



City Council Chamber
735 Eighth Street South
Naples, Florida 34102

City Council Workshop Meeting – September 19, 2011 – 8:30 a.m.

Mayor Barnett called the meeting to order and presided.

ROLL CALL..... ITEM 1

Present:

Bill Barnett, Mayor
John Sorey, III, Vice Mayor

Council Members:

Douglas Finlay
Teresa Heitmann (arrived 8:33 a.m.)
Gary Price, II
Samuel Saad, III
Margaret Sulick

Also Present:

William Moss, City Manager
Robert Pritt, City Attorney
Roger Reinke, Assistant City Manager
Vicki Smith, Technical Writing Specialist
Denise Perez, Human Resources Director
Robert Middleton, Utilities Director
Gregg Strakaluse, Streets & Stormwater Director
Thomas Weschler, Police Chief
George Archibald, Traffic Engineer
Michael Bauer, Natural Resources Manager
Katie Laakkonen, Environmental Specialist
Monique Barnhart, Administrative Coordinator
David Lykins, Community Services Director

Michelle Avola
Alice Macdonald
Ellie Krier
Joel Kessler
Marianne Megela
Robert Goldman
Charlotte Burnett
John Passidomo
Matthew Kragh
Joanna Culfer

Media:

Other interested citizens and visitors.

SET AGENDA ITEM 2

MOTION by Sorey to SET THE AGENDA as submitted; seconded by Saad and carried 6-0 (Finlay-yes, Heitmann-absent, Price-yes, Saad-yes, Sorey-yes, Sulick-yes, Barnett-yes).

It is noted for the record that Council Member Heitmann arrived at 8:33 a.m. during public comment below.

PUBLIC COMMENT ITEM 3

(8:31 a.m.) **Michelle Avola, representing the Naples Pathways Coalition**, indicated opposition to the speed humps/platforms proposed for traffic calming in Item 5 (see below), listing what she characterized as contraindications; namely, increased vehicular noise and an increase in emergency responder times. Installing a sidewalk, lane narrowing and marking a bicycle lane would be more effective, she stated.

FLUORIDE IN DRINKING WATER ITEM 4

Like a majority of public water suppliers in the United States, the City of Naples adds a small quantity of Fluoride in the drinking water supply to improve dental health. Fluoridation is endorsed by the American Dental Association, the Centers for Disease Control and Prevention, the Collier County Health Department, and numerous international agencies and organizations. Some believe that public water suppliers should not add Fluoride to the drinking water supply. The discussion will summarize the organizations that endorse the use of Fluoride and determine whether the practice should continue. (8:34 a.m.) Utilities Director Robert Middleton utilized an electronic presentation in providing an overview of his September 13 memorandum (Attachment 1), pointing out that this discussion had been the result of a prior proposal by Council Member Price. (It is noted for the record that a printed copy of the presentation is contained in the file for this meeting in the City Clerk's Office.). He then explained that fluoridation is not mandated by any regulatory agency and the City's cost is estimated at \$20,500 annually; it is a public health-based decision, he stated. Fluoride occurs naturally in groundwater (0.15-0.2 mg/L) and fluoride was added to increase the level to 0.8 -0.84 mg/L although the City lowered its level to 0.7 mg/L in March of 2011.

Director Middleton confirmed for Council that the Collier County Board of Commissioners (BCC) had voted the prior week to continue fluoridation a 0.7 mg/L and that City staff recommended similar action by Council. Council Members Heitmann and Saad questioned the necessity, especially at the above referenced cost. Continuing his opposition to the practice, Council Member Price then advised that more information was needed. Vice Mayor Sorey also noted that, in particular, the scientific data of those opposed to the addition of the chemical to drinking water should be reviewed. Mr. Price indicated that he would research the issue and further discussion could then be scheduled.

TRAFFIC CALMING – SOUTH GOLF DRIVE ITEM 5

Residents on South Golf Drive have petitioned the City to provide traffic calming measures. The discussion will consider the petition and alternatives. (8:49 a.m.) (It is noted for the record that a copy of the petition is contained in the file for this meeting in the City Clerk's Office.) Streets & Stormwater Director Gregg Strakaluse and Traffic Engineer George Archibald utilized an electronic presentation (excerpted text of which is appended hereto as Attachment 2) to provide an overview of the South Golf Drive traffic issues as contained in Mr. Archibald's September 9 memorandum, appended hereto as Attachment 3. (It is noted for the record that a printed copy of the aforementioned presentation is contained in the file for this meeting in the City Clerk's Office.) During his comments regarding the history of these issues, beginning in 2002, Mr. Archibald indicated that while volume remains relatively low (1,500 to 2,000 trips per day during peak season although trips should be nearer 300 to 500 per day), vehicle speed is the concern of residents in the area. Passive measures such as no-passing zones, increased striping and signage, and focused speed limit enforcement have failed to slow traffic, he said. Director Strakaluse added that the roadway had also been narrowed in certain areas in the hope of lowering speeds. Additionally, Mr. Archibald pointed out that the pathway along the north side is immediately adjacent to the meandering roadway and as vehicles navigate the curves, they come dangerously close.

Mr. Archibald then explained that the current petition is the second from residents and Mr. Strakaluse added that while in 2008 Council had approved a chicane at the Third Street North intersection, budgetary constraints prevented it from being installed. The issue was again brought before Council by residents in June 2011, resulting in staff being directed to work with citizens and return with recommendations. The current petition for four speed humps or

City Council Workshop Meeting – September 19, 2011 – 8:30 a.m.

tables/platforms has received 59% approval from the neighborhood (Attachment 3 reflects 51% which was the level of approval at the time of submittal), Mr. Archibald said, noting the recently installed solar-powered speed warning signs. Mr. Strakaluse explained that no data was yet available as to their effectiveness.

A brief discussion of the pros and cons of speed humps followed during which Mr. Strakaluse reported that while effective, they require additional signage, create more noise and lower the speed and response time of emergency vehicles. Mr. Archibald said that the residents of that locality recognize the impacts of the speed humps but nevertheless support installation. He then noted recommendations as reflected on Attachment 2, Page 2.

In response to Council Member Sulick Mr. Archibald said that the Naples Beach Hotel & Golf Club had indicated support of whatever measures the residents felt necessary. Cost of the medians is also prohibitive, he added, clarifying for Vice Mayor Sorey that the four speed humps would involve a total of \$25,000 to \$30,000; Director Strakaluse added that a chicane or a roundabout would cost approximately \$30,000 per each.

Referencing two diagrams reflecting the rights-of-way along South Golf Drive (copies of which are contained in the file for this meeting in the City Clerk's Office), Mr. Archibald cited an estimated cost for installation of a sidewalk further north than the pathway at \$45,000 to \$55,000, adding that issues exist with regard to drainage structures.

Public Comment: (9:38 a.m.) **Alice Macdonald, 342 South Golf Drive**, said she had been involved in the coordination of the traffic calming effort since 2005 and indicated that the intent is to slow traffic and improve safety along the thoroughfare. The above referenced chicane installation had actually been for three, at a cost of \$30,000 per each, she clarified. She further explained that to date, 61% of the residents favor either speed humps or tables and reiterated the hotel's support of such an action, urging Council's support. In response to Council Member Saad, she advised that the action under discussion was to be the first in a two-phase project, maintaining that it was believed that slowing the traffic would in fact increase the safety of pedestrians and bicyclists. The second phase would be the pathway relocation, she said, reiterating the hotel's concern that should the pathway be moved into the golf course the chance of someone being struck by a golf ball would increase.

Following additional discussion of various traffic calming measures, Council indicated its support of the resident's wishes and the consensus reflected below was forthcoming.

Consensus to support the installation of four speed platforms on South Golf Drive; staff to develop comprehensive traffic calming plan by June, 2012, which is to address drainage and parking issues as well as possible sidewalk /pathway relocation and roundabout installations.

