

**GULF BREEZE CITY COUNCIL
EXECUTIVE SESSION**

AUGUST 1, 2012
WEDNESDAY 6:30 P.M.
COUNCIL CHAMBERS

**SPECIAL MEETING: ESTABLISHMENT OF PROPOSED MILLAGE RATE
FOR NOTIFICATION TO PROPERTY APPRAISER**

ACTION AGENDA ITEMS:

- A. Discussion and Action Regarding Special Event Request from Gulf Breeze Rotary for a 5K run - Saturday, October 13, 2012 - 8:00 a.m.
- B. Discussion and Action Regarding Request from Police Department to Declare Surplus Items and Dispose of Via Govdeals website
- C. Discussion and Action Regarding Installation of Inspection Port on 24" Storm Water Line
- D. Discussion and Action Regarding Highway 98 Gravity Main Repair
- E. Discussion and Action Regarding Formal Acceptance of Rights-of-way Casa Blanca Parcel Number Two
- F. Discussion and Action Regarding City of Gulf Breeze Master Planning Invoice
- G. Discussion and Action Regarding Scope Modification - VHB Miller Sellen
- H. Discussion and Action Regarding Conversion to Underground Wiring
- I. Discussion and Action Regarding Establishment of Proposed Millage Rate for Notification to Property Appraiser
- J. Discussion and Action Regarding Changes to Code Enforcement Regulations
- K. 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

Police Department

Robert C. Randle
Chief of Police

Richard Hawthorne
Deputy Chief of Police

To: Edwin Eddy, City Manager

From: Richard Hawthorne, Dep. Chief *ek*

Ref: Special Event Application

Date: July 09, 2012

The Gulf Breeze Rotary has submitted an application for a 5K run. The run will be held on Saturday October 13th and will begin at 8:00am. The run will start on Daniel Drive, proceed through the Baycliff and Plantation Hill area and end at the High School Track. This run will require very little support from the Police Department and will be handled with on-duty officers.

RECOMMENDATION: That the City Council approve the application.





City of Gulf Breeze

POLICE DEPARTMENT

PETER R. PAULDING
Chief of Police

ROBERT C. RANDLE
Deputy Chief of Police

CITY OF GULF BREEZE SPECIAL EVENT INFORMATION

PACKET INCLUDES

- 1) COPY OF REQUIREMENTS TO CONDUCT SPECIAL EVENTS
- 2) APPLICATION TO CONDUCT SPECIAL EVENT

ABOVE DOCUMENTS MUST BE SIGNED, DATED AND RETURNED TO

THE GULF BREEZE POLICE DEPARTMENT

AT LEAST (30) DAYS PRIOR TO THE SPECIAL EVENT

Cathy Burleigh 4/28/12
Applicant's Signature Date





City of Gulf Breeze

POLICE DEPARTMENT

PETER R. PAULDING
Chief of Police

ROBERT C. RANDLE
Deputy Chief of Police

CITY OF GULF BREEZE

REQUIREMENTS TO CONDUCT SPECIAL EVENT ON CITY PROPERTY OR IN THE CITY OF GULF BREEZE

Applicant must provide at least (30) days prior to the Special Event:

- (a) The name, address, and telephone number of the person requesting the permit.
- (b) The name and address of the organization or group he or she is representing.
- (c) The name, address and telephone number of the person or persons who will act as chairman of the special event and be responsible for the conduct thereof.
- (d) The purpose of the event, a general description of the activities to take place, the estimated number of persons to participate or otherwise attend, and the number and types of vehicles (if any) to participate.
- (e) The date the event is to be conducted and the hours it will commence and terminate.
- (f) The specific location(s) where the event is to take place.
- (g) Sponsors of special events will be responsible for all costs incurred by the city in providing required public safety personnel. Cost for public safety personnel will include FICA, retirement, and overtime. We will attempt to use auxiliary and part-time officers to keep the expense down, but should we have to utilize full time personnel the cost will increase considerably.
- (h) Assurance that the applicant will conform to necessary fire prevention rules, regulations and guidelines.

