

**GULF BREEZE CITY COUNCIL  
EXECUTIVE SESSION**

APRIL 13, 2011  
WEDNESDAY 6:30 P.M.  
COUNCIL CHAMBERS

**ACTION AGENDA ITEMS:**

- A. Discussion and Action Regarding Proclamation Proclaiming April 15 - April 30, 2011 as Paint the Town Purple
- B. Discussion and Action Regarding Ordinances 02-11 and 04-11, Discussion Regarding Public Hearings
- C. Discussion and Action Regarding Award of Bid, Gas Pipeline to Pensacola Beach - FEMA Alternative Project #05
- D. Discussion and Action Regarding Award of Bid to Replace the Reader Board
- E. Discussion and Action Regarding Villas Sewer Settlement - Change Order
- F. Discussion and Action Regarding Red Light Enterprise Project
- G. Discussion and Action Regarding Economic Development Strategy - Master Planning
- H. Discussion and Action Regarding Appointment of Mayor Pro Tem J. B. Schluter to the Tourist Development Council
- I. Information Items

**If any person decides to appeal any decisions made with respect to any matter considered at this meeting or public hearing, such person may need to insure that a verbatim record of the proceedings is made, which record includes the testimony and any evidence upon which the appeal is to be based.**

**The public is invited to comment on matters before the City Council upon seeking and receiving recognition from the Chair.**



# *City of Gulf Breeze*

## PROCLAMATION

**WHEREAS**, Cancer is a group of diseases characterized by uncontrolled growth and spread of abnormal cells which, if not controlled, can result in death; and,

**WHEREAS**, the American Cancer Society is a voluntary community based health organization in Florida dedicated to eliminating cancer as a major health problem; and,

**WHEREAS**, purple is the overall cancer awareness color; and,

**WHEREAS**, showing support to a colleague, employee, customer, family member, neighbor or friend whose life has been touched by cancer is encouraged; and

**WHEREAS**, all of use are affected in our community

**NOW, THEREFORE, BE IT PROCLAIMED** I, Beverly H. Zimmern, Mayor of The City of Gulf Breeze, joins with the American Cancer Society in declaring

**APRIL 15, 2011 TO APRIL 30. 2011**

**PAINT THIS TOWN PURPLE**

Throughout the City of Gulf Breeze, Florida and to urge citizens to show their support in the fight against cancer and bring Relay to our community by decorating businesses, homes, trees, mailboxes and car antennas with bows, ribbons, signs and balloons.

**IN WITNESS WHEREOF**, I have hereunto set my hand and caused the Seal of the City of Gulf Breeze, Santa Rosa County, Florida, to be affixed this \_\_\_\_\_ day of **April , 2011.**

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Marita Rhodes, City Clerk

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Beverly H. Zimmern, Mayor



# City of Gulf Breeze

## MEMORANDUM

**TO:** Edwin A. Eddy, City Manager

**FROM:** Vernon L. Prather, Director of Public Services *V.L.P.*

**DATE:** April 4, 2011

**RE:** Award of Bid, Gas Pipeline to Pensacola Beach  
FEMA Alternative Project # 05

The City received bids on March 22, 2011 to extend natural gas service to Pensacola Beach. We received a total of four (4) bids with one being late, which was not accepted and subsequently returned unopened to the bidder.

The qualifying three (3) bids were opened and read and are as follows:

Utility Services Company	\$1,422,795.50
R.A.W. Construction	\$1,577,977.00
Sunland Construction	\$2,925,413.50

Baskerville Donovan has completed their evaluation of the bids and has recommended via the attached letter and bid tabulation, Utility Services Company at \$1,422,795.50 which is the low bidder.

One bidder had concern over the qualifications of the low bidder, as he did not possess a Natural Gas Pipeline Specialty License. According to the regulations of the Department of Business and Professional Regulation's contractor licensing board, a general contractor may perform any function that any of the specialty contractors can perform. Since Utility Service Company does possess a general contractor's license, they are qualified to perform this work.

The established FEMA alternative project budget for the gas pipe line is \$2,083,000.00, therefore, the low bid of \$1,422,795.50 is \$660,205.00 under budget. In addition, due to the resort nature of the beach, we anticipate that the major construction will begin this fall with a construction period of two hundred and seventy (270) days.

**RECOMMENDATION: City Council award the contract to construct the Natural Gas Pipeline to Pensacola Beach, FEMA Alternative Project #5, to Utility Services Company in the amount of \$1,422,795.50**

	Fund 402	FEMA Project Accounting	
Engineering	-\$171,898.00		
Construction	-\$1,422,795.50	FEMA Project Amount	\$2,083,000.00
Total Cost	-\$1,594,693.50	Total Cost	-\$1,594,693.50
FEMA/State Reimbursement	\$1,554,826.16	Remainder to Other Projects	\$488,306.00
City Portion	-\$39,867.34		
Final City Cost	-\$325.00		



**BASKERVILLE -  
DONOVAN, INC.**

INNOVATIVE INFRASTRUCTURE SOLUTIONS

RICHARD W. DELP, PROJECT MANAGER  
449 W. MAIN STREET  
PENSACOLA, FLORIDA 32502  
PHONE 850.438.9661  
FAX 850.433.6761

WWW.BASKERVILLEDONOVAN.COM

March 30, 2011

Mr. Vernon Prather, Director of Public Services  
City of Gulf Breeze  
1070 Shoreline Dr.  
Gulf Breeze, FL 32561

Re: Natural Gas Service Expansion for the City of Gulf Breeze  
BDI Project No. 20442.10

Dear Mr. Prather,

As you are aware, we received bids for the above project on March 22, 2011. Each bid proposal was evaluated for accuracy and any discrepancies discovered are so noted on the attached Bid Tabulations. The Bid Tabulations for each Contract show all bidders and bids received. Based on the low bid received, the total construction cost would be \$1,422,795.50.

