



City of Venice

401 West Venice Avenue
Venice, FL 34285
www.venicegov.com

Meeting Minutes City Council

Tuesday, April 29, 2014

9:00 AM

Council Chambers

Special Event/Economic Development Resource Workshop

CALL TO ORDER

Mayor Holic called the meeting to order at 9:01 a.m.

ROLL CALL

Present: 7 - Council Member Jim Bennett, Council Member Emilio Carlesimo, Council Member Kit McKeon, Council Member David Sherman, Council Member Jeanette Gates, Council Member Bob Daniels and Mayor John Holic

Also Present

Assistant City Attorney Kelly Fernandez, City Clerk Lori Stelzer, City Manager Ed Lavallee, Recording Secretary Judy Gamel, and for certain items on the agenda: Planner Roger Clark, Fire Chief Jim Warman, Public Works Director John Veneziano, and Airport Administrator Chris Rozansky.

PLEDGE OF ALLEGIANCE

The Pledge of Allegiance was led by Ms. Fernandez.

I. SPECIAL EVENTS

Mayor Holic provided an overview of the meeting format.

a. Application Process

Mr. Clark provided an overview of the event process to include the online application, cost for city services, and event inspections, and displayed a 2014 event frequency chart.

Discussion followed on the organization type being annotated in the event agreement, revenue put back into the community vs. what is put into the organization, modification of agreement to indicate the organization designation.

Mr. Lavallee provided clarification to the event agreement form.

Discussion continued on the importance of revenue tracking, staff time committed to special events, event follow up, shared responsibilities of event inspections, and providing a staff phone roster for weekend events.

Mr. Lavallee discussed the need for a post event review process.

Discussion followed on staff assisting with special events planning, increase in events, and the need for a balance.

b. 14-0577

Contract Requirements

Recess was taken from 10:31 a.m. until 10:40 a.m.

i. Staffing duties and needs, i.e. monitoring events and public safety

Mr. Lavallee reviewed police and fire personnel costs, public safety, modifying traffic signals, satellite parking, and reducing costs for police at special events.

Discussion followed regarding costs for city police officers versus county officers, statutory provisions for developing extra support, concerns with private security guards, City of Sarasota utilizing Sheriff's Department services, maintaining a competitive edge, benefit costs, overtime costs for special events, hiring Sheriff's Department personnel for special events, justification for manpower costs, and traffic control for large events.

Kat Quast, Venice MainStreet Executive Director, commented on the procedures for volunteering to work at special events.

Dan Boone, Boone Law Firm, discussed different problems associated with holding events at the airport and downtown.

Discussion ensued regarding the need for satellite parking, traffic control, and obtaining public input relating to traffic concerns.

Barbara Quinn, Women's Sertoma Sun Fiesta representative, commented on the requirement for police coverage when alcohol is served.

John Osmulski, President of Venice Christmas Boat Parade, discussed costs for hiring county versus city officers, and answered council questions relating to entry fees and volunteer efforts that support the event.

Mr. Lavallee explained permit fee requirements and costs.

Discussion followed regarding budgeting for special event relief of costs.

ii. Using private resources vs. city resources

iii. City Rates, including public safety, showmobile, airport festival grounds

Mr. Lavallee advised that staff would research contractual obligations for public safety costs.

Mr. Clark answered questions relating to set up and breakdown costs.

Mr. Rozansky answered questions concerning determining event costs and clean up schedules.

Joe Pokorney, Rotary representative, commented on recent infrastructure improvements to the airport and after event cleanup regulations.

iv. Sponsor responsibilities

Mr. Lavallee reviewed sponsor responsibility costs.

Discussion followed regarding funding sporting events.

Don Fisher, BBQ Bash, stated that the total economic impact of the BBQ Bash event to Venice was \$2,228,200, expressed concerns regarding utilizing shuttle services, and read correspondence from an event participant commending volunteers.

Mr. Lavallee pointed out improvements made to the airport festival grounds by special event sponsors.

Andrea Cooper, Wine Feast, noted monetary support provided by the event and also expressed concerns with the city's permitting process and event costs.

Mr. Lavallee indicated he would research discrepancies in event costs.

Linda Wilson, Venice Farmer's Market Manager, requested clarification relating to timing of requests by city staff to close the market to accommodate special events.

