate from those funds when we are replacing capital equipment.

### Global Coral Reef Alliance Agreement

The Town Attorney has been in recent contact with Dr. Goreau's attorney and will be providing an update on progress of discussions regarding contract amendments at the Commission meeting.

### LETF Funds

The Vice Mayor had requested a breakdown of the amount spent on painting and carpeting expenses from LETF funds for the public safety complex. The contractor has indicated the amount for those items was \$4,545.

### New Parking Permits

The replacement of the beach permit parking signs with resident permit parking only signs will be completed next week. It should be noted that the old beach permits had no limitations on the number of hours someone could stay in the space. If someone with a resident permit parks in what used to be designated as a beach space, they can park for an unlimited amount of hours up until 2 am because of code provisions regarding beach parking. When we repeal the section of the code that deals with beach parking permits, the Commission will need to decide whether you wish to limit the number of hours that a car can park in those spaces.

### P&Z Board Request for E-Mail Blasts

At their September meeting, the P&Z Board asked that staff send the P&Z Board agendas via email to local organizations, associations, members of the public, and churches in order to increase public involvement and attendance at their meetings.

Town staff will look at building that capability into the website when we redesign it this year to automatically send such an email when the P&Z Board agenda is loaded onto the website. There is also the possibility that we will be able to use Code Red software to do this once we have this program up and running. (It is budgeted).

### Tennis Court Lighting

In answer to the question posed at the last Commission meeting, we issued 84 tennis court keys last fiscal year for total revenue of \$6,825. (The annual fee last year was \$105, but fees are prorated so if you buy a key in June, you would only pay \$35.)

We will be looking at options to improve the lighting at the tennis courts at less cost than the estimates provided at your last meeting.

Use of Fire Assessment Fees for Beach Patrol

Burton and Associates has provided an opinion to the Town that use of fire assessment fees to fund the VFD's beach patrol operation is valid.

CH



## LAUDERDALE-BY-THE-SEA CHAMBER OF COMMERCE Projected Advertising Budget Overview - 2010-1011

---

The Lauderdale-By-The-Sea Chamber of Commerce has formulated a strategic plan to aggressively market the Town of Lauderdale-By-The-Sea as an appealing and highly desirable tourist destination throughout the world. Using the \$11,500 budgeted for this purpose, decisions were made to obtain the best results within these constraints. If additional advertising funds become available, new campaigns will be considered.

While print media has been a popular outlet for advertising in the past, the present and future realities are overwhelmingly in favor of focusing direction online where the world's traveling population looks for information when considering vacation destinations. The decision to go exclusively online is a wise one and also necessary due to current limitations placed on the budget. In short, the best use of all monies presently allocated is through electronic media, including, but not limited to, ads placed on Google, Facebook, TripAdvisor, Expedia, Orbitz and other mega-sites.

### Google

The massive worldwide popularity of Google needs no explanation or introduction. It therefore stands to reason that advertising on this search engine is a bright use of funds. Through Google's AdWords program, it is possible to target ads according to keywords performed in popular searches for travel to beachfront destinations like Lauderdale-By-The-Sea. The monthly budget can be customized throughout the year using a dynamic plan which can also be modified as necessary based on results. Numerous campaigns can be launched simultaneously using different configurations of keywords as well as international region targeting, all of which make Google an excellent choice for maximizing this year's advertising budget.

### facebook

Placing a variety of ads on the world's most popular social networking web site, Facebook, is one of the best opportunities on the Internet for targeted advertising. Because Facebook users provide information about their age, gender, location and interests, the Chamber can target its ads directly to the demographic the town wants to reach. This is truly the most powerful form of advertising available today, as nearly half the world's population is now on Facebook. People treat Facebook as an authentic part of their lives, so we can be sure we are connecting with real people with real interest in travel. This maximizes the potential results exponentially. The campaign also ties in directly with the Chamber's own Lauderdale-By-The-Sea Facebook page.

### tripadvisor®

A recent site satisfaction survey revealed that 97 percent of travelers are likely to use TripAdvisor to plan their next trip and 96 percent would recommend TripAdvisor to a friend, relative or colleague. TripAdvisor has emerged as the undisputed leader in the online travel category by providing it's members with the most comprehensive, unbiased and honest travel information on the web for hotels, restaurants and attractions worldwide. With over 25 million monthly visitors, TripAdvisor is not only the largest online travel resource, it is also one of the most trusted. To promote Lauderdale-By-The-Sea using this resource is truly one of the best choices in online advertising.

