



Regular Meeting Aug. 3, 1983

City Council Chambers  
735 Eighth Street South  
Naples, Florida 33940

# City of Naples

-SUBJECT-	Ord. No.	Res. No.	Page
<u>ANNOUNCEMENTS</u>			
-MAYOR BILLICK - noted Mr. Richardson's convalescence			1
-CITY MANAGER JONES - noted he will suggest dates for 1983-84 Budget Workshops at the end of the meeting			1, & 5
<u>APPROVAL OF MINUTES</u> - Workshop Meeting, July 19, 1983 Regular Meeting, July 20, 1983			
			1
<u>RESOLUTIONS</u>			
-Accept easement for well field maintenance north of Pine Ridge Road		83-4314	1
-Accept Bill of Sale and easement for water & sewer main extensions, Block B, Moorings		83-4315	1
-Rename Goodlette Road to Goodlette-Frank Road		83-4316	2
-Special Exception Pet. #83-S9 - addition to Emmanuel Lutheran Church		83-4319	2
-Appoint Consultant Selection Committee for street projects		83-4320	4
<u>ORDINANCE</u> - Second Reading			
-Adopt Rezone Emmanuel Lutheran Church to "PS"	83-4318		2
<u>ORDINANCE</u> - First Reading			
-Approve increases in Occupational Licenses	83-		3
-Approve Amendment to restrict remuneration offset to retirants under age 62	83-		3
<u>PURCHASING</u>			
-Award bid for electrical components for emergency power-well field		83-4317	2
-Award bid for water treatment chemicals		83-4321	4
<u>DISCUSSION OF CONSTRUCTION OF BAND SHELL</u> - Cambier Park			
			4



COUNCIL MEMBERS	M O T I O N	S E C O N D	VOTE		A B S E N T
			Y E S	N O	
<p>CONSENT AGENDA (Cont)</p> <p>---RESOLUTION 83-4316 <span style="float:right">ITEM 7</span></p> <p>A RESOLUTION CHANGING THE NAME OF GOODLETTE ROAD (FROM THE TAMiami TRAIL TO THE GOLDEN GATE PARKWAY) AND FRANK ROAD (FROM THE GOLDEN GATE PARKWAY TO CREECH ROAD) TO "GOODLETTE-FRANK ROAD"; AND PROVIDING AN EFFECTIVE DATE.</p> <p>Title not read.</p> <p>MOTION: To APPROVE the minutes as corrected and ADOPT the resolutions as presented.</p> <p>-----END CONSENT AGENDA-----</p> <p>---RESOLUTION 83-4317 <span style="float:right">ITEM 8</span></p> <p>A RESOLUTION AWARDDING THE BIDS FOR ELECTRICAL COMPONENTS TO PROVIDE AUXILIARY POWER TO RAW WATER WELL PUMPS IN THE COASTAL RIDGE WELL FIELDS; AUTHORIZING THE CITY MANAGER TO ISSUE PURCHASE ORDERS THEREFOR; AND PROVIDING AN EFFECTIVE DATE.</p> <p>Title read by City Manager Jones.</p> <p>Mr. Rothchild asked for an explanation of the bid tabulation sheet with respect to the bids on Items 1 - 7. Purchasing Agent Unangst responded that all bids on these items had been compared and the General Electric bid for Items 1 - 7 was the lowest.</p> <p>MOTION: To ADOPT the resolution as presented.</p> <p>*** <span style="margin-left: 150px;">***</span> <span style="margin-left: 150px;">***</span></p> <p>PUBLIC HEARING and Second Reading of an Ordinance <span style="float:right">ITEM 9</span> and Planning Advisory Board recommendation to approve: Rezone Petition No. 83-R3 and Special Exception Petition No. 83-S9 ---ORDINANCE 83-4318</p> <p>AN ORDINANCE REZONING LOTS 10 THROUGH 16, BLOCK B, THE MOORINGS, UNIT NO. 1, FROM "R1-15", SINGLE-FAMILY RESIDENTIAL, TO "PS" PUBLIC SERVICE; AND PROVIDING AN EFFECTIVE DATE. PURPOSE: TO RE-ESTABLISH AN EXISTING CHURCH AS A CONFORMING USE IN AN APPROPRIATE ZONING DISTRICT.</p> <p>---RESOLUTION 83-4319</p> <p>A RESOLUTION GRANTING A SPECIAL EXCEPTION TO PERMIT A PROPOSED ADDITION TO THE EMMANUEL EVANGELICAL LUTHERAN CHURCH, LOCATED AT 731 BOWLINE DRIVE, SUBJECT TO THE CONDITIONS ENUMERATED HEREIN; AND PROVIDING AN EFFECTIVE DATE.</p> <p>Both titles read by City Manager Jones.</p> <p>Public Hearing: Opened - 9:18 a.m. Closed - 9:26 a.m.</p> <p>Rev. Howard Hugus and Dr. Floyd Peterson, representing Emmanuel Lutheran Church, spoke in support of the petitions and requested that the height limitation for the steeple in Section 1 (c) of the resolution be changed to 72 feet. Rev. Hugus noted other steeples in Naples that were 70 and 75 feet. In response to a question from Mr. Schroeder, Community Development Director Barry noted that the Code of Ordinances did not address steeple heights.</p> <p>MOTION: To ADOPT the ordinance as presented on Second Reading and to ADOPT the resolution as amended to allow a steeple height of 72 feet.</p> <p>*** <span style="margin-left: 150px;">***</span> <span style="margin-left: 150px;">***</span></p>					
Anderson Richardson Rothchild Schroeder Thornton Wood Billick	X			C O N S E N S U S	X
Anderson Richardson Rothchild Schroeder Thornton Wood Billick (6-0)	X		X	X X X X X	X
Anderson Richardson Rothchild Schroeder Thornton Wood Billick (6-0)	X		X	X X X X X	X