Therefore, based on the above, we recommend that the City of Gulf Breeze award the contract to Utility Service Co., Inc. Upon acceptance of our recommendation, please have the attached Notice of Award signed by the Mayor and return to Baskerville-Donovan, Inc. We will then start circulating the contract documents for signatures and bonding.

If you have any questions, please do not hesitate to call.

Very truly yours,  
BASKERVILLE-DONOVAN, INC.

Richard W. Delp, CSI, CDT  
Project Manager



INNOVATIVE INFRASTRUCTURE SOLUTIONS

This is to certify that to the best of my knowledge, the following information is true to that shown on each Contractor's Bid.

3/23/11

James E. Anderson, P.E. #67494

STATE OF

**BID TABULATION FOR  
CITY OF GULF BREEZE**  
Natural Gas Service Expansion

PROJECT NO. 20442.10  
BID DATE & TIME: March 22, 2011, 2:00PM CST  
LOCATION: 1070 SHORELINE DRIVE GULF BREEZE, FL 32561

ITEM	DESCRIPTION	QUANT.	UNIT	R.A.W. Construction		Sunland Construction, Inc.		Utility Service Company	
				UNIT PRICE	AMOUNT	UNIT PRICE	AMOUNT	UNIT PRICE	AMOUNT
1	Mobilization/De-mobilization	1	LS	\$ 30,000.00	\$ 30,000.00	\$ 34,000.00	\$ 34,000.00	\$ 42,017.00	\$ 42,017.00
2	Asphalt Restoration	1	LS	\$ 10,000.00	\$ 10,000.00	\$ 125,000.00	\$ 125,000.00	\$ 30,137.00	\$ 30,137.00
3	Asphalt Restoration	1	LS	\$ 35,000.00	\$ 35,000.00	\$ 20,767.00	\$ 20,767.00	\$ 22,742.00	\$ 22,742.00
4	1" PE Tap, Isolation Valve, Cap	1	EA	\$ 750.00	\$ 750.00	\$ 750.00	\$ 750.00	\$ 467.00	\$ 467.00
5	12" DR 9 HDPE Casing with 6" DR 11 MDPE Carrier, Directional Drill Installation	3950	LF	\$ 193.00	\$ 762,350.00	\$ 367.86	\$ 1,453,047.00	\$ 177.20	\$ 699,940.00
6	2" DR 11 MDPE, Directional Drill Installation	120	LF	\$ 17.00	\$ 2,040.00	\$ 22.00	\$ 2,640.00	\$ 12.30	\$ 1,476.00
7	2" DR 11 MDPE, Open Cut Installation	15	LF	\$ 17.00	\$ 255.00	\$ 75.00	\$ 1,125.00	\$ 17.30	\$ 259.50
8	2" PE Tap, Isolation Valve & Cap	13	EA	\$ 900.00	\$ 11,700.00	\$ 1,200.00	\$ 15,600.00	\$ 405.00	\$ 5,265.00
9	4" PE Cap	1	EA	\$ 100.00	\$ 100.00	\$ 30.00	\$ 30.00	\$ 13.00	\$ 13.00
10	4" DR 11 MDPE, Directional Drill Installation	1040	LF	\$ 30.00	\$ 31,200.00	\$ 33.00	\$ 34,320.00	\$ 29.25	\$ 30,420.00
11	4" DR 11 MDPE, Open Cut Installation	2715	LF	\$ 30.00	\$ 81,450.00	\$ 32.00	\$ 86,880.00	\$ 13.95	\$ 37,874.25
12	4" PE Isolation Valve	2	EA	\$ 1,000.00	\$ 2,000.00	\$ 1,200.00	\$ 2,400.00	\$ 338.00	\$ 676.00
13	6" 45° PE Bend	2	EA	\$ 900.00	\$ 1,800.00	\$ 75.00	\$ 150.00	\$ 256.00	\$ 512.00
14	6" 90° PE Bend	4	EA	\$ 900.00	\$ 3,600.00	\$ 90.00	\$ 360.00	\$ 258.00	\$ 1,032.00
15	6" PE Cap	2	EA	\$ 350.00	\$ 700.00	\$ 75.00	\$ 150.00	\$ 25.00	\$ 50.00
16	6" DR 11 MDPE, Directional Drill Installation	8175	LF	\$ 38.00	\$ 310,650.00	\$ 47.50	\$ 388,312.50	\$ 32.95	\$ 269,366.25
17	6" DR 11 MDPE, Open Cut Installation	1705	LF	\$ 38.00	\$ 64,790.00	\$ 42.00	\$ 71,610.00	\$ 32.90	\$ 56,094.50
18	6" DR 9 MDPE, Directional Drill Installation	785	LF	\$ 40.00	\$ 31,400.00	\$ 51.00	\$ 40,035.00	\$ 29.20	\$ 22,922.00
19	6" PE Isolation Valve	5	EA	\$ 1,200.00	\$ 6,000.00	\$ 1,800.00	\$ 9,000.00	\$ 1,061.00	\$ 5,305.00
20	6" Tapping Sleeve & Valve	1	EA	\$ 2,010.00	\$ 2,010.00	\$ 8,500.00	\$ 8,500.00	\$ 7,420.00	\$ 7,420.00