Special Event Application

Page 2

311 FAIRPOINT DRIVE • GULF BREEZE, FLORIDA 32561 • Phone (850) 934-5121 • FAX (850) 934-5127



Accredited by Commission for Florida Law Enforcement Accreditation

- (i) Assurance of indemnification and insurance coverage. The applicant shall agree to indemnify and hold harmless the City, its servants agents and employees for any and all claims caused by or arising out of the activities permitted. The applicant shall provide certification of an appropriate policy of insurance to protect the City from liability which might arise from the special event. The policy occurrence limits shall not be less than \$1,000,000. A Copy of the policy shall be submitted at the time of application.
- (j) Sponsors shall be required to submit a detailed map illustrating the location of the event and the streets which may be affected by the event. Per City Council action, no event will be allowed on U.S. Highway 98.
- (k) Such other information as the Chief of Police and/or the City Manager may deem necessary in order to provide for traffic control, street and property maintenance and the protection of the public health, safety and welfare.
- (l) Event sponsors will be responsible for cleanup of the event site and/or route. Failure by the sponsor to cleanup the site will result in the city doing the cleanup and billing the sponsor for the actual cost.

Cathy Burleigh 4/28/12
Applicant's Signature Date

[Signature] 7-9-12
Police Department's Approval Date

**APPLICATION TO CONDUCT SPECIAL EVENT ON
CITY PROPERTY OR RIGHT-OF-WAY**

6/28/12
Date Submitted

1. ORGANIZATION BEING REPRESENTED:

Name Gulf Breeze Rotary
Address P.O. Box 808 Gulf Breeze, FL 32562

2. PERSON REQUESTING PERMIT:

Name Cathy Burleigh
Address 2871 Gulf Breeze Pkwy Gulf Breeze, FL 32563
Phone 850 221-9148, 850-208-7161

3. PERSON ACTING AS CHAIRMAN AND RESPONSIBLE FOR CONDUCT THEREOF:

Name Cathy Burleigh
Address _____
Phone _____

4. DATE, HOURS AND LOCATION OF EVENT:

5K - Gulf Breeze High School Stadium - Plantation Hill Route
~~at~~ Tail Gate Party - Corner Lot next to Stadium Parking - owned by Moultons
October 13, 2012 Beginning 8:00am - 4:00 pm

5. GENERAL DESCRIPTION OF ACTIVITIES, ESTIMATED ATTENDANCE, NUMBER AND TYPE OF VEHICLES, IF ANY. IF A FUND RAISING EVENT, INDICATE PROPOSED USE OF FUNDS:

Fund will benefit the
Many projects of the GB Rotary to include the Scholarship Fund
5K run/walk, awards, tail gate cookoff - 200-250 attendees

Parking is approved for GBHS, Middle, + Elementary Parking Lots

Cathy Burleigh
Applicant's Signature/Date

[Signature] 7-9-12
Police Department's Approval/Date

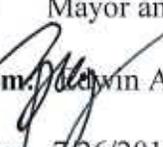
City Manager's Approval/Date



City of Gulf Breeze

Memorandum

To: Mayor and City Council

From:  Edwin A. Eddy, City Manager

Date: 7/26/2012

Subject: Disposal of Surplus Equipment

Attached is a memo from Sergeant Neff requesting Council declaration that certain equipment is surplus and can be disposed of through an internet based auction service for governments. We have had good success with this process recently on other equipment.

Lots 27-32, and Lots 36-38 are items that are no longer useable. The old fire hose is unreliable. The computer equipment is outdated and mostly inoperable.

Lots 33 and 34 are items we purchased to assist in the oil spill cleanup. We were reimbursed for the cost of the equipment. We can no longer store the items and future use is unlikely.

RECOMMENDATION:

THAT THE CITY COUNCIL DECLARE THE ITEMS LISTED ON THE MEMO FROM SGT. NEFF AS SURPLUSS AND DIRECT STAFF TO DISPOSE OF THESE ITEMS VIA THE GOVDEALS AUCTION WEBSITE.



Gulf Breeze Police Department

To: City Manager, Buz Eddy

From: Sgt. Neff

Re: Surplus Equipment

Date: 06-01-2012

I have indicated a list of property below that I wish for the city council to deem surplus property in accordance with ordinance # 2-126. These items are of no use to the city any longer and need to be disposed of in accordance with Article 5, Gulf Breeze City Ordinance. As per our surplus property disposal procedures and unclaimed property rules, I would like to auction these items in the new "Govdeals" auction site, with the proceeds being directly deposited into the city's general fund. All "Lots" indicated with an asterisk following the lot # will be restricted to bids only from police agencies and registered police sales companies.