COUNCIL MEMBERS	M O T I O N	S E C O N D	VOTE		A B S E N T
			Y E S	N O	
<p>---RESOLUTION 83-4320 <span style="float: right;">ITEM 12</span></p> <p>A RESOLUTION APPOINTING A CONSULTANT SELECTION COMMITTEE FOR THE PURPOSES HEREINAFTER SET FORTH, RELATING TO ENGINEERING SERVICES FOR DESIGN OF STREET PROJECTS; AND PROVIDING AN EFFECTIVE DATE.</p> <p>Title read by City Manager Jones.</p> <p>Mr. Wood suggested that a Councilman should be on the committee to which Mr. Schroeder responded that all Councilmen should stay out of the decision making until the matter reaches Council for a final decision. Mr. Rothchild suggested that an outside engineer might be more effective than the Purchasing Agent on the Committee. City Manager Jones said he felt that this might be unfair since the City was inviting local engineers to compete.</p> <p>MOTION: To <u>ADOPT</u> the resolution as presented.</p> <p>*** <span style="margin-left: 150px;">***</span> <span style="margin-left: 150px;">***</span></p>					
Anderson			X		
Richardson					X
Rothchild				X	
Schroeder		X	X		
Thornton	X		X		
Wood			X		
Billick			X		
(5-1)					
<p>DISCUSSION OF CONSTRUCTION OF BAND SHELL- <span style="float: right;">ITEM 13</span> PERFORMING ARTS STAGE IN CAMBIER PARK. Requested by Naples Concert Band.</p> <p>George Schnakenberg, president of the Naples Concert Band, Inc., addressed Council in support of their request. He noted discussions with the Parks and Recreation Advisory Board and Assistant to the City Manager Wiltsie. As requested by Mr. Wiltsie, he reported that they had given consideration to modifying the existing pavillion in the park and to combining the band shell with the proposed war memorial to be put up by the Woman's Club. He noted that it had been ascertained that modifying the pavillion would cost more than a new structure and progress on the war memorial was too far along to change. Dallas Rudrud, member of the Concert Band group, made a presentation concerning the size and the facilities included in the shell and showed a scale map of the park with various proposed sites. Mr. Anderson stated he would like to make a personal inspection of the green space available in the park and Mr. Schroeder asked for individual scale drawings displaying the sites under consideration. Pilar Montes, chairperson for the proposed war memorial, agreed that their project was too far advanced to make any alterations, but noted that appropriate landscaping could be done to tie the two projects together. Mayor Billick suggested that each Councilman make his own study of the proposal and be prepared to make a decision at the next Council meeting.</p> <p>*** <span style="margin-left: 150px;">***</span> <span style="margin-left: 150px;">***</span></p>					
<p>---RESOLUTION 83-4321 <span style="float: right;">ITEM 14</span></p> <p>A RESOLUTION AWARDDING BIDS FOR THE CITY'S ANNUAL REQUIREMENTS OF WATER TREATMENT CHEMICALS; AUTHORIZING THE CITY MANAGER TO ISSUE PURCHASE ORDERS THEREFOR; AND PROVIDING AN EFFECTIVE DATE.</p> <p>Title read by City Manager.</p> <p>In response to a question from Mr. Rothchild, City Manager Jones noted that this item appeared on the agenda individually because of his recommendation to reject the bids for chlorine because the City had received three identical low bids. He further stated that according to Council policy, he had written a letter about the identical bids to the State Attorney General. He also confirmed that the chlorine would be re-bid.</p> <p>MOTION: To <u>ADOPT</u> the resolution as presented.</p> <p>*** <span style="margin-left: 150px;">***</span> <span style="margin-left: 150px;">***</span></p>					
Anderson	X		X		
Richardson					X
Rothchild			X		
Schroeder			X		
Thornton			X		
Wood		X	X		
Billick			X		
(6-0)					