21	6" PE Tee	2	EA	\$ 2,111.00	\$ 4,222.00	\$ 1,000.00	\$ 2,000.00	\$ 304.00	\$ 608.00
22	6" x 4" PE Reducer	1	EA	\$ 600.00	\$ 600.00	\$ 75.00	\$ 75.00	\$ 142.00	\$ 142.00
23	Asphalt Restoration	250	SY	\$ 64.00	\$ 16,000.00	\$ 150.00	\$ 37,500.00	\$ 77.30	\$ 19,325.00
24	Ballast Block for 4" MDPE	30	EA	\$ 290.00	\$ 8,700.00	\$ 1,200.00	\$ 36,000.00	\$ 283.00	\$ 8,490.00
25	Ballast Block for 6" MDPE	37	EA	\$ 305.00	\$ 11,285.00	\$ 1,500.00	\$ 55,500.00	\$ 283.00	\$ 10,471.00
26	Clay Removal	100	CY	\$ 20.00	\$ 2,000.00	\$ 30.00	\$ 3,000.00	\$ 17.00	\$ 1,700.00
27	Clean, White Sand	100	CY	\$ 25.00	\$ 2,500.00	\$ 230.00	\$ 23,000.00	\$ 32.00	\$ 3,200.00
28	Concrete Restoration	50	SY	\$ 72.00	\$ 3,600.00	\$ 175.00	\$ 8,750.00	\$ 60.00	\$ 3,000.00
29	Curbing	35	LF	\$ 45.00	\$ 1,575.00	\$ 45.00	\$ 1,575.00	\$ 25.00	\$ 875.00
30	Erosion and Sediment Control	1	LS	\$ 8,750.00	\$ 8,750.00	\$ 132,000.00	\$ 132,000.00	\$ 11,210.00	\$ 11,210.00
31	Meter/Regulator Station	1	LS	\$ 109,550.00	\$ 109,550.00	\$ 137,337.00	\$ 137,337.00	\$ 99,918.00	\$ 99,918.00
32	Pipe Roller Assembly - Elevated Bridging	55	LF	\$ 180.00	\$ 9,900.00	\$ 1,200.00	\$ 66,000.00	\$ 150.00	\$ 8,250.00
33	Pipeline Marker	30	EA	\$ 100.00	\$ 3,000.00	\$ 100.00	\$ 3,000.00	\$ 45.00	\$ 1,350.00
34	Right-of-Way and Landscape Restoration	1	LS	\$ 8,500.00	\$ 8,500.00	\$ 125,000.00	\$ 125,000.00	\$ 20,217.00	\$ 20,217.00
<b>Total of All Base Bid Prices</b>					<b>\$ 1,577,977.00</b>		<b>\$ 2,925,413.50</b>		<b>\$ 1,422,744.50</b>
<b>Deductive Alternate</b>									
A-1	6" DR 7.3 HDPE, Directional Drill Installation	3950	LF	\$ (68.00)	\$ (268,600.00)	N/A	N/A	\$ (18.00)	\$ (71,100.00)

(See Note 1)

(See Note 2)

**Notes:**

- Contractor bid amount for Deductive Alternate was \$493,750, which represents a \$268,600 deduction from line item 5
- Items in *Italics* indicate mathematical errors. The sum of extended unit costs results in a deduction of \$51 from the total shown on the contractor's original bid form.

# Notice of Award

Dated \_\_\_\_\_

Project: Natural Gas Service Expansion for the City of Gulf Breeze	Owner: City of Gulf Breeze	Owner's Contract No.:
Contract:		Engineer's Project No. 20442.10
Bidder: Utility Service Co., Inc.		
Bidder's Address (send Certified Mail, Return Receipt Requested) 4326 Gulf Breeze Pkwy		
Gulf Breeze, FL 32563		

You are notified that your Bid dated March 22, 2011 for the above Contract has been considered. You are the Successful Bidder and are awarded a Contract for:

Expansion of the natural gas transmission and distribution system of the City of Gulf Breeze to Pensacola Beach, FL on Santa Rosa Island. The project includes approximately 8270 LF of 6" and 1040 LF of 4" MDPE pipe installed via directional drill and 2325 LF of 6" and 2715 LF of 4" MDPE pipe installed via open trenching. The directional drill work also includes a single pull of 3,950 LF of 12" HDPE casing with a 6" MDPE carrier beneath Santa Rosa Sound. There is a deductive alternate for a 6" HDPE carrier pipe without casing under Santa Rosa Sound. The work will include all fittings, valves, metering station, ballast blocks and appurtenances necessary for a complete and operational natural gas pipeline.

