



# City of Venice

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

## Meeting Minutes City Council

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Friday, October 21, 2016

8:30 AM Village on the Isles, 930 S Tamiami Trail, Mark Manor,  
Renaissance Room

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### City Council Introduction to Annual Staff Retreat

#### CALL TO ORDER

City Manager Ed Lavallee called the meeting to order at 8:32 a.m.

#### ROLL CALL

#### ALSO PRESENT

City Clerk Lori Stelzer, City Manager Ed Lavallee, Recording Secretary Mercedes Barcia, Vice Mayor Kit McKeon, Council Members Fred Fraize and Rich Cautero, Fire Chief Shawn Carvey, Police Chief Tom Mattmuller, Utilities Director Tim Hochuli, Finance Director Linda Senne, Development Services Director Jeff Shrum, Public Works Director John Veneziano, Airport Director Mark Cervasio, City Engineer Kathleen Weeden, Information Technology Director Jeff Bolen, Director of Administrative Services Alan Bullock, Marketing and Communications Officer Lorraine Anderson, Assistant City Manager Len Bramble, and Building Official Frank O'Neill.

#### PLEDGE OF ALLEGIANCE

#### I. NEW BUSINESS

[16-2288](#)

8:30 a.m. - Welcome and Introduction: City Manager Ed Lavallee and Program Facilitator Betsy Steiner

Mr. Lavallee discussed the purpose of the meeting and introduced Program Facilitator Betsy Steiner. Ms. Steiner explained her role for the meeting.

[16-2289](#)

8:45 a.m. - City Council Goals - Fiscal Year 2017 Priorities and Strategies: City Manager Ed Lavallee and City Engineer Kathleen Weeden

Ms. Weeden spoke on capital projects, strategic goals, parks, bond referendum, and project funding.

Mr. Lavallee spoke on projects, bids, scope of work, redefining the budget,

and obtaining staff input on budget spending.

Discussion followed on project ranking, one-cent sales tax, fiscal year (FY) 2017 budget expenses, police and fire department infrastructure needs, projected expenses versus projected income, collective policy decision, fire station one, fire assessment fee, comprehensive plan requirements, outside source funding, downtown corridor view, presenting projects to council first, bond referendums, looking into other funding sources, defining the one-cent sales tax, recurring expenses, using one-cent sales tax for enhancements as opposed to necessities, operating budget, millage rate, city intake of income for city services, difference in city revenue from previous years, cost saving initiatives, tax valuation, cut in workforce, one-cent sales tax reserve, and differentiating wants versus needs within city projects.

Ms. Senne clarified on the one-cent sales tax budget and noted projects can be changed as long as there is no contract in place.

Discussion ensued on the future budget process to include starting with consolidation and diagnostics then detail by department, council budget changes, project approvals, utilizing acquired funding, budgeting for debt services, public's opinion on projects, financing debt services from the one-cent sales tax, and employee raises and health care increases.

Ms. Steiner provided an overview of the important items discussed.

Ms. Weeden responded to staff questions regarding organizational structure with increased impact fees and flexibility with mobility fees.

Discussion ensued on the Tischler Report, use of impact fees and one-cent sales tax, and maintenance funding.

[16-2290](#)

9:30 a.m. - Capital Asset Management - Inventorying Process, Assessment, Replacement, Schedules, and Depreciation: Public Works Director John Veneziano and Utilities Director Tim Hochuli

Mr. Veneziano spoke regarding operating and capital budgets, conditions of city buildings and facilities, structural issues, preventive maintenance, park repairs, traffic signals, parks master plan, canary date palms, and removal of palms.

Mr. Hochuli spoke regarding water and sewer master plans, software package to track equipment and maintenance repairs, Geographic Information System (GIS) software, and asset inventory and management.

Mr. Hochuli responded to staff questions to include televised gravity sewer system.

Discussion ensued on assessing stormwater system and roads.

Mr. Hochuli spoke on the utilities' department project priority ranking system.

Mr. Veneziano responded to staff questions regarding palm disease and city hall's roof status.