Lot #27

- (1) Pallet of assorted old fire hose
Stack of hose is 4' tall x 3' wide x 4' deep
-

Lot #28

- (1) MPH DocuCam – Serial #1cv845002102 (Old VHS recorder from PD car now obsolete)
-

Lot #29

- (1) Lot of 8 Southern Link Phones #'s:
340axua511, 340axj0667, 340axj0675, 830axaf058 and 3 u/k serial number devices
-

Lot #30

- (1) Lot of 12 Laptop Computers, (2) Computer Towers
 - (3) Panasonic Model CF-47
 - (1) Dell Latitude
 - (2) Dell Latitude PPX
 - (1) Multimedia Notebook
 - (5) Twinhead Slimnote
-

Lot #31

- (1) Pallet of assorted old fire hose
Stack of hose is 3' wide x 2' tall x 4' deep
-



Gulf Breeze Police Department

Lot #32

Lot of (9) Scott Air tanks

Lot #33

(1) Action Petroleum Spill Recovery Skimmer Pump Model APA8PP
(1) Action Petroleum Spill Recovery Skimmer Collection Barrel Model AP48

Lot #34

(1) Stretch Wrap Machine - Christmas Tree Chute Wrap – 15 ½ " diameter

Lot #35

(1) Hale Pump – Model 6P 10/10/08 (from old fire boat, motor water damage, not cost efficient to repair)

Lot #36

(1) Metal boat console – 36" x 34" x 14" (from old Whaler boat)

Lot #37

(1) Plastic DTN News Satellite Dish bowl – 40" diameter (old weather satellite out dated, never used)

Lot #38

(1) Sidne Electric Go Kart



City of Gulf Breeze

DATE: July 23, 2012
TO: Edwin A. Eddy, City Manager
FROM: Vernon L. Prather, Director of Public Services *V.P.*
RE: INSTALLATION OF INSPECTION PORT ON
24" STORM WATER LINE

The City maintains a 24" diameter concrete storm water line located in an easement on the west side of the Naval Live Oaks Park boundary. The 1500' pipeline conveys storm water from the Hospital's storm water pond to the bay.

This pipeline currently does not have any inspection ports or means of access for camera equipment, etc. (other than at each end). Given the extended length of the pipe, Staff recommends the installation of an inspection port approximately mid-section as illustrated in the attached drawing.

All construction work will be coordinated with the National Park Service and the resident at 704 Bay Cliffs as this is the planned location of the inspection port.

Due to the location of the work, we selected Brown Construction who has provided a quote of \$5,851.06.

Funding for this project is available in the F/Y 2012 Storm Water Budget, (contractual services).

RECOMMENDATION: City Council authorize Brown Construction to install the inspection port at a cost of \$5,851.06.



Since 1995
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 Underground Utility Contractors
 CGCO45510 CUC056748



| | | | |
|--|---------------|---|-----------|
| PROPOSAL SUBMITTED TO: Jon Kanzigg City of Gulf Breeze | PHONE | 934-4056 | DATE |
| | FAX | 934-5150 | 7/17/2012 |
| | JOB NAME | Storm Drainage Observation Port Baycliff Dr / GINS | |
| ARCHITECT/ENGINEER | DATE OF PLANS | QUOTE VERSION | |
| n/a | n/a | 1 | |

WE HEREBY SUBMIT THE SPECIFICATIONS AND ESTIMATES FOR:

| | | | |
|---|---|----|-------------------|
| 1. Mobilization | 1 | LS | |
| 2. Install 10" Observation Port in Existing RCP | 1 | LS | |
| Total... | | | \$5,851.06 |

Notes:

- Items not specifically notes are excluded.
- Constuction easements with homeowner and or GINS to be secured by City of GB.
- Dewatering testing is not expected and is excluded.
- Scope and price based on sketch provided by City of GB and site visit.
- Removal and replacement of concrete or asphalt is excluded.
- Removal and replacement of unsuitable material is excluded.
- Relocation of existing utilities is excluded.
- Permits and other necessary design requirements are excluded.
- Material will consist of 10" PVC grouted in place w/ megalug for stabilization at RCP, 24" Pamrex ring and cover with concrete pad.