## Supplemental Attendance List - Regular Meeting, August 3, 1983

Reverend Richard Mapes  
 Charles Andrews  
 Rev. Howard Hugus  
 Dr. Floyd Peterson  
 George Schnakenberg  
 Dallas Rudrud  
 George "Chuck" Mohlke  
 Tish Gray  
 Walter Olson

J. Sandy Scatena  
 Mrs. Lyle Richardson  
 Mrs. Stanley Billick  
 John DeBaun  
 Ed Smith  
 John Irwin  
 Mary Springrose  
 Jim McGrath  
 Robert Russell

Mr. & Mrs. Harold Hanneh  
 Don Garrett  
 Pilar Montes  
 Herb Anderson  
 Willie Anthony  
 Paul Schmitt  
 Ed Hannam  
 Trish Varnadoe

## News Media:

Jim Forner, TV 9  
 Susan Gardner, TV 9  
 Jim Bryan, WNOG

Denes Husty, News Press  
 Gary Arnold, TV 26, WEVU  
 Cynthia Glicken, TV 20

Connie Bouchard, Naples Daily News  
 James Moses, Naples Daily News  
 Randy Sell, TV 9

Other interested citizens and visitors.

210  
  
 Naples Area Chamber of Commerce

1700 NORTH TAMiami TRAIL • NAPLES, FLORIDA 33940 • PHONE (813) 262-5

August 1, 1983

Mr. Franklin C. Jones, City Manager  
 City of Naples  
 735 8th Street South  
 Naples, FL 33940

Re: Proposed Occupational License Ordinance Revision

Dear Frank:

Thank you for the meeting last week with the Mayor. We appreciated the opportunity to discuss our observations on the proposed ordinance.

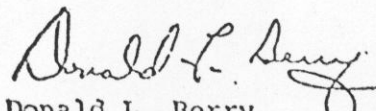
The Naples Area Chamber of Commerce represents many small businesses in our community and feel the following recommendations would ease the 25 percent increase you are proposing:

1. Review the ordinance for inequities as to the rate structure and adjust these differences as soon as possible.
2. Continue to monitor and review new methods of enforcement to locate offenders.
3. Include a penalty clause for non-licensed offenders.
4. Help educate the businessman as to how your procedure works in relationship to the county and explain your services, such as police protection.

In conclusion, the Chamber represents many who want to help pay for good government through occupational licenses. We believe the business community will do their fair share.

Sincerely,

NAPLES AREA CHAMBER OF COMMERCE

  
 Donald L. Berry  
 President

bcc: Richard Cavallaro  
 Lynette Fox  
 Lloyd zumFelde  
 Chuck Mohlke  
 William McGowan



Naples, Florida 33942

August 3, 1983

City of Naples  
Honorable Mayor and Members of City Council

Regarding the proposed Occupational License Fee increase-  
Item 10 in the City Council agenda of July 19, 1983.

The Contractors Association of Collier County wishes to make known its opposition to this proposed increase in occupational licenses.

The Association recognizes that revenue to the City from fees and permits comprises only about 3½% of the total City general fund revenue and that revenue collected by the City from occupational licenses is only a part of the revenue included in fees and permits-which includes, for example, fees for building permits and certificates of competency.

Although the report presented to the council indicates that the proposed 25% increase in occupational license fees will produce an added \$20,000. in revenue during fiscal year 82-83- we assume, since the fiscal year has only two (2) months remaining, that the intention was to say that the effect of a 25% increase is to produce another \$20,000. annually from the professional and business community through increased license costs. Since \$20,000 is roughly 1/4 of 1% of the City's 1982 general fund revenue of \$7,810,319. the association recognizes this fee increase to be more of an expression of philosophy than a serious attempt to solve a fiscal problem.

The emphasis should be placed upon the fact that City general fund revenues have increased 165% from 1973 to 1982 and that most of this revenue comes from real estate taxes. The professional and business community (those affected by Occupational Licensing) have contributed to these revenues both through the payment of real estate taxes, either directly as property owners or indirectly as tenants - through the payment of rent - as well as payment of a fee for the privilege of conducting business in the City.

The Association asks that the City Council consider seriously both the need and the policy implications of increasing occupational license fees to business and professional people doing business within the City of Naples, especially during a time when so much concern is expressed with the need to encourage and to stimulate our free enterprise system struggling to emerge from an economic recession that has affected all of us slightly and the business community seriously.