Recess: 10:19 a.m. to 10:33 a.m. It is noted for the record that the same Council Members were present when the meeting reconvened.

UPDATE OF GORDON RIVER GREENWAY CROSSING STATUS ITEM 6
Collier County is developing plans for a pedestrian/bicycle trail east of the Gordon River. Previous plans included a potential crossing to City property adjacent to the Gordon River at Riverside Circle. The discussion will summarize the current status of the Greenway project and options for the use of the City's property along the river. (10:35 a.m.) Streets & Stormwater Director Gregg Strakaluse utilized an electronic presentation during review of his September 6 memorandum (Attachment 4) which provided a brief overview of the current and potential uses of the City-owned Riverside Circle waterfront property, one of which is a park to form the southern terminus of the Gordon River Greenway project. (It is noted for

City Council Workshop Meeting – September 19, 2011 – 8:30 a.m.

the record that two conceptual renderings of the site are appended hereto as Attachment 5 with differing locations for the pedestrian bridge crossing over the river; a printed copy of the presentation is contained in the file for this meeting in the City Clerk's Office.) He also provided an update of the progress of the Greenway project, noting that its design plan is 60% completed and has now received zoning approval from Collier County; construction is tentatively scheduled for mid 2012.

Mr. Strakaluse further explained that the Riverside Circle property is currently utilized as a storage and staging site, as well as a dewatering site for dredging projects, noting that a historical use had been as a landfill. With the planned relocation of the City's Solid Waste facility and a potential dewatering site on the municipal airport property, he continued by detailing the conceptual park; funding will remain the key challenge. The Greenway project should be viewed as a growth project and therefore Collier County should be approached at some time in the future to discuss its impact fee allocation to the City, he said. With regard to the bridge, permitting and funding would involve several years, especially due to lowered levels of grant funding from state and federal sources.

Public Comment: (10:52 a.m.) **Michelle Avola, representing the Naples Pathways Coalition**, expressed its support of the park and bridge as the terminus of the Greenway. **Ellie Krier, representing Southwest Florida Land Preservation Trust**, who is the coordinator for the Greenway project, reiterated that as the 60% design plans are completed, should Council approve a conceptual plan for a park on the Riverside Circle site, grant applications could then be submitted. The Trust is working with Collier County and Conservation Collier with regard to fundraising, noting that the portion of the project on the west quadrant of the airport property, as well as the City's, remains to be funded; one easement remains to be secured just north of Avion Park (at terminus of North Road). Ms. Krier also explained that a \$250,000 donation had been pledged for construction of the City's bridge and that she would inquire whether these funds could be utilized for the design phase. In response to Council Member Finlay, she assured Council that approval of the conceptual use of the property as a park would not involve a commitment to spend any funding; the approval would allow grants to be sought. City Attorney Robert Pritt cautioned that the legal ramifications of another bridge across the Gordon River must be examined, urging that the County Attorney be contacted for an opinion as well as the upriver property owners; Ms. Krier agreed to do so.

Director Strakaluse confirmed for Council Member Finlay that should the conceptual park eventually become a reality, the current dewatering site for dredged materials would have to be downsized or removed. Mr. Finlay noted his support of the conceptual use of the land for a park and Council Member Saad agreed. During additional discussion of dewatering needs by the City, Council Member Sulick advised that the subject parcel is the last waterway access site owned by the City and that she could not support the conceptual renderings as presented, stressing that something of a smaller scale should be considered. Mr. Finlay noted that the existing Gordon River Bridge limits barging of material to and from the site although Mr. Strakaluse indicated that dewatering could still take place at the site, although conversation continues with the Naples Airport Authority (NAA) regarding a potential dewatering site on their property. Ms. Krier then assured Council Member Heitmann that it was understood that the City could not underwrite the construction of the bridge and that the Trust intends to seek grant funding. Council Member Price concurred that an unintended commitment to expend funds should not be made and therefore indicated that he could support the conceptual use of the property as a park site; a qualifier must be included that no funding was being approved for the park or the bridge, he added. Council concurred and the consensus below was forthcoming.

Consensus of support for use of Riverside Circle property (current site of Solid Waste Facility) as a park (conceptual approval only; no approval of expenditure of City funds at this time).

In response to Council, Director Strakaluse reported that a Project Development & Environment (PD&E) Study (*a process followed by the Florida Department of Transportation (FDOT) to evaluate social, economic and environmental impacts associated with a planned transportation improvement project*), initiated some time ago in conjunction with the pedestrian bridge, could be completed by January 2013. It had been suspended due to a lack of funding and support of the project; the cost to complete it is as yet unknown. The study is however essential to the federal grant process, he explained, noting that the City may wish to continue funding efforts through the FDOT and the Metropolitan Planning Organization (MPO).

Vice Mayor Sorey suggested that staff return with additional information, including an integrated plan for the park, how it would connect to the Greenway, and a timeline once these factors can be tentatively established.

PLANTINGS IN PUBLIC RIGHTS-OF-WAY ITEM 7

Through the grant of right-of-way permits, residents and businesses may landscape portions of the public right-of-way adjacent to private property. The discussion will summarize past and current policies regarding landscaping of the public right-of-way by private property owners. (11:32 a.m.) Traffic Engineer George Archibald utilized an electronic presentation for his review of right-of-way permitting for landscaping as contained in his September 9 memorandum (Attachment 6), including staff's recommendation that educational material be developed and distributed regarding objects and landscaping within public rights-of-way; some information is however currently available on the City's website, he added. (It is noted for the record that a printed copy of this presentation is contained in the file for this meeting in the City Clerk's Office.)

Mr. Archibald confirmed for Council Member Sulick that currently no landscape plan is required for single family or duplex construction although those built today commonly involve a landscape architect and landscape plans are submitted; a detailed plan is nevertheless required for multi-family, commercial and industrial development, he added. When application is made for building permits, information regarding right-of-way permitting is also provided. In response to Council Member Finlay, he explained that a Florida Department of Transportation (FDOT) index is used to measure sight distance (*the length of road surface which a particular driver can see with an acceptable level of clarity*), which varies relative to the type of roadway and anticipated speed of vehicles although usually amounting to 150 to 275 feet. Another consideration is the clear-sight window (*established from the point of the driver's eye on the side street to the point of the driver's eye on the main street, i.e. the drivers must be able to see one another*) which in landscaping may limit the dimensions of the plantings, especially trees, as they must not block more than 50% of the driver's view of the vehicle stopped on the side street Mr. Archibald pointed out. Issues arise when alleys are involved as they only have a 20-foot right-of-way and when intersecting with a main thoroughfare, the City's control lies within its own right-of-way; no ordinance has been enacted to require a property owner to clip landscaping to less than 42 inches in height within 15 to 30 feet of the corner, he pointed out.

Council Member Saad stated that he would support educational information being provided to homeowners, which should also be placed on the City's website. Mr. Archibald advised that this practice is ongoing and information is also on the City's television channel, although following that day's discussion, it is apparent that the information should be more detailed. After mention of xeriscape landscaping, Vice Mayor Sorey noted that while it requires less irrigation, such

City Council Workshop Meeting – September 19, 2011 – 8:30 a.m.

designs could lack the aesthetics which are comparable to the ambience maintained throughout the City. Xeriscape had been previously discussed by Council, Mr. Sorey said, and the decision was made not to make its use mandatory, explaining that his recommendation would be to prohibit landscaping over 18 inches in height within the City's rights-of-way, except trees planted by the City according to its tree plan.

Mr. Archibald confirmed for Council Member Finlay that landscaping in the rights-of-way abutting private property is allowable under the code although Council Member Price expressed his concern with allowing installation of any landscaping within the rights-of-way. Vice Mayor Sorey suggested that while perhaps the existing process is acceptable, staff be directed that taller plantings should not be approved. Mr. Archibald clarified that staff does in fact not encourage plantings by private citizens but at the same time endeavors to maintain 15 to 20 feet of greenscape within City rights-of-way. Mr. Archibald further pointed out that the key issue is historical plantings, as well as large rocks, which have been placed and maintained over time, and now are creating safety issues; these should be trimmed back and/or removed.