The Contract Price of your Contract is One million, four-hundred twenty-two thousand seven hundred forty-four and 50/100 Dollars (\$ 1,422,744.50).

Five (5) copies each of the proposed Contract Documents (except Drawings) accompany this Notice of Award.

Three (3) sets of the Drawings will be delivered separately or otherwise made available to you immediately.

You must comply with the following conditions precedent within 15 days of the date you receive this Notice of Award.

1. Deliver to the Owner five (5) fully executed counterparts of the Contract Documents.
2. Deliver with the executed Contract Documents the Contract Bonds as specified in the Instructions to Bidders.
3. Provide the required Certificate of Insurance

Failure to comply with these conditions within the time specified will entitle Owner to consider you in default, annul this Notice of Award and declare your Bid security forfeited.

Within ten days after you comply with the above conditions, Owner will return to you one fully executed counterpart of the Contract Documents.

\_\_\_\_\_  
City of Gulf Breeze  
Owner

By: \_\_\_\_\_  
Authorized Signature

\_\_\_\_\_  
Mayor  
Title

Copy to Engineer



# City of Gulf Breeze

TO: Edwin A. Eddy, City Manager

FROM: Ron Pulley, Director of Parks and Recreation

SUBJECT: Replacement of the Reader Board

DATE: February 9, 2011

In February of 2011, Council directed staff to solicit competitive bids for the replacement of the electronic reader board that was located in the median of Highway 98, in the vicinity of the Bay Beach Inn.

Reimbursement in the amount of \$38,000.00 was paid to the City by our insurance carrier following the destruction of the original reader board.

Bids were opened at 2:00 p.m., April 7, 2011 in City Hall. The following bids were received at that time:

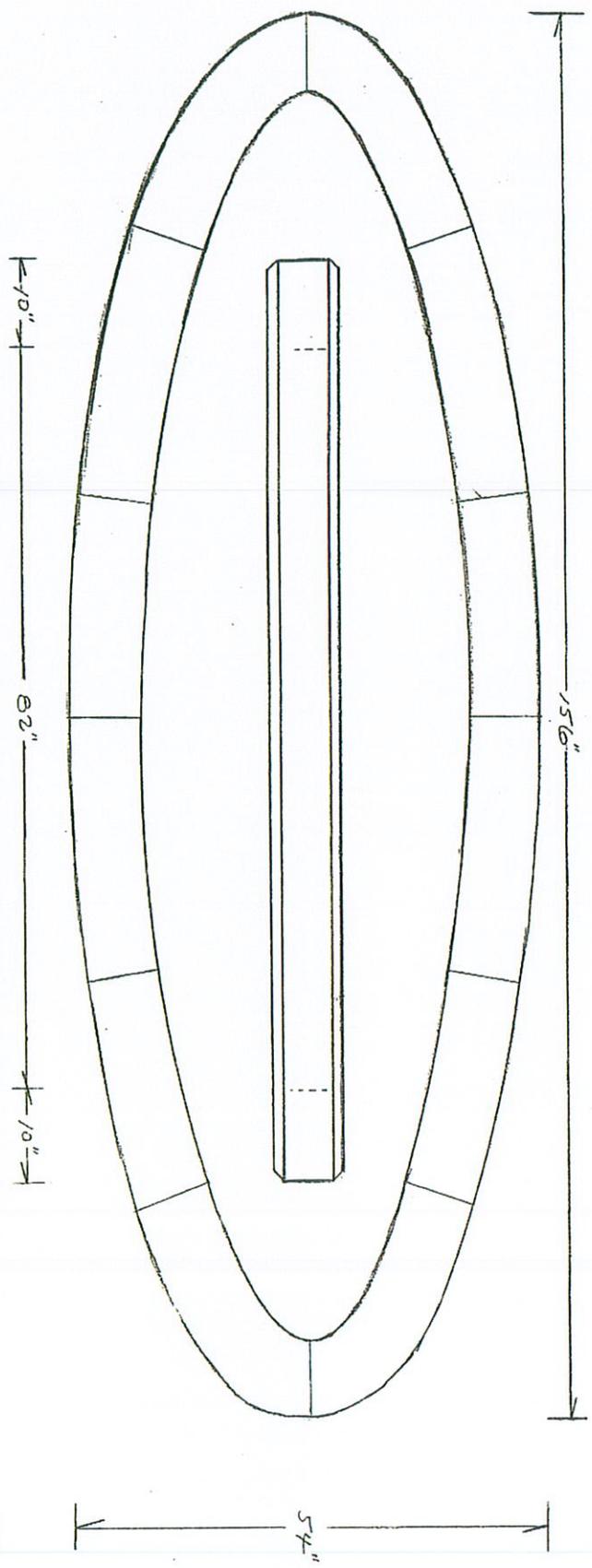
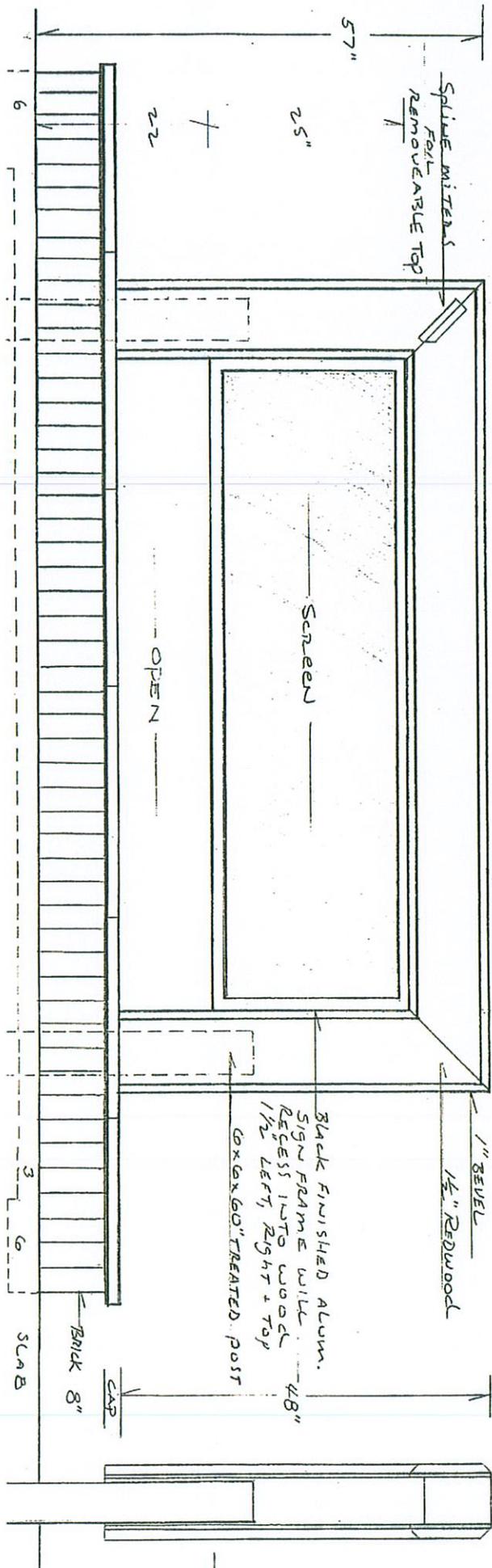
1. Lamar Advertising, Pensacola, FL-	\$36,824.00
2. Plastic Arts Sign Co. Pensacola, FL-	21,497.00
3. Ellis Crane Works, Pace, FL -	23,780.00
4. Coogan & Coogan, Mandeville, LA. -	41,600.00

