



City Council Chamber  
735 Eighth Street South  
Naples, Florida 34102

---

**City Council Special Meeting – Wednesday, September 2, 1998 – 8:45 a.m.**

---

Mayor Barnett called the meeting to order and presided.

---

**ROLL CALL .....ITEM 1**

**Present:** Bill Barnett, Mayor  
Bonnie R. MacKenzie, Vice Mayor  
Council Members:  
Joseph Herms  
John Nocera  
Fred Tarrant  
Peter H. Van Arsdale  
**Absent:** Fred Coyle, Council Member

**Also Present:**

Dr. Richard Woodruff, City Manager	Werner Haardt
William Harrison, Assistant City Manager	Carl Loveday
Tara Norman, City Clerk	Bob Brady
Virginia Neet, Deputy City Clerk	Nancy Fisher
Duncan Bolhover, Adm. Specialist	
Cory Ewing, Planner	Other interested citizens and visitors

---

**.....ITEM 2**

**INTERVIEWS WITH CANDIDATES FOR MODERATOR – CITY TELEVISION PROGRAM ON CABLE CHANNEL 10: CARL LOVEDAY, BOB BRADY**

Mayor Barnett expressed appreciation for the willingness of Messrs. Loveday and Brady to provide this service to the City without compensation and indicated that he had known the candidates for several years and that he had confidence in the qualifications and abilities of both.

**Carl Loveday:** Mr. Loveday indicated that he is now an employee of NCH Healthcare System largely in development and production of various employee and public information programming as well as administration of the NCH web site. In addition, Mr. Loveday said, he maintains contact with community leaders on behalf of NCH and makes himself available to projects such as this one, as well as volunteering to broadcast from the County emergency operations center during hurricanes. However, Mr. Loveday said he had declined to provide voicing services on political ads due to his position with NCH, although he said he was able to fill a request from the Alliance of Informed Voters to moderate two candidate forums on Cable Channel 54.

Council Member Herms asked for Mr. Loveday's views on dealing with controversial issues. Mr. Loveday said that while he would take direction on program content from the Mayor and City Manager, as well as Council, he would endeavor to provide each side with an equal opportunity to be heard. Also in response to Mr. Herms, Mr. Loveday said that he would take neither a liberal nor conservative position.

Council Members Nocera, Van Arsdale and Tarrant indicated that they had no questions at that point.

**Bob Brady:** In response to Council Member Herms, Mr. Brady indicated that, while now retired, much of his career had been spent in the New York / New Jersey area. Mr. Brady asked the Council to be cognizant that the City's program must compete for public attention. He recommended that the moderator be under the direct supervision of one person, either City Manager, Council Member, etc., with policy, programming and structural parameters set prior to implementation in order to avoid public criticism. He stated that the program host should have no political ties. Mr. Brady said that he would be available to serve the City except in the month of November when he would be away on vacation.

Council Member Tarrant expressed concern that factions emerging from the last City Council election, which he described as pro-growth and slower-growth, be equally represented among those providing program direction. Mr. Brady said that he believed the intent was not for a program of controversy but rather one of information. Council Member Van Arsdale underscored the goal of focusing on informing the public on local issues. He said that he feared Council Members would tend to politicize the process and therefore recommended that the Mayor and City Manager provide direction, with the moderator creating an atmosphere of objectivity.

In response to Vice Mayor MacKenzie, Mr. Brady highlighted recent television experience with news gathering, editing and writing on Long Island PBS Channel 21 as well as a wider range of news production activities, including filming, at a facility in Vermont. Mr. Brady confirmed for Council Member Nocera that he would be able to devote sufficient time to the proposed program. He also addressed concerns expressed by Council Member Herms regarding balanced treatment of liberal and conservative positions, stating that he did not envision any informational program by local government as assuming either position. Rather, he said, the objective of the program is to present the perspectives of City Council on issues, regardless of how many different perspectives may be present, and that local government issues should not be categorized as liberal or conservative.

Vice Mayor MacKenzie expressed gratitude to all the professionals she had contacted regarding the City's program. She also expressed the belief that the public's attention could in fact be attracted to the program, although if it were not well done initially, it would be very difficult to overcome a negative first impression. Ms. MacKenzie also concurred with having two Council Members communicate to the moderator the Council's position, with one staff person in charge of production coordination. Council Member Tarrant agreed. Council Member Herms suggested that both Mr. Loveday and Mr. Brady assist with the effort, particularly in light of the City's obtaining its own cable channel in October.

***MOTION by Tarrant to APPOINT Carl Loveday to be moderator with the ability for him to call upon Bob Brady for backup, as needed; seconded by***

*Herms and carried 6-0 (Coyle-absent, Herms-yes, MacKenzie-yes, Nocera-yes, Tarrant-yes, Van Arsdale-yes, Barnett-yes).*

**ADJOURN** .....  
9:12 a.m.

\_\_\_\_\_  
Bill Barnett, Mayor

Minutes prepared by:

\_\_\_\_\_  
Tara A. Norman, City Clerk

Minutes approved: 9/16/98.