



City Council Chamber  
735 Eighth Street South  
Naples, Florida 34102

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**City Council Workshop Meeting – December 1, 2008 – 8:29 a.m.**

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Mayor Barnett called the meeting to order and presided.

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

**Present:**

Bill Barnett, Mayor  
Penny Taylor, Vice Mayor

**Council Members:**

Teresa Heitmann  
Gary Price, II  
John Sorey, III  
Margaret Sulick  
William Willkomm, III

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**Also Present:**

William Moss, City Manager  
Robert Pritt, City Attorney  
Tara Norman, City Clerk  
Vicki Smith, Technical Writing Specialist  
Roger Reinke, Assistant City Manager  
Russell Adams, CRA Executive Director  
Michael Bauer, Natural Resources Manager  
George Archibald, Traffic Engineer  
Ronald Wallace, Streets & Stormwater Director  
Ann Marie Ricardi, Finance Director  
Robert Middleton, Utilities Director

Dorothy Hirsch  
Jim Boula  
Donna Colon  
Karen Thurner  
Charlene Casey

**Media:**

Jenna Buzzacco, Naples Daily News  
Other interested citizens and visitors.

**SET AGENDA.....ITEM 2**

***MOTION*** by Taylor to ***SET THE AGENDA*** continuing ***Item 13*** (wind turbines); seconded by Price and unanimously carried, all members present and voting (Heitmann-yes, Price-yes, Sorey-yes, Sulick-yes, Taylor-yes, Willkomm-yes, Barnett-yes).

**PUBLIC COMMENT.....ITEM 3**

(8:32 a.m.) None.

**.....ITEM 4**

**RENAISSANCE VILLAGE PROPERTY APPRAISAL PROPOSALS – REVIEW COST TO DETERMINE THE APPRAISED VALUE OF THE RENAISSANCE VILLAGE PROPERTY.** City Manager William Moss reviewed the memorandum dated November 4 prepared by Assistant City Manager Roger Reinke (Attachment 1), reporting the following

estimates to appraise the Renaissance Village property (formerly Grand Central Station located at US 41 and Goodlette-Frank Road):

- Integra Realty Resources SWF - \$9,000;
- Real Estate Appraisal and Litigation, LLC - \$10,700; and
- Carroll & Carroll, Inc. - \$7,500.

Council Member Price recommended that no land purchases be considered at the present time due to economic conditions anticipated in the coming year; Council Members Heitmann and Sulick agreed. Vice Mayor Taylor also concurred with Mr. Price, saying that comments from residents had not been favorable with regard to this acquisition.

Council Member Sorey however expressed support for proceeding with the appraisal, noting that residents would decide via referendum whether to purchase the property. Council Member Willkomm disagreed, citing numerous *Naples Daily News* articles as examples of what he termed a flawed process with regard to Collier County's 2005 purchase of the Caribbean Gardens (Naples Zoo) property wherein the final cost had been \$67.5-million rather than the \$40-million figure proposed to voters in the referendum. A vote should only go forward upon a final purchase price, not an appraised price, he concluded. With regard to the Naples Zoo, Vice Mayor Taylor explained that the referendum had gone forward prior to a final agreed upon price but that the Naples Preserve property acquisition had gone to referendum with a firm price and none of the issues arose similar to the Zoo, she pointed out. Mr. Sorey said that his understanding had nevertheless been that a contract, subject to the referendum price, would be agreed to prior to the election, concurring with Mr. Willkomm that the process followed by the County with regard to the Zoo had been unfortunate. Council Member Heitmann indicated that while she viewed greenspace as important, current economics were not favorable to moving forward with this proposal at that time.

Mayor Barnett expressed appreciation to Attorney John Passidomo, who had represented the property owner, for his contribution to the discussions and clarified that his intent had been to obtain appraisals and to move forward to a referendum only if found feasible with the City's budget. In response to Vice Mayor Taylor, City Clerk Tara Norman said she believed that ballot language with regard to a referendum in 2010 (City general election) would need to be drafted by August of 2009. Vice Mayor Taylor suggested that the purchase be revisited later in the coming year should Council so desire.

*Consensus NOT to proceed with appraisals at this time (Barnett and Sorey dissenting).*

.....**ITEM 5**  
**RESIDENTIAL RAIN GARDENS PROJECT – PRESENTATION AND DISCUSSION REGARDING THE CREATION OF RAIN GARDENS IN YARDS AS A MEANS TO IMPROVE WATER QUALITY OF STORMWATER RUNOFF (FROM ROOFS OF HOMES) WHILE ENHANCING LANDSCAPING.** (It is noted for the record that a printed copy of the electronic presentation regarding this item is contained in the file for this meeting in the City Clerk's Office.) Natural Resources Manager Michael Bauer explained that the use of rain gardens (*a relatively small area of native perennial vegetation planted in a location that captures stormwater runoff*) were another means of cleaning water prior to its entering Naples Bay from the City's stormwater system. By routing water from impervious surfaces through the

gardens, runoff is filtered naturally by the plants, he said, pointing out that staff had created two demonstration rain gardens, one located at the Community Services Building and one in front of City Hall.

Dr. Bauer also provided a brief overview of the use of rain barrels, noting that as above ground water storage vessels they capture and store roof runoff for use between rains and could be used in conjunction with rain gardens, he said. Furthermore, the barrels divert runoff from the City's storm drainage system, thereby reducing pollutants entering local waters. He also indicated that a workshop would be held at the Norris Community Center in February to provide information to the public as to the use and installation of rain barrels and gardens; the workshop would be a joint effort by the City, Collier County, Naples Botanical Garden, and the University of Florida. Dr. Bauer explained that an actual demonstration of the construction of a rain garden would be scheduled, with video made available for viewing on television. In response to Council Member Sorey, Dr. Bauer confirmed that rain barrels were currently available through the County's Agricultural Extension Agent, Mike Mallory, and that the barrels, as well as native plants, would be available for purchase at the aforementioned workshop. Mr. Sorey noted that should public interest prove to be adequate, Big Cypress Basin Board would perhaps subsidize the cost of the barrels.

In response to Vice Mayor Taylor, Dr. Bauer clarified that the native plants utilized in a rain garden are naturally drought tolerant as well as resistant to heavy rainfall. Vice Mayor Taylor suggested that promotional information regarding the above workshop be aired on the City's television channel, as well as photos of the City's two existing rain gardens with the hope of piquing the public's interest. Council Member Heitmann noted that information should also be made available at the Farmer's Market and a presentation made to the President's Council. Additionally, she said that contact should be made with the City's Building Department with the intent of encouraging the use of rain gardens by local landscape architects; Dr. Bauer agreed. Mayor Barnett said that he uses rain chains to channel water from gutters on his home into watering cans, which has proven to work well. Dr. Bauer explained for Council Member Sulick that the optimum situation is to have more than one barrel to allow capture of excess water during a heavy rain event and that the rain gardens do work well on sloped ground such as in a swale.

Council Member Willkomm said that the large pond along US 41 abutting Naples Community Hospital's (NCH's) parking garage appeared to be in need of maintenance and/or landscaping. Vice Mayor Taylor reported that budgetary restraints had prohibited such improvements, but Dr. Bauer pointed out that plantings could actually be placed rather inexpensively. Absent local legislation requiring plants in and around private water bodies, Dr. Bauer said, the City had no control of the upkeep of that pond; however, emergent vegetation would further lessen pollutants entering Naples Bay from the stormwater system.

.....**ITEM 6**  
**CONSTRUCTION SCHEDULE / TIMELINE FOR THE NEW PARKING GARAGE –**  
**SUMMARY OF CONSTRUCTION SCHEDULE FOR THE NEW PARKING GARAGE**  
**LOCATED ON EIGHTH STREET AND SIXTH AVENUE SOUTH AND ANTICIPATED**  
**COMPLETION DATE.** Ron Wallace, Streets & Stormwater Director, provided a brief update regarding the construction schedule of the City's parking garage (located at Sixth Avenue and

Eighth Street South), noting the initial two-month delay due to nesting Cooper's Hawks. He then reviewed the following:

- July – August / Site work and pile installation;
- August – September / construction of foundations;
- October 10 / precast installation began;
- November 21 / precast installation completed;
- Three-week projected work schedule (Attachment 2);
- Future activities (Attachment 3);
- Completion schedule (Attachment 4), noting that since provision of the information under discussion, substantial completion (operational as intended) had been revised from January 22 to January 29; and
- Final completion scheduled for February 18.

Council Member Sulick commended all involved in the project, asking when the latticework would be installed. Mr. Wallace explained that this process would begin within the week. In response to Mrs. Sulick, City Manager William Moss explained that a temporary Certificate of Occupation (CO) could be granted for the garage since the necessary public artwork would not be installed by the above referenced dates. With reference to the Naples National Art Show, Mr. Wallace assured Vice Mayor Taylor that parking would be available in the facility by that date.

.....**ITEM 7**  
**DOWNTOWN DIRECTIONAL SIGNAGE REPORT – STUDY OF EXISTING SIGNAGE DIRECTING MOTORISTS TO FIFTH AVENUE SOUTH, THIRD STREET SOUTH, AND NEARBY PUBLIC FACILITIES. RECOMMENDATION FOR IMPROVED DIRECTIONAL SIGNAGE.** George Archibald, Traffic Engineer, summarized his memorandum dated November 4 (Attachment 5) as well as reviewing his evaluation of the City's signage inventory and recommendations thereof dated November 2008 (see Attachment 5). He noted that the goals of the documentation had been:

- To provide signage to destinations such as the City Dock, Fishing Pier, historic areas, beaches, Naples Landing and the Third Street South and Fifth Avenue South business districts;
- Minimize the number of signs; and
- Direct traffic onto collector streets such as Eighth, Ninth, and Tenth Streets South, Fifth Avenue South and Broad Avenue.

The recommendations (see Attachment 5) propose that 10 of the existing 15 signs (which provide direction from US 41 to various destinations) be maintained, amending the language of the other 5 signs to reflect directions to the above noted destinations, as well as adding 3 new signs with directions to the City's two parking garages, the City Dock and the Fishing Pier. He also noted the inclusion of a provision regarding future wayfinding signage along US 41, although Florida Department of Transportation (FDOT) permitting would be required. (It is noted for the record that examples of wayfinding signage is contained in Attachment 5, Page 8, as well as possible locations, Page 9.) In response to Council Member Sulick, Mr. Archibald explained that the US 41 directional signage depiction (see Attachment 5, Page 10), contained possible changes to existing overhead signage, a project being pursued with the State currently. Furthermore, he explained that the 5 signs scheduled for amended language as aforementioned, would be altered to render their look as more in keeping with the character of their surroundings,

such as along Third Street and Fifth Avenue South. Mr. Archibald also confirmed for Mrs. Sulick that wooden borders could be placed around this signage. In response to Council Member Heitmann, Mr. Archibald explained that southbound signage on US 41 is limited to historic and downtown language, therefore the City's interest in the above referenced wayfinding signage program, which would allow actual destinations to be indicated. Vice Mayor Taylor suggested that Council Members currently seated on the Metropolitan Planning Organization (MPO) support the wayfinding signage program.

In response to Council Member Sulick, Mr. Archibald said that staff would review the large blue parking signage placed by FDOT, especially the one located at Eighth Street and Fifth Avenue South with the intent of either lowering the sign, relocating it and/or replacing it with a smaller version. Council Member Price contended that the City suffered from sign pollution, especially along US 41; he therefore requested research to ascertain those which are mandated; if they are not required, they should be removed, he stated. Mayor Barnett noted that a past Council had come to this same conclusion and the removal of non-mandatory signage had been acted upon. Mr. Price also suggested that signage more in character with the ambience of the City be utilized when possible. Vice Mayor Taylor suggested that signage should be placed whenever possible upon mast arms, but Mrs. Sulick cautioned that this presented a traffic hazard, in her opinion, should too many signs be permitted. Mr. Archibald indicated his agreement with the use of the mast arms and pointed out that the wayfinding program also allows the use of a logo on signage. Council Member Sorey noted that the marking of Fifth Avenue South should be pursued much the same as Third Street South, suggesting differing colors of striping on the roadways. Mr. Archibald stated that while specific striping colors are mandatory, directional markings had not been addressed in the State regulations, adding that he would research this option.

*Consensus that staff provide examples of signage more in character with the ambience of the City, i.e. wooden border or ornate metal, as well as branding of areas such as Fifth Avenue South, Historic District, etc.*

.....**ITEM 8**  
**15-YEAR CAPITAL PLAN FINANCING – FIFTH AVENUE SOUTH LIGHTING PROJECT – PROJECTED CRA REVENUES, EXPENDITURES, AND CAPITAL PROJECTS FOR THE NEXT 15 YEARS. PROPOSED ACCELERATION OF THE PLANNED FIFTH AVENUE SOUTH STREETLIGHT PROJECT.** Finance Director Ann Marie Ricardi reviewed her memorandum dated November 14 (Attachment 6), explaining that a \$50.241-million, 15-year capital improvement plan had been created due to the following: the recent financing of the new parking garage (Eighth Street and Sixth Avenue South); the approval of the report by the Iler Group, which identified a \$21.2-million capital plan for the Community Redevelopment Agency (CRA); and the City's current 5-year capital improvement plan of \$29.041-million. (See the 15-year sustainability report of the CRA (Attachment 7).) (It is noted for the record that a printed copy of the electronic presentation made in conjunction with this item is contained in the file for this meeting in the City Clerk's Office and pertinent slides attached hereto as Attachment 8.)