We Propose hereby to furnish material and labor- complete in accordance with above specifications, for the sum of: **\$5,851.06**

Payment to be made as follows:
DUE UPON COMPLETION

All Material is guaranteed to be as specified in a workmanlike manner according to standard practices. Any alteration or deviation from above specifications involving extra costs will be executed only upon written orders, and will become an extra charge over and above the estimate. All agreements contingent upon strikes and accidents or delays beyond our control. Owner to carry fire, tornado and other necessary insurance. Our workers are fully covered by Workman's Compensation Ins.

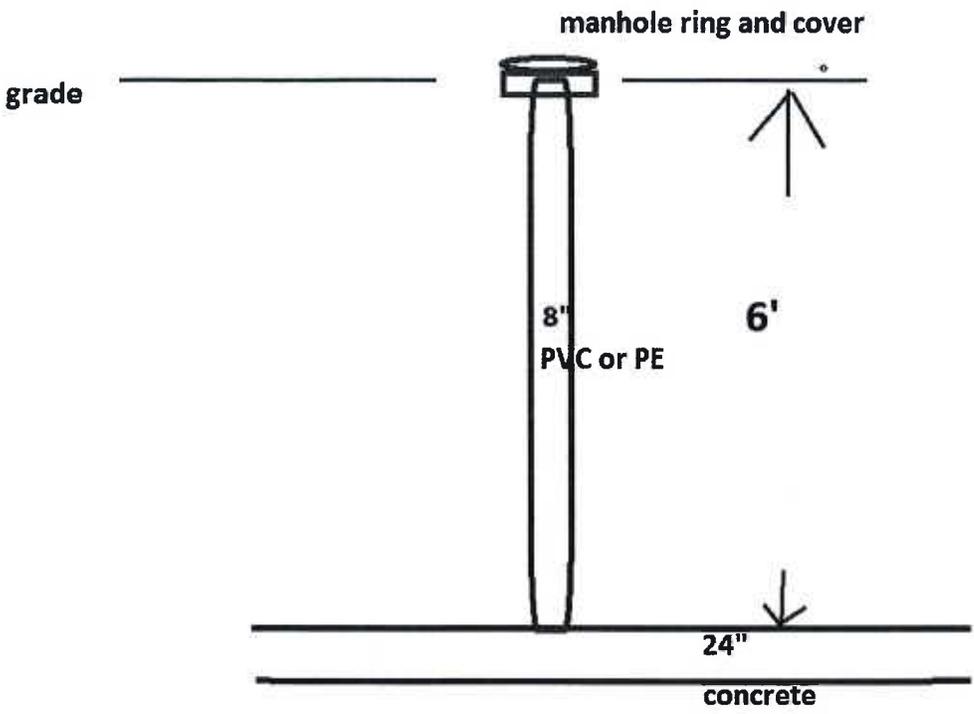
Acceptance of Proposal-the above prices, specifications and conditions are satisfactory and are hereby accepted.

You are authorized to do the work as specified. Payment will be made as outlined above: **Date:**

Authorized Signature: 
Gabe Jackson

NOTE: This proposal may be withdrawn by us if not accepted within 15 days.

Signature: _____
 Signature: _____





City of Gulf Breeze

TO: Edwin A. Eddy, City Manager
FROM: Thomas E. Lambert, Assistant Director of Public Services
DATE: July 25, 2012
RE: Highway 98 Gravity Main Repair

A handwritten signature in blue ink, appearing to be "T. Lambert", is written over the "FROM:" line of the memo.

In May, the Department of Transportation and a local business owner notified the utility of a sink hole that was probably caused by a defect in our sewer system. After investigation, the culprit turns out to be a crack in an 8" gravity main.

Staff solicited quotes on two repair options, a liner or complete replacement, from three contractors. Two contractors responded. After further evaluation, staff was unable to determine if the connections to the manholes were intact and therefore decided that the excavation for complete replacement was the sound alternative.

The funds will have to come from reserves, as there are no repair and maintenance funds available for this capital replacement.

RECOMMENDATION: The City Council award the repair of the Highway 98 gravity sewer main repair to Brown Construction of Northwest Florida, Inc. for \$10,560.20.



City of Gulf Breeze

MEMORANDUM

TO: Dennis Durnil, System Supervisor

FROM: Therran Gentry, Construction Foreman

DATE: 7/5/12

RE: Gravity main south side 98

Dennis,

The 30' run of main shown in attachments is cracked and taking in dirt. It has caused a sinkhole at the edge of pavement in the DOT right of way of Hwy 98. Repairs must be made immediately. I invited three contractors to bid and have obtained two quotes to excavate and replace pipe or slip line. The second option of slip lining was considered by staff but video inspection could not determine the full extent of damage. So, with the questionable condition of pipe staff recommends that only replacement of pipe will resolve issue with no concerns.