Council Member Heitmann received confirmation from Streets & Stormwater Director Gregg Strakaluse that when curbing exists, swales are not usually installed as runoff moves along the curbing to a drain inlet and into the stormwater system. Without the curbing, the water sheets off the road and into the swales for percolation, he added. Mrs. Heitmann clarified that her concern is that homeowners later fill in swales which may have existed, questioning whether a system exists to ensure their maintenance. Mr. Strakaluse noted that staff, or the homeowner, is to maintain the swales.

Mr. Archibald then assured Council that he believed the current right-of-way permitting process is acceptable although a corner-clip requirement (usually 15' x 15' in most communities) prohibiting plant height over 36 to 42 inches is needed; this would address sight line issues when exiting alleyways, he concluded.

Consensus that existing right-of-way permit process is acceptable and that staff prepare ordinance amendment to address sight line issues with regard to landscaping along roadways.

Recess: 12:16 p.m. to 12:27 p.m. It is noted for the record that the same Council Members were present when the meeting reconvened.

NAPLES BAY WATER QUALITY..... ITEM 8

Naples Bay is considered to be "impaired" by the US EPA for copper, fecal coliform, dissolved oxygen, and iron. Nitrogen and phosphorus continue to be a threat to the ecosystem. The presentation will provide an update to the Naples Bay Water Quality. Environmental Specialist Katie Laakkonen reviewed information regarding water quality trends in Naples Bay over the past five years as contained in the September 6 memorandum prepared by Natural Resources Manager Michael Bauer (Attachment 7), adding that monitoring of the Riverside Circle filter marsh is to begin within the week. (It is noted for the record that a printed copy of Ms. Laakkonen's presentation is contained in the file for this meeting in the City Clerk's Office.) Council Member Sulick requested information on the outcome of a Collier County stormwater project involving runoff from the Davis Triangle (generally bounded by Davis Boulevard, US 41 and Shadowlawn Drive); Ms. Laakkonen explained that its retention lake had been enlarged and would now empty into Oyster Bay rather than Rock Creek. Vice Mayor Sorey added that the County had indeed greatly increased the capacity of its holding area that is designed to empty only following a significant rainfall. In response, the City had relocated one of its water quality monitoring stations to Oyster Bay, Ms. Laakkonen advised.

City Council Workshop Meeting – September 19, 2011 – 8:30 a.m.

She then confirmed for Council Member Finlay that the maps contained in the presentation reflected the locations of monitoring sites and resulting data could be placed on the City's website for public access. Further explaining the data presented, she noted that initially the City had had 16 sites, 8 monitored each month. With the initial data collected, there are now 8 sites which are all monitored monthly. Data are entered into a statewide database and available for all agencies, including the County, and the City and County coordinate monitoring site locations as the County had also experienced budgetary reductions to its water quality program resulting in fewer collection sites, Ms. Laakkonen stated. Its samplings include upstream of the weirs in the Golden Gate Canal (GGC) as well as other sites in Naples Bay not currently monitored by the City. The Florida Department of Environmental Protection (FDEP) tests intermittently when needed for determining impaired waters if no local monitoring sites exist in its area of interest, she said.

Dr. Bauer reported that, rather than nutrients, the biggest pollutant to Naples Bay remains the freshwater from the GGC, followed by stormwater runoff, much of which is collected in the lakes around the City and then eventually emptying into the bay. Education of property owners as to best management practices of fertilizer application continues to be the most important factor in improving the water quality of Naples Bay, he stated, as well as the installation of rain gardens to capture additional runoff. He agreed with Council Member Finlay that those residents in the Port Royal area using the City's irrigation (reclaimed, reuse or alternative) water should further reduce the use of fertilizer as this water source contains low levels of nitrogen and phosphorus. Staff continues to work with homeowners to increase planting around the lake, offering to install aerators and floating islands should they forego utilizing copper to control algae in their lakes. Additionally, the City continues its swale program and the data does reflect the beginning of a downward trend in the pollutants reaching the bay with greater improvements anticipated for the coming five years; it should be remembered that it took 50 years to reach the conditions of today, he observed.

Council Member Heitmann expressed concern with the fewer number of monitoring sites and Ms. Laakkonen reiterated that the sites are now sampled monthly and Dr. Bauer added that with the five years of data, the condition of the waterbody is now known and monitoring should be continued to locate the sources of pollution. Therefore, the City's sites were relocated to the north and along the eastern shoreline of the bay to determine pollutants from the County. When the data collected is combined with that of the ongoing study of the lakes within the City, sources can then be determined with greater accuracy, he said. Streets & Stormwater Director Gregg Strakaluse, who is overseeing the lake study, explained that sampling is being done at 30 sites, including wet wells, lakes, pump stations and inside the storm sewer stations, and includes upstream of the Cove Inn pump station which empties directly into Naples Bay.

Council Member Sulick commended Vice Mayor Sorey and staff for their commitment to improving water quality City-wide.

DISCUSSION OF BOOTH FEES ITEM 10

Booth fees for certain special events were increased from \$10 to \$35 in 2009. Because of the state of the economy, City Council deferred implementation of the booth fee increase and has waived the fee for certain special events. The discussion will determine the desired booth fee beginning January 2012. (1:12 p.m.) Community Services Director David Lykins reviewed his September 13 memorandum (Attachment 8), providing background information regarding special event booth fees and noting that the fee is to revert to \$35 as of January 1, 2012, from its current reduced level of \$10 per booth. He further noted that the fee had been retained at the lower amount due to the economic downturn and reduced participation

City Council Workshop Meeting – September 19, 2011 – 8:30 a.m.

by vendors. Organizations are now planning their 2012 events and are in need of a decision as to whether the aforementioned increase will in fact be enacted, he said. Referencing the revenue data for booth fees from 2004 to present, Council Member Price and Mayor Barnett supported no increase at that time. (It is noted for the record that this latter information is contained in the file for this meeting in the City Clerk's Office.)

Council Member Finlay then referenced his submittal containing information upon which he based his conclusions that the City taxpayer subsidized special events in FY 2008-09 in the amount of \$474,000; the \$35 fee would fund police and fire coverage, which was not included in that figure, he added. (It is noted for the record that a copy of Mr. Finlay's submittal is contained in the file for this meeting in the City Clerk's Office.) He further observed that if an event pays a park rental fee or is a non-profit organization not selling merchandise, then no booth fees should be charged. The City of Naples is considered a premier venue for such events and vendors will continue to patronize its special events even if the booth fee reverts to the \$35, he concluded and Council Member Saad agreed. Council Member Price however disagreed, saying that he believed the increase would result in much smaller events and the fact remains that many sites outside the City would welcome the opportunity to host these activities, perhaps without booth fees charged whatsoever; Vice Mayor Sorey agreed. Mayor Barnett added that once lost, the vendors most likely would not return, maintaining his support for not increasing fees.

Agreeing with Council Member Finlay's above observations, Council Member Sulick however suggested that the fees be increased incrementally. Council Member Heitmann concurred with this suggestion although not until next year.