The CRA is scheduled to disband in 2024, Ms. Ricardi said, providing 16 years of funding sources for major projects, but also requiring the City to ensure that projects planned over that same 16 years are fundable, sustainable and desirable. She then review the following:

- Gross CRA funds available (see Attachment 8, Page 1), assuming a 4% growth in ad valorem taxes (TIF / Tax Incremental Funding) and investment income, \$66-million in revenue is projected to be earned through 2024 and utilized for debt service, operational costs, and capital improvements (noted was the FY08-09 entry regarding investments of \$159,000, \$95,000 of which is to be realized from a grant);
- CRA funds committed amount to \$16.5-million in debt for the life of the CRA (see Attachment 8, Page 2) and \$30.8-million in operational costs (see Attachment 8, Page 3);
- Net funds available for capital amount to \$18.9-million (see Attachment 8, Page 4);
- CRA capital plan totals \$50.241-million as referenced above (see Attachment 8, Page 5 and 6); and
- Other funding sources (see Attachment 8, Page 7, 8 and 9).

Ms. Ricardi indicated that the list of proposed capital projects (see Attachment 8, Page 5) is expected to create a shortfall of \$31,256,963 (see Attachment 8, Page 7), although several projects would not require completion by the 2024 sunset of the redevelopment district. These are as follows: Park Street project; “D” Downtown package/structure and land; Fifth Avenue South parking facility; special features gateways; special features cultural plaza; Sixth Avenue South promenade; and waterfront connection. Council Member Price commended staff for the timely presentation and noting the aforementioned deficit, recommended that Council review and prioritize the projects, possibly eliminating some. The operating cost must also be reviewed, he said, explaining that he believed that the projected 4% growth in revenue may be unrealistic over the next few years due to the present economy; however, this could approximate the actual return with respect to a 16-year projection. Of the projected \$18.9-million in funding available for capital projects, Mr. Price indicated that he believed \$5- to \$6-million should be placed in reserve because of revenue downturns which should be expected at least in the coming year or two, as well as other unforeseen expenses. He also expressed concern with the expectation of utilizing the parking trust funds as a source of revenue, predicting that 330 parking spaces within the new parking facility (located at Eighth Street and Sixth Avenue South) will not be sold at the current asking price of \$28,900, nor will 364 on-street parking spaces be sold at \$3,000 to \$6,000 per space; realistic figures must be garnered with current economics factored into the final equation for these spaces, he said. The time had come for responsible fiscal decisions, he cautioned. Council Member Sulick said that she strongly agreed with all comments. Vice Mayor Taylor stated that while she agreed with Council Member Price’s evaluation, she did not wish to eliminate any projects, but rather prioritization must be undertaken. Council Member Sorey also concurred with Mr. Price but added that as the economy recovers the demand for the aforementioned parking spaces should also resume, as well as alter priorities. Mr. Sorey also stated that the sustainability document, as well as discussions regarding same, should be viewed as a visioning tool with additional evaluation of the report on an annual basis during the City budget review.

Agreeing with Council Member Price, Mayor Barnett noted the need for a detailed workshop discussion of this item; Council agreed and various Members proffered the questions/comments reflected below in preparation of the aforementioned workshop:

- Details of how the Public Art Fund could underwrite specific projects (Heitmann and Sorey);

- Whether all projects listed had been previously approved and if so, provide details of projects, especially the pedestrian overpass at Four Corners (US 41 and Fifth Avenue South intersection) (Heitmann);
- Grant opportunities for the CRA area (Heitmann);
- Possibility of outright donations (Heitmann);
- Overview of TIF growth rate for the past 15 years (Sulick); and
- Supporting information for a Fifth Avenue South parking facility (Sulick).

Ms. Ricardi explained that while several decisions must be made by Council, including review of the above discussed capital projects list, funding, and possible phasing of the Fifth Avenue South lighting project, one of the most important would be the use of future receipts from the Parking Trust Fund (see Attachment 7, Page 4, Paragraph 4) from the sale of spaces in the new parking facility above referenced. The CRA's current budget included a projected \$300,000 of revenue from this source, she added.

In response to Vice Mayor Taylor, CRA Executive Director Russell Adams confirmed that the payment in lieu of parking program (PILOP) is available in the 41-10 District ("D" Downtown / Heart of Naples), noting that he had been reviewing the current amount of payment required but cautioned that the new parking facility spaces would be available only to the Fifth Avenue South Special Overlay District. Furthermore, he added, the proposed Fifth Avenue South parking garage, would only be constructed should the demand necessitate it. Council Member Sulick questioned the restriction of the new parking garage usage and noted that it had been her understanding that the sale of spaces within the new parking facility would be used to lessen the debt incurred in its construction. She also reminded Ms. Ricardi that once the Strand decision (*Strand v Escambia County regarding the use of ad valorem taxes without benefit of a referendum*) had been overturned, the interlocal agreement between the CRA and the City was to have been amended to reflect that the CRA would indeed be responsible for repaying the City for payment of this debt; Ms. Ricardi acknowledged this and said that it would be addressed in the near future.

Responding to the above comments, Council Member Price questioned whether the PILOP monies could be utilized for repayment of the new parking garage debt and reiterated his concern with the City's economic status. The situation is serious and must be addressed by prioritizing and eliminating items on the CRA capital projects list (see Attachment 8, Page 5), he said, thanking staff again for its efforts in bringing these issues forward for discussion.

Council Member Heitmann who voiced concerns regarding the manner in which landscape replacement would be handled in conjunction with the Fifth Avenue South lighting plan. City Manager William Moss confirmed that the cost reflected on the project listing included necessary replacement but not any additional plantings beyond what currently exists; Council would have to approve any additional landscaping, he stressed. Mrs. Heitmann also expressed concern that this lighting had been scheduled for replacement when this type of work had been accomplished ten years prior and the majority of the CRA area had not received the same treatment. Council Member Sulick explained that it had been her understanding that the electrical infrastructure installed previously had been at the request of the Fifth Avenue South merchants, who at that time wanted only muted, subtle illumination along the street. This has

changed, Mrs. Sulick said, especially on the west end of Fifth Avenue where it remains darker due to the lack of redevelopment and lack of available ambient lighting because businesses are not generally open during the evening in this area. Mr. Adams explained that the proposed plan focuses the lighting onto the pavement and sidewalks and produces less glare, but Mrs. Heitmann questioned the need for additional electrical outlets to accommodate street fairs, inquiring as to whether Council desired these fairs to remain open after dark. Council Member Price cautioned against the use of an inter-fund loan for the lighting project due to the lack of free cash flow, which should be an indicator as to the condition of the budget; Council Member Sorey agreed, at least on a short term basis.

Council Member Sorey concluded that the Fifth Avenue South lighting project should proceed on a pay-as-you-go basis and agreed with the above comments that the Parking Trust Fund had been earmarked to repay the new parking garage debt; Council agreed although no consensus was forthcoming due to looking toward additional discussion of this item on December 15.

In response to Vice Mayor Taylor, Mr. Adams agreed to contact the Downtown Naples Association (DNA) and request that they reiterate their support of the Fifth Avenue South lighting project and well as make them aware of the upcoming workshop discussion of the CRA capital projects.

*Direction that detailed CRA budget review be placed on December 15 workshop agenda at 1:30 p.m.*

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**Recess: 10:36 a.m. to 10:51 a.m. It is noted for the record that the same Council Members were present when the meeting reconvened.**

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.....**ITEM 10**  
**HORSE-DRAWN CARRIAGE FRANCHISES – THE CITY CODE ALLOWS FOR FRANCHISE AGREEMENTS ALTHOUGH LIMITED TO A MAXIMUM OF FIVE HORSE-DRAWN CARRIAGES OPERATING AT ANY ONE TIME. THERE ARE CURRENTLY TWO AGREEMENTS (WITH A TOTAL OF FIVE CARRIAGES IN USE) AND A THIRD COMPANY HAS REQUESTED AN AGREEMENT. DISCUSSION AS TO WHETHER HORSE DRAWN CARRIAGE FRANCHISES SHOULD BE CONTINUED AND WHETHER ANOTHER AGREEMENT SHOULD BE GRANTED.**  
City Manager William Moss reviewed his memorandum dated November 20 (Attachment 9) and explained that staff sought direction as to whether Council wished to continue the practice of issuing horse-drawn carriage franchises and, if so, whether it would consider the issuance of an additional franchise for one carriage; currently the maximum of five carriages operate within the City, he clarified.

**Public Comment:** (10:52 a.m.) **Donna Colon, 3935 24<sup>th</sup> Avenue SE,** urged that Council continue the custom of horse-drawn carriages and explained that as owner of Water's Edge Ranch, she would appreciate consideration of an additional franchise thereby enabling her to operate her carriage within the City limits, although not necessarily in the downtown area.

**Karen Thurner, 5191 Coral Wood Drive,** noted that she owns three of the carriages operating in the City and that she supported the policy as it currently exists; if an additional carriage were allowed, too much congestion would be created, especially during season, she said. Mayor Barnett agreed, saying that no complaints had been received recently and that the current operators maintain a proper balance. Council Member Willkomm stated that he did not wish to support monopolies and that the carriages should not be limited. Council Member Heitmann



agreed that while open to discussion on additional carriages, she supported Mayor Barnett's comments. **Charlene Casey, owner of Charlene's Classic Carriages**, explained in response to Mrs. Heitmann that she had been parking her carriage in front of Vergina's to load and unload patrons to Fifth Avenue South, that this had proven to be the safest area for such actions.

Council Member Sulick agreed with Mayor Barnett's comments in that additional congestion should be avoided, therefore she did not support another carriage. Noting Ms. Casey's request for signage, Mrs. Sulick pointed out that per the Code of Ordinances, this should be denied; Ms. Casey agreed. Referencing Ms. Colon's above comments regarding operation in the Venetian Village area, Council Member Willkomm questioned whether Council would consider this as an option. Mrs. Sulick indicated that that area was in fact private property and that an application could be submitted for further consideration of the proposal; Council agreed.

*Consensus to retain current policy allowing horse-drawn carriage franchises and a total of five horse-drawn carriages operating in the City at any one time.*

.....**ITEM 9**  
**SINGLE-STREAM RECYCLING – CURRENTLY, RESIDENTIAL CUSTOMERS PLACE RECYCLED MATERIAL IN A BIN AND PLACE IT AT THE CURB. RECYCLED MATERIAL IS SEPARATED AT THE CURB BY SOLID WASTE CREWS AND THEN TRANSPORTED TO LEE COUNTY FOR DISPOSAL. WASTE MANAGEMENT INC. HAS AGREED TO ACCEPT CO-MINGLED RECYCLED MATERIAL AT NO COST TO THE CITY. THIS WILL ALLOW CONVERSION FROM CARRY-OUT BINS TO 65-GALLON ROLLOUT CARTS IF DESIRED BY CITY COUNCIL AND THE COMMUNITY.** City Manager William Moss reviewed his memorandum dated November 21 (Attachment 10), explaining that Council's approval to formalize the agreement discussed therein had been needed, as well as the purchase of the 65-gallon rollout recycle materials carts. Utilities Director Robert Middleton noted impending State legislation regarding a 75% recycling materials goal (Attachment 11) and that the agreement under discussion would aid the City in meeting this goal under the economic restraints it is currently facing. In response to Council Member Heitmann, Mr. Middleton confirmed that while the City's recycling trucks do have three years of use remaining, they are capable of handling the aforementioned 65-gallon carts. Mrs. Heitmann questioned the actual need for the larger bins due to the fact that her observation had been that residents did not recycle large quantities of materials. Mr. Moss said that the convenience of the larger carts had been proven to increase the amount of recyclables, both by the County and a trial by the City the prior year, and confirmed for Council Member Price that a choice could be given to residents who wished to continue the use of the smaller bins for the coming three years.

Mr. Middleton explained that a six month transition period would be needed should Council decide to proceed with the proposal for its 6,200 single-family residential customers, noting that multi-family customers provide their own service. Council Member Sorey suggested that a survey be undertaken to ascertain the number of residents who wish to utilize the carts and supported the concept of working with Collier County and Waste Management.

In response to concerns raised by Council Member Heitmann, Mr. Moss explained that no contract was being negotiated as yet, that his recommendation had been that the City approach the County with regard to amending its contract with Waste Management to include residential

recyclable collection service in the City. Collier County's current contract expires in 2013, he pointed out, and should the County not agree with the amendment, then the City would deal with Waste Management directly. Noting Council's concern that Waste Management would eventually levy a charge to the City for such service, Mr. Moss reiterated that direction was needed to allow staff to move forward with the County and/or Waste Management and that this concern could then be addressed. An agreement would be in place with one of the entities, he asserted for Council Member Sulick, prior to the purchase of the carts and a plan for phased implementation of the program. Mayor Barnett stated that he supported the proposal and believed that it would increase the amount of recycling in the City. Council Member Price indicated that should the cart program prove successful over a two-year period with residents being offered the interim choice of bins or carts, then the use of the carts could become mandatory. Mr. Moss cautioned that a choice of containers however would not result in the increase of recycling that would be realized through exclusive cart use, but reiterated that an agreement could be negotiated and brought before Council for a decision at that time; Council concurred.