Recommendation: Award this work to Brown Construction for the amount of \$10,560.20

Attached:

Quotes

Aerial photo



Since 1995
 Certified General &
 Underground Utility Contractors
 CGCO45510 CUC056748



| | | | |
|---|----------------------|--------------------|--------------------------|
| PROPOSAL SUBMITTED TO: Therran Gentry City of Gulf Breeze | PHONE | 232-4370 | DATE 6/19/2012 |
| | FAX | 934-5150 | |
| | JOB NAME | | Hwy 98 Sewer Replacement |
| ARCHITECT/ENGINEER n/a | DATE OF PLANS n/a | QUOTE VERSION 1 | |

WE HEREBY SUBMIT THE SPECIFICATIONS AND ESTIMATES FOR:

| | | |
|--|-------|-------------|
| 1. Rehabilitate Existing Line with Cured In Place Liner | 30 LF | \$10,160.00 |
| or | | |
| 2. Remove Existing 8" VCP and Replace with 8" PVC Pipe - Open Excavation | 30 LF | \$10,560.20 |

Notes:

1. Items not specifically noted are excluded.
2. FDOT Permit if required to be provided by others.
3. 8" VCP must be in suitable condition to accept Liner Material
4. MH rehabilitation is excluded.

We Propose hereby to furnish material and labor- complete in accordance with above specifications, for the sum of:

See Above

Payment to be made as follows:

DUE UPON COMPLETION

All Material is guaranteed to be as specified in a workmanlike manner according to standard practices. Any alteration or deviation from above specifications involving extra costs will be executed only upon written orders, and will become an extra charge over and above the estimate. All agreements contingent upon strikes and accidents or delays beyond our control. Owner to carry fire, tornado and other necessary insurance. Our workers are fully covered by Workman's Compensation ins.

Acceptance of Proposal-the above prices, specifications and conditions are satisfactory and are hereby accepted.

You are authorized to do the work as specified. Payment will be made as outlined above: Date:

Authorized Signature:

Gabe Jackson

NOTE: This proposal may be withdrawn by us if not accepted within 15 days.

Signature: _____

Signature: _____



State Certified# CU C1224889

Date: June 20, 2012

Re: 3211 Gulf Breeze Parkway

Attn: Therran Gentry

Warrington Utility & Excavating Inc. will provide material, labor, and supervision to perform the following:

Option Number 1:

To install 27 lf of 8" liner

Option Number 1: \$7,000.00

Option Number 2:

To install 27 lf of 8" PVC open cut

Option Number 2: \$11,000.00

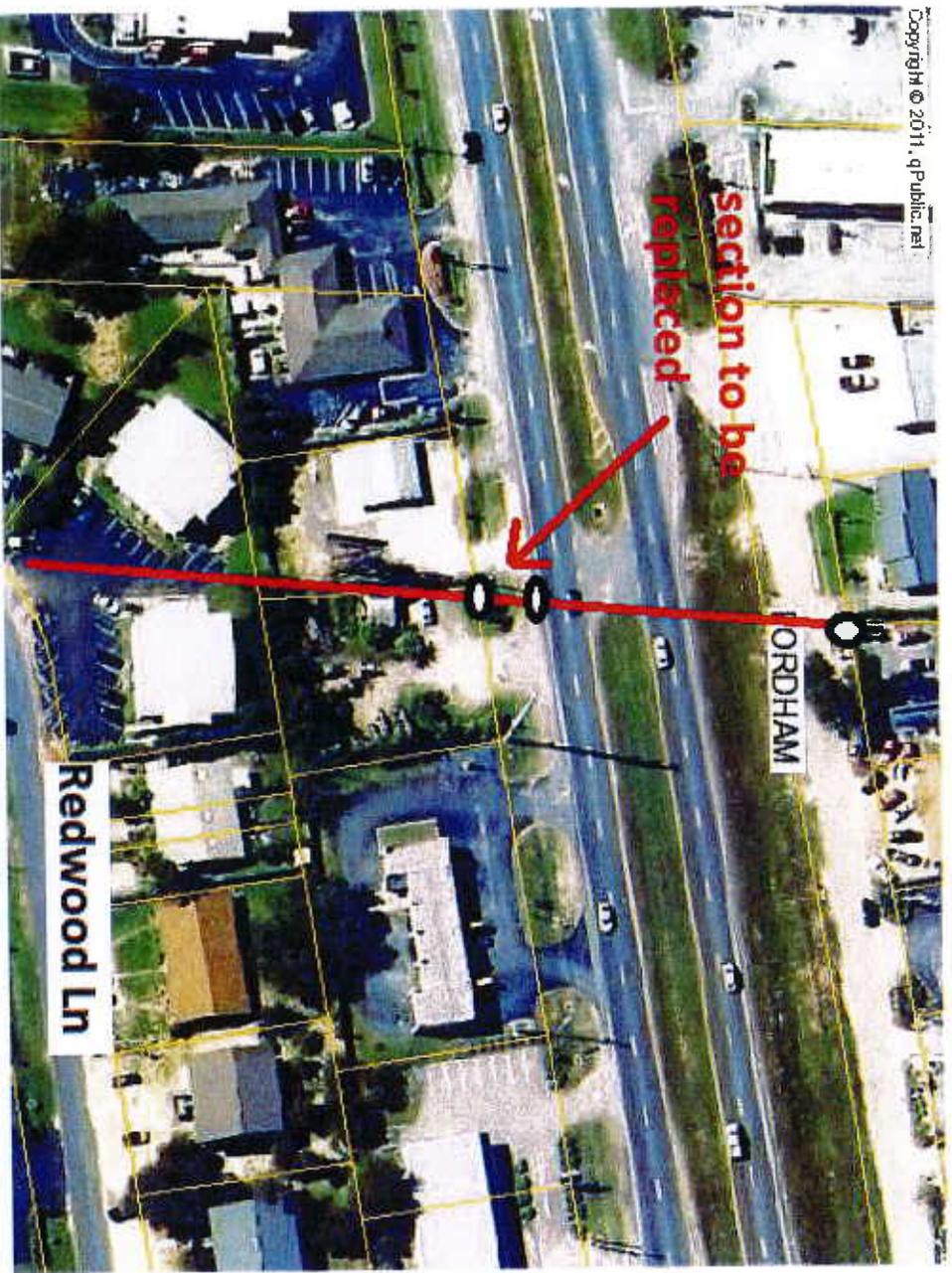
Please Note the following:

- Price subject to change in case of any unforeseen circumstances or any utilities encountered
- Price does not include removal and/or replacing of any unsuitable materials
- Price does not include any de-watering
- Anything not specifically stated in this proposal is excluded from price
- Price does not include any modifications to existing manholes
- Price does not include any permits (i.e. DOT, ROW, etc)

Complete Sanitary Sewer Systems * Mains, Laterals, Lift Stations, Force Mains, etc. * Complete Water Main Systems * Fire Hydrants, Wet Taps, Services, Back Flow Preventors and Testing, Pressure Testing, Jack & Boring * Complete Storm Drain Systems * Concrete Pipe and Plastic Pipe * Curb Inlets, Catch Basins, Box Culverts, Under drain Systems, Excavating * Fire Mains * Dewatering * Electrical and Telephone conduit

8401 Untreiner Avenue, Pensacola, FL 32534 Office: (850) 476-2280, Fax: (850)476-2283



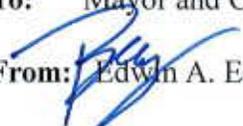




City of Gulf Breeze

Memorandum

To: Mayor and City Council

From:  Edwin A. Eddy, City Manager

Date: 7/26/2012

Subject: Formal Acceptance of Rights-of-way Casa Blanca Parcel Number Two

Attached is a letter from the City Attorney regarding the above subject. Certain properties within the City were platted (subdivided) prior to the City's incorporation. Given the wording on the plat documents, there may be a question over the ownership of property within these plats that is used as public right-of-way.

In order to put some of the property ownership and use issues to rest, the City Attorney and staff offer the following recommendation:

RECOMMENDATION:

THAT THE CITY COUNCIL DIRECT STAFF TO PREPARE A RESOLUTION FOR ADOPTION ON MONDAY, AUGUST 6, 2012 THAT WOULD FORMALLY ACCEPT FOR THE BENEFIT OF THE PUBLIC, THE PROPERTIES AND RIGHTS-OF-WAY OFFERED FOR DEDICATION TO THE PUBLIC WITHIN CASA BLANCA NUMBER TWO SUBDIVISION.