Public Comment: (1:29 p.m.) **Joel Kessler, representing the von Liebig Art Center and Executive Director of the Naples Art Association (NAA)**, explained that the art fairs largely subsidize the NAA and that should the booth fees be increased to \$35, Art in the Park, held annually since 1954, will most likely not continue. He asked that Council keep in mind that events may also be affected by the planned construction of a hotel at Fifth Avenue South and Park Street. Travel costs, especially for out-of-state artists, have already adversely influenced attendance to all shows, he said, pointing out that the events bring many visitors to Fifth Avenue South, thereby increasing merchant revenues. **Marianne Megela, Naples Art Association**, clarified for Council Member Finlay that 85% of the artists participating in Naples National Art Show are from outside the City although for Art in the Park, artists are in fact members of the NAA and from the local community. Art in the Park lost 30% of its participants when the fees were set at \$35 and this loss had not been recovered; of those remaining, most do not realize a profit, she stated. Plans are made six to nine months in advance of an event and the \$10 booth fees are at industry standards, she noted, asking that Council keep this in mind. She also pointed out that except for Naples National, the NAA does pay for police, fire, and emergency services. **Robert Goldman, Chairman of the Board of Eden Autism Services**, noted its sponsorship of a biannual art fest held in Fleischmann Park. They also pay for fire and police coverage, he said, further explaining that all profits are utilized by the organization that serves the community. This fundraising is becoming more important as other funding sources are lost due to budgetary cuts at the state and federal level. Mr. Lykins confirmed that the group has paid both park rental and booth fees, to which Council Member Finlay reiterated his objection to this practice. **Charlotte Burnett, President of the Naples Artcrafters**, explained that her organization is a small group of local artists providing monthly shows throughout tourist season. They also pay an \$850 park rental and the \$10 booth fees, agreeing that both should not be charged. Mr. Finlay then requested that a workshop discussion be scheduled regarding the aforementioned method of charging; Council concurred, deciding upon January for this review.

City Council Workshop Meeting – September 19, 2011 – 8:30 a.m.

Council Member Saad then indicated that he would support the \$10 booth fee for the coming year, requesting that staff contact the pertinent business districts for their input as to the fiscal impacts of the special events, especially during street closures. Council Member Price noted that cultural events should be subsidized by the City and viewed as an investment in the community. Mr. Saad agreed although maintaining that the subsidy is a financial encumbrance and must be considered as such by Council due to its responsibility to City taxpayers; the question to be vetted is to what extent the subsidy should be made, he added. Mr. Price then pointed out that the economic viability of the downtown area is also Council's responsibility and should participation of the events drop by 50%, the financial impact to merchants must be acknowledged also.

Consensus to retain \$10 booth fee with workshop discussion to be scheduled for January 2012 involving incremental increase of booth fees and eliminating booth fees for events subject to park rental fees.

INTERLOCAL AGREEMENT WITH COLLIER COUNTY FOR PARKS..... ITEM 9

The City has entered into an Interlocal Agreement with Collier County whereby Collier County provides \$1.0 million per year to the City to support beach parking, parks, and recreation activities. City and County staff have previously examined potential to maximize availability of recreation programs and facilities while reducing costs. The subject matter will be a continuation of discussions regarding fair allocation of resources and the use of facilities. (1:51 p.m.) Community Services Director David Lykins provided a brief overview of his September 13 memorandum (Attachment 9) in which he had summarized the 2008 interlocal agreement with Collier County that resulted from concerns raised by Council at that time regarding use of the City's park facilities, recreational programs and beach parking/access by residents in the unincorporated area. The ten-year agreement provides \$1-million per year to the City, one-half allocated for beach parking and the remainder to City park facilities and recreational programs, he explained, advising that the agreement could be terminated by either party following the third year (October 1, 2011) with 180 days written notice.

Mr. Lykins also reviewed elements and conclusions of the joint City/County analysis and study of services recently completed which had been the outcome of the February 9 joint meeting of the City Council and Board of Commissioners (see Attachment 9 for details). Although additional County funding in the amount of \$700,000 had been discussed, he reported that no support has been forthcoming from the County to increase its annual \$1-million subsidy.

Discussion of the issuance of temporary non-County resident beach parking stickers ensued during which Council Member Finlay noted that \$50,000 to \$60,000 in revenue had been lost when the County removed the point of sale from City Hall to its own locations. The City provides at least one-half of beach parking spaces throughout the County, he said, and should receive fair compensation. He therefore recommended that the City seek either return of sales or research the sale of its own temporary stickers to non-residents of the County for use at City beach parking spaces. Vice Mayor Sorey agreed, pointing out that the Federal Emergency Management Agency (FEMA) mandate for equality in availability and cost of beach parking had addressed only County residents (which includes City residents), not those from outside its boundaries. City Manager William Moss clarified that to his knowledge no agreement had ever existed pertaining to the sale of the temporary stickers and that when the current economic downturn had begun, the County realized that the City was retaining the money collected for the stickers and assumed their distribution.

City Council Workshop Meeting – September 19, 2011 – 8:30 a.m.

Vice Mayor Sorey then reiterated his position that since City residents provide 25% of the County's tax revenue, the City should be fairly subsidized for County resident's use of City beach, parks and recreational facilities. Council must continue its pressure on the Board of Commissioners for increased funding, he stressed, although a rebound in revenues may have to be awaited. Addressing Council Member Finlay's question regarding Section 4-C of the agreement (a copy of which is contained in the file for this meeting in the City Clerk's Office) as to the discrepancy of between the referenced 1048 parking spaces to be provided by the City when in reality 1305 exist, Mr. Sorey clarified that the former number had been mandated by FEMA as the minimum number per linear miles of beach.

Council Member Sulick expressed concern with the fact that on weekends during the winter tourist season, many vehicles are parked along City streets that are not metered and therefore parking is allowed for free. Vice Mayor Sorey agreed that this was an issue and should be further discussed.

Staff to research possibility of City offering non-resident City beach parking stickers.

REVIEW OF ITEMS ON THE 09/21/11 REGULAR MEETING AGENDA..... ITEM 11

(2:14 p.m.) No additional information was requested.

CORRESPONDENCE / COMMUNICATIONS

(2:15 p.m.) Council Member Finlay noted the lack of sand being re-deposited along the beach north of Doctors Pass. Vice Mayor Sorey agreed with the observation, explaining that a major renourishment project is scheduled for 2013 and that discussions continue with Captiva Island with regard to a joint venture. Mr. Sorey further confirmed that while the hotel industry continues its campaign to increase marketing funding from the Tourism Development Council (TDC), its target has now become the TDC funding which supports museums and Collier County's parks and recreational facilities (Fund 183), not the beach renourishment fund (Fund 195). Council Member Saad recommended that clarification of Council's prior discussion of a possible re-designation or relocation of US 41 (to Goodlette-Frank Road) be provided to the recently established Naples Downtown Stakeholders Coalition to address its concerns thereof.

EXECUTIVE SESSION..... ITEM 12

(2:27 p.m.) Executive Session to discuss labor relations pursuant to Chapter 447.605, Florida Statutes relative to Florida State Lodge, Fraternal Order of Police (FOP) Supervisor's Bargaining Unit; the Fraternal Order of Police (FOP), Collier County Lodge No. 38 and Professional Firefighters of Naples, International Association of Firefighters, IAFF, Local 2174.

Executive Session: 2:27 p.m. to 3:49 p.m. It is noted for the record that the same Council Members were present when the meeting reconvened.

(3:49 p.m.) No action announced.

ADJOURN

3:49 p.m.