*James H. Topping, Inc., Realtors*

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July 21, 1983

Naples Area Chamber of Commerce  
1700 N. Tamiami Tr.  
Naples, Fl. 33940

Att: William W. McGowan III, Exec. Vice President

Dear Sir:

According to the newspaper, the city of Naples is planning an increase in the cost of Occupational Licenses once again. This item was brought up approximately one year ago.

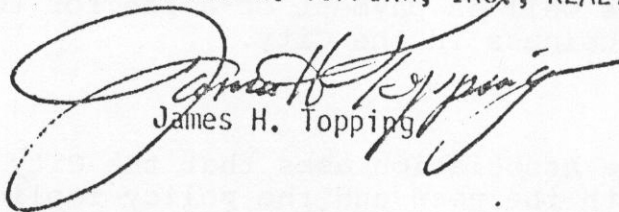
As a member of the Chamber, I strongly oppose such an increase for the following reasons:

1. The city manager stated the increase was to raise additional funds for the city.
2. The economic situation among small businessmen has many struggling to stay in business.

Since the city manager nor members of council have not in any way indicated that this increase would be used to benefit the payee by policing the holders of licenses and will only be used as a revenue raising instrument, I urge you to use all of your efforts to defeat this proposal.

Sincerely,

JAMES H. TOPPING, INC., REALTORS

  
James H. Topping

JT:ms

213  
Speed Mentoring, Mr. Meyer and Councilman =

The name is F. Sandy Seaborn and my wife and I moved at 2990 Bunnale Drive Naples Florida. We have lived in the City of Naples for over 11 years have owned properties in Collier County since 1967 and in 1975, we opened A Woman's Apparel Shop - Ladies Rack #4 539 F. St. So.

#5 #7 year round residents and established members of the Business Community, Sam here today, #8 #7 endorsed citizen to present Agenda Item No. 10 which has been requested by City Manager, Franklin Jones - Deputational license fee increase. I wish Mr. Jones anticipated would generate \$20,000.00 in additional revenue during the fiscal year 1983-1984.

At this Council Meeting my wife and I hope that you Mr. Meyer and Councilman, will not vote in favor of this agenda item No. 10. #8 requested by our City Manager Mr. Jones.

I would like at this time, Mr. Meyer to place into the record at this meeting, the following Exhibits marked NO. 1 through NO. 4 which are pertinent to this discussion. I will make brief comments about each of those Exhibits. #1 was sent each Exhibit book full Mr. Mayor I am sure that you will Assistant City Clerk, Pat Marshall can do this for you.

Exhibit NO. 1 - Article from the "Naples Daily News" dated Sunday July 17, 1983 stating that the City Manager "Wages" strike in job license.

Exhibit NO. 2 - Photo copies of 82 Quairnau's cards given to me by the Deputational Manager of Quairnau's on 7/15/83, so, with letters personally talked concerning this proposed ordinance to increase the Deputational license

Fee. All of these business people are strongly opposed to this increase. Since they were not able to attend this Council Meeting, they asked me to represent them today and state their opposition to this proposed ordinance. That all these 82 owners here are today to state their opposition to this proposed ordinance - if I could take about 8 hours for them to speak - allowing them 5 minutes each.)

Exhibit NO. 4 - Photo copy of City Council minutes dated July 20, 1983 where City Manager Franklyn Jones' endorsement that the fiscal year in his memo to the Council dated July 15, 1983 should read Fiscal year 1983/1984.

# City Manager Urges Hike in Job Licenses

By MATTHEW SPINA  
Staff Writer

The cost of occupational licenses for almost 3,000 Naples businessmen will rise 25 percent if City Councilmen approve a suggestion by City Manager Frank Jones.

In his second attempt in as many years to raise occupational license fees, Jones said the proposed increase would add \$20,000 to the city's budget before the 1982-83 fiscal year ends Sept. 30.

Most licenses issued by the city cost businesses \$35 annually, Jones said, so a 25-percent increase will mean another \$8.75 or a total payment of \$43.75 a year.

**BUT BUSINESSES** such as merchants, manufacturers and marinas with more than 16 employees pay \$100 for a license. Their payment could go to \$125 if the proposal is approved.

Bail bondsmen, detectives, auctioneers of antiques, civic promoters and vendors at parades and similar events also would be facing a \$25 increase.

"We're not talking of a big burden on individual businesses," Jones said. "We feel that this increase will allow the business community to help share in the services...that make Naples a good place to live and do business."

License fees have remained the same since 1966 and had been frozen by the state legislature in 1972. In 1981, Florida lawmakers gave cities the authority to raise the rates.

But last year's attempt to raise the cost of occupational licenses was defeated in Naples after business groups complained about the lack of an enforcement procedure and said proposed increases were inequitable.

IN AUGUST, a City Council resolution to hike the fees failed in a 3-3 tie, and was never revived in order to meet an Oct. 1 deadline.