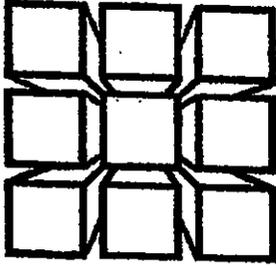
Additionally, staff have received a proposal from Mr. William Bailey regarding the construction of a supporting frame and surrounding flower bed. As you know, Mr. Bailey is the craftsman responsible for the design and construction of the "Gulf Breeze" sign at the east entrance to our City.

Mr. Bailey proposes to construct a frame from the same wood and finish as used in the "Gulf Breeze" signs. He also proposes an oval, 8" brick flower bed surrounding the reader board (see attached). His proposal includes the materials, manufacture and installation of the frame and brick bed for the total sum of \$4,900.00

## Recommendation

**That Council authorize the purchase of the replacement reader board from Plastic Arts Sign Co. at their bid price of \$21,497.00. Further, that Council authorize Mr. William Bailey to proceed with supporting frame and raised bed, as proposed, for the sum of \$4,900.00; representing a total project cost of \$26,397.00**





William Bailey  
DESIGNER/CRAFTSMAN  
3112 ORIOLE DR.  
Gulf Breeze, FL 32563  
850-449-7027

City of Gulf Breeze  
ATTN. MARK GIBSON

PROPOSAL

TO CONSTRUCT AND INSTALL

1. A RED WOOD SIGN FRAME FOR THE READER BOARD SIGN
2. AN ELLIPTICAL SHAPED BRICK PLANTER

Spec's

- 1 1/2 CLEAN HEART REDWOOD
- 5 COATS OF MARINE URETHANE FINISH
- SLAB SIZE 54" x 156"
- WALL CAP to be made in Cast Concrete

MATERIAL + Labor  
TOTAL \$4900<sup>00</sup>

options for WALL CAP

- |                           |              |         |
|---------------------------|--------------|---------|
| • BRICK                   | 2 1/4 Thick  | N.C.    |
| • Cast Concrete           | 2 1/4 Thick  | N.C.    |
| • TRAVERTINE              | 1 1/4 Thick  | \$850.  |
| • GRANITE                 | 1 1/4 Thick  | \$1300. |
| * LIMESTONE<br>"ESTIMATE" | 2 1/2+ Thick | \$2500  |

INITIAL payment 50%, BALANCE upon completion

THANKS Bill

X



# City of Gulf Breeze

## MEMORANDUM

**TO:** Edwin A. Eddy, City Manager

**FROM:** Thomas E. Lambert, Assistant Director of Public Services

**DATE:** April 7, 2011

**RE:** Villas Sewer Settlement – Change Order

The scope of the work for the Villas Sewer Settlement Project did not include dewatering or the need for a concrete bottom to prevent floatation. We based the original scope on the dry stormwater pond which has a bottom elevation nearly the same as the bottom of the vault to be installed. Unfortunately, without extensive geotechnical investigation beforehand, there was no way to guarantee this water table elevation.

