

**CITY OF BELLEVIEW
WORKSHOP MEETING
AGENDA**

**BELLEVIEW CITY HALL
COMMISSION CHAMBERS**

August 27, 2007

6:00 PM

Mayor TAMMY MOORE
Seat 1 MICHAEL GOLDMAN
Seat 2 KENNETH R. NADEAU
Seat 3 WILMA LOAR
Seat 4 CHRISTINE C. DOBKOWSKI

IF A PERSON SHOULD DESIRE TO APPEAL ANY DECISION MADE BY THE BOARD OR COMMISSION A VERBATIM RECORD OF THE PROCEEDINGS WHICH INCLUDES THE TESTIMONY AND EVIDENCE UPON WHICH THE APPEAL IS TO BE BASED MAY BE NEEDED. IT IS YOUR RESPONSIBILITY TO HIRE A COURT REPORTER TO MAKE A VERBATIM TRANSCRIPT, OR A TAPE OF THE MEETING CAN BE PURCHASED FOR \$5.00/TAPE AT THE CITY CLERK'S OFFICE. THE CITY IS NOT RESPONSIBLE FOR ANY MECHANICAL FAILURE OF RECORDING EQUIPMENT.

This meeting has been properly noticed *PD*

AGENDA

Strategic Planning Session

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STRATEGIC PLANNING

Mayor Moore called the meeting to order and turned the meeting over to Mr. Moyer.

Mr. Moyer stated that he wanted everyone to be open minded and to actively listen. People start to listen and then they close down so listen actively and don't jump to conclusions, but jump to solutions. Strategic planning was solutions. People who only look in the rear view mirror and not in the front get messed up so listen actively.

Tonight the goal was the presentations that everyone prepared.

1) Commissioner Dobkowski stated her presentation was about the City's perception or image. The City staff and Commission interact with citizens throughout the year. The Commissioner stated she worked on this presentation with Tom Cafaro, the PWD Monroe, Parks and Recreation staff and I.T. Coordinator Towne. Her Mission was to build relationships that would help her do her job as a Commissioner. She planned to meet as many local and state representatives as possible. She felt it was a good idea to have delegates to the County Commission and School Board. Suggestions were for voter turnout was to send mail out to all the register voters in the COB; put reminders of meetings and events on the water bills and website.

Tom Cafaro came forward and stated the COB had small town charm. We live and work in this environment so citizens could enjoy the City. When you walk around Lake Lillian, you hear the children laughing and that was why we lived here and we make this City a cut above.

Mr. Cafaro stated he wanted to hold events to bring back the home town atmosphere. He would like to see some live entertainment around Lake Lillian the last Saturday of every month which could be sponsored in part by local businesses. There would be free activities i.e. antique car shows; art & craft shows; remote control sail boat regattas; motorcycle shows; symphony around the Lake/under the stars; taste of Belleview from local restaurants; hometown games; talent shows, pet and beauty contests; monthly fishing with local businesses stocking the Lake for the children. The vendors and local businesses would pay for the events and the City could charge for the banners.

Mr. Cafaro stated make the website customer friendly so they could pay their bills on line. Customer blogs could be used to see what people think of the COB. A City marquis could be used to give out information to the citizens.

Mayor Moore stated she commended Commissioner Dobkowski's involvement with the County and she liked the idea to have a delegate for County Commissioners. Commissioner Goldman stated he thought the marquee was great idea. Mayor Moore stated she liked getting the information out on the website and holding the live events at Lake Lillian.

Commissioner Loar stated the involvement with the County Commissioners was a plus and the marquee was a good idea. The Commissioner also liked the Lake Lillian project with the live entertainment which would go along with the water park. Commissioner Goldman stated along with the pet contest and beauty contest he would also like to see a Commissioner dunking tank.

Mr. Moyer stated that he liked the suggestions and the City could take an action step here, but you had to prioritize.

2) Commissioner Goldman stated he was assigned traffic and transportation and he, also, talked to Mr. Cafaro. All of the citizens had to deal with the traffic; we sit in it and as we wait, we complain.

In 2005 a long range transportation plan was done and the goals were: a) Build more roads/expand by building; b) Better management of the current roads; c) ITS - Intelligent Transportation System was a blueprint for a number of things: traffic signals; sensors under roads that change per the traffic.

Commissioner Goldman stated he was amazed at the cost to manage traffic signals which runs \$1.5 to \$2.3 million dollars and that did not cover the upkeep of the system. It would help but it would be expensive.

Commissioner Goldman stated his suggestions: Part one was how to take care of traffic; part two was expansion of the current road system. Roads need to be updated and/or built. Baseline was the most important road: it begins with 4 lines and then stops. It needs to continue up to C-25. They were asking for an over pass on SE 102 Place to 301 which would cost \$23 million dollars. SE 100 Street had a tremendous number of hurdles from Baseline to 441 across to 467 but would move traffic away from the center of town. The City, County and State need to get these roads updated and paved and they could use the COB as a test market for ITS.