Since then, the legislature has set a ceiling of 25 percent on increasing costs of occupational licenses, Jones said.

"Because these funds were

(Please see FEE, Page 2A)

## Fee

frozen in 1972, they have not kept pace with other sources of revenue which are also used to support the cost of government, nor have they kept pace with the increases in costs to provide governmental services," the city manager said in a memo to councilmen.

There were no early indications Friday that the measure would again be opposed by business groups. Spokesmen for the Chamber of Commerce, the Fifth Avenue Merchants Association and the Third Street Merchants Association said their groups had not yet established a position on the proposed increase.

A spokesman for the Contractors' Association of Collier County, which last year influenced the council to delay action, could not be reached for comment.

The City Council will consider a proposed ordinance when they meet Wednesday at 9 a.m., but a

public hearing must be held at a later meeting before the measure can become law.

**Plots Cop** [unclear] Business Cards given to me. **Exhibit No. 2**

by the Owners or Managers of Businesses on Fifth Ave., So., with whom I personally talked concerning this proposed Ordinance to increase the occupational license tax. All of these persons are strongly opposed to this increase. Since they were not willing to attend this meeting, they gave me to this proposed Ordinance. I will state their Opposition to this proposed Ordinance.

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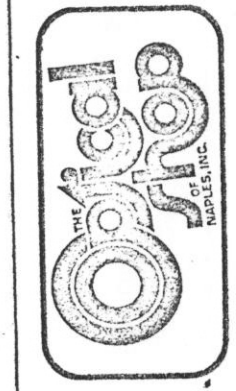
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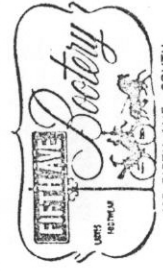
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PRESIDENT

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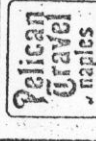
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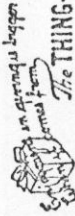
(a division of studio mcgrath, inc.)

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263-3119

jean price

PHONE 262-4541



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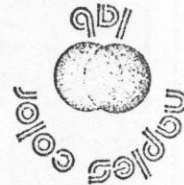
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PHOTO COURTESY OF CARL HANSEN



NAPLES DAILY NEWS Tues., Aug. 2, 1983 3A

# Piccadilly Pub Bought by Pate

• Related photo, 3A

By JAMES MOSES  
Staff Writer

Cloyd Pate has added the Piccadilly Pub, a Naples dining landmark and one of the area's oldest restaurants, to his chain of eating spots.

He said Shirley Smith, owner since 1977, closed and sold him the Piccadilly Pub about two weeks ago. Pate will reopen what he calls the "downtown landmark" in about three weeks, after a complete renovation.

"WE DON'T plan to change the Pub's layout — just fix it all up again, the way it was years ago," Pate said today.

He said he hasn't decided on the fare, but is reviewing all the Piccadilly Pub's old menus.

"I might not change the menu much. I've always thought the Piccadilly Pub had good food," he added. Pate said he will replace all of the Pub's kitchen equipment.

THE RESTAURANT opened in 1961 at 625 Fifth Ave. S., in the heart of Naples' downtown business district. Steaks, hot browns, sandwiches, salads and seafood were offered for lunch. The dinner menu had more steaks and seafood, plus Italian dishes and other specialties.

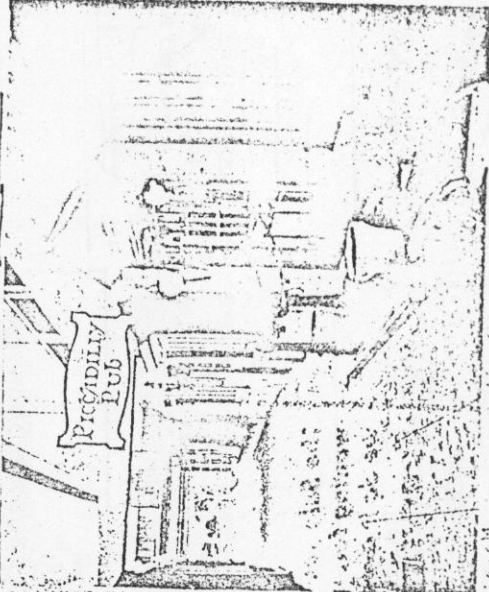
The Piccadilly Pub should stay right where it is. It's a downtown landmark, with plenty of parking and a good clientele. I want to take care of the old place," Pate said.

He owns four other restaurants, including Pate's on the Waterway, which he bought last year. He also owns Meridian's, a seafood restaurant in the Old Marine Market Place.

Pate first bought the former Pate and Danny's restaurant at 2096 U.S. 41 East, known as the Casual Club, a family steak house.