### Expedia® ORBITZ

With the highest brand recognition of any online travel site, Expedia.com is a trusted resource for consumers. In turn, Expedia is the ideal place for Lauderdale-By-The-Sea to reach targeted shoppers who are researching or planning trips. Visitors to Expedia.com represent a global audience with significant purchasing power. The LBTS Chamber's plan is to tap into that vast network of in-market consumers and maximize exposure for the town internationally. Likewise, Orbitz has established itself as one of the top destinations for hotel shoppers and destination decision-making. Orbitz targeted banners allow Lauderdale-By-The-Sea to aim messages directly at the town's target markets. Banners will be delivered to travelers in the LBTS feeder market and to customers who are looking for information about travel to the South Florida region.



## TOWN MANAGER'S 8/20 /2010 LIST OF SIGNIFICANT ASSIGNMENTS/PROJECTS

PROJECT AREA	STATUS	TO COMMISSION
<b>RESOLUTIONS &amp; ORDINANCES</b>		
Sign code cleanup	Town Atty has revised sign code to reflect current case law and to make it easier to follow. P&Z Board reviewed and approved the revisions to the ordinance but want to review content of sign code once these housekeeping revisions are made.	1st reading in October
Non-profit & church waiver from temp sign fees	TAtty working on a new resolution	
Comp Plan Updates: Greenhouse Gas and Schools	Consultant Walter Keller has submitted these updates; they were reviewed by the P&Z Bd in June & July. Notice of intent approved at Aug 25th mtg. Commission approved 1st reading & transmittal of plan amendments to DCA in Spetember.	Spring 2011
Other Fire Inspection Fee Modifications	Staff & Fire Marshall are evaluating fire inspection fees to align them with actual costs.	December

## TOWN MANAGER'S 8/20 /2010 LIST OF SIGNIFICANT ASSIGNMENTS/PROJECTS

PROJECT AREA	STATUS	TO COMMISSION
<b>ADMINISTRATIVE ISSUES</b>		
Outdated Technology	Report from consultant received. PC & laptop replacements called for completed. Funds included in FY 2010/2011 budget to network servers for better efficiency & other hardware improvements. Included \$25K in budget to replace telephone system. Don Prince is looking at other cities' bids/contracts for telephone systems.	November roundtable explanation of plan for technology
Personnel Policies	Policies are outdated and need a substantial overhaul; Town Manager to prepare proposed revisions for Commission review in September	October roundtable
Purchasing Policies	Request for review/updating of purchasing policies. T Atty has prepared a boilerplate RFP format that we are now using. Project to review purchasing policies on back burner due to other higher priorities.	
Town Website Improvements	Funding proposed in FY 2010/2011 budget to improve the website from the user's perspective & reflect our brand better than it currently does. Staff now preparing an RFP to select consultant to do the work in October.	December
Revisions to Dept. Monthly Reports	Development Services and Finance Depts and Municipal Services reports revised. Additional improvements coming. Will September VFD report reflected changes in format made by new Chief.	

## TOWN MANAGER'S 8/20 /2010 LIST OF SIGNIFICANT ASSIGNMENTS/PROJECTS

PROJECT AREA	STATUS	TO COMMISSION
<b>BUDGET</b>		
Current Year Budget vs Actual Analysis	With crush of business did not provide a 3rd Quarter report to the Commission, however, monitored revenues and expenditures carefully throughout the budget preparation process. With final budget proposal have provided the Commission with line item projections for the current fiscal year for all funds. Commission with info on areas of concern in budget message	4th Quarter analysis will be sent to TC in October
Town Attorney fee arrangements	Discussed fee arrangement with Town Attorney and will provide update to the Commission at October roundtable.	October roundtable
Evaluation of cost reduction alternatives for building services	Presented report to Commission in July; direction to come back in 6 months w proposals	Jan. 2011
Volunteer Fire Department budget & Agreement	Amendments to the agreement with the VFD reviewed with VFD Board of Directors on 10/6/2010 & will go to full membership for a vote on Monday, 10/11. Will come to Commission at October roundtable and for formal vote in November.	October roundtable
Chamber of Commerce Funding request	Commission agreed upon \$35,000 operating budget. Commission to advise on acceptability of advertising plan. Funds included in the budget for both.	October
Contracts w Recreation Instructors	New contracts drafted with tennis & karate instructors which will reflect a revenue sharing arrangement. Consultant has met with them and they are in agreement with the concept. Karate instructor just responded with proposed fees.	Tennis agreement on Sept 24 agenda; Karate Instructor agreement will come to Commission in November
Year-End Budget Adjustments	Historically the Town has made adjustments to the prior year budget during the auditing process and before the prior fiscal year's books are closed. The current administration brought budget adjustments to the Commission for approval throughout the past six months, but there may be a need to adopt those adjustments by resolution rather than by motion. In addition, we will be bringing back some adjustments necessary to effect some of the changes in transfers between funds and the new fiscal year budget structure.	November