*Consensus for staff to continue to negotiate contract and provide information for further consideration.*

.....ITEM 11  
**USES FOR FORMER FUN TIME EARLY CHILDHOOD ACADEMY PROPERTY – THE ACADEMY WILL SOON OPEN A NEW FACILITY. THE EXISTING FACILITY IS LOCATED AT 1010 FIFTH AVENUE NORTH. CITY COUNCIL DISCUSSION AS TO THE FUTURE USE OF THE VACATED PROPERTY. PROPOSED IS CONVERSION TO A PASSIVE PARK.** City Manager William Moss explained that the Fun Time Early Childhood Academy currently resides on City-owned property located on the southeast corner of Fifth Avenue and Tenth Street North, but would be moving its operation sometime in December to its new location. Fun Time acquired funding to remove structures and return the vacated site to sod and City staff had prepared a Community Development Block Grant (CDBG) application for submittal with the intent of improving the vacated site to greenspace, which would be a passive park including trees, landscaping and benches. The application would be brought forward to Council for consideration at that week's regular meeting, he said, however cautioning that if the CDBG funding were accepted, the site would be required to remain as greenspace for the five-year duration of the grant agreement.

Council Member Sorey recommended that staff research the cost of an irrigation system for the site to maintain the above referenced sod and that he supported the passive park concept. In response to Council Member Price, Mr. Moss stated that \$100,000 would be sought in the grant, but Mr. Price questioned the advisability of making the five-year commitment. Mayor Barnett said that he believed with the current economy, no foreseeable need for development of the site would occur within the five-year period. Mr. Price suggested that should a need arise for the property, such as a charter school, the \$100,000 could be repaid and the site utilized for that purpose.

In response to Vice Mayor Taylor, Mr. Moss stated that the site is serviced by a septic tank system and that he believed that the structures' collapse would be addressed by Fun Time, although he would confirm this with its representatives. He also explained for Council Member Sulick that while the nearby neighborhoods had not been contacted with regard to their desires

for the use of the property, staff's concern had been that it remain a vacant lot and therefore the grant under discussion.

*Consensus to support proceeding with Community Development Block Grant (CDBG) application to improve the site as green space.*

.....ITEM 12  
**CITY COUNCIL REPRESENTATION ON COMMITTEES - GENERAL DISCUSSION  
AS TO THE ROLES AND RESPONSIBILITIES OF CITY COUNCIL MEMBERS WHO  
ALSO SERVE ON THE BOARDS OF COUNTY, REGIONAL, AND STATE AGENCIES.**

Vice Mayor Taylor, who had requested this discussion, explained that her concern had been due to the fact that, as elected officials who serve on other boards and committees, a policy should be established as to a Member's responsibility as a representative of City Council. Mayor Barnett pointed out that the responsibility would be dependent upon a board or committee's function and whether Council's input was deemed necessary for issues which might arise, citing his service on the Naples airport noise committee during which he brought before Council issues which, at his determination, he felt that Council direction had been needed. Council Member Willkomm agreed, stating that it is the responsibility of each individual Council Member to make the best decision possible at any given time on a case-by case basis, citing an instance when Council Member Price, a member of the Metropolitan Planning Organization (MPO) at the time, had sought Council's opinion of an issue, although subsequent information had made it necessary for him to alter the direction provided to him by Council. Mr. Price had then provided Council with the particulars of his amended decision to allow it the opportunity to question his action, Mr. Willkomm added, noting that this practice is followed by all Council Members making no formal policy needed beyond trust in one another.

Council Member Sorey noted his appointment to the Big Cypress Basin Board had been made by the Governor and not City Council, but that he continued to keep Council abreast of issues and decisions, especially with regard to its funding of projects within the City. Vice Mayor Taylor took issue with this practice explaining that she believed he should act at the direction of Council; Mayor Barnett disagreed, indicating that he supported the pursuit of funding when it is available from any source. Council Member Sulick said that while she fundamentally agreed with Vice Mayor Taylor, she also cautioned that flexibility must be maintained to allow action when unexpected circumstances arise, such as Basin funding earmarked for the Hole-In-The-Wall project, should Council decide to go forward with it. Mr. Sorey further explained that monies allocated by the Basin for City projects still must be formally accepted by Council, and that he works closely with City Manager William Moss and staff to ascertain the City's needs. He reiterated that he is not a representative of Council but endeavors to keep Council abreast of ongoing Big Cypress Basin Board issues. In response to Council Member Heitmann, Mr. Sorey further explained the Basin's grant process and stressed that Council did have final acceptance approval.

During additional discussion of the above referenced Hole-In-The-Wall project, City Manager William Moss indicated that should the project prove to be advantageous to the City, especially with regard to much needed water quality credits, then staff would come forward at that time to recommend proceeding, and confirmed that Council Member Sorey did indeed confer with staff as to which projects were in need of Basin funding. In response to Council Member Price, Mr. Sorey confirmed that the Basin grants are 50/50 matching and that with regard to Hole-In-The-

Wall project, \$1.5-million had been earmarked by the Basin should Council decide to move forward. Furthermore, Mr. Sorey pointed out that as a Council Member, he had not reached a decision as to whether to approve the acceptance of this grant money, that additional information, such as the number of water quality credits, must be known prior to that decision-making. Mr. Price said that he supported the present process as indicated by Mr. Sorey and that all Council Members should do their utmost to maintain contact with staff and keep Council abreast of actions on other boards and committees.

Vice Mayor Taylor reiterated her concern that Council Member Sorey influenced funding of certain City projects to a great extent and that she believed that Clarence Tears, Director of the Big Cypress Basin, should come before Council with information on any available grants and allow Council to make a decision as to which opportunities it is interested in pursuing, at least yearly prior to the budget cycle. Mr. Sorey pointed out that the current process had proven to be adequate and non-controversial until the Hole-In-The-Wall placeholder issue became apparent; Council retains final decision-making with regard to which grant applications to be submitted and therefore no formal policy is needed, he concluded. Common sense and good judgment outweigh a formal policy in this instance, he said; Council Member Sulick agreed.

Following further discussion of developing the above referenced policy the consensus below were forthcoming. Council Member Heitmann noted that while voting against a formal policy she would prefer a review of any future grant generated placeholders which affect the City's budget. Council commended Vice Mayor Taylor for bringing forward this item for discussion.

*Consensus that no policy be established (6-1 / Taylor dissenting).*

*Consensus that Big Cypress Basin Director Clarence Tears be invited to discuss upcoming grant opportunities.*

(Continued – see Item 2 above).....**ITEM 13**  
**WIND TURBINES – GENERAL DISCUSSION REGARDING THE USE OF WIND TURBINES ON RESIDENTIAL AND COMMERCIAL PROPERTIES.** (It is noted for the record that this item was continued to a later date at the request of Council Member Price to allow a more detailed presentation which reflects his concept of alternative power sources.)

.....**ITEM 14**  
**GRANTS – GENERAL DISCUSSION REGARDING APPLICATION FOR AND RECEIPT OF GRANTS FROM OTHER AGENCIES.** City Manager William Moss explained that this item had been prompted by prior Council discussion and also requested that continuation of the Grants Coordinator position for the remainder of the fiscal year be considered. Vice Mayor Taylor, referencing a memorandum from Assistant City Manager Roger Reinke dated November 24 (Attachment 12), commended the suggestion that current Grants Coordinator Greg Givens be retained due to his performance over the past few months in obtaining \$447,760 in grant funding. In response to Council Member Heitmann, Mr. Moss added that Mr. Givens had agreed to work instead of accepting severance pay and during that 12-week period, his productivity had significantly increased as noted above. Mr. Givens had also agreed to continue in the position at half his prior salary with possible bonuses should they be merited.

*Consensus for City Manager to proceed as proposed with regard to retention of Grants Coordinator for the remainder of the current fiscal year.*

**BRIEFING BY CITY MANAGER .....ITEM 15**

(It is noted for the record that a copy of the City Manager's report is contained in the file for this meeting in the City Clerk's Office.) City Manager William Moss provided a brief overview of his report which included a draft of the public notice regarding increases to irrigation (reclaimed/reuse/alternative) water rates. He recommended that implementation of the increases however be delayed for six months following formal adoption. He also noted a last minute Florida Department of Environmental Protection (FDEP) requirement regarding the Crayton Cove mooring field anchorage system, as well as a draft agenda for the December meeting of the State of Florida Board of Trustees of the Internal Improvement Trust Fund (TIITF / Governor and Cabinet), which indicated the amended agreement requirement for the submerged land lease. In response to Council Member Sorey, he explained that the cost for such renovation had not yet been ascertained, noting that Waterfront Operations Manager Michael Klein had been scheduled to meet with Cabinet Aides later that week. Mr. Moss also indicated the listing of City projects to be submitted to the Metropolitan Planning Organization (MPO) for consideration of its enhancement funding, and Council Member Price noted that the Safe Routes to School grant funding should also be pursued. Mr. Moss additionally confirmed for Council Member Heitmann that the US 41 lighting referenced in his report was indeed the same project previously sidelined by Council due to lack of funding; included is lighting and infrastructure from Seventh Avenue North to Fleischmann Boulevard. In conclusion, he noted the 2009 Legislative Action Agenda for the Florida League of Cities, which had contained issues brought forward by the City of Naples; Vice Mayor Taylor stated that the unfunded mandates issue had been deemed a priority statewide and Mrs. Heitmann stressed that Council Members must individually lobby State Representatives.

*Consensus to present Metropolitan Planning Organization (MPO) priority list for grant funding of City projects as submitted.*

**REVIEW OF ITEMS ON THE 12/03/08 REGULAR MEETING AGENDA .....ITEM 16**

Regarding Item 6-b(1) (Bayfront Chefs Market), Council Member Sulick questioned whether music would be provided and clarification as to the frequency of the event and Council Member Heitmann requested information regarding the decision-making process involved with Item 6-f (appropriation of forfeiture funds), especially questioning how training programs are chosen for police officers.

**CORRESPONDENCE / COMMUNICATIONS .....**

Mayor Barnett requested that the Community Redevelopment Agency's (CRA's) budget (see Item 8 above) be scheduled for review by the CRA on December 15 at 1:30 p.m., time certain, thereby allowing prioritization of projects. Council Member Willkomm requested a workshop discussion of the Code Enforcement Board's policy of pardoning fines and the possibility of attaching liens to a property. Council Member Price recommended that this discussion also include how staff is to proceed with requests/directives from various boards and committees regarding additional authority. Council Member Sulick requested a workshop discussion for review of the operation and authority of the Public Art Advisory Committee (PAAC) and the pertinent ordinance. Vice Mayor Taylor and Mr. Willkomm noted the need for naming to differentiate the two City parking facilities, as they are both located on Eighth Street South, and Mr. Price requested discussion of placards on storm drains to prohibit dumping of pollutants. City Manager William Moss indicated that this issue had been scheduled for discussion at an upcoming workshop. Vice Mayor Taylor referenced correspondence received from Stefan Bothe (a copy of which is contained in the file for this meeting in the City Clerk's Office) regarding

**City Council Workshop Meeting – December 1, 2008 – 8:29 a.m.**

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Council's handling of public speaker's concerns during meetings, as well as concern of businesses increasing their inventory for pre-closure sales and what legal fees would be involved should the City wish to address this practice. City Attorney Robert Pritt indicated that he would provide the fee information at that week's regular meeting. Council Member Heitmann pointed out the need to address attention-getting devices, such as sandwich boards, being used in rights-of-way by retailers, as well as an update on the Evaluation Appraisal Report (EAR/Comprehensive Plan). She also requested that reports and information updates be emailed rather than provided in document form. Council Member Sorey noted that the deadline for Tourist Development Council (TDC) receipt of grant requests is March 30, noting that he recommended that funding for the proposed pedestrian underpass art gallery (US 41 and Goodlette-Frank Road) be pursued through the TDC's non-County owned museum allocation process, pointing out that the Freedom Park (Collier County water quality project located at Goodlette-Frank Road and Golden Gate Parkway) art project had received funding from this source. He also referenced the proliferation of empty storefronts along the west end of Fifth Avenue South and his concern regarding same; he additionally requested a workshop discussion on the methodology for assessing administrative fees and financial policies contained in Resolution 08-12140 in conjunction with the coming budgetary cycle.