Last year, Pate bought the former Anthony's Place, which is the former Chamberlain's at 3165 U.S. 41 North.

Pate also owns Meridian's, a seafood restaurant in the Old Marine Market Place.



Staff photo by Carl Hansen

## Landmark Restaurant Sold

Veteran Naples restaurateur Cloyd Pate has added the Piccadilly Pub on Fifth Avenue South downtown to his list of local eating establishments. Opened in 1961, it is among Naples' oldest restaurants.

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ATTACHMENT #5 TO PAGE 10  
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EXHIBIT NO. 3

# City of Naples

## MEMO

TO: HONORABLE MAYOR AND MEMBERS OF CITY COUNCIL

FROM: CITY MANAGER FRANKLIN C. JONES

SUBJECT: OCCUPATIONAL LICENSE FEE INCREASE

DATE: JULY 15, 1983

**BACKGROUND:** In formulating our budget plan for the next fiscal year, we have reviewed the revenues derived from occupational licenses and are again recommending that the Council consider an ordinance that would effect an increase. The fees which are contained in our current ordinance were established in 1966 and were frozen by the state legislature in 1972. In 1981, the legislature passed a law which allows municipalities to increase there occupational license fees.

**ANALYSIS:** The Florida Statutes define a "local occupational license" as a "method by which a local governing authority grants the privilege of engaging in or managing any business, profession, or occupation within its jurisdiction." It is a source of revenue by which the business community contributes to the cost of providing governmental services which allows the City to be an attractive place in which to do business. Because these funds were frozen in 1972, they have not kept pace with other sources of revenue which are also used to support the cost of government nor have they kept pace with the increases in cost to provide governmental services.

I have attached two exhibits from our 1982 audit report which compares revenues and expenditures for the years 1973-82. These are also the years during which occupational licenses fees were frozen. From the tables we see that the expenditures for the general government's functions increased from \$3-million a year in 1973 to \$7-million a year in 1982, and that other general forms of revenue that the City uses to pay these expenses have increased from \$2.9-million in 1973 to \$7.8-million in 1982. Our occupational license fees are contained in the "Fees and Licenses" category of revenue. Those revenues have only increased by \$45,000 during the ten-year period from \$216,000 in 1973 to \$261,000 in 1982. The main portion of this increase came from the City's share of county occupational licenses which increased in 1981 when the County increased its occupational license fees.

One of the objections that we have heard in the past against increases in occupational license fees is that there has been no enforcement program within the City. The City actually has several enforcement program. In addition to the programs which

Mayor and Council

July 15, 1983

Page 2

have been in effect for several years such as comparing business lists with other organizations and reviewing newspapers and yellow pages advertising, the City has instituted one new enforcement program this past year. Through the cooperation of the Fire Department, the fire code inspectors who visit each business with the City once a year have been checking to verify that the business has a current occupational license. In eight months of this fiscal year, this program has resulted in 65 new licenses being issued totalling additional fees of \$3,360.

The fee increase that we are proposing amounts to 25% for each category described in the City's current ordinance. We have attached a sample of the ordinance annotated with the proposed and current fees so that you can identify the increase. We anticipate that this would generate \$20,000 in additional revenue during fiscal year 1982-83. Based on the premise that the business community should continue to contribute its fair share toward the expenses of maintaining Naples as an attractive place to live and to do business, it follows that a reasonable increase in these occupational license fees is an equitable method of assuring this participation.

**RECOMMENDATION:** I recommend that the Council adopt on first reading the attached ordinance increasing occupational licenses by 25%.

✓ We have notified the Chamber of Commerce and the Fifth Avenue South Merchants Association of this proposed ordinance and will meet with them and obtain their comments prior to the public hearing on second reading.

Respectfully submitted,

*Franklin C. Jones*

Franklin C. Jones  
City Manager

FCJ/tan  
encs.

COUNCIL MEMBERS	M	S		A
	O	E	Y	B
	T	C	E	S
	I	O	N	E
	O	N	E	N
	N	D	C	T

-----FIRST READINGS-----

---ORDINANCE 83- ITEM 10

AN ORDINANCE RELATING TO OCCUPATIONAL LICENSES; AMENDING SECTION 12-47, "SCHEDULE OF LICENSE TAXES", AND SECTION 12-48, "AUTHORITY TO IMPOSE LICENSE TAX LIMITED", OF THE CODE OF ORDINANCES OF THE CITY OF NAPLES; AND PROVIDING AN EFFECTIVE DATE.  
 PURPOSE: TO INCREASE THE OCCUPATIONAL LICENSE FEES FOR BUSINESSES, OCCUPATIONS AND PROFESSIONS PURSUANT TO SECTION 205.043, F.S. AND TO REPEAL SUBSECTION (a) OF SECTION 12.48.

Title read by City Attorney Rynders.