Bill Barnett, Mayor

Tara A. Norman, City Clerk

Minutes prepared by:

Vicki L. Smith, Technical Writing Specialist

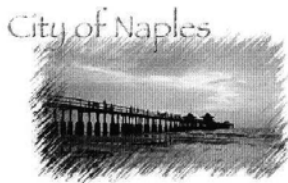
Minutes Approved: November 2, 2011



NAPLES CITY COUNCIL AGENDA MEMORANDUM

Workshop Meeting Date: September 19, 2011

Agenda Item:	4	Prepared By: Bob Middleton, Utilities Director
		Date: September 13, 2011 Department: Utilities
SUBJECT: Fluoridation of the Public Water Supply Presentation		
<p>BACKGROUND: On May 4, 2011, Councilman Price proposed and City Council agreed to discuss fluoridation of the City's drinking water after the summer recess. This presentation is intended to provide City Council an overview regarding fluoridation of the public water supply. The presentation will include the City's history regarding fluoridation, government regulations, organizations and references that recognize health benefits that prevent dental decay.</p> <p>The City of Naples began fluoridating the drinking water supply by City Ordinance in 1957. Fluoride occurs naturally in the City's ground water supply between 0.15 - 0.2 mg/l. Historically, the fluoride level was supplemented to increase the fluoride level between 0.8 – 0.84 mg/l, well below the Safe Drinking Water Act limit (SDWA) of 2.0 mg/l. In March 2011, in anticipation of a recommendation by the U.S. Health Department to lower this threshold, supplemental fluoride level was reduced to maintain a fluoride of 0.7 mg/l in the drinking water.</p> <p>To ensure compliance, samples are collected monthly on the raw water entering the plant, the finished water leaving the plant, and at several points in the water distribution system.</p> <p>In 1908 a dentist named Frederick McKay became interested in the lack of cavities found in his Colorado Springs, Colorado, patients. Although his patients seemed to get cavities less frequently than others, some of them also had teeth that were discolored or spotted with brown stains, a condition now known as dental fluorosis.</p> <p>In the 1920's observation and study by McKay and Dr. G.V. Black it was determined that high levels of naturally occurring fluoride in the drinking water was responsible, not only for the brown staining, but the reduction in cavities as well.</p> <p>During the 1930's, Dr. Trendley Dean a dental officer of the U.S. Public Health Service determined that fluoride levels up to 1.0 mg/l in drinking water did not cause the more severe forms of dental fluorosis.</p> <p>In 1936, the U.S. Public Health Service designed the first fluoride studies to determine acceptable levels of fluoride that would provide the benefits of cavity reduction without the incidence of dental fluorosis. Based on the results of those studies the first fluoridation program began in Grand Rapids, Michigan in 1945 and is still in effect today.</p> <p>In 1962, U.S. Public Health Service endorses the practice of drinking water fluoridation. A recommended range of 0.7-1.2 mg/L is established.</p>		



NAPLES CITY COUNCIL AGENDA MEMORANDUM

Workshop Meeting Date: September 19, 2011

Page Two

Agenda Item:

4

BACKGROUND (cont.):

In 1974, the U.S. Environmental Protection Agency regulates drinking water through the Safe Drinking Water Act (SDWA). The SDWA set Maximum Contaminant Levels (MCL's) for drinking water, at which no adverse health effects are likely to occur.

The MCL for Fluoride is set at 4.0 mg/L. A non-enforceable secondary MCL is set at 2.0 mg/L, designed to prevent adverse aesthetic or cosmetic effects.

In 1999, the Centers for Disease Control includes water fluoridation in its list of the 10 greatest public health achievements of the 20th century.

In 2003, EPA conducts a review of the primary drinking water standard for fluoride finding new health and exposure data available. EPA recognized that today's public has access to fluoride from other sources such as tooth paste and mouth washes.

In 2006, based on a request from the EPA, the National Research Council (NRC) of the National Academies of Science conducted a review and published a report, *Fluoride in Drinking Water: A Scientific Review of EPA's Standards*, which recommended that the EPA update its risk assessment.

In 2010, EPA indicates the Office of Water is in the process of developing new health and exposure assessments.

In 2011, EPA announces its intent to review the drinking water regulations for fluoride to determine whether revisions are appropriate. Based on this announcement, the U.S. Health Department to lower this threshold, supplemental fluoride level was reduced to 0.7 mg/l.

Dr. Joan Colfer, Director, Collier County Health Department, Dr. Keith Riley, a local dentist, and Mr. Paul Mattausch, Collier County Water Director will be in attendance and available to answer any questions City Council may have.

Reviewed by Department Director
Bob Middleton

Reviewed by Finance
N/A

Reviewed by City Manager
A. William Moss

City Council Action:

09/19/11 Workshop / Item 5 / South Golf Drive Traffic Calming / Excerpted Text:

Presentation Overview:

- Follow up to the June 2011 Neighborhood Request;
- Existing Conditions;
- Summary of Past Efforts;
- Recent Traffic Data;
- Property Owner Involvement Property Owner Petition; and
- Recommendations.

South Golf Drive Overview:

- South Golf Drive is a local Street with an on-street pathway and off-street parking;
- Street provides direct connection between US 41 to Gulf Shore Boulevard;
- Pathway is frequently utilized by residents and visitors;
- 85th Percentile Speed is 8.6 MPH above Posted Speed Limit; and
- Speeding Vehicles create a pedestrian safety concern particularly as primary pedestrian travel is on the street.

City of Naples Traffic Calming Approach:

- Progressive Steps:
- Data Collection;
- Signage;
- Striping;
- Enforcement;
- More Data Collection;
- Petition Process for Geometry Changes;
- Design...Funding; and
- City Council Approval.

2010-2011 Traffic Data:

LOCATION	01-25 MPH	26-30 MPH	31-35 MPH	36-40 MPH	41-45 MPH	46-50 MPH	Avg Speed	85 th ile speed	Volume Count
700 Block- Daily AVG.	386	598	356	69	8	3	25.91	33.5	1,422
300 Block- Daily AVG.	469	624	421	99	16	3	25.87	33.76	1,635

Background: 2006 – 2008:

- Summer 2006: Neighborhood petition process complete with 52% approval for chicane at Third Street North;
- June 2008: City Council passes Resolution #08-12083 for one chicane at Third Street North & South Golf Drive; (est. Cost: \$31,000);
- 2009 - Present:: The recession and City funding constraints limit traffic calming to enforcement, signage and pavement markings. Capital improvements for traffic calming are deferred until a funding source is identified.

2011 Summer Efforts:

- June 2011: As a result of public comment, City Council directed staff to work with the SOUTH GOLF DRIVE neighborhood to address traffic calming and report back;
- Summer 2011: Neighborhood re-petition process completed with 51% approval for 4-Speed Humps or Tables along SOUTH GOLF DRIVE;
- City continues enforcement program and installs radar detection signage; and
- 72 Citations issued between 2009 - June 2011;
 - 42-Speed
 - 10-failing to obey traffic control devices; and
 - 20-misc. other.

New Solar Powered Speed Warning Signs:

- Received FREE from FDOT 08/26/11;
- Installed 08/30/11;
- Intended for School Zones;
- Records vehicle speeds 24/7;
- Flashes only when vehicle is moving above 25 MPH.

Summer 2011:

- Neighborhood re-petition process complete with 56% approval for 4-speed humps/tables;
- Property owners have participated in preparation and mailing of petition packages to all 31 single family property owners (did not include Naples Beach Hotel);
- Petition Results:
 - Petition responders: 21
 - Petitions in support: 18 and
 - Petitions not in support: 3.
- Traffic Data: unchanged and Police Citations.

CONCLUSIONS:

- Traffic data and police citations show a significant volume of traffic exceeding the posted speed (25 MPH);
- The City's past efforts to calm speeds have not had a significant enough impact to bring the 85th percentile speed (33.6 MPH) down to below 5 MPH of the posted speed limit. Additionally, the volume of vehicles traveling over 5 MPH of the posted speed limit (32%) is technically sufficient to warrant further action;
- The Institute of Traffic Engineers and the Manual of Uniform Traffic Control Devices identifies speed humps and tables as an effective way to reduce vehicular speed;
- Although there have been no reported accidents involving pedestrians and vehicles along SOUTH GOLF DRIVE, the location of the existing pathway is not consistent with the City's existing building code to place new sidewalks away from the travel lane and closer to the right-of-way/private property boundary. Therefore, there is a higher degree of risk to pedestrians travelling alongside speeding vehicles on SOUTH GOLF DRIVE.