**ADJOURN** .....  
1:14 p.m.

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Bill Barnett, Mayor

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Tara A. Norman, City Clerk

Minutes prepared by:

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Vicki L. Smith, Technical Writing Specialist

Minutes Approved: 01/14/09



**NAPLES CITY COUNCIL AGENDA MEMORANDUM**

**Workshop Meeting Date: December 1, 2008**

Agenda Item: 4	Prepared By: Roger Reinke, Assistant City Manager Date: November 24, 2008 Department: City Manager
<b>SUBJECT:</b> Discussion regarding proposals received for a commercial appraisal to determine the current market value of the Renaissance Village property located at 100, 200 and 300 Goodlette-Frank Road South.	
<b>BACKGROUND:</b> At the November 17, 2008 Workshop, City Council discussed the potential of public acquisition of a portion of the property known as the proposed Renaissance Village.  John Passidomo, Esquire, representing the owner of Renaissance Village, Jack Antaramian, made a presentation to City Council offering two possible scenarios for public acquisition. Scenario one is the acquisition of 5.49 acres located at the western edge along 10 <sup>th</sup> Street; scenario two is the acquisition of 17.54 acres. Attached to this memorandum is a document provided by Mr. Passidomo.  City Council directed staff to obtain proposals for the cost of commercial appraisals to determine the current market value of these parcels. The proposed fees are as follows:  From Carlton J. Lloyd, representing Integra Realty Resources SWF – For the 5.49 acre parcel, \$4,500 (delivery time is 15 days from acceptance); For the 17.54 acre parcel, \$4,500 (delivery time is 15 days from acceptance).  From William H. Reeve, representing Real Estate Appraisal and Litigation, LLC – For the 5.49 acre parcel, \$4,500 (delivery time is 5 to 6 weeks from acceptance); For the 17.54 acre parcel, \$6,200 (delivery time is 5 to 6 weeks from acceptance); Time beyond the completion of the reports is billed at \$180 per hour for consultation and \$225.00 per hour for depositions.  From Raymond E. Carroll, representing Carroll & Carroll, Inc. – For the 5.49 acre parcel, \$3,500 (delivery time is 30 days from acceptance); For the 17.54 acre parcel, \$4,000 (delivery time is 30 days from acceptance). The fee for both Scenarios in a single report is \$6,500 (delivery time is 30 days from acceptance).	
Reviewed by Department Director A. William Moss	Reviewed by Finance N/A
Reviewed by City Manager A. William Moss	
City Council Action:	



The subject property can be briefly described as the assemblage of five independent titles summarized as follow:

<u>Parcel Id. No.</u>	<u>Owner of Record</u>	<u>Area (Acres)</u>
20762360000	Brompton Road Partners, LLC	15.70
20761920001	Brompton Road Partners, LLC	1.19
20765200002	Brompton Road Partners, LLC	0.47
20761960003	Brompton Road Partners, LLC	0.52
20761880002	Brompton Road Partners, LLC	1.20
	Totals:	19.08

The subject property is currently zoned within the Grand Central Station PD, Planned Development in accordance with Ordinance No. 05-10881, Resolution No. 05-10882, and the development agreement between the City of Naples and Brompton Road Partners, LLC. According to the resolution and the agreement, the entire Renaissance Village PD may be developed for 300 residential units calculated at a density of 14.28 units per acre, and 205,000 square feet of retail commercial and/or office space under certain specifications as stated in the official records. These rights are reflected in a Planned Development Document approved under Ordinance No. 05-10881. The agreement was signed on June 25, 2005, and is effective for a term of ten (10) years. Thus, as of the date of this appraisal, the agreement is valid.

On June 6, 2006, a 1.96 acre parcel designated for 50,000-sf of commercial building area was sold to Florida Gulf Coast University (FGCU). Therefore, the 21.04 acre Renaissance Village site was reduced to 19.08 acres. As a result, the existing "site development plan" for Grand Central Station (Renaissance Village), was re-visited and the zoning on the land now encompasses the 300 dwelling units and the remaining 155,000-sf of commercial building area. This is consistent with zoning approvals.

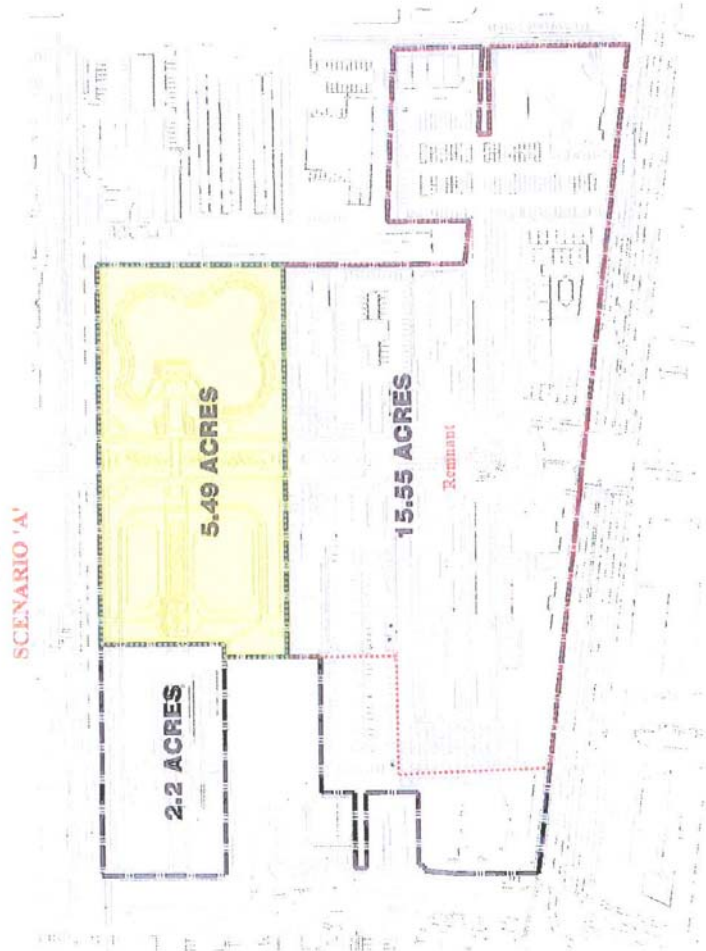


Mr. John Passidomo, Esq.  
Page Two

Furthermore, it became public that several council members of the City of Naples have expressed interest in buying part of the subject property for the development of a public park. According to the sketches submitted, there are two possible scenarios. They are; (a) a partial acquisition of 5.49+/- acres from the property, located at the western end along 10<sup>th</sup> Street; and (b) a partial acquisition of 17.54 acres which is everything except the 1.54 acre remnant adjacent to the FGCU 1.96 acre parcel. This appraisal was made subject to an extraordinary assumption regarding this situation.

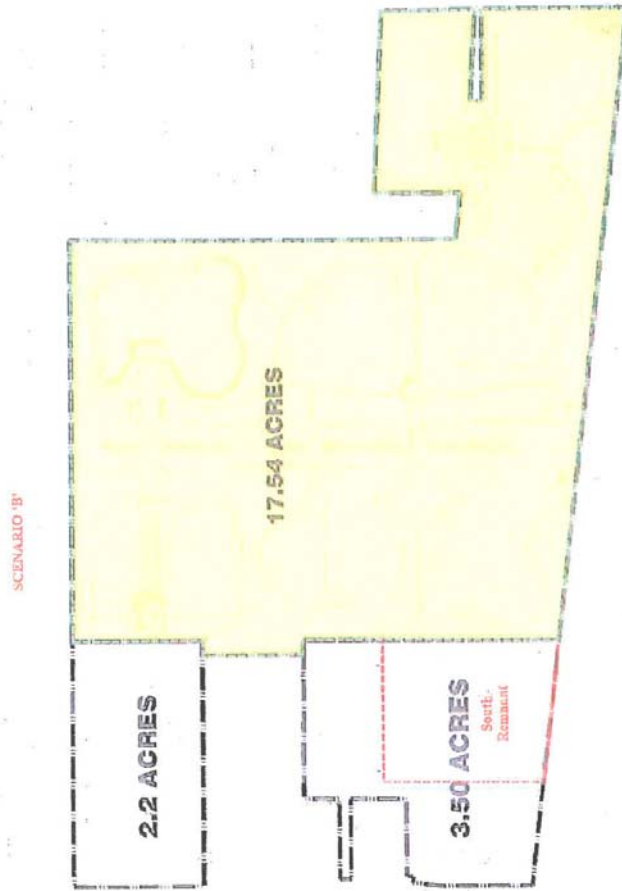
Pursuant to your request, the purpose of our analysis is to estimate the following value conclusion:

- *Estimate the market value of the fee simple interest in a 5.49 acre portion of the subject property (Scenario A), in its "as is" condition as currently zoned "PD-Planned Development", as of the effective date of appraisal or August 21, 2008.*
- *Estimate the market value of the fee simple interest in a 17.54 acre portion of the subject property (Scenario B), in its "as is" condition, as currently zoned "PD-Planned Development", as of the effective date of appraisal or August 21, 2008.*



URBAN DESIGN | 10/2/08  
RENAISSANCE VILLAGE URBAN PARK STUDY

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RENAISSANCE VILLAGE URBAN PARK STUDY  
10/28/08

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# 3 week look ahead

Date	November, 2008							December, 2008							December, 2008						
	Mon	Tues	Wed	Thur	Fri	Sat	Sun	Mon	Tues	Wed	Thurs	Fri	Sat	Sun	Mon	Tues	Wed	Thurs	Fri	Sat	Sun
Form/Pour Trellis ftgs/Piers																					
Form/Pour Retain Walls																					
Precast weld/punch bit																					
Field meas trellis/hndrail																					
Trellis Handrail Install																					
Irrigation Feed from Park																					
Rip Rap Retention Area																					
Landscaping/Irrigation																					
Plumbing rough in																					
Electrical rough in																					
Sprinkler rough in																					
Caulk/Paint/Waterproofing																					
Wash Pours																					
Site work curbs																					
Complete Fire Line																					
Site Planter Drains																					
Paint Elev #1 Shaft																					
Elev Roof #1																					
Install Windows Elev #1																					
Install Elev #1																					
Paint Elev #2 Shaft																					
Elev Roof #2																					
Install Windows Elev #2																					
Install Elev #2																					
Slab on Grade Prep																					
Pour slab on Grade																					

# Future Activities

CONSTRUCTION SCHEDULE (Date of Commencement 6/30/2008)																
Act ID	Activity Description	OD	RD	%	Start	Actual Start	Finish	Actual Finish	2008				2009			
									SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR
2020	Install Augered Cast Piles	10	0	100	21-JUL-08 A	21-JUL-08	30-JUL-08 A	30-JUL-08								
2030	FRP Pile Caps/Wall Figs/Elevator Pit Slabs/Walls	25	1	96	01-AUG-08 A	01-AUG-08	24-OCT-08									
2190	Tropical Storm Fay-Prep/Event/Recovery	3	0	100	15-AUG-08 A	15-AUG-08	20-AUG-08 A	20-AUG-08								
2040	Drill Elevator Jack Holes	6	0	100	05-SEP-08 A	05-SEP-08	11-SEP-08 A	11-SEP-08								
2140	Build Crane Road	2	0	100	05-OCT-08 A	05-OCT-08	05-OCT-08 A	05-OCT-08								
2150	Set Elevator Jacks	1	1	0	26-OCT-08		26-OCT-08									
<b>Superstructure</b>																
2470	Build CMU Walls	10	5	50	22-AUG-08 A	22-AUG-08	25-NOV-08									
2100	Erect Precast Concrete Structure	30	20	33	10-OCT-08 A	10-OCT-08	25-NOV-08									
2105	Welding Punch List	10	9	10	24-OCT-08 A	24-OCT-08	12-NOV-08 *									
2490	Excavate Retention Area	5	3	40	24-OCT-08 A	24-OCT-08	21-NOV-08									
2490	Field Measure Precast for Aluminum Grilles	5	5	0	12-NOV-08		16-NOV-08									
2510	Form and Place Concrete for Retention Area Walls	5	5	0	24-NOV-08		02-DEC-08									
2520	Underground MEP Rough In	7	7	0	24-NOV-08		04-DEC-08									
2540	Wash Pours and Topping Slabs	15	15	0	26-NOV-08		16-DEC-08									
2550	Caulk Exterior Panels	15	15	0	26-NOV-08		16-DEC-08									
2550	Install Roof Insulation and Membrane / Dry In	5	5	0	05-DEC-08		11-DEC-08									
2590	Install Aluminum Storefronts	10	10	0	05-DEC-08		16-DEC-08									
2630	Form/Place/Finish Slab on Grade	10	10	0	05-DEC-08		15-DEC-08									
<b>MEPFP and Elevators</b>																
2620	FPL Install Transformer for Permanent Power	3	3	0	19-NOV-08		21-NOV-08									
2310	MEPFP Rough In	20	20	0	03-DEC-08		05-JAN-09									
2570	Install Elevator Cabs/Controllers/Machinery	10	10	0	06-DEC-08		19-DEC-08 *									
2560	Install Elevator Hostway Equipment and Filings	10	10	0	12-DEC-08		26-DEC-08									
2300	Elevator Commissioning	5	5	0	22-DEC-08		30-DEC-08									
<b>Interior Finishes and Parking Specialties</b>																
2610	Paint and Caulk Interior and Floors	15	15	0	24-NOV-08		15-DEC-08									