## TOWN MANAGER'S 8/20 /2010 LIST OF SIGNIFICANT ASSIGNMENTS/PROJECTS

PROJECT AREA	STATUS	TO COMMISSION
<b>CAPITAL PROJECTS</b>		
A1A Landscape/Streetscape LAP Project Pine Island to Terra Mar	Commission reviewed project at Sept roundtable. Public input meeting held on Sept. 21 and MPSC reviewed again. Decision to remove section in front of Sea Ranch Lakes residential area from the plan. Asst TMgr to ask Sea Ranch Center for maintenance committment by end of October. Now goes to final design phase.	
El Mar Dr Streetscape Project	MPSC recommendations have been provided to the Commission. Commission needs to direct staff whether to cost out project as MPSC has recommended.	November roundtable
Swimming Pool at Public Safety Bldg	Got study results back, no asbestos. Don Prince is arranging for bids to fill in pool.	
Stormwater Projects	Presented recommendations on priorities to Commission at Sept. 20 roundtable. Approximately \$720,000 included in CIP in FY 2011 for stormwater projects. Staff assigning smaller priority projects to Town Engineer Chen to design. CCNA RFPs will be prepared for design contract awards on larger projects. VM Dodd has asked that Pavillion drainage project be discussed at October roundtable	October roundtable
Tennis Court lighting	Discussed briefly at Sept 20 roundtable. Staff researching less expensive alternatives w Mayor's assistance. Info on tennis revenue/# of jkeys issued provided in October Town Mar's report.	
Public bathroom facilities near beach	Commission decided to defer decision until master plan update addresses the issue.	Summer 2011
Coral Reef Project	GCRA has advised permitting agencies project is on hold. Town Attorney & TMgr discussed new contract proposal with Global Coral Reef Alliance's attorney week of Sept. 27th. TAtty sent revised, simpler contract amendment to GCRA atty on 9/30.	

## TOWN MANAGER'S 8/20 /2010 LIST OF SIGNIFICANT ASSIGNMENTS/PROJECTS

PROJECT AREA	STATUS	TO COMMISSION
<b>PLANNING &amp; DEVELOPMENT ISSUES</b>		
Sea Lord Hotel drainage issue	Drainage permit is ready to be picked up. We are awaiting the owner to provide a Change of Contractor form for the "new" contractor.	won't come back to Commission
4337 Seagrape Drive drainage	1. The permit was issued and was picked up by the customer on 9/15/10. There have not been any inspections called in as yet. I tried to contact them this afternoon to get a possible timetable, but was unable to get an answer. I'll try again later on and in the AM. 2. The property owner submitted a request for extension to the Magistrate on September 15, 2010. The Magistrate granted an extension for 90 days (Until December 14, 2010) and if not in compliance by then a \$150 dollar per day fine would commence.	won't come back to Commission
Status of Contracts for Planning Services	Town has 2 open contracts for planning services - Walter Keller and Keith & Schnars - and Chen have all done some plng under. Need to determine relative experience and cost of all three and make recommendations to TC on how to handle. Due to workload, this will not occur until October at best.	Fall 2010
Visioning & Master Plan Updates	Staff preparing a report on which 2004 Master Plan recommendations have been implemented in all or part. TMgr to outline suggested approach.	October roundtable
<b>FINANCIAL MATTERS</b>		
Banking Services Agreement	Town consolidated various Sun Bank accounts effective October 1. TAtty' advises that, with notice, Town can terminate existing agreement. Staff is preparing an RFP to go to market for banking services agreement proposals.	Winter 2011
Improved efficiency in finance operations	Consultant has identified numerous efficiency improvement opportunities & is now implementing them as Acting Finance Director. Funds included in new budget to buy upgrades for financial system. Will order accounts receivable module first, as that will	
LETF Reimbursement	Reported Town will return \$79,000 to LETF as public safety building project came in well under the appropriation for it. Commission to decide on other costs.	October
Review of Boat Ordinances & Fishing Ordinance	Commission asked that these items come back for discussion in September; since Sept agendas are so full, suggest items be placed on the October roundtable instead	October roundtable