When the contractor excavated the hole, we found about 2 feet of water above the proposed finished elevation. This required that the contractor install dewatering equipment to complete the project, the addition of a concrete bottom to prevent floatation and future water seepage, and additional time sealing the fiberglass vault and concrete base.

Because there was no alternative to making these changes, and the time sensitive issue of having part of the Villas parking facility closed, Staff authorized completion of the work in an emergency condition.

The additional \$9,212.92 will come for reserves and staff will attempt to find budget cuts to cover the additional cost under the F/Y 2011 budget.

**RECOMMENDATION:** The City Council approve the change order to the Villas Sewer Service Improvement project of \$9,212.92 for Brown Construction of Northwest Florida.



Since 1995  
 Certified General &  
 Underground Utility Contractors  
 CGC045510 CUC056748



Jon Kanzigg  
 City of Gulf Breeze

Re: Villas Vault - Change Order #1 - Dewatering

**Sanitary Sewer**

1	Additional Labor and Equipment Rental	1	LS	\$	3,378.37
2	Concrete	4	CY	\$	719.82
3	Well Point Pump Rental	1	LS	\$	1,567.23
4	Additional FRP for Lining Bottom of Manhole	1	LS	\$	3,547.50
				<b>TOTAL</b>	\$ 9,212.92
Original Contract Amount				\$	53,510.00
This Change Order				\$	9,212.92
Previous Change Orders				\$	-
Revised Contract Amount				\$	62,722.92

Notes:

- 1 The purpose of this Change Order is to provide for the cost associated with dewatering the excavation for the installation of the FRP Manhole and the Additional FRP Lining to eliminate groundwater intrusion.
- 2 The work detailed above has already been completed based on prior verbal approval from City of GB.
- 3 Item #1 includes labor and equipment for dewatering and concrete placement, shoring rental, taxes and fees totalling 1 day of crew cost and rental.
- 4 Item #2 is for material, taxes and fees only.
- 5 Item #3 is for pump rent, delivery, taxes, fees and fuel.
- 6 Item #4 is for additional compensation to PPEI for having field crew fiberglass the bottom of the manhole and is over and above scope of original work. Also includes taxes and fees.

Should you have any questions or need further information, please call.

Sincerely,

Gabe Jackson



# *City of Gulf Breeze*

## *Police Department*

*311 Fairpoint Drive  
Gulf Breeze, FL 32561  
850-934-5121  
850-934-5127 fax  
www.gulfbreezepolice.com*

April 5, 2011

To: Edwin Eddy, City Manager

From: Peter Paulding, Chief of Police

Re: Red light enterprise project

We are now running our red light project with Sensys America, Inc of Miami, Florida and Boston, Massachusetts and the process has been pretty smooth. By close of business on Friday, April 1, 2011 we had issued 174 notices of violation. Our dispatchers are looking up tags, school resource officers are validating violations, administrative employees are printing and mailing notices and answering calls, and we are also conducting the accounting and banking portion of the business.

We are at a point where we seek to expand our efforts and begin conducting back office operations for other customers with whom Sensys contracts. There are several contracts approved already and others are being considered. We have done an analysis of the volumes needed to break even in the venture and we will break even at 66 violations per day. Sensys agreements are close to that number right now. In the future, there is significant revenue to be generated by this venture.

We will not be able to utilize our existing CJIS connection for the profit driven back office portion of our project due to statutory and security restrictions. It will be possible for us to enter into a commercial contract with NLETS as all the other license plate lookup vendors do and pay an initial cost and a monthly fee. That cost is factored into the minimum number of violations above. In order to contract with NLETS and to engage in the contracts with Sensys, we propose creating an LLC that will be the entity that will conduct the business and enter into contracts for the enterprise. It will be necessary to act very quickly as Sensys has agreements they must honor and must be assured of having a back office vendor to complete their contractual obligations. Once we have created our LLC, we will need to complete contract discussions with Sensys to spell out each other's obligations and responsibilities in the venture. It is envisioned the LLC will be structured much like the Capital Trust enterprise. An appropriate name such as Auto Enforcement LLC, RLPE LLC or Photo Enforcement LLC could be used.

We propose a menu of services to be provided and for which we will be paid. An outline of the 'back office' actions that the police department will perform is proposed as follows:

- 1) When Sensys equipment detects a red light violation it will photograph the offending vehicle and record video of the vehicle at the intersection.
- 2) The violation will be transmitted to a server and will be queued awaiting review.
- 3) Gulf Breeze personnel will look at the violation and will confirm or reject that a violation of the red light occurred. If rejected no further action is taken.
- 4) The license plate will then be entered into the NLETS system; the vehicle description will be compared to the video to confirm the vehicle and the registered owner.

- 5) The owner data will be entered into a data field of a violation notice and the notice will be queued for a police officer's review.
- 6) An officer of the police department, who has been trained to review violations, will confirm or reject the violation. If rejected, no further action is taken.
- 7) If approved, the violation notice will be queued for printing in a dedicated printer at the police department or some other convenient place.
- 8) The violation notice will be printed in color and will show the violator's car in accordance with the requirements of Florida law.
- 9) The notice will also contain information to the offender detailing how to confirm the violation and review the video online, how to pay the violation, how to appeal the violation and where additional questions can be directed.
- 10) The printed notice will be put in a window envelop by city personnel each day and will be mailed first class mail. Each notice will also contain a return address envelop for payment.
- 11) Payment will be received and recorded according to procedure established in cooperation with Sensys.
- 12) If payment is not received within 60 days, a Uniform Traffic Citation will be issued as provided in the new red light camera enforcement legislation by approval of the contracted agency.