Barbara Quinn pointed out that 501(c)(3) organizations are required to file with the Internal Revenue Service and commended efforts by the city to accommodate Sun Fiesta activities.

c. 14-0578 Allocation of Costs

Mr. Clark stated there are no costs for equipment such as fire trucks, and that costs charged for use of the showmobile do not cover its maintenance.

i. 14-0576 Budget Amount for Subsidizing Special Events (\$10,000 in FY 2013/14)

Mr. McKeon left the dais at 11:27 a.m. and displayed allocated costs and community support for 2014.

Discussion ensued regarding specific fees charged by event sponsors, organizations supported by special events, subsidizing charitable events with taxpayer money, and fairness of out of pocket costs paid by charitable organizations.

Mr. McKeon returned to the dais at 11:36 a.m.

Council members expressed their thoughts relating to subsidizing special events, special events being an important part of the Venice community, the difference in supporting versus subsidizing organizations and events, prior special event policies, subsidizing only police and fire, overtime costs, and balancing the budget.

Mr. Carlesimo left the meeting at 12:00 p.m. and returned at 12:02 p.m.

Discussion continued regarding the increasing number of events and budgeting additional funds.

Responding to council, Barbara Quinn reviewed additional ways to increase event profits.

Don Fisher explained that special events were joint ventures with the Economic Development Advisory Board.

John Osmulski offered suggestions to determine fair ways to subsidize special events.

Mike Monis, Budweiser, discussed problems with raising prices at special events.

Mary Littel, Sun Fiesta representative, pointed out difficulties that organizations face in trying to meet event costs.

Dan Boone suggested that a set price be established for use of city property for special events.

Denise Korwal, Chalk Festival, commented on revenues contributed to communities by special event organizers.

Recess was taken from 12:31 p.m. until 1:45 p.m.

Mayor Holic reviewed 2013 guidelines for approving relief of cost requests.

Council members commented on 2014 allocations for relief of costs.

Mr. Veneziano clarified that organizations were not charged for city employee time during regular working hours.

Mr. Lavallee concurred that police officers on regular duty were not billed as event costs, and explained that fire department personnel detailed to an event were billed as event costs because they were not available to make emergency calls.

Mr. McKeon left the meeting at 1:57 p.m.

Chief Warman explained costs for fire engine assignments at special events.

Mr. McKeon returned to the meeting at 1:58 p.m.

Discussion followed on police and fire presence at special events, responding to emergencies, sales tax revenue, showmobile staffing, researching existing request patterns, whether or not events generate money, funding from reserves versus general fund, events that request relief, and events permitted through the city.

Mr. Lavallee briefed council members on special event contract cost obligations, fire and police charges, and true costs to the city for special event services.

Ms. Stelzer reviewed council fiscal budget numbers.

Discussion continued on obtaining accurate costs, existing policies, and continuing relationships with the Tourist Development Council and Economic Development Corporation.

ii. Distribution of budgeted amount amongst the various special events

There was council consensus to provide a list of events and the amount of financial support requested on the May 13, 2014 council agenda.

iii. Underwriting for-profit and non-profit events

d. Location(s)

e. Multiple events on the same day/weekend

Discussion took place regarding whether or not the Farmer's Market is considered a merchant or an event.

Linda Wilson disclosed that she and her husband barricaded Tampa Avenue, indicated the Farmer's Market did not require paid police assistance, that she will advise vendors concerning protecting cash drawers, and briefed council members on efforts to control traffic when another event is taking place simultaneously.

f. Road closures

Council members discussed alternatives to closing two main downtown streets.

II. ECONOMIC DEVELOPMENT RESOURCE

Recess was taken from 2:56 p.m. until 3:00 p.m.

It was noted that the assistant city attorney will review the legalities of forming an association for police coverage.

Ms. Stelzer pointed out that there was an existing special event policy.

a. 14-0579 Review Criteria for Selection of Award for Request for Proposals

Mr. Lavalley reviewed efforts to provide a measurement criteria to obtain a satisfactory outcome toward requests for proposals for an economic development consultant.

Discussion ensued regarding membership in the Economic Development Council (EDC), having an economic development point person at city hall, and the original intent for approving this position.

III. AUDIENCE PARTICIPATION (5 minutes each speaker)

No one signed up to speak.

V. ADJOURNMENT

There being no further business to come before Council, the meeting was adjourned at 3:22 p.m.

ATTEST:

Mayor - City of Venice

City Clerk