Commissioner Goldman stated people need to stop driving their cars and he checked into having SunTran but the City was too far away.

ITS was not just signaling lights, it controlled the road as things come in, the sensors pick up the traffic problems and the traffic signals change to eliminate the traffic problem. ITS solution was expensive to maintain but it might work here. Three roads: 301 and 484 and Baseline burst right into the center of town and this system could be a great way to move traffic more rapidly.

Mayor Moore stated to get traffic off of Front Street and the 100th Street ideas were good. 92nd would be used more when the trains come through.

Mr. Shrum stated that was a project of the TPO and we had to start managing our traffic. The ITS was an advanced traffic maintenance system which was in the works and the COB was included because of 441; our traffic signals need to be linked.

c) Commissioner Nadeau stated he was assigned annexation and the strengths would be: we would have a defined service area; people were willing to be annexed; part of our community would improve. There were only a few enclaves in the City which could create issues.

Weaknesses: costs to be annexed; municipal resistance remains because people do not wish to be served by the COB, ex. Golf Park; City was not pro active but reactive to annexation. Water and sewer fees within our service area would increase if we decide not to extend our service

Commercial Opportunities: Highway 441/301; C-25; 35; 484. Commissioner Nadeau stated that the City of Wildwood annexed every piece of property from the County to the COB which was very progressive because that would be a huge commercial corridor.

Residential Opportunities: Fees for City inspection and impact fees.

Restoration effort: when we annex County property, we were forced to live with what the County approved. We would have a voice if they were annexed into the City. The higher density of the County meant more people; as a result more police were needed.

Short Term Plan: clear enclaves. waive fees to get enclaves annexed and identify commercial areas and contact property owners to the south.

Long term Plan:

1. on going relations with County Planning Staff
2. update our zoning, on going
3. locate grants for areas next to City that did not have City services: Asber, Coral Ridge, Floyds.
4. two blocks from the sewer plant were two dirt roads with no sewer; pave the roads and give them W&S and bring them into the COB

Commissioner Dobkowski asked about the property tax and Commissioner Nadeau stated the City would look at transactions to prorate the property tax and the cost would be passed on to the user. Commissioner Loar stated the Commissioners could contact them on a one to one basis and deal with these problem areas.

Commissioner Loar stated she was assigned Parks and Recreation and we discuss this at every Commission meeting. Softball was coming in and that was a good prospectus. The City was looking at grants and each year we were improving the recreation and parks. The water park was coming soon. The Commissioner recommended beautifying Lake Lillian by getting donations and volunteers who wanted to get out and help the community.

Short term: what were we working on soft ball and collegiate baseball team; restrooms; dug outs.

Long term: we were looking for grants and advertise for different teams for the sports complex. Mt. Dora got a grant for revitalizing their City. In the letters the Mayor received about revitalizing the COB, the main complaint was about the gas stations. We could soften that commercial area by placing medians in the middle of the road. Mayor Moore stated they were told no more plants in the medians.

Commissioner Nadeau stated to include the development of the park of 27 acres with the walking trails. City Hall Park, the development of the baseball fields and soccer fields; the water park could not get developed until Public Works moves out. The Clerk stated they were putting out an RFP for costs. Commissioner Goldman stated to add property to the existing Sports Complex.

5) Mayor Moore stated she was assigned economic development:

Commercial businesses – in the future she could see steak house restaurants that were opened in the evenings and a Sweet Tomatoes restaurant which was the number one restaurant the citizens stated they wanted to see in the COB.

Mayor Moore stated the majority of people who responded to her survey wanted an old south look and second most popular was Spanish style. The feed back she got from the citizens was what they wanted to see in the City in the future. She had 18 responses of which 15 were citizens. We have 9 gas stations and 15 pizza places in the City and that was the perception they wanted to change. Mayor Moore stated that Leesburg and Apopka had community redevelopment districts and their businesses got face lifts.

Mayor Moore stated in order to change the perception of the City and get them away from gasoline alley, we had to designate a down town area and go forward with the revitalization.

Commissioner Nadeau stated that they needed to look at things that would attract businesses and possibly partner with the Chamber of Commerce. Commissioner Goldman stated the style should move out from this building and grow. Mayor Moore stated we could establish it as a Community Revitalization Area which would allow us to get different types of money. Mayor Moore stated they had to get the citizens involved to get the grants. Commissioner Nadeau stated that the location was working against us.

Mr. Moyer asked what was top priority: working on short time goals or working on one or two items over the next year.

Mayor Moore stated the water park was going forward

Meeting was adjourned at 8:00 PM

ATTEST:

Sandi McKamey, MMC, CPM
City Clerk/Administrator