# Completion

CONSTRUCTION SCHEDULE (Date of Commencement 6/30/2008)																
Act ID	Activity Description	OD	RD	%	Start	Actual Start	Finish	Actual Finish	2008				2009			
									OCT	NOV	DEC	JAN	FEB	MAR	APR	
2330	Install Garage Signage	5	5	0	22DEC08		30DEC08									
2320	MEFP Trim	10	10	0	06JAN09		18JAN09									
Site Hardscape and Landscape																
2190	Exterior Paving and Sidewalk Construction	15	15	0	26NOV08		18DEC08									
2110	Exterior Grille and Trellis Installation	35	35	0	01DEC08 *		23JAN09 *									
2120	Landscaping	10	10	0	16DEC08		07JAN09									
Commissioning & Substantial Completion Activities																
2030	Inspections for Certificate of Occupancy	10	10	0	06JAN09		23JAN09									
2400	SUBSTANTIAL COMPLETION	0	0	0			23JAN09									
Final Completion Activities																
2500	Project Closeout	15	15	0	23JAN09		18FEB09									
2600	Final Completion	0	0	0			18FEB09									

City of Naples



**NAPLES CITY COUNCIL AGENDA MEMORANDUM**

**Workshop Meeting Date:** December 1, 2008

Agenda Item: 7	Prepared By: George Archibald, Traffic Engineer Date: November 4, 2008 Department: Streets and Stormwater	
<b>SUBJECT:</b> Summary of Downtown and Old Naples Street Signage Plan for Specific Destinations		
<p><b>BACKGROUND:</b> City Council has discussed street signage issues in the Downtown and Old Naples areas. Currently there is a mix of destination signage, some of which is duplicative, and a need exist for a signage plan that better identifies destinations and the routes to use for access to the destinations.</p> <p>In response to the need for an improved signage plan, the attached evaluation and recommendation summary has been developed with the following goals:</p> <ol style="list-style-type: none"> <li>1. Provide signage to the following destinations: City Dock, City Pier, Historic Areas, Beach, Naples Landings and Business Districts (5<sup>th</sup> Avenue South and 3<sup>rd</sup> Street South)</li> <li>2. Minimize the number of signs.</li> <li>3. Direct trips via the following collector streets: 10<sup>th</sup> Street South, 9<sup>th</sup> Street South, 8<sup>th</sup> Street, 5<sup>th</sup> Avenue South and Broad Avenue.</li> </ol> <p>The attached plan includes a listing of existing signs, proposed signs and a site location map. A summary of the plan is as follows:</p> <ol style="list-style-type: none"> <li>1. Currently there are 15 signs that provide direction from U.S.41 to various destinations.</li> <li>2. The proposed plan maintains 10 of the existing signs, amends the language of 5 signs to provide direction to the above destinations and adds 3 new signs for direction to the City's two parking garages, the City Dock and to the City Pier.</li> </ol> <p>Sign exhibits are attached to reflect examples of existing signs and proposed signs. Implementation of the proposed signage involves amending/adding eight signs at an average cost of \$100 each or a total of \$800. Funding for implementation is proposed from the existing Street Fund, Account 390-6565-541-46-06 for which allocation of \$800 is available for the sign replacements.</p> <p>All of the noted signs are on City streets and under the control of City Council. During meetings with representatives of the business districts, a recommendation was made for the City to pursue advanced FDOT permitting of potential future changes to overhead signs on U.S.41 for westbound traffic movements. An attached exhibit reflects the potential signage on U.S.41. Although not something that is eminent in the short term, proceeding with such permitting is considered in the City's best interest and will be pursued by staff subject to available man-hours.</p>		
Reviewed by Department Director Ron Wallace	Reviewed by Finance N/A	Reviewed by City Manager A. William Moss
City Council Action:		

CITY OF NAPLES

**EVALUATION OF DOWNTOWN DESTINATION SIGNAGE  
AND  
RECOMMENDED IMPROVEMENTS**

November 2008

**SUBJECT:** Currently within the downtown area, extending from the 5<sup>th</sup> Avenue South business district to the 3<sup>rd</sup> Street South business district, there are numerous destinations to include commercial districts, the Naples Pier, the Naples Dock, Cambier Park, the Art Center, the Naples Theater, historic homes and the Waterfront to include Bayfront, Tin City and the Landings. The location of these destinations to local residents is a 'known' due in part to the City's street-grid system and due in part to access being available via collector streets such as 5<sup>th</sup> Avenue South, 8<sup>th</sup> thru 10<sup>th</sup> Street, Broad Avenue, Central Avenue and others. During this year, comments have been received from residents relative to existing signage and the potential to improve signage. In response to these inquiries, the following steps have been taken: 1) undertake an inventory of existing signs; 2) review existing administrative policies; 3) draft administrative policy; and 4) recommend implementation of signage. A summary of each of the above is provided below.

**EXISTING SIGNAGE:** An inspection of existing informational and directional signage in the downtown area have confirmed a very small number of signs with the only uniform application of signing being the 'Third Street Historic' signage which have been provided by the Third Street Association. A summary of all directional signage is outlined on the attached sign listing & map and summarized as follows:

**U.S.41 Signage:** provides minimal 'DOWNTOWN' and 'HISTORIC DISTRICT' overhead signs for westbound and southbound traffic and a single Liebig Art Center destination sign.

**Third Street Historic Signage:** 5 small decorative signs directing visitors to the 12<sup>th</sup> Avenue South/Pier/3<sup>rd</sup> Street area.

**FDOT Historic Trails Program Signage:** 6 medium sized signs installed by the FDOT providing direction from U.S.41 to the Historic District in and around the 12<sup>th</sup> Avenue/3<sup>rd</sup> Street area.

**5<sup>th</sup> Avenue/Main Street Signage:** 4 signs identifying the 5<sup>th</sup> Avenue/Main Street area.

The above represents a total of 15 'local' signs, none of which provide directional information to the Naples Dock, the Naples Pier, Cambier Park, the beach, the Landings and other important destinations.

**EXISTING-HISTORIC SIGNAGE POLICIES:**

Street signage to include destination and informational signing within the City's corporate limits is typically an administrative function subject to compliance with the statutorily adopted MUTCD (Manual on Uniform Traffic Control Devices). The MUTCD, applicable state standards and statutes provide considerable latitude in the exercise of informational signage on local streets within the City's corporate limits.



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Downtown Signage  
Nov08

Existing signage to include the lack of directional signage to major destinations such as the pier/dock and the lack of directional signage to facilities in support of destinations such as the parking garage are indicators of: a) **concerns for community esthetics**; b) a possible **low priority of importance for signage**; and/or c) **successful attraction of local residents**. These three indicators are considered objectives in developing new signage programs.

**PROPOSED ADMINISTRATIVE POLICY:** From the above historic information, there are downtown areas where directional and informational signage can be expanded and also areas where signage can be consolidated. Using the three indicators above and reviewing the existing signage, an evaluation follows to identify areas for change in existing signage.

**Policy for Signage Size & Color:** Minimize sign size and utilize color to highlight sign message subject to compliance with the MUTCD.

**Policy for Identification of Priority Destinations:** Add the following destinations to signage program: Beach, Pier, Dock, Cambier Park, Landings and Parking Garages.

**Policy for Number and Location of Signs:** Limit signage to collector street with placement at key locations and intersections.

**Policy for Removal of Duplicate Signage/Amendment of Signage:** Remove signage that duplicates existing destination signing (Example: is the duplicate historic area signage on 10<sup>th</sup> Street/10<sup>th</sup> Avenue/ Broad Street). In lieu of removal, existing sign assemblies can be replaced and/or amended to provide multiply destinations-information.

**RECOMMENDED SIGNAGE & IMPLEMENTATION:** The following signage plan is proposed with the goal of amending 5 destination signs and adding 3 new destination signs for a total number of 18. A summary of the additions-amendments are listed as follows and shown on the attached exhibits:

Priority Signage:

Via U.S.41:

- 1) Amend FDOT Historic signage (duplicate) & add Dock/Landings/3<sup>rd</sup> St. signage 1 sign\*
- 2) Plan for future overhead sign revisions to include the addition of the following destinations, both for southbound and westbound movements:
  - a) 5<sup>th</sup> AVENUE/BEACH
  - b) 3<sup>rd</sup> STREET/PIER

Page 3  
Downtown Signage  
Nov08

Priority Signage: continued

Via 10 <sup>th</sup> Street/9 <sup>th</sup> Street/8 <sup>th</sup> Street:	
1) Maintain existing 3 <sup>rd</sup> Street-Historic signage:	2 signs
2) Amend FDOT Historic signage (duplicate) & add Historic/Pier/Dock/Landings/3 <sup>rd</sup> St. signage:	3 signs*
Via 5 <sup>th</sup> Avenue South:	
1) Maintain existing Main Street, 5 <sup>th</sup> Ave. Shops & 3 <sup>rd</sup> St./Historic signage:	6 sign.
1) Add destination sign for Parking Garages @ 5 <sup>th</sup> /8 <sup>th</sup> :	1 sign*
3) Add Pier sign @ 5 <sup>th</sup> Ave. & Gulf Shore:	1 sign*
Via Broad Avenue:	
1) Maintain existing 3 <sup>rd</sup> Street/Historic sign:	1 sign
2) Amend FDOT Historic signage (duplicate) to add Pier/Beach/3 <sup>rd</sup> St. destinations:	1 sign*
3) Maintain 5 <sup>th</sup> Ave. Shops signage:	1 sign
4) Add Dock/Pier/Beach 3 <sup>rd</sup> sign at 8 <sup>th</sup> St.	1 sign*
<b>Total Signs:</b>	<b>18 signs</b>
<b>Pre-Exist:</b>	<b>15 signs</b>
<b>Added-*</b>	<b>3 sign</b>
<b>Amend-*</b>	<b>5 signs</b>

\*Denotes added or amended signs.

## DOWNTOWN SIGNAGE

(5<sup>TH</sup> AVENUE SOUTH TO 3<sup>RD</sup> STREET SOUTH)

### INDEX – PROPOSED DESTINATION SIGNAGE

Subject: The following list of signs reflects existing signage, July 2008, within the Downtown area. The index numbers indicate the location of the sign on the attached map.

INDEX NUMBER	TYPE-FUNCTION OF SIGNAGE
1	Historic District-FDOT sign (amend to add Pier/Dock/3rd)
2	3 <sup>rd</sup> Street/Historic –Association sign (existing to remain)
3	Historic District/Pier/Dock/3 <sup>rd</sup> sign (amended)
4	Historic District/Pier/Dock/3 <sup>rd</sup> sign (amended)
5	Historic District/Pier/Dock/3 <sup>rd</sup> sign (amended)
6	3 <sup>rd</sup> Street/Historic –Association sign (existing to remain)
7	Historic District/Pier/Beach sign (amended)
8	3 <sup>rd</sup> Street/Historic –Association sign (existing to remain)
9	5 <sup>th</sup> Avenue Shopping (existing to remain)
10	5 <sup>th</sup> Avenue Shopping (existing to remain)
11	3 <sup>rd</sup> Street/Historic –Association sign (existing to remain)
12	5 <sup>th</sup> Avenue Shopping (existing to remain)
13	3 <sup>rd</sup> Street/Historic –Association sign (existing to remain)
14	Liebig Art Center (existing to remain/sign plate to be added)
15	5 <sup>th</sup> Avenue Main Street (existing to remain)
16	Parking Garage signing @5 <sup>th</sup> /8 <sup>th</sup> (added)
17	Pier destination sign (added)
18	Dock/Pier/Beach/3 <sup>rd</sup> St. sign (added)

## DOWNTOWN SIGNAGE

(5<sup>TH</sup> AVENUE SOUTH TO 3<sup>RD</sup> STREET SOUTH)

### INDEX – EXISTING DESTINATION SIGNAGE

Subject: The following list of signs reflects existing signage, July 2008, within the Downtown area. The index numbers indicate the location of the sign on the attached map.

INDEX NUMBER	TYPE-FUNCTION OF SIGNAGE (1)
1	Historic District/SCL Depot-FDOT sign (2)
2	3 <sup>rd</sup> Street South –Association sign (3)
3	Historic District-FDOT sign
4	Historic District-FDOT sign
5	Historic District-FDOT sign
6	3 <sup>rd</sup> Street South –Association sign
7	Historic District-FDOT sign
8	3 <sup>rd</sup> Street South –Association sign
9	Fifth Ave Shops
10	Fifth Ave Shops
11	3 <sup>rd</sup> Street South –Association sign
12	Main Street-5 <sup>th</sup> Ave South
13	3 <sup>rd</sup> Street South –Association sign
14	Liebig Art Center
15	Main Street-5 <sup>th</sup> Ave South

- Notes: (1) Overhead-Signage on U.S.41 is not included in the list; typically this type of signage is limited to generic information and not site specific signage.
- (2) The FDOT historic signage includes two signs for the SCL Depot; in addition to the sign on U.S.41, there is a sign at the Depot's driveway on 10<sup>th</sup> Street.
- (3) The 3<sup>rd</sup> Street destination signs were recently upgraded and provide direction from U.S.41/Fifth Avenue and Gulf Shore Boulevard to the 3<sup>rd</sup> Street area.