RECOMMENDATIONS:

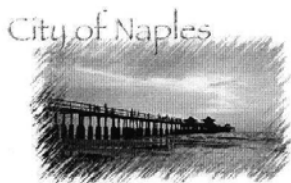
- Receive public input;
- City Council to rescind 2008 resolution and adopt a new resolution in favor of speed humps and new sidewalk (10/19/2011 Council meeting);
- Consider budget constraints and direct staff to identify funding sources and/or develop funding mechanisms for both projects.
- Direct staff to develop a timeline for implementation.



NAPLES CITY COUNCIL AGENDA MEMORANDUM

Workshop Meeting Date: September 19, 2011

Agenda Item:	5	Prepared By: George Archibald, Traffic Engineer
		Date: September 9, 2011 Department: Streets and Stormwater
SUBJECT:		
Overview of traffic calming for South Golf Drive with conclusions and recommendations.		
BACKGROUND:		
<p>At the City Council meeting in June, 2011 residents voiced a continuing concern for both vehicle speed and pedestrian safety along South Golf Drive (SGD). City Council directed staff to work with residents and report back with an update and recommendations.</p> <p>Since 2001, residents of SGD have worked with staff through the City's Traffic Management Program, adopted by Resolutions 95-7493 and 96-7732, to identify neighborhood traffic problems and to recommend calming approaches. Historically, because SGD provides a direct connection between U.S.41 and Gulf Shore Boulevard, the street has attracted 'through' traffic which typically travels at higher speeds. The posted speed limit of South Golf Drive is 25 MPH; however, the relatively straight and open roadway is typically more conducive to higher speeds of a collector road rather than that of a residential street.</p> <p>Staff's presentation will review the history of events leading up to the neighborhood's most recent petition for speed humps/tables, and then draw conclusions and suggest approaches to addressing both neighborhood concerns: vehicular speed and pedestrian safety.</p>		
CONCLUSIONS:		
<p>In consideration of the information contained herein and to be presented at the September 19, 2011 City Council Workshop, staff concludes:</p> <ol style="list-style-type: none"> 1. Traffic data and police citations show a significant volume of traffic exceeding the posted speed (25 MPH) 2. The City's past efforts to calm speeds have not had a significant enough impact to bring the 85th percentile speed (33.6 MPH) down to below 5 MPH of the posted speed limit. Additionally, the volume of vehicles traveling over 5 MPH of the posted speed limit (32%) is technically sufficient to warrant further action 3. The Institute of Traffic Engineers and the Manual of Uniform Traffic Control Devices identifies speed humps and tables as an effective way to reduce vehicular speed 4. Although there have been no reported accidents involving pedestrians and vehicles along SGD, the location of the existing pathway is not consistent with the City's existing building code to place new sidewalks away from the travel lane and closer to the right-of-way/private property boundary. Therefore, there is a higher degree of risk to pedestrians travelling alongside speeding vehicles. 		



NAPLES CITY COUNCIL AGENDA MEMORANDUM

Workshop Meeting Date: September 19, 2011

Page Two

Agenda Item:

5

RECOMMENDATION:

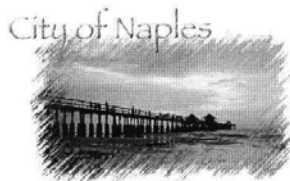
Over the past 6-years, the neighborhood has followed the City's Traffic Management Program in an effort to reduce vehicle speeds on SGD. The neighborhood's most recent petition has achieved 51% support for installation of speed humps/tables. While the Department tries to achieve the highest approval percentage in the petition process, the 51% meets the Department's goal for support. When considering projects of this type, City Council receives additional input and opinion from the general public which it considers prior to approval. City Council also considers budget implications prior to the allocation of funds towards significant traffic calming projects.

Pending public input and budget allocation, staff supports the neighborhood's request for speed humps/tables along SGD. Furthermore, staff supports the neighborhoods secondary request to improve pedestrian safety by establishing a pathway away from the travel lane (preferably on the north side of the road). Upon City Council direction, staff is prepared to search out funding mechanisms, rescind the 2008 Council resolution for a chicane in favor of speed humps/tables and a new sidewalk.

Reviewed by Department Director
Gregg Strakaluse
City Council Action:

Reviewed by Finance
N/A

Reviewed by City Manager
A. William Moss

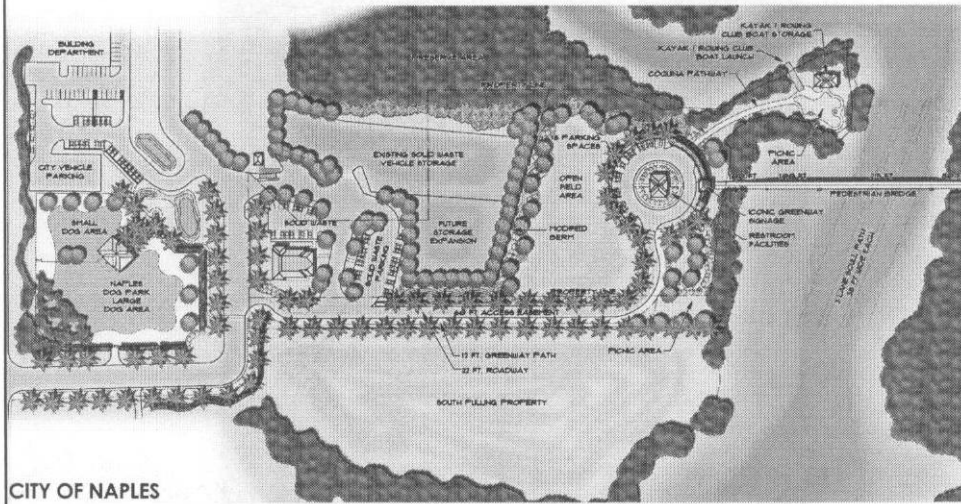


NAPLES CITY COUNCIL AGENDA MEMORANDUM

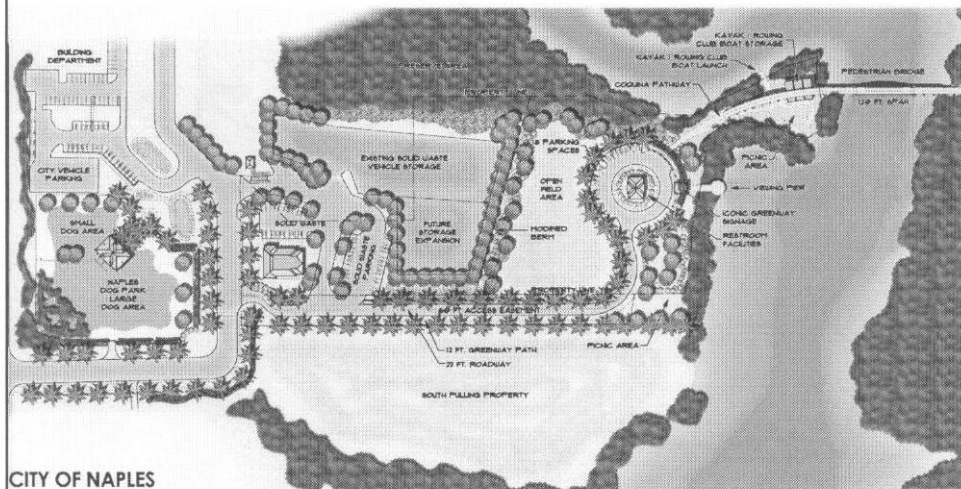
Workshop Meeting Date: September 19, 2011