July 6, 2012

VIA REGULAR U.S. MAIL

Edwin A. Eddy, City Manager
City of Gulf Breeze
P.O. Box 640
1070 Shoreline Drive
Gulf Breeze, FL 32562

RE: City of Gulf Breeze - Malaga, Catawba, Eufaula, and Zamara Rights-of-Way
Our File No.: G1001-181

Dear Buz:

The City Council should consider whether to formally "accept" on behalf of the public all streets and parks offered for dedication in certain plats of the Casa Blanca Parcel Number Two subdivision.

The Casa Blanca Parcel Number Two subdivision (hereinafter the "Original Subdivision") was originally platted in 1950 – eleven years before Gulf Breeze was incorporated. That subdivision includes all properties south of Shoreline Drive between Malaga Street and Navarre Street. The plat contains an offer by the developer to dedicate to the public all streets and parks reflected therein. The plat reflects three streets (Malaga Street, Zamara Street (now commonly referred to as Zamara Canal), and a portion of Navarre Street (i.e., the portion that is south of Shoreline Drive and which most people refer to as a portion of Eufaula Street)) and one public park (i.e., Sand Beach Park – which was located between the southerly boundaries of Lots 1 through 18 and the Santa Rosa Sound). A copy of the Original Subdivision plat is attached.

A portion of the Original Subdivision was replatted in 1951. Specifically, the dimensions of Lots 13 - 21 of the Original Subdivision were revised into a new subdivision (hereinafter the "Resubdivision"). The plat of the Resubdivision included two new streets, Catawba Street and Eufaula Street. Additionally, Lots 13 - 21 of the Original Subdivision are each divided into two parcels that were separated by Eufaula Street. A copy of the plat of the Resubdivision is also

Edwin A. Eddy, City Manager
City of Gulf Breeze
July 6, 2012
Page 2

attached. Similar to the plat of the Original Subdivision, the plat of the Resubdivision also proposes to dedicate to the public all streets and parks reflected therein.

To our knowledge, at no time has either Santa Rosa County or the City of Gulf Breeze (subsequent to its incorporation in 1961) formally "accepted" the dedications reflected in either plat. There is no indication on the face of either plat that either the County or the City accepted for the benefit of the public the streets or parks reflected therein.

In 1964, thirteen years after the first plat was recorded, the trustees and successors of the developer of the Original Subdivision and the Resubdivision executed a deed conveying title to Sand Beach Park proportionately to each of the adjacent waterfront property owners in the subdivisions. Thereafter, those waterfront property owners took the position that Sand Beach Park was not a "public" park and that the public had no right to use the park. The City had taken a different position, believing that Sand Beach Park had been dedicated to the public and thus the public was entitled to use it as such. A lawsuit was filed in 1979 seeking a declaration as to who owned Sand Beach Park and whether the City had any right to use Sand Beach Park as a public park. The Court ruled that since neither Santa Rosa County nor the City of Gulf Breeze had ever formally accepted the dedication and, further, since the deeding of Sand Beach Park in 1964 to adjacent waterfront property owners effectively rescinded the offer of dedication contained in the plats, the City did not own Sand Beach Park but rather it was owned by the adjacent waterfront property owners. The trial court's ruling was upheld on appeal by the First District Court of Appeal. The critical factor was, again, the failure of either Santa Rosa or the City of Gulf Breeze to have formally "accepted" the developer's offer to dedicate the park.

Issues have recently been brought forward questioning the City's rights to use portions of Catawba Street and Malaga Street as a means for the public to access the water. Although an argument can be made that there has been an "implied acceptance" of the various rights-of-way reflected on the plats, to my knowledge there has never been a formal acceptance of those roads. Accordingly, under the logic utilized in the Sand Beach Park litigation, until such time as the City formally accepts those rights-of-way it is possible that successors of the original developer could convey portions of those rights-of-way to adjacent property owners. If so, it would then be possible that the public would not have any right to use some or all of the various rights-of-way (i.e. Malaga Street, Catawba Street, Eufaula Street, Zamara Street, and the southerly portion of Navarre Street). In such event, the public may be prevented from using those rights-of-way to access Santa Rosa Sound.

The City Council has a philosophic