Mayor Billick noted that he had received a request from the Chamber of Commerce that action on this item be postponed until the next meeting inasmuch as they had just received a copy of the proposed ordinance and had not had time to study it. City Manager Jones noted that advertising for a Public Hearing on an increase in occupational licenses had to be done 15 days in advance of the hearing; in order to have the Public Hearing at the August 17th meeting, the advertisement would have to appear in the August 2nd edition of the newspaper, one day in advance of the First Reading, if it were held August 3rd. Mr. Rothchild noted that the First Reading had been part of the published agenda for today's meeting and he felt that if there was anyone present to speak to it, they should be heard.

MOTION: To postpone action on this matter until the August 3, 1983 meeting.

Anderson	X	Y	
Richardson		Y	
Rothchild			X
Schroeder	X	Y	
Thornton		Y	
Wood		Y	
Billick		Y	
(6-1)			

Sandy Scatena, citizen, asked City Manager Jones if the fiscal year referred to in the second paragraph of his memorandum dated July 15, 1983 on this matter should be 1982-83 or 1983-84. City Manager Jones confirmed that it should read 1983-84. John Irwin, taxicab company owner, noted what he felt were discrepancies in the existing ordinance. City Attorney Rynders explained there was one license required for each taxicab company and one permit for each driver.

-----END FIRST READINGS-----

---RESOLUTION 83-4309 ITEM 11

A RESOLUTION APPOINTING A MEMBER TO THE BOARD OF APPEALS TO FILL THE UNEXPIRED TERM OF JAMES L. MCGEE; REAPPOINTING LEE POTTER SMITH FOR AN ADDITIONAL FOUR-YEAR TERM ON SAID BOARD; AND PROVIDING AN EFFECTIVE DATE.

Title read by City Attorney Rynders.

Mr. Anderson noted that the unexpired term of Mr. McGee only ran until August 14, 1983 and he offered the amendment to include a full four years beginning August 15, 1983 for Robert Geroy.

MOTION: To ADOPT the resolution, as amended, to include appointment of Mr. Geroy to an additional four-year term beginning August 15, 1983.

Anderson	X	X	
Richardson		X	
Rothchild		X	
Schroeder		X	
Thornton	X	X	
Wood		X	
Billick		X	
(7-0)			

222 Dear Sandy,

ATTACHMENT #6

8-3-83

I am unable to attend the City Council meeting this morning. Would you please express my and other service station dealers opinions on any tax increase. While the license fee is not a lot of money it just adds to the many other costs increases business are having to cope with. We are totally against the increase. We feel the city should tighten its belt just as we have had to over the past couple of years.

Thank you,

Stew Macfarlane  
State Vice President  
Allied Gasoline Retailers



. . . NAPLES, FLORIDA 33940 . . .

July 22, 1983

Mr. Franklin C. Jones, City Manager  
City Hall  
735 8th Street, South  
Naples, Florida 33940

Dear Mr. Jones:

Thank you for the information on the Proposed Occupational License Ordinance Revision.

I went over this information with the Executive Board of the Third Street South Area Association at our meeting yesterday. The Executive Board unanimously approved of the increase for occupational license fees, providing the monies collected would be used for maintaining and improving the Fifth Avenue South Business Area and the Third Street South Business Area as attractive places to do business.

Yours truly,

THIRD ST. SOUTH AREA ASSOCIATION

William B. Spink, President

WBS/jp

STATEMENT BY MR. ROTHCHILD - AGENDA ITEM 10 - REGULAR MEETING, AUGUST 3, 1983

We are being asked to impose an additional tax on one segment of our population before we have been shown that an additional tax is needed. We have not yet had a chance to review the budget for the forthcoming fiscal year. It is possible that a close review of the proposed budget would result in a determination that no increase in the occupational tax is needed this year.

A president of the United States almost 100 years ago said that when people are taxed more than is necessary to meet the just obligations of government such taxation becomes ruthless extortion and a violation of the fundamental principles of a free government. - Grover Cleveland - 2 Annual message, December 1886

The residents of Naples have recently had their water bills increased; their sewer bills increased; their garbage bills may be increased. The School Board is working on an increase of property tax by 10.4%. The County property tax will increase by 15%. And the County Commissioners recently approved a 2¢ per gallon tax on gasoline which will result in the City receiving \$200,000 this year and probably more next year and we are now advised that this gasoline tax will run for 10 years. This \$200,000 will be paid in large part by the residents of Naples and is not a gift from the County. We can be grateful that the County Commission did not elect to pass a 4¢ per gallon tax. Mayor Billick was disappointed that the residents of Naples were taxed only 2¢ per gallon. I do not share his disappointment.

First, several questions to the City Manager -

1. How much will the City receive this year from Occupational License fees if there is no increase in the present fees?
  - (a) from City Business?
  - (b) from County collections?
  - (c) from any other sources?
  