We have discussed the possibility of providing the 'back office' operations for other clients that Sensys may contract with in the state. Once the process is established and in operation, it will be matter of scale to increase the number of violations that will be processed by Gulf Breeze. Sensys will pay Gulf Breeze a fee for each violation that is processed. Discussions with Sensys indicate that an industry expectation of 600 to 800 violations per day per person is reasonable following the process described above. That number translates to 75 to 100 violations per hour for an automated processing system. Our operation will be conducted manually at the outset; however automation can be included as the number of violations increases. The automation process includes software that automatically enters owner registration data into violations and automated printing, folding and envelop stuffing when high violations are being processed.

A great deal of the equipment needed for this venture is already on hand for us to do the back office processing for our own violations. There will be very little additional costs beyond the NLETS subscription and then the additional personnel costs as the volumes increase.

The materials cost of such an operation is approximately \$1 per violation for postage, envelopes, and printing. The personnel time is approximately 1 minute per violation. The Gulf Breeze red light project will be able to begin using existing personnel. We anticipate a revenue stream of \$5.00 per violation processed.

**Recommendation: Approval of the concept of the project between the City of Gulf Breeze and Sensys, Inc. for the city processing of violation notices for other communities and for the creation of the LLC to engage in the necessary contracts and complete the services. Authorization to proceed with contract negotiations with Sensys, Inc. and the development of scope of work documents.**

## **Gulf Breeze Back Office Services**

### **Services provided**

1. Payment processing, lockbox, on-line payments
2. Printing violations and other documents
3. Review all violation images and quality control
4. Access motor vehicle data
5. Print and mail 2 notices (1 color violation and 1 follow up non color)
6. Payment processing, collections, electronic credit payments
7. Web portal for violation payments
8. Customer service call center during regular business hours (to be clearly defined)
9. Voice response system for 24 hour customer citation support
10. Processing IT system
11. Web based reporting and system performance reports
12. Track and forward to Sensys maintenance and repair requests
13. Archiving documents
14. Prepare and forward documents for adjudication support for court proceedings
15. Create and maintain back-office training for services provided.
16. Postage (excluding postage for UTC mailings which is charged separately)
17. Equipment and personnel for printing, stuffing and mailing
18. Payment processing fees included
19. Court document preparation costs
20. Paper, envelopes, business forms
21. Personnel costs
22. On-going IT support and maintenance costs for back-office system
23. Reports
24. Storage and back-up costs
25. Lockbox regional processing
26. Payment processing via mail and web
27. Online payment services through secure portal
28. Retrieval of violator name and address
29. Respond to mailed inquires by mail
30. Manage email request according to Sensys clients business rules
31. Handle customer inquires and handle research issues (separate charge for extensive records requests).
32. Provide telephones, computers, printers, voicemail

### **Basis of charges**

1. \$5.50 charge to Sensys for each violation processed
2. Invoiced billed the month following provision of services
3. Fees do not include credit card merchant fees which are charged to customer or negotiated separately
4. Each processed violation will be charged in invoice
5. Payments made or received through Gulf Breeze payment system processed at no additional cost
6. Sensys will be responsible for a one time set up of \$2,000 to \$5,000 for each new client. Fee based on level of work needed for customization.

4-6-11

## Gulf Breeze Back Office Operations

Capital	Operations-monthly	Labor-monthly	Per Unit Cost
Computer purchase	800 Phones (10)	\$1,000 FTE (1)	\$0.44
Printers	Ultra cable internet	\$250 Benefits	\$0.15
Mailer/folder	Offsite website	\$1,000	\$0.10
NLETS Initial	<b>Total</b>	<b>\$2,250 Total</b>	\$2.876 Stationary/ Reprint @.25
<b>Total</b>	Camera Lease- Daniel	\$60,000	Remain @.25
NLETS Monthly	Camera Lease- 2 & 3	\$70,800	<b>Total</b>
	Software Lease	\$6,000	\$0.86

Violations Processed Daily	FTE @ 400/day	Annual Revenue	Annual Labor	Mailing cost	Annual Expense	Annual Net Profit	Number of Intersections
59	0.15	\$116,820	\$5,091	\$18,320	\$115,710	\$1,110	36
144	0.36	\$286,120	\$12,425	\$44,712	\$149,437	\$135,683	36
200	0.50	\$396,000	\$17,257	\$62,100	\$171,657	\$224,343	50
300	0.75	\$594,000	\$25,885	\$93,150	\$211,335	\$382,665	75
500	1.25	\$990,000	\$43,142	\$155,250	\$290,692	\$699,308	125
1000	2.50	\$1,980,000	\$86,285	\$310,500	\$489,085	\$1,490,915	250
2000	5.00	\$3,960,000	\$172,570	\$621,000	\$885,870	\$3,074,130	500