## TOWN MANAGER'S 8/20 /2010 LIST OF SIGNIFICANT ASSIGNMENTS/PROJECTS

PROJECT AREA	STATUS	TO COMMISSION
<b>OTHER ACTION ITEMS</b>		
Town Calendar	At 4/16 roundtable, Commission expressed desire to have recurring events placed on calendar two years in advance	
Choice Environmental Negotiations	Comm. Sasser, Town Attorney & Asst T Mgr have met with w Choice several times on a variety of issues; Ordinance amending mixed use options and providing for temporary suspension of service was adopted by the Commission on 1st reading on 7/27 and on 8/25 on second reading. Negotiations with Choice on other issues continues.	Commissioner Sasser reports on progress in his Commissioner reports
Lease of warehouse	Intent is to lease out north half of warehouse & offices. Staff developing an RFP for a leasing agent.	
Revisions to Special Events Policy	Staff to draft amendments to policy to allow for TMgr approval of some events; fee schedule to reflect \$200 for annual events or higher #?; look at issue of a Traffic control officer being mandated at some events (discuss w Police Chief)	November
Reso 1222 - Retiree Health Insurance	to come back to the Commission for discussion	October roundtable
Charter Review Board	Commission to appoint Board	
Commission Districts Study	Intent is to hire a university to do analysis of balanced districts for the Commission election in 2014; RFP for study to Commission in Spring 2012 so that districts can be designated by September 2012 as required by Charter Article 6-6.1 (5).	Spring 2012
Investigation of Missing Halloween & Easter Items	TM met with Police Chief 9/24 for his input on information needed to start the investigation All invoices/payments pulled for Easter, Halloween & Fourth of July events. Municipal Services Director has searched warehouse and noted which items the Town has in its possession. List of items of significant value missing will be provided to BSO week of October 11th.	

**TOWN MANAGER'S 8/20 /2010 LIST OF SIGNIFICANT ASSIGNMENTS/PROJECTS**

PROJECT AREA	STATUS	TO COMMISSION
<b>TRAFFIC/PARKING ISSUES</b>		
Imperial Lane Traffic Calming	Commission reviewed Traffic Engineer's plan & directed us to implement. Staff to discuss with neighborhood. Neighborhood entryway features will be considered as part of neighborhood entryway program. Town Engineer is coordinating with the State & County to implement the traffic light revisions recommended by the Traffic Engineer. Asst TMgr will	
Trial Valet Project	Plan approved by Commission in July. Valet Parking operation in trial stage. Staff recommends extending trial period.	report to TC at October roundtable
Open outlet to alley from Pier pkg lot	Walter Keller did on-site evaluation on Aug 5th and recommendations provided Aug 13th. Copy given to Pier tenants to evaluate their costs and to the Commission. Advised Commission we will proceed unless they ask for discussion.	
Red light camera for Comm'l/A1A inter	Have prepared a report on implementation issues for Commission review. Deferred to October roundtable due to heavy meeting schedule in Sept.	Oct roundtable
Bel Air traffic light issues	Traffic count to be requested to be done during season; Comm. Clotey has advised that light near the church is now working properly	March (2011)
Town-wide Parking Study	Keller updating parking inventory data in 2005 parking study, but not utilization data as that will involve more expense and time. RFP for Parking study was reviewed by Commission in September. RFP to be released to vendors week of October 11th.	December
Reduction of Parking Requirements	At 6/23 mtg TC asked that we look at possible parking requirements in the downtown. Walter Keller tasked to look at options and prepare recommendations. Have reviewed his preliminary work & asked for more details. Due back to Town on 10/13 and will be placed on October roundtable agenda, then go to P&Z for review in November.	October roundtable
Expand Sun trolley to LBTS	Mayor interested in possibility of having the Sun Trolley in Fort Lauderdale expand into LBTS or having Pelican Hopper go to Galt Ocean Mile to meet it; investigate option of using Pelican Hopper grant to do so.	
Wings Parking Lot	Commission authorized legal actual to effect transfer of the property in September.	