2. Does the City perform any service in exchange for these license fees? We pay doctors fees, lawyers fees, dentist fees, etc., but we receive a service for those fees. Let us call this so-called fee what it really is - a revenue raising device directed at one segment of our population - and which is ultimately passed along to the consumers and that is us -- Joe Public.

I believe that Naples is a better place in which to live because of the attractive businesses which serve the residents and our visitors. We suffer a loss when any one of our better stores has to close because of economic conditions. Does anyone here know how many businesses have failed in Naples the past year? Do we care?

Look at Grand Central Station. How many empty stores are in that complex? Will the City be better off if that enterprise becomes a total failure? Will the additional taxes recently imposed upon them be the straw which broke their backs?

It is the easiest path for a City Manager to follow by simply increasing the charges for every service rendered by the City or, in the case of occupational license fees, just increase the fee without rendering any service at all. What services do we provide for the more than \$66,000\* we received from Collier County occupational license fees this past year?

\*\$66,000 - October 1, 1981 to September 30, 1982, from Guy Carlton's office, Ida Berman, Supervisor

We successfully fought an increase in occupational fees last year because the country was in the throes of a recession. While there is some talk about the recession having bottomed out, you will be hard put to find many Naples businessmen who will agree with that highly politically inspired comment. We were recently told that Collier County had reached the highest unemployment rate since 1975.

Now do we need the additional revenue in order to survive? Of course not. We are now considering a budget which will enable us to allow a small reduction in the millage rate. We are awaiting bids for the building of a City dock which will not be able to pay its own way. And we were recently told by one member of this Council that in the event the dock could not be self-supporting, then perhaps the residents may have to come up with the difference. We have spent - or rather thrown away - \$80,000 of City funds on the dock. If we can afford to engage in that sort of waste, then we have no right imposing an additional tax on our business people, many of whom are struggling to survive.

We have been told that members of one political party tax and tax and spend and spend. Let the word go forth from the City of Naples that the members of the other party on the City Council have learned now to tax and tax and spend and spend and they have improved upon the process.

If we really do need more money I would suggest that the City Manager learn how to manage with the money presently available to him, then he can really be called a manager. Anyone can run a city if there is an unlimited amount of money available. This tax is unwise, unfair and unnecessary.

I would also suggest to the City Manager that he submit a list of every possible source of revenue so that if additional revenue is needed the City Council can determine which source or sources can be utilized in a fair and equitable manner and not place the burden on one segment of our population.

The State of California has its Proposition 13 - now Florida may have a proposition 1 on its ballot. The people are sick and tired of its legislators, at every level, taking the easy way out - just tax and tax - and then spend and spend on their own particular boondoggle. We really need to take a closer look at some of the people we elect to serve us. I pointed out in the discussion this Council had on the Verandah case that there was a vast difference between the promises made during an election campaign and the votes cast on important issues after the election is over.

We shall soon be entering another election campaign. Just remember who the spenders are and which candidates redeemed their campaign promises.

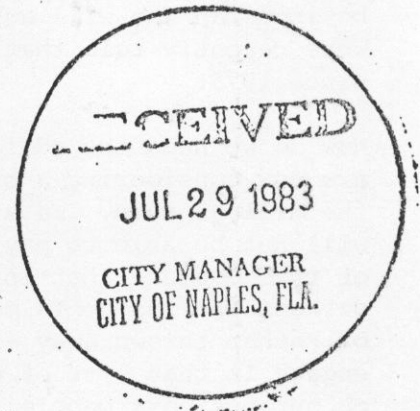
## Greater Naples Little League and Senior League Girls Softball

Naples



Florida

July 29, 1983



Mayor Stanley R. Billick and  
 Naples City Council  
 735 Eighth Street South  
 Naples, Florida 33940

Dear Mayor Billick and Councilmen:

The LL All-Star Girls are now 1983 Florida State Sectional Champions. In a few days the two teams (age 11-12 and age 13-15) travel to Bloomingdale LL Headquarters (near Tampa) to compete in the Divisional Finals Softball Tournament; from there to National Regionals in St. Petersburg; and then the World Series in Kalamazoo, Michigan.

We can't tell you how much we appreciate your continued support. We could not do it without you. And we do believe that these girls are one of the finest investments in Naples.

The most expensive part of the playoffs are just ahead of us. You were generous in your support of each team in past years. Would you consider contributing \$500.00 to each team again this year (total \$1,000.00 towards travel expenses).

Thanks and have a nice summer!

Sincerely,

George B. Pittman

GBP:dh

cc: City Manager, Franklin C. Jones

Please make check payable to: Greater Naples LL Girls Softball

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 (Kalamazoo, Michigan)