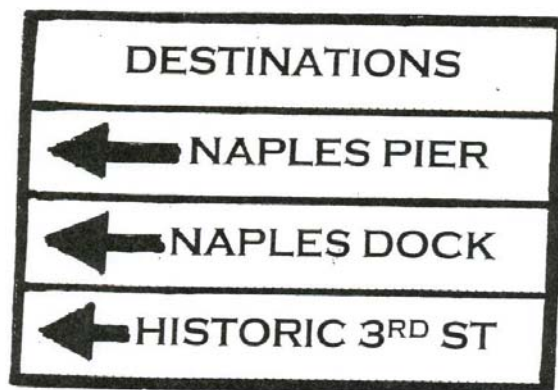




**SAMPLE – HISTORIC SIGNAGE**



**SAMPLE – WAYFINDING SIGNAGE**







The map illustrates the proposed Goodlette-Frank Expressway project in Tampa. The expressway is shown as a dashed line running from the Sunshine Skyway Bridge area towards the downtown area. Key locations marked include Downtown Historic, Downtown 3rd Ave S, and Downtown 3rd Ave S & U.S. 41. The map also shows major roads like I-4, I-75, and the Sunshine Skyway Bridge. Other labeled streets include Central Ave, 3rd Ave S, 4th Ave S, 5th Ave S, 6th Ave S, 7th Ave S, 8th Ave S, 9th Ave S, 10th Ave S, 11th Ave S, Broad Ave S, Bayfront Pl, Goodlette Rd S, Goodlette Frk, Curlew Ave, Osprey Ave, Pelican Ave, Blue Point Ave, Clark Ct, Sandpiper St, Davis Blvd, and Tamiami Trl E. The map also shows the Port of Tampa, the Sunshine Skyway Bridge, and the proposed expressway route.



City of Naples

**NAPLES CITY COUNCIL AGENDA MEMORANDUM****Workshop Meeting Date: December 1, 2008**

Agenda Item: 8	Prepared By: Russ Adams, CRA Director and Ann Marie Ricardi, Finance Director Date: November 14, 2008	Department: Community Redevelopment Agency and Finance
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**SUBJECT:**

Presentation and discussion of the 15 year CRA Sustainability Report.

**BACKGROUND:**

To ensure that Capital spending plans for the CRA are sustainable for the life of the CRA, the CRA Director and the Finance Director developed a report combining the plans and the funding sources.

The total capital expenditures identified over the next 15 years is \$48.7 million. This combines projects identified in:

- |                        |                       |
|------------------------|-----------------------|
| • 2008-2009 5-Year CIP | \$27.5 million        |
| • CRA Plan Update      | <u>\$21.2 million</u> |
| Total                  | \$48.7 million        |

The funds available for projects after projected debt payments and expenses over the 15-year period total about \$19 million. This leaves a shortfall of \$29.7 million. However, there are two potential non-TIF sources of funds that are independent of the CRA sunset:

- Parking Trust Funds (5<sup>th</sup> Avenue Overlay District and D-Downtown)
- External Funds (Public Art Fund, Open Space Fund, PDs, developer incentives, grants, donations, etc.)

**Parking Trust Funds**

Given the potential sale of the spaces in the new garage and the D-Downtown sale of on-street spaces and the Parking-In-Lieu-of-Payment program, all parking related projects could be funded for a total of \$19.2 million

**External Funds**

The remaining projects are not critical in terms of spurring development and can be constructed as funds become available from external sources such as; the Public Art Fund, the Open Space Fund, PDs, developer incentives, grants, donations, etc. The projects that would be appropriate for these external funds are:

:

- |                                     |                    |
|-------------------------------------|--------------------|
| • Special Features Gateways         | \$1 million        |
| • Special Features Cultural Plaza   | \$2 million        |
| • 6 <sup>th</sup> Ave. S. Promenade | \$2 million        |
| • Waterfront Connection             | <u>\$4 million</u> |
| Total                               | \$9 million        |

If the above two non-TIF sources of funds are applied (\$28.2million in total), the 15-year budget is nearly in balance. The projected shortfall is reduced to about \$1.5 million. There would be intervening years with shortfalls, but they should be able to be managed by changing the timing or adjusting the scope of some projects and/or by using short term financing.

There is also the upside potential that TIF revenue growth will be greater than the 4% assumed annual rate. If the average annual rate for TIF revenue were to increase from 4% to 6% over the period, it would add a cumulative \$10 million.

City of Naples

**NAPLES CITY COUNCIL AGENDA MEMORANDUM**Workshop Meeting Date: December 1, 2008

Page Two

Agenda Item:  
8**BACKGROUND (cont.):****5<sup>th</sup> Avenue South Lighting Project Financing**

CRA/City Council has also requested that short term financing be investigated to accelerate the implementation of the 5<sup>th</sup> Avenue South Lighting Plan. The Finance Director has recommended financing the \$1.7 million project for 4 years at 3% using a loan From The General Fund reserves. This would level Lighting Project spending as shown below and would allow the construction to proceed as one continuous project rather than being constructed over several phases/years

	2009	2010	2011	2012	2013
<b>Current CIP</b>	220,000	567,000	710,000	220,000	
<b>Financing 4* Yrs. at 3%</b>	230,960	461,919	461,919	461,919	230,960

\* 48 months from mid-year 2009 to mid-year 2013

**RECOMMENDED ACTION:**

1. Proceed with planning for short-term financing from the General Fund reserves for the 5<sup>th</sup> Avenue South Lighting Project (4 years at 3%)
2. CRAAB to review plan format and timing of projects added by the CRA Plan Update
3. CIP be reviewed for project additions or deletions or timing changes

Reviewed by Department Director  
A. William MossReviewed by Finance  
N/AReviewed by City Manager  
A. William Moss

City Council Action:

## **Community Redevelopment Agency A 15-Year Sustainability Report Prepared November 17, 2008**

The City was presented with a report by the Iler Group that identified a \$21.2 million capital plan in the area of the Community Redevelopment Agency, which, when added to the current 5-year capital improvement plan of \$29.041 million, creates a capital plan in the CRA of \$50.241 million. The following discussion addresses the ability to fund these projects.

The CRA was created in 1994 with a life of 30 years. The CRA/TIF program expires/sunsets at the end of 2024, or in 16 years. The purpose of this review is to determine whether the funding available is sufficient to address all the desired projects.

### **CRA/TIF Cash flow available**

The primary source of revenue for the CRA fund is the Tax Increment Financing. TIF revenues are based on the growth of the taxable value in the CRA district over the base year. The base year is the year the CRA was established.

The taxable value in FY 2008-09 in the CRA district was \$908,465,775, which was less than the taxable value (\$934,452,640) of FY07-08. To determine how much tax revenue goes to the CRA, the base year's taxable value of \$183,809,274 must be deducted, to get the "increment" of \$724,656,501. Taxes received by the TIF are based on that. The TIF only receives County and City taxes.

Current year taxable value in the Tax Increment Area	908,465,775
Base year Taxable Value in the Tax Increment Area	183,809,274
Current Year Taxable Increment Value	724,656,501

Based on the taxable increment value, the total ad valorem taxes to the CRA for 2008-09 will \$3,147,777 from the City and the County, but then reduced to \$2,990,388, because state law only provides that 95% of the taxes be distributed to the CRA.

Predicting the CRA growth for the CRA is not an exact science. Future growth rate for the CRA should not be expected to be will as great as in the past, where growth rates were as high as 20%. The lower growth is due to property tax reform that restricts the increased value of commercial property. In addition, the general economic conditions that produced the prior year growth rates no longer exist.

New construction or renovations do not have the financial impact that many people expect. A Misunderstood is the impact of a new building, or the redevelopment of a site. When a new facility is constructed, only the additional construction affects the value, because the value of the land is already on the tax rolls. For example, a property such as Bayfront has a taxable value of \$15 million, but of that, \$9 million represents the value of the land. If the building did not exist there, the city and the CRA would still be receiving tax revenue on \$9 million. A property with a taxable value of \$15,000,000 represents \$65,000 in total tax revenue to the City, with part going to the CRA.



**CRA Sustainability Report**

The tax revenue estimates shown below are based on a straight 4% growth rate. For demonstration purposes, this simple assumption will suffice.

**Revenue**

	FY08-09	FY09-10	FY10-11	FY11-12	FY12-13	FY13-14	FY14-15	FY15-16
Tax	2,990,388	3,110,004	3,234,404	3,363,780	3,498,331	3,638,264	3,783,795	3,935,147
Investment	159,030	64,300	64,300	64,300	64,300	64,300	64,300	64,300
Total Revenue	3,149,418	3,174,304	3,298,704	3,428,080	3,562,631	3,702,564	3,848,095	3,999,447

FY16-17	FY17-18	FY18-19	FY19-20	FY20-21	FY21-22	FY22-23	FY23-24	Total
4,092,553	4,256,255	4,426,505	4,603,565	4,787,708	4,979,216	5,178,385	5,385,520	65,263,819
64,300	64,300	64,300	64,300	64,300	64,300	64,300	64,300	1,123,530
4,156,853	4,320,555	4,490,805	4,667,865	4,852,008	5,043,516	5,242,685	5,449,820	66,387,349

As the above shows, over the term of the CRA, there is more than \$66.3 million in revenue projected to be earned. This will be used for debt service, operational costs, and of course, capital improvements.

**CRA/TIF Expenses**

There are two types of expenses that the CRA revenue must fund before money will be available for capital improvements.

- Debt
- Operational costs

**Debt**

Debt consists of the debt repayment related to the first interfund loans, which are being paid off over the next four years, and the debt related to the first and second parking garage. The following chart provides the total debt requirements over the next 15 years.

	2009	2010	2011	2012	2013	2014	2015	2016	
First Garage	430,065	435,357	445,013	439,581	443,054	446,349	449,099	446,629	
New Garage	623,000	623,000	623,000	623,000	623,000	623,000	623,000	623,000	
Original interfund	359,674	359,674	159,790	159,790	0	0	0	0	
	1,412,739	1,418,031	1,227,803	1,222,371	1,066,054	1,069,349	1,072,099	1,069,629	
	2017	2018	2019	2020	2021	2022	2023	2024	Total
443,329	439,900	436,107	432,034	427,434	422,552	0	0		6,136,503
623,000	623,000	623,000	623,000	623,000	623,000	623,000	0		9,345,000
0	0	0	0	0	0	0	0		1,038,928
	1,066,329	1,062,900	1,059,107	1,055,034	1,050,434	1,045,552	623,000	0	16,520,431

There has been discussion about a new interfund loan that will pay for the 5<sup>th</sup> Avenue South Lighting Project as a continuous project rather than using phases. The project is expected to cost \$1.717 million. The following would be the recommended payback schedule, based on four years at 3%, with semi-annual payments starting in the current year.

2009	2010	2011	2012	2013
230,960	461,919	461,919	461,919	230,960

**CRA Sustainability Report**

The 2009 debt payment is reasonably consistent with the \$220,000 budgeted for the project. Therefore, if it is desirable to do the project in the near future, instead of stretching out construction over four years, this funding method benefits the CRA with a favorable form of financing and gives the General Fund a solid investment with an excellent return. Because the payment schedule (above) is similar to the original pay as you go schedule, the final impact on the 15 year plan is negligible.

**Operations**

In addition to the debt, there is the expectation that the current level of services funded through the CRA fund will continue. This includes costs such as salaries and benefits of nine employees, parking lot rentals, garage maintenance, sidewalk cleaning, tree trimming, and minor replacements.

Expenses	2009	2010	2011	2012	2013	2014	2015	2016
Personnel	722,906	751,822	781,895	813,171	845,698	879,526	914,707	951,295
Operating Expenses	692,143	719,829	748,622	778,567	809,709	842,098	875,782	910,813
Total	1,415,049	1,471,651	1,530,517	1,591,738	1,655,407	1,721,623	1,790,488	1,862,108

2017	2018	2019	2020	2021	2022	2023	2023	Total
989,347	1,028,921	1,070,077	1,112,881	1,157,396	1,203,692	1,251,839	1,301,913	15,777,085
947,245	985,135	1,024,541	1,065,522	1,108,143	1,152,469	1,198,568	1,246,510	15,105,696
1,936,592	2,014,056	2,094,618	2,178,403	2,265,539	2,356,161	2,450,407	2,548,423	30,882,781

The above represents the CRA operating budget through 2023 using annual 4% expense growth assumptions. This expense growth is a standard assumption, and is reasonable for the term of this presentation.

**Financial Shortfall and Alternatives**

To determine what funds are available to pay for future capital projects, the costs of operations and debt should be subtracted from the expected revenues.