Discussion followed on one-cent sales tax funds for gateway improvements, funding for routine maintenance, identifying costs on existing and new projects, project listing and ranking, challenges for funding projects, staff communicating issues that need to be addressed, staff recommendations for criteria on project ranking, and asset maintenance.

Mr. Hochuli spoke on the utilities' department criteria for asset management.

Discussion continued on previous budget workshops and extending budget workshop to discuss operating budget and capital assets at the same meeting.

[16-2291](#)

10:00 a.m. - Boards and Commissions - Roles and Responsibilities for Staff, Appointed Members and City Council: Development Services Director Jeff Shrum

Mr. Shrum spoke on boards and commissions to include purpose, staff roles and responsibilities, staff interaction, communication process, overlap, project assignment, refining staff interaction, combining boards, and establishing value and functions.

Discussion ensued on combining boards, staff review and recommendations for board changes, staff assumptions on tasks, board recommendations and protocols, how boards relate to staff, review of boards and commissions by council, providing board direction, sunshine laws, staff recommendations for policy decisions, and frequency of board meetings.

10:30 a.m. - Break

Recess was taken from 10:48 a.m. until 11:06 a.m.

[16-2292](#)

10:45 a.m. - Enhancing Communication Tools - Interactive Software (SeeClickFix), Social Media, and Internal/External Communications: Assistant City Manager Len Bramble, Public Information Officer Lorraine Anderson and Information Technology Director Jeff Bolen

Ms. Anderson spoke on SeeClickFix to include tracking, deployment,

number of issues opened up to date, number of issues closed, average time to acknowledge complaint, and average time to close.

Discussion ensued on accountability, tracking, and software training.

Mr. Bolen spoke regarding the city's website to include percent of new visitors to the site, page views, users, returning visitors and percent of age demographics. Mr. Bramble noted departments should take advantage of available software programs.

Ms. Anderson spoke on Facebook to include increase in followers, events, pictures, different content, police and fire department updates, event photographs, rumor control, and downloads. Ms. Anderson continued to speak on Twitter and the number of followers.

Mr. Bolen responded to staff questions regarding live stream of meetings, and spoke on YouTube and total number of views.

Ms. Anderson explained Constant Contact to include mass mailing mechanism and rates.

Mr. Bolen spoke on Survey Monkey, CodeRed, weather alerts, Sunguard, phone database and call events. Mr. Bolen continued to discuss internal communications to include Office 365, city computer network, number of email users, board emails accounts, fiber system, new city telephone system, city cell phones, WebEx, and Spiceworks.

Discussion ensued on number of SeeClickFix entries, demographics, utilizing city phone number for persons over 55 years of age instead of SeeClickFix, reduction in number of complaints, transferring calls to the county, county backup data center, and telephone system replacement.

Discussion followed on internal finance process, professional development, streamlining the procurement process, impact fees, council involvement earlier in the project process, coordinating with county on proposed projects, lead time on projects, road impact fees, comprehensive plan, collection of impact fees, more staff involvement, planning for future use of resources, council member attendance, landscaping maintenance of the berm at the airport, depreciation fund, fiscal direction, capital expenses, switching allocation of funds, challenging staff and increasing flexibility to generate more sources of revenue, cost savings, and service rate levels.

Recess was taken from 12:04 p.m. until 12:19 p.m.

[16-2293](#)

12:00 p.m. - Strategic Capital Planning: Executive Director Joel Anderson,

Village on the Isle

Joel Anderson, Executive Director, Village on the Isle, provided a presentation and spoke on the mission statement, number of residents on campus, dedication photograph, renovations, comprehensive plan, design and development phase, skilled nursing facility, club house development, new construction, health center and independent living concepts, architects, all-day dining, multi-purpose auditorium, and growing aging population.

Mr. Anderson responded to staff questions regarding market number radius, residency population, and entrance and service fees.

**II. 12:45 p.m. - AUDIENCE PARTICIPATION**

No one signed up to speak.

**III. 1:00 p.m. - ADJOURNMENT**

There being no further business to come before Staff, the meeting was adjourned at 12:53 p.m.

ATTEST:

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Mayor - City of Venice

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City Clerk