## Gulf Breeze Self Operations

Violations Processed Daily	FTE @ 400/day	Annual Revenue	Annual Labor	Mailing cost	Annual Expense	Annual Net Profit
4	0.01	\$108,000	\$345	\$1,242	\$94,587	\$13,413
8	0.02	\$216,000	\$690	\$2,484	\$96,174	\$119,826
16	0.04	\$432,000	\$1,381	\$4,968	\$176,149	\$255,851
24	0.06	\$648,000	\$2,071	\$7,452	\$256,123	\$391,877

Revenue is \$75 per violation for tickets paid.  
Expense includes camera monthly lease, monthly software, labor, mailing, monthly phone & data lines

Sensys Software



# City of Gulf Breeze

OFFICE OF THE CITY MANAGER

## Memorandum

**To:** Mayor and City Council

**From:**  Edwin A. Eddy, City Manager

**Date:** 4/8/2011

**Subject: Economic Development Strategy- Master Planning**

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The FDOT analysis of replacing the Pensacola Bay Bridge can be the impetus for a review of potential development for downtown Gulf Breeze. The central questions are:

What types of businesses or projects should we focus City efforts on to enhance the economic vitality of the City?

How can projects on certain catalyst sites be planned to reduce vehicle trips on U.S. 98?

What steps should be taken currently to be sure Gulf Breeze develops commercially in the long term that adds to the quality of life?

- 1) There are certain commercial/business projects that are more likely than others to be successful in Gulf Breeze and Santa Rosa County. There are certain future projects that would enhance existing businesses. There are certain businesses that would increase a property owners business return. The City has started research into what businesses might fit these criteria. We need to complete this task as part of an overall economic development strategy.
- 2) Once we know what types of businesses we would like to help attract, we need to know what sites are open to development or redevelopment. If we successfully attract a business to compliment Andrews Institute, where can that business be located and on what terms? If the potential business is attractive enough due to the number and quality of jobs added, what incentives would the City be willing to provide to close a deal? In addition, if the City provides incentives, the project could be built in a way that meets other public goals such as reducing trips on U.S. 98, increasing buffering or decreasing intensity.

- 3) If a project were proposed for a particular catalyst parcel, the City would need a strategy for that site which enhances quality of life issues that can be presented to a developer.

We believe a consultant should be selected as soon as possible so these questions can be answered and strategies developed to meet your goals.

Based on our meetings with Tom Lavash, Billy Hattaway and Jim Sellen, the primary consideration should be economics. For a catalyst project, we would determine the types of uses that would fit the market and the City's objectives. The City may provide incentives for a project that adds jobs at 1.5 times the median income for our area but not provide incentives for an outlet store. Next, our consultants would determine what a parcel is worth on the market, what prospective developers are willing to pay and what incentives are needed to "close the gap". Lastly, the consultants would develop a site plan for the project including any offsite improvements that would reduce vehicle trips on U.S. 98.

**RECOMMENDATION:**

**THAT STAFF BE DIRECTED TO DRAFT A SCOPE OF WORK FOR A PLANNING AND REAL ESTATE DEVELOPMENT CONSULTANT TO ASSIST THE CITY IN FORMULATING ECONOMIC DEVELOPMENT STRATEGY FOR CERTAIN CATALYST SITES.**



# *City of Gulf Breeze*

OFFICE OF THE CITY MANAGER

## Memorandum

**To:** Mayor and City Council

**From:**  Edwin A. Eddy, City Manager

**Date:** 4/5/2011

**Subject: Appointment of Mayor Pro Tem J.B. Schluter to the Tourist Development Council**

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The City Council discussed this subject at the April 4<sup>th</sup> Regular meeting. In order to finalize the appointment discussed, it is necessary to take official Council action as follows:

That Mayor Pro Tem J.B. Schluter be appointed to the South Santa Rosa County Tourist Development Council.



Jenna Comizio Guarino  
Staff Attorney

March 25, 2011

VIA CERTIFIED MAIL

Beverly Zimmern  
Mayor  
City of Gulf Breeze  
PO Box 640  
Gulf Breeze, FL 32562

Dear Mayor,

It is Mediacom's mission to provide your community with the highest quality communications services available in the marketplace. We are continuously striving to expand and improve programming choices for consumers. Innovations and improvements, however, do not come without costs. While we strive to keep expenses in check, there are some costs that we are simply unable to control. Accordingly, on or about May 1, 2011, the following rate adjustments will be implemented:

Product:	Change:
Digital Receiver with remote	\$ 0.50
Mediacom Online Intro	(\$2.00)
Mediacom Online	(\$2.00)
Mediacom VIP Online	(\$2.00)
Mediacom Online Max	(\$5.00)
Mediacom Ultra 50	(\$5.00)
Mediacom Online Ultra 105	(\$5.00)

Customers who are currently on fixed-term promotions or contracts will not receive the above rate changes on products or services until the expiration of their respective promotional period.

In addition to the above rate changes, Mediacom will be implementing the following new rental charges:

Equipment:	Rental Charge:
Mediacom Modem	\$5.00

We look forward to continuing to serve you and your community's telecommunications needs. If you have any questions, please contact me directly at (845) 695-6372 or [jcomizio@mediacomcc.com](mailto:jcomizio@mediacomcc.com).

Yours sincerely,

Jenna Comizio Guarino