## TOWN MANAGER'S 8/20 /2010 LIST OF SIGNIFICANT ASSIGNMENTS/PROJECTS

PROJECT AREA	STATUS	TO COMMISSION
<b>2010 COMPLETED ASSIGNMENTS</b>		
Relay info by email to Commission	Commission requested that former Town Admn send as much info to them by email as possible; new Town administration implemented in May 2010	
Jarvis Hall lighting improvements	completed in June	
Chapter 2 Administration Ordinances	Adopted in June & July 2010	
Ordinance re P&Z Bd & Bd of Adjustment	adopted in May 2010	
Ethics Ordinance	Adopted in July 2010	
Code of Conduct	All Commissioners signed in July 2010	
Lien Mitigation Policy	Commission adopted new policy in June 2010. First liens mitigated under the program in September 2010.	
LAP project match	TC was advised of town's match requirements at 5/25 mtg	
Speeding on Seagrape	BSO conducted traffic enforcement on Seagrape throughout April & May	
Analysis of Contingencies & Reserves	Was provided to the Commission in June; projections are contained in the budget message	
July 4th Fireworks	completed	
Colon payout	inquiry completed; litigation commenced; settlement agreement approved by TC in July; reimbursement rcv'd in amount agreed upon from Colon in August; TA withdrew lawsuit	
Appoint Audit Committee & RFP for External Auditor	Both completed; Audit Committee reviewed & revised RFP, met & ranked proposers.	
Additional Bocce Court	Completed week of 8/15.	
Olinzock final separation	On 6/22 TC decided to revise termination to "with cause"	
Granicus	Report provided to TC on 5/25 agenda; staff reviewed list of Granicus features Comm. Vincent submitted & provided report that we use almost all features	
Soccer program	Town staff approved lease of soccer field for soccer camp	
24 Hours Opening Ordinance	staff researched other cities' practices; ordinance reviewed and recommended 3-2 by P&Z Board at their June meeting; Commission decided not to proceed with ordinance on July 27th	
More detailed Commission mtg minutes	At the 4/12 roundtable mtg the Commission asked that Commission minutes contain more detail. This is now being done & the Commission has expressed approval of the degree of detail.	
Perez & Associates site plan issues	have been issued a permit after meetings with Jeff Bowman; detrmind they would be exempt from site plan requirements if they changed their renovations from a duplex to a triplex which they did	
Pavillion Clock	Clock deemed not appropriate for proposed location by the four Commissioners who viewed it, so clock returned to maker. No cost to the Town.	

## TOWN MANAGER'S 8/20 /2010 LIST OF SIGNIFICANT ASSIGNMENTS/PROJECTS

PROJECT AREA	STATUS	TO COMMISSION
Stormwater Plan Contract Questions	Asst TM completed review of Chen contract and prior studies to determine compliance w contract terms. Concluded Chen complied with contract terms.	
Ord 2010-3 City Organization Ord 2010-4	Commission reviewed suggestions at 6/23 roundtable; Ordinance passed on first reading in July and second reading in August.	
Monthly Report from Chamber of Commerce	At the 4/16 roundtable mtg the TC asked the Chamber to provide a monthly report to the Town. Chamber's newsletter which provides statistical data is provided to the TC.	
Corner Lot Pool Ordinance	Passed on first reading in August & 2nd reading in August, 2010	
Abandoned Property Ordinance	Passed on 1st reading in August, 2nd reading in September 2010	
Reduce Fire Inspection Fees for Small Business	Passed on 1st reading in August, 2nd reading in September 2010	
Appropriation to cover budget shortfalls from Colon payout	Completed. Commission approved appropriations in June & August 2010.	
Chamber of Commerce roof	Completed in September 2010	
Selection of External Auditor	Grau & Associates selected as recommended by Audit Committee.	
Cash Reports	Provided report to Commission on September 14th. Will provide quarterly in future.	
Investment Policy & Review of Current Investments	Presented new investment policy for TC consideration at September 14th meeting and reported on current investments at the same meeting.	
Withholding of \$7,000 from Chamber of Commerce	At 4/16 roundtable meeting the Commission discussed the former TMgr's decision to withhold funding from the Chamber due to their financial reports showing a profit for 2009. Commission asked the Town Atty to provide legal advice on this matter. Topic has come up several times at Commission meetings, but no direction to make the payment, so moving this item to completed list.	
Ordinance amending code on accessory buildings	Staff developed an ordinance & P&Z Board reviewed it and recommended approval. Notice of intent on 8/25 agenda.	
Status of projects approved in prior fiscal years & closeout of old projects	Addressed in CIP plan presented at September 20 roundtable	
Senior Program Operation Issues	Commission concerned whether Town satisfying grant requirements, policy of charging non-residents and pt residents, and hold harmless forms participants required to fill out. TM provided TC with a report on what the grant requires during week of August 9th. Implementing changes to improve compliance. Recommend we drop hold harmless agreements.	
Town Atty budget overrun	\$50,000 appropriated from contingencies in Sept. to cover projected overrun.	