Expected revenues	66,387,349
Debt Requirements	16,520,531
Cost of operations	30,882,781
<b>Funds available</b>	<b>18,984,037</b>
Capital project list	\$50,241,000
<b>Predicted shortfall</b>	<b>\$31,256,963</b>

The \$31,256,963 shortfall will need to be funded from an alternate source of funding. Ideas for the funding sources are in two categories:

- Parking Trust Funds
  - D-Downtown
  - 5<sup>th</sup> Avenue South Overlay District
- External Funds
  - Public Art Fund
  - Open Space Fund
  - Developer Incentives
  - PDs
  - Grants
  - Donations
  - Other

**CRA Sustainability Report**Parking Trust Funds

The list on the page that follows identifies three parking facilities:

Park Street Project	\$750,000
D-Downtown Parking	\$13,500,000
Fifth Avenue South	\$5,000,000
Total	\$19,250,000

These three projects could be paid with future collections in the 5<sup>th</sup> Avenue South and the D-Downtown Parking Trust Funds. The timing of parking lot construction would be determined by the balance available in the Parking Trust Funds. Note that construction timing would not be restricted by the 16-year sunset of the CRA.

The following suggests how the \$19 million could be generated from the Parking Trust fund:

- 6<sup>th</sup> & 8<sup>th</sup> (new) garage space sales, 330 spaces at \$28,900 or **\$9.5 Million**
- D-Downtown 364 on- street spaces for between \$3,000 and \$6,000 per space depending on the size of building constructed. **\$1-2 million.**
- Note: The D-Downtown payment-in-lieu-of parking (PILOP) needs to be updated to reflect the current cost of building a garage, \$28,900 per space. This program does not require having garage spaces available, but only the promise of spaces. If the fee is updated, the sale of only 330 spaces in D-downtown will accumulate enough to build another garage; and that garage would, in turn, provide sales for the next garage.

Note that at this time, there is no commitment on the use of the sale of spaces from the new garage at 6<sup>th</sup> Avenue South and 8<sup>th</sup> Street. The following options have been discussed:

1. Use proceeds as received to pay down the debt on the new garage
2. To accumulate these revenues in an interest bearing sinking fund (the Parking Trust Fund) to build up funds to construct other parking facilities
3. To reimburse CRA operating funds up to the \$623,000 annual debt service

This would be a policy decision, but the intent of current ordinance seems to be that of accumulating parking revenues in a sinking fund; (option 2), therefore, the sinking fund is assumed in this document. Ultimately, Council can adopt any of these three approaches.

External Funding (Public Art Fund, Open Space Fund, PDs, Developer Incentives, Grants, Donations, Etc.)

The balance of the \$31,256,963 shortfall, \$12 million, can be funded by the Public Art Program, Planned Development (PD) requirements, developer incentives, or grants. The following items were selected that appear to be fundable by external funding:

Special Features Gateways	1,000,000
Special Features Cultural Plaza	2,000,000
6th Ave S. Promenade	2,000,000
Waterfront Connection	4,000,000

Like the parking trust money, these sources will not depend on TIF funds or the existence of the CRA. Additionally, because they are not development "catalyst" projects and will not directly spur development like the "Four Corners" Pedestrian Overpass or the US 41 Boulevard, they are better suited to non-CRA funding.

A recent example of external funding is the Naples Art Association efforts to raise funds for the Gordon River Underpass Art Project.



**CRA Sustainability Report**

**Summary**

Removing the above noted capital projects totaling \$28.2 million from the CRA TIF funding source, brings the 16-year budget into near balance. Some intermediate years are expected to have significant negative cash flows particularly in the years when the US 41 Boulevard and the Four Corners Pedestrian Overpass are built. However, this should be able to be managed through changes in the timing of projects and/or short-term financing.

There is also the upside potential that the 4% assumed average annual revenue growth could be considerably higher over the next 16 years. It is extremely unlikely that there will ever be the high growth experienced during the last decade, but if the average annual growth rate increases just by 6% (instead of the assumed 4%) over the period, it would add a cumulative \$10 million in revenue.

**Considerations**

It is recommended that the following actions be considered

1. Short term financing for the 5<sup>th</sup> Avenue South be approved for the terms recommended by the Finance Director (4 years at 3.0%) to be borrowed from the General Fund reserves
2. The plan format and the timing of the CRA Plan Update projects be reviewed by CRAAB
3. The CIP plan be reviewed for additions and deletions
4. Timing of projects be reviewed for changes

## CRA Sustainability Report

2008-09 CIP & CRA Update Projects																	
	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	Total
Revenue																	
Tax	2,990,388	3,110,004	3,234,404	3,363,780	3,498,331	3,638,264	3,783,795	3,935,147	4,092,553	4,256,255	4,426,565	4,603,565	4,789,708	4,979,216	5,176,365	5,385,520	65,263,819
Investment/Other	159,030	64,300	64,300	64,300	64,300	64,300	64,300	64,300	64,300	64,300	64,300	64,300	64,300	64,300	64,300	64,300	1,123,530
Total Revenue	3,149,418	3,174,304	3,298,704	3,428,080	3,562,631	3,702,564	3,848,095	3,999,447	4,156,853	4,320,555	4,490,865	4,667,865	4,854,008	5,043,516	5,242,665	5,449,820	66,387,349
Expenses																	
Personnel	722,906	751,822	781,895	813,171	845,698	879,525	914,707	951,295	989,347	1,026,921	1,070,077	1,112,081	1,157,596	1,203,662	1,251,839	1,301,913	15,777,085
Operating Expenses	692,143	719,829	748,622	778,567	809,709	842,098	875,782	910,813	947,245	985,135	1,024,541	1,065,522	1,108,143	1,152,468	1,198,958	1,246,510	15,105,696
Total	1,415,049	1,471,651	1,530,517	1,591,738	1,655,407	1,721,623	1,790,488	1,862,108	1,936,592	2,014,056	2,094,618	2,178,403	2,265,539	2,356,161	2,450,407	2,548,423	30,882,781
Non-Op. Expenses																	
Interfund Debt Repayment	359,674	359,674	159,750	159,750													1,038,628
Debt Service																	
First Garage 8th & 4th	430,065	435,357	445,013	439,581	443,054	446,349	449,099	446,629	443,329	439,900	436,107	432,034	427,434	422,552	0	0	6,136,503
New Garage 8th & 3rd	623,000	623,000	623,000	623,000	623,000	623,000	623,000	623,000	623,000	623,000	623,000	623,000	623,000	623,000	623,000	623,000	9,345,000
Total	1,412,739	1,418,031	1,227,803	1,222,371	1,066,054	1,069,349	1,072,099	1,069,629	1,066,329	1,062,900	1,059,107	1,056,034	1,050,434	1,045,952	623,000	0	16,529,431
Available for Capital/Debt	321,630	284,622	540,364	613,971	841,170	911,582	985,506	1,067,710	1,153,831	1,243,599	1,337,080	1,434,428	1,536,035	1,641,803	1,769,278	2,901,397	18,864,137
2008-2009 Capital Budget																	
Supper Plaza	40,000																40,000
River Park	150,000	200,000	250,000	250,000	150,000												1,000,000
5th Ave Lighting	220,000	567,000	710,000	220,000													1,717,000
5th Ave N. Improvements	95,000																95,000
Lake Manor			235,000														235,000
6th Ave N. Lighting			100,000														100,000
Park St Project			500,000	250,000													750,000
D-Downtown Garage/Land			3,500,000		10,000,000												13,500,000
3rd Avenue S. Improvements			150,000	750,000	750,000												1,650,000
Goodlette-Frank Streetscaping			150,000	1,500,000	1,500,000												3,150,000
Central Avenue Improvements			150,000	800,000	800,000												1,750,000
5th Avenue S. Parking Facility				5,000,000													5,000,000
Four Corners Land Use Plan		35,000															35,000
Four Corners Zoning Code		10,000															10,000
Four Corners Intersection			200,000														200,000
Special Features Gateways							1,000,000										1,000,000
Spec. Features Cultural Plaza							2,000,000										2,000,000
US 41 Boulevard							7,000,000										7,000,000
6th Ave S. Promenade									2,000,000								2,000,000
Waterfront Connection											4,000,000						4,000,000
Pedestrian Bridge													5,000,000				5,000,000
Total Capital	505,000	812,000	5,954,000	8,770,000	13,200,000	0	10,000,000	0	2,000,000	0	4,000,000	0	5,000,000	0	0	0	50,241,000
Net Cashflow	-183,370	-527,278	-5,413,616	(8,156,029)	-12,358,830	911,582	-9,014,482	1,067,710	-846,069	1,243,599	-2,862,920	1,434,428	-3,463,985	1,641,803	2,169,278	2,901,397	-31,256,863



**CRA Sustainability Report**

**List of Capital Projects  
Related to the CRA plan through 2024**

Sugden Plaza	40,000
River Park	1,000,000
5th Ave Lighting	1,717,000
5th Ave N. Improvements	95,000
Lake Manor	235,000
6th Ave N Lighting	109,000
Park ST Project	750,000
D-Downtown Garage/Land	13,500,000
3rd Avenue S. Improvements	1,650,000
Goodlette-Frank Streetscaping	3,150,000
Central Avenue Improvements	1,750,000
5th Avenue S. Parking Facility	5,000,000
Four Corners Land Use Plan	35,000
Four Corners Zoning Code	10,000
Four Corners Intersection	200,000
Special Features Gateways	1,000,000
Spec. Features Cultural Plaza	2,000,000
US 41 Boulevard	7,000,000
6th Ave S. Promenade	2,000,000
Waterfront Connection	4,000,000
Pedestrian Bridge	5,000,000
<b>Total Capital</b>	<b>50,241,000</b>

# Gross Funds Available

	FY08-09	FY09-10	FY10-11	FY11-12	FY12-13	FY13-14	FY14-15	FY15-16
Tax	2,990,388	3,110,004	3,234,404	3,363,780	3,498,331	3,638,264	3,783,795	3,935,147
Investment	159,030	64,300	64,300	64,300	64,300	64,300	64,300	64,300
Total Revenue	3,149,418	3,174,304	3,298,704	3,428,080	3,562,631	3,702,564	3,848,095	3,999,447

FY16-17	FY17-18	FY18-19	FY19-20	FY20-21	FY21-22	FY22-23	FY23-24	Total
4,092,553	4,256,255	4,426,505	4,603,565	4,787,708	4,979,216	5,178,385	5,385,520	65,263,819
64,300	64,300	64,300	64,300	64,300	64,300	64,300	64,300	1,123,530
4,156,853	4,320,555	4,490,805	4,667,865	4,852,008	5,043,516	5,242,685	5,449,820	66,387,349

Assuming a 4% growth there will be over \$66 Million in revenue projected to be earned through 2024

This will be used for debt service, operational costs, and capital improvements.

# Funds Committed

## Debt:

	2009	2010	2011	2012	2013	2014	2015	2016
First Garage	430,065	435,357	445,013	439,581	443,054	446,349	449,099	446,629
New Garage	623,000	623,000	623,000	623,000	623,000	623,000	623,000	623,000
Original interfund	359,674	359,674	159,790	159,790				
	1,412,739	1,418,031	1,227,803	1,222,371	1,066,054	1,069,349	1,072,099	1,069,629
2017	2018	2019	2020	2021	2022	2023	2024	Total
443,329	439,900	436,107	432,034	427,434	422,552	0	0	6,136,503
623,000	623,000	623,000	623,000	623,000	623,000	623,000	0	9,345,000
								<del>1,038,928</del>
1,066,329	1,062,900	1,059,107	1,055,034	1,050,434	1,045,552	623,000	0	16,520,431

There is \$16.5 million committed for debt for the life of the  
CRA

# Funds Committed

## Operations:

Expenses	2009	2010	2011	2012	2013	2014	2015	2016
Personnel	722,906	751,822	781,895	813,171	845,698	879,526	914,707	951,295
Operating Expenses	692,143	719,829	748,622	778,567	809,709	842,098	875,782	910,813
Total	1,415,049	1,471,651	1,530,517	1,591,738	1,655,407	1,721,623	1,790,488	1,862,108

2017	2018	2019	2020	2021	2022	2023	2023	Total
989,347	1,028,921	1,070,077	1,112,881	1,157,396	1,203,692	1,251,839	1,301,913	15,777,085
947,245	985,135	1,024,541	1,065,522	1,108,143	1,152,469	1,198,568	1,246,510	15,105,696
1,936,592	2,014,056	2,094,618	2,178,403	2,265,539	2,356,161	2,450,407	2,548,423	30,882,781

This \$30.8 million includes costs such as salaries and benefits of nine employees, parking lot rentals, garage maintenance, sidewalk cleaning, tree trimming, and minor replacements.

## Net Funds Available

Total Revenues	\$66,387,349
Debt Commitment	\$16,520,431
<u>Expected operations</u>	<u>\$30,882,781</u>
<b>Available for Capital</b>	<b>\$18,984,137</b>

# 15 year Capital Plan \$50.241 Million

Lake Manor	235,000
6th Ave N Lighting	109,000
Park ST Project	750,000
D-Downtown Pkg. Structure & Land	13,500,000
3rd Avenue S. Improvements	1,650,000
Goodlette-Frank Streetscaping	3,150,000
Central Avenue Improvements	1,750,000
5th Avenue S. Parking Facility	5,000,000
Four Corners Land Use Plan	35,000
Four Corners Zoning Code Revisions	10,000
Four Corners Intersection	200,000
River Park Master Plan	0
Special Features Gateways	1,000,000
Special Features Cultural Plaza	2,000,000
US 41 Boulevard	7,000,000
6th Ave S. Promenade	2,000,000
Waterfront Connection	4,000,000
Pedestrian Bridge	5,000,000
<b>Total Capital</b>	<b>50,241,000</b>
Net Cashflow	
Special Financing	
Parking Trust Funds	

## Capital Plan

Current 5-year capital improvement plan is  
\$29.041 million,  
Iler group recent presentation - \$21.2 million  
capital plan,  
Total capital plan in the CRA of **\$50.241**  
million.