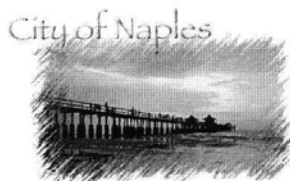
Agenda Item:	Prepared By: Gregg Strakaluse, Director	
6	Date: September 6, 2011 Department: Streets and Stormwater	
SUBJECT:		
Status report and discussion of City waterfront property at Riverside Circle and the Gordon River Greenway project.		
BACKGROUND:		
<p>Periodically, staff provides progress reports regarding the Gordon River Greenway project, as well as developments regarding the existing and future uses of City owned property situated along the proposed Greenway route. The City of Naples owns, without restriction, approximately 9-acres of waterfront land that is currently being used for Solid Waste operations, material staging and storage, and as a dewatering site for the East Naples Bay dredging project. For several years, this site has been an important potential connection to the Gordon River Greenway (GRG) project. The GRG is a planned public pedestrian trail through wetlands and uplands along the Gordon River. While there are multiple phases to the project, it conceptually travels from Freedom Park, with connections at the Naples Zoo, the Conservancy of Southwest Florida, the Naples Airport, and potentially the Naples Dog Park and downtown Naples.</p> <p>At the October 18, 2010 City Council Workshop, staff presented information about existing and future uses for the property on Riverside Circle, as well as changes to the County's Greenway design. One of the future uses for the City property was related to dewatering operations associated with a future Army Corps of Engineers dredge project of the intercoastal waterway. That project was indefinitely postponed by the Army Corps in April of this year due to funding problems.</p> <p>This presentation will briefly review how various City operations, including emergency operations, will successfully continue while potentially allocating future park space on the waterfront property. This presentation will also suggest how the City would continue to work with existing partners including the Southwest Land Preservation Trust, Collier County, the Naples Airport Authority, the Naples Zoo, and the Conservancy of Southwest Florida towards the construction of the Gordon River Greenway. Finally, this presentation will identify strategies aimed at establishing partnerships with the community, State and Federal agencies to fund a future park and bridge.</p>		
Reviewed by Department Director Gregg Strakaluse	Reviewed by Finance N/A	Reviewed by City Manager A. William Moss
City Council Action:		

2011 Conceptual Rendering #1



2011 Conceptual Rendering #2





NAPLES CITY COUNCIL AGENDA MEMORANDUM

Workshop Meeting Date: September 19, 2011

Agenda Item:	7	Prepared By: George Archibald, Traffic Engineer Date: September 9, 2011 Department: Streets and Stormwater
SUBJECT: Overview of rules, regulations, and policies for landscape improvements in the public right-of-way.		
<p>BACKGROUND: In follow-up to public comment, discussions of landscaping issues and the recommendation of Vice Mayor John Sorey at the City Council Meeting of May 4th, this agenda item has been prepared to outline historic landscaping controls, current Code provisions for landscaping and current permitting policies of landscaping in the public right-of-way.</p> <p>Landscaping within the City of Naples, both on private property and on public property, has created a widely recognized community character and has substantially added to community value. Based on the recognized enhanced character and value, landscaping is encouraged and placement within the public right-of-way is accommodated to the degree possible. Historically, as outlined on attached Exhibit #1 (Historic Right-of-Way Landscaping Policy), landscaping within the public right-of-way was not only encouraged but condoned to the degree of creating public safety and public purpose concerns. Currently, the Naples Code includes numerous controls as outlined on attached Exhibit #2 (Landscape Legislation References and Standards). For control of private landscape placement in the public right-of-way, the City Council adopted a Right-of-Way Construction Standards Handbook pursuant to Ordinance 06-11099 on 18Jan06. Since the adoption of this ordinance, the following landscaping policies have been enforced along with efforts to 'retrofit' the overwhelming number of pre-existing conditions:</p> <p><u>Landscaping activities exempt from permitting:</u> Placement/replacement of sod and/or ground cover with a maintenance height of 18 inches or less subject to maintenance of applicable swale elevation and placement/replacement of irrigation components provided such components are 6 feet or more from the edge of pavement.</p> <p><u>Landscaping activities requiring permitting:</u> Installation of landscape material that will be maintained above 18 inches and/or trees subject to street tree program approvals, and installation of irrigation systems and/or components within 6 feet of the edge of pavement.</p> <p>Typically no two properties have identical site conditions and as a result permitting activities typically involve the review of related and/or potential utility, stormwater, access and/or sight distance issues. The resulting 'standard conditions' and 'special conditions' for approving permit applications are necessary to place the liability and responsibility for landscape improvements upon the property owner. Sample conditions are attached as Exhibit #3 (Sample Landscape Permitting Conditions).</p> <p>There are numerous prohibitions for placing landscaping in the right-of-way. A partial listing includes placement of rocks/blocks at the edge of the pavement, greenscape re-grading that blocks swale drainage, placement of steel rods/poles at the edge of the pavement and landscaping that restricts sight distance at intersections. These conditions may exist from time to time throughout the City and upon identification involve enforcement by various departments on a continuous basis.</p>		



NAPLES CITY COUNCIL AGENDA MEMORANDUM

Workshop Meeting Date: September 19, 2011

Page Two

Agenda Item:

7

RECOMMENDATION:

The following two items have been identified for consideration of future actions:

1. Develop and distribute educational material to residents and businesses regarding objects and landscaping within the right-of-way, particularly in areas where new sidewalks would be constructed in accordance with the Pedestrian & Bicycle Master Plan.
2. Confirm City Council's acceptance of adopted policies and/or receive any proposed amendments from City Council to add to, modify or otherwise revise existing policies.

Reviewed by Department Director
Gregg Strakaluse
City Council Action:

Reviewed by Finance
N/A

Reviewed by City Manager
A. William Moss



NAPLES CITY COUNCIL AGENDA MEMORANDUM

Workshop Meeting Date: September 19, 2011

Agenda Item:	Prepared By: Michael R. Bauer, Natural Resources Manager	
8	Date: September 6, 2011 Department: City Manager	
SUBJECT: Discussion concerning current Naples Bay water quality trends based on five years of data collected from the Natural Resources sampling program.		
BACKGROUND: Naples Bay is considered to be "impaired" by the U.S. Environmental Protection Agency and the Florida Department of Environmental Protection for copper, fecal coliform, dissolved oxygen, and iron. While Naples Bay was removed from the state and federal lists of water bodies impaired for nutrients as a result of past data collected by the City of Naples, nitrogen and phosphorus continue to be a serious threat to the estuarine ecosystem of the bay as evidenced by algae growth on seagrasses and the high levels of these elements in bay waters. Reducing nutrient levels continue to be addressed by the creation of a filter marsh to treat stormwater entering the Gordon River from the central part of the City, by floating islands, the creation of grassy swales and by the passage of the fertilizer ordinance that limits the amount, location, and timing of yard fertilization. Copper is a heavy metal that is poisonous to estuarine life in small quantities. Bay waters often exceed state standards, which likely results in harm to the fish, crustaceans and other animal life of the bay. One potential source of this copper is the City's stormwater system that delivers copper-laden water from stormwater retention ponds. The 2010 water quality data indicate that Naples Bay still has exceedances above state standards in some locations and is still an issue to be resolved. However, water quality data from 2005-2010 reflect the beginnings of downward trends (improving conditions) for copper levels. The City has offered to place aerators and floating islands in residential lakes to limit nutrients, the food for algae blooms, and to lower water temperature while increasing oxygen in the lakes, thus improving three major conditions leading to algae blooms without using copper to kill the algae. Fecal Coliform bacteria are prevalent in many bay locations. Its source could be birds, pet waste, or leaky septic tanks, making bacteria the biggest problem to overcome in creating a "fishable and swimmable" bay. Bacteria sources in stormwater can be alleviated through "best management practices" such as filter marshes, swales, and rain gardens. Water quality data from 2005-2010 reflect the beginnings of downward trends (improving conditions) for bacteria levels in Naples Bay. After 50 years of degradation, we are starting to see some improvements due to our past efforts. Innovative solutions will need to continue for significant strides to be made with water quality.		
Reviewed by Department Director Roger Reinke	Reviewed by Finance N/A	Reviewed by City Manager A. William Moss
City Council Action:		