## Other Funding Sources

Funds available	\$18,984,137
Capital project list	<u>\$50,241,000</u>
<b>Predicted Shortfall</b>	<b>\$31,256,963</b>



## Other Funding Sources

**Predicted Shortfall      \$31,256,963**

### **Potential Non-TIF Funding Sources independent of the CRA “sunset”**

- **Parking Trust Funds**
- **External Funds** (Public Art Fund, Open Space Fund, Developer Incentives, PDs, Grants, Donations)

# Other Funding Sources

Red could be funded with parking fees.

Blue would need other sources

5th Ave. Lighting 4Yrs at 3.0%	1,717,000
5th Ave N. Improvements	95,000
Lake Manor	235,000
6th Ave N Lighting	109,000
<b>Park ST Project</b>	<b>750,000</b>
<b>D-Downtown Pkg. Structure &amp; Land</b>	<b>13,500,000</b>
3rd Avenue S. Improvements	1,650,000
Goodlette-Frank Streetscaping	3,150,000
Central Avenue Improvements	1,750,000
<b>5th Avenue S. Parking Facility</b>	<b>5,000,000</b>
Four Corners Land Use Plan	35,000
Four Corners Zoning Code Revisions	10,000
Four Corners Intersection	200,000
River Park Master Plan	0
<b>Special Features Gateways</b>	<b>1,000,000</b>
<b>Special Features Cultural Plaza</b>	<b>2,000,000</b>
US 41 Boulevard	7,000,000
<b>6th Ave S. Promenade</b>	<b>2,000,000</b>
<b>Waterfront Connection</b>	<b>4,000,000</b>
Pedestrian Bridge	5,000,000
<b>Total Capital</b>	<b>50,241,000</b>
<b>Net Cashflow</b>	



**NAPLES CITY COUNCIL AGENDA MEMORANDUM**

**Workshop Meeting Date: December 1, 2008**

Agenda Item: 10	Prepared By: Roger Reinke, Assistant City Manager Date: November 20, 2008	Department: City Manager
<b>SUBJECT:</b> Discussion of horse drawn carriages and the issuance of franchises as provided in Section 40-1 of the Code of Ordinances.		
<b>BACKGROUND:</b> For over twenty years, horse drawn carriages have been allowed to operate in the City of Naples. Section 40-1 of the Code of Ordinances provides for the issuance of franchises permitting not more than five horse drawn carriages to operate in the City.  The Naples Horse and Carriage Company, Inc. has been operating under a franchise agreement with the City since 1987. This franchise agreement allows them to operate three horse drawn carriages.  Charlene's Classic Carriages, Inc. (formerly known as Paradise Carriage Service) has been operating under a franchise agreement with the City since 1999. This franchise agreement allows them to operate two horse drawn carriages.  Donna Colon, owner of Water's Edge Ranch, has approached the City requesting a franchise to operate a horse drawn carriage in the City.  A 1999 staff report to City Council recommended no more than five carriages be permitted.  There is no record of complaints regarding horse drawn carriages with the Police or Streets and Stormwater Departments. The carriages are allowed to operate on Third Street South and Fifth Avenue South. They currently pick-up and drop off customers in front of Vergina's Restaurant, 700 Fifth Avenue South and Tommy Bahamas Restaurant, 1220 Third Street South. A copy of a proposed franchise agreement is attached for your information.  City Council is asked to consider this matter and provide direction to staff in regards to continuing the practice of issuing franchises for carriage rides.		
Reviewed by Department Director A. William Moss	Reviewed by Finance N/A	Reviewed by City Manager A. William Moss
City Council Action:		

**NAPLES CITY COUNCIL AGENDA MEMORANDUM****Workshop Meeting Date: December 1, 2008**

Agenda Item: 9	Prepared By: Bob Middleton, Director Date: November 21, 2008 Department: Utilities
<b>SUBJECT:</b>  Single Stream Residential Recycling	
<b>BACKGROUND:</b>  <p>The City currently provides residential recycling services by separating the recycled material at the curb. The City provides the residents with 18-gallon totes to set out the recycled material for collection once a week. The recycle material is then placed in 40 cu. yd. roll-off containers at the City's Solid Waste site and transported to a private recycling center in Ft. Myers, where the separated material is accepted, without charge to the City.</p> <p>Waste Management has agreed to provide 40 cu. yd. containers/compactors to be located at the City's Solid Waste site to haul the co-mingled material to their processing site, at no cost to the City. The cost to maintain and operate the roll-off truck for hauling containers to Ft. Myers is eliminated. Attached is an email correspondence between the City and Collier County Solid Waste confirming the possibility to negotiate curb-side collection of recycled materials with Waste Management.</p> <p>In the near-term, the City's residential customers and Solid Waste crews will no longer have to separate recycled materials. Recycled material may be co-mingled in existing City recycle trucks, dumped into the containers/compactors, and then hauled away by Waste Management.</p> <p>Single stream recycling will allow replacement of carry-out bins with 65 gallon roll-out carts. There will be greater recycling participation with a reduction in landfill disposal cost and use of limited space at the Collier County Landfill.</p> <p>The City owns two (2) recycle trucks that are able to lift and dump the roll-out carts from the rear of the truck. These trucks have three (3) years of remaining life. City staff has evaluated side lift trucks but they will not operate in rear alleys due to limited space. The existing trucks require a two (2) man operation. The driver and a helper pull the roll-out carts from both sides of the street to the rear of the truck for dumping. This eliminates the need for the truck to travel the same street twice.</p> <p>Moving to roll-out carts would require a budget adjustment to allow purchase of roll-out containers. Six thousand five hundred (6,500) containers are required to serve all residential customers. The total cost of the 65 gallon roll-out carts is estimated to be \$357,500.</p>	



City of Naples

**NAPLES CITY COUNCIL AGENDA MEMORANDUM****Workshop Meeting Date: December 1, 2008****Page Two**

Agenda Item:

9

**BACKGROUND (cont.):**

Waste Management may be willing to contract with the City for curb-side collection of recycled materials. While a rate was not offered, staff believes it will be less than the bid previously offered and rejected by the City. This option is worth further exploration. In exchange for a contractual cost, labor and capital costs may be less. Out-sourcing this service may be a more cost-effective alternative. Purchase and replacement of roll-out carts would be the responsibility of the City, with or without curb-side collection by Waste Management.

The State Legislature has introduced House Bill 7135 (2008) to set a state wide recycling goal to 75 percent. The Bill states, by the year 2020, the long-term goal for the recycling efforts of state and local governmental entities, private companies and organizations, and the general public is to reduce the amount of recyclable solid waste disposed of in waste management facilities, landfills, or incineration facilities by a statewide average of at least 75 percent. However, any solid waste used for the production of renewable energy shall count toward the long term recycling goal as set forth in this section. Conversion to roll-out carts should increase the amount of solid waste that is recycled by residents.

City staff is requesting City Council consensus to:

1. Authorize negotiations with Collier County and/or Waste Management to amend the current Collier County/Waste Management agreement or a separate agreement between the City and Waste Management for the provision of containers/compactors and removal of recycled materials at no cost to the City.
2. Determine whether a citizen survey or residential neighborhood test site(s) is appropriate to determine citizen support for conversion from recycle bins to 65 gallon recycle roll-out carts.
3. Appropriate date to initiate conversion to the 65 gallon carts if deemed appropriate utilizing City personnel and vehicles.
4. Negotiate with Waste Management for the provision of curbside collection services (roll-out carts provided by the City) as an alternative to collection by the City.

Reviewed by Department Director  
Bob Middleton

Reviewed by Finance  
N/A

Reviewed by City Manager  
A. William Moss

City Council Action:





## Florida Department of Environmental Protection

Bob Martinez Center  
2600 Blair Stone Road  
Tallahassee, Florida 32399-2400

Charlie Crist  
Governor

Jeff Kottkamp  
Lt. Governor

Michael W. Sole  
Secretary

### AGENDA

#### Public Meeting on Florida's New 75% Recycling Goal

Florida Department of Environmental Protection  
Bob Martinez Center, Room 409  
2600 Blair Stone Road, Tallahassee

**December 2, 2008**  
1:00pm – 5:00pm

Participants who wish to speak will be asked to fill out a speaker card showing name, affiliation and subject they wish to address.

- 1:00pm Welcome and Introductions  
Charles Goddard, Chief, DEP Bureau of Solid and Hazardous Waste
- 1:15pm Legislative Charge and Strategic Options for Reaching the Goal  
Ron Henricks, DEP Recycling Program
- 2:15pm Public Comments and Open Discussion - on issues related to the above presentation and any other aspects of the new recycling goal statute (printed on the other side of this agenda)
- 5:00pm Adjourn meeting



Check our web site for updates at [www.dep.state.fl.us/waste/recyclinggoal75](http://www.dep.state.fl.us/waste/recyclinggoal75).

*"More Protection, Less Process"*  
[www.dep.state.fl.us](http://www.dep.state.fl.us)

### Section 95 of House Bill 7135 (2008) re: Recycling

Section 95. Section 403.7032, Florida Statutes, is created to read

403.7032 Recycling.--

- (1) The Legislature finds that the failure or inability to economically recover material and energy resources from solid waste results in the unnecessary waste and depletion of our natural resources. As the state continues to grow, so will the potential amount of discarded material that must be treated and disposed of, necessitating the improvement of solid waste collection and disposal. Therefore, the maximum recycling and reuse of such resources are considered high-priority goals of the state.
- (2) By the year 2020, the long-term goal for the recycling efforts of state and local governmental entities, private companies and organizations, and the general public is to reduce the amount of recyclable solid waste disposed of in waste management facilities, landfills, or incineration facilities by a statewide average of at least 75 percent. However, any solid waste used for the production of renewable energy shall count toward the long term recycling goal as set forth in this section.
- (3) The Department of Environmental Protection shall develop a comprehensive recycling program that is designed to achieve the percentage under subsection (2) and submit the program to the President of the Senate and the Speaker of the House of Representatives by January 1, 2010. **The program may not be implemented until approved by the Legislature.** The program must be developed in coordination with input from state and local entities, private businesses, and the public. Under the program, recyclable materials shall include, but are not limited to, metals, paper, glass, plastic, textile, rubber materials, and mulch. Components of the program shall include, but are not limited to:
  - (a) Programs to identify environmentally preferable purchasing practices to encourage the purchase of recycled, durable, and less toxic goods.
  - (b) Programs to educate students in grades K-12 in the benefits of, and proper techniques for, recycling.
  - (c) Programs for statewide recognition of successful recycling efforts by schools, businesses, public groups, and private citizens.
  - (d) Programs for municipalities and counties to develop and implement efficient recycling efforts to return valuable materials to productive use, conserve energy, and protect natural resources.
  - (e) Programs by which the department can provide technical assistance to municipalities and counties in support of their recycling efforts.
  - (f) Programs to educate and train the public in proper recycling efforts;
  - (g) Evaluation of how financial assistance can best be provided to municipalities and counties in support of their recycling efforts.
  - (h) Evaluation of why existing waste management and recycling programs in the state have not been better used.

[Note: emphasis added]



# Memo

Office of the City Manager

**TO:** A. William Moss, City Manager  
**FROM:** Roger Reinke, Assistant City Manager  
**DATE:** November 24, 2008  
**SUBJECT:** Grants Coordinator

In the 2008 – 2009 Budget, the position of Grants Coordinator was eliminated as part of a strategy to reduce costs. The position was scheduled for elimination on September 12, 2008 however, Greg Givens, the incumbent, agreed to work an additional twelve weeks in lieu of accepting twelve weeks of severance pay. During this period, the City was notified of several grant awards that merit reconsideration of the elimination of this position.

The City has been notified of an \$180,000 grant award (US Environmental Protection Act Section 319 funding passed through Florida Department of Environmental Protection) for construction of the Riverside Filter Marsh project, and a \$5,000 grant award (National Oceanic and Atmospheric Administration funding) for an oyster gardening project in Naples Bay. On December 3, 2008, City Council will consider a resolution accepting a grant award of \$152,760 from Collier County's Tourist Development Tax Funds to support beach maintenance activities and Naples pier repair and maintenance. Additionally, City Council will be asked to consider a resolution authorizing application for a Community Development Block Grant in the amount of approximately \$110,000. The total amount of these grants is \$447,760.

It is recommended that the decision to eliminate this position be reconsidered and this position be retained and funded from contingency funds under a scenario allowing for a reduced salary with a provision for bonuses. Bonuses may be awarded based on the number of grant applications submitted and the number of grant awards received, up to a maximum of the current annual salary of \$87,360. If this is approved an employment contract will be negotiated with an anticipated base salary of \$43,680, a 50% reduction in salary, and an appropriate bonus incentive.

*Ethics above all else... Service to others before self... Quality in all that we do.*