NAPLES CITY COUNCIL AGENDA MEMORANDUM

Workshop Meeting Date: September 19, 2011


Agenda Item:	10	Prepared By: David M. Lykins, Director Date: September 13, 2011 Department: Community Services
SUBJECT: Discussion of Vendor or Booth Fees for Special Events conducted within the City of Naples.		
<p>BACKGROUND: Organizations hosting special events are planning their 2012 events. The purpose of this discussion is to determine whether the adopted vendor or booth fee of \$35 shall be applicable beginning January 1, 2011 or whether the previous fee of \$10 shall continue.</p> <p>For background information, City Council tasked the Community Services Advisory Board (CSAB) with developing and amending review and approval criteria for events. CSAB began a review and public comment process in June of 2008, concluding with a joint discussion between City Council and CSAB on January 12, 2009. On June 3, 2009 vendor or booth fees were increased from \$10 to \$35.</p> <p>Staff worked with the CSAB and conducted surveys of other cities and counties in an effort to understand similar fees assessed by other government organizations. The most recent survey is included for information. Few, if any cities or counties experience the diversity and overall volume of annually permitted events that occur within the City of Naples. With few exceptions, permitted special events conducted within the City of Naples are hosted by recognized 501(c)3 organizations and are conducted for the purposes of fundraising, scholarship programs or similarly related causes</p> <p>A revised Special Events Policy was approved by City Council (Resolution 09-12456) on June 3, 2009 that increased vendor or booth fees from \$10 to \$35 per booth. The increase was intended to off-set city expenses associated with special events.</p> <p>Vendor or booth fees are defined as follows: There will be a \$35 per vendor or booth fee, per each day of the event. This fee will be charged for each vendor, booth, tent, or stand engaged in the selling of food/drink, art, crafts, books or other merchandise. Vendors or Booths that provide free information and do not sell any product or merchandise will be exempt from this fee. Vendor or Booth fees must be paid in a single check by the host organization for each event within 60 days after the event.</p> <p>Throughout 2009 and 2010, coordinators hosting the downtown Art in the Park shows experienced decreased vendor participation. As a result, City Council was approached with a request from the show organizers for a reconsideration of the increased vendor or booth fees. Simultaneously, the 3rd Street South Association approached the City requesting a similar consideration for a waiver of police and fire personnel costs and vendor or booth fees for an Open Air Farmers Market concept.</p> <p>On November 4, 2009, City Council approved a full fee waiver request from the 3rd Street South Association (all costs) for the December 12, 2009 Open Air Farmers Market. During the Council Meeting of December 16, 2009, City Council approved a full fee waiver for the January 16, February 20, March 20, and April 17, 2010 Open Air Farmers Markets.</p>		



NAPLES CITY COUNCIL AGENDA MEMORANDUM

Workshop Meeting Date: September 19, 2011

Page Two

Agenda Item: 10		
<p>BACKGROUND (cont.): On December 16, 2009, City Council approved a reduction in vendor or booth fees from \$35 to \$10 for the Art in the Park Shows conducted by Naples Art Association during April, November and December of 2010.</p> <p>During the Workshop meeting of January 19, 2010, City Council discussed vendor or booth fees and, by consensus, directed staff to return with a Resolution (10-12596) which was approved on January 20, 2010 reducing the vendor booth fee from \$35 per vendor or booth to \$10 per vendor or booth from January 20, 2010 to December 31, 2010.</p> <p>During the Regular City Council Meeting of August 18, 2010, City Council discussed the benefit of extending reduced vendor or booth fees and, by consensus, directed staff to prepare a Resolution (10-12732) which was approved on September 1, 2010 that continued a \$10 vendor or booth fee for one additional year through December 31, 2011.</p> <p>A summary of revenue collected from vendor or booth fees since 2004 is included for City Council information and consideration.</p> <p>Options City Council may wish to consider are as follows:</p> <ol style="list-style-type: none"> 1. Increase vendor or booth fees from \$10 to \$35 beginning January 1, 2012. 2. Defer increasing vendor or booth fees from \$10 to \$35 for an additional year. 3. Maintain vendor or booth fees at \$10 permanently. 4. Eliminate vendor or booth fees. 		
Reviewed by Department Director Dave Lykins	Reviewed by Finance N/A	Reviewed by City Manager A. William Moss 
City Council Action:		



NAPLES CITY COUNCIL AGENDA MEMORANDUM

Workshop Meeting Date: September 19, 2011

Agenda Item:	9	Prepared By: David M. Lykins, Director
		Date: September 13, 2011 Department: Community Services
SUBJECT:		
Discussion of Parks and Recreation Services Analysis and Study Report.		
BACKGROUND:		
<p>During the June 15, 2011 City Council Regular Meeting, staff provided City Council with a summary of a joint services analysis and study report (parks and recreation) developed by Naples and Collier County staff. Following City Council's review of the initial report, Vice-Mayor Sorey requested, and City Council concurred that a follow up discussion should be scheduled at a future City Council Workshop</p> <p>By way of background, in 2008, following concerns raised by the Naples City Council regarding use of City's park facilities, recreation programs, and beach parking/public beach access by residents in the unincorporated area of Collier County, the Board of County Commissioners agreed to provide \$1.0 million annually to the City of Naples to help off-set related expenses. The amount provided was intended to be allocated for beach parking in the amount of \$500,000, and the balance allocated to Naples park facilities and recreation programs. The ten-year Interlocal Agreement providing \$1.0 million per year began October 1, 2008, and, unless otherwise modified by written agreement, will end September 30, 2018. The Agreement may be terminated by either party after the third year (October 1, 2011) upon 180 days written notice.</p> <p>At that time, and each year thereafter, the Naples City Council, while appreciative of the funding support by Collier County, has maintained that the contribution does not off-set the cost to provide services to the residents of the unincorporated area of Collier County that represent a majority of users. The Naples City Council requested additional financial support for parks, recreation and beach facilities and suggested that an additional \$700,000 would be a fair allocation.</p> <p>During the joint meeting between the Naples City Council (City) and Board of Collier County Commissioners (County) on February 9, 2011 the City Council requested consideration for additional funding through the ten-year Interlocal Agreement to be used toward non-city resident use of City parks facilities and programs. From this discussion, an agreement was reached that a committee consisting of City and County employees would evaluate the relevant services being provided in order to make recommendations to the City and the County to collectively provide effective and efficient service delivery.</p> <p>Review elements of the joint analysis and study of services included the following:</p> <ul style="list-style-type: none"> • Services and programs provided by both organizations compared with respective requirements, and the value of those services. • Populations being served by the City and the County, where they reside, and in some cases what programs they are attending. • The financial structures associated with running the programs and operations, including budgeting and cost allocation supporting all services; and a brief review of planned capital expansions. 		



NAPLES CITY COUNCIL AGENDA MEMORANDUM

Workshop Meeting Date: September 19, 2011

Page Two

Agenda Item:

9

BACKGROUND (cont.):

- Financial elements of the interlocal agreements concerning recreation service.

The group collectively reached the following conclusions:

1. Overall required service levels are being met. (p. 5)
2. Regarding the cost for the levels of service, there is little program/service duplication, overlap or excess, demands are being met and fees are substantially the same. (p. 6)
3. There are opportunities to create parallel budgeting and accounting methods between the two entities in order to create a level playing field for comparative analysis, and emphasize a "programs pay for programs" financial management approach. (p. 11)
4. Maintain the existing interlocal agreements. (p. 14)
5. On the surface, it does not appear as though major consolidations would provide substantial cost savings, unless levels of services were decreased. (p. 15)

At the policy making level, further evaluation of tax equity differences should be explored. Regardless of non-resident usage of City parks, no progress was achieved in securing support for additional funding from the County or to increase the amount of the annual payment to the City of Naples agreed to in the ten-year Interlocal Agreement.

Reviewed by Department Director
Dave Lykins
City Council Action:

Reviewed by Finance
N/A

Reviewed by City Manager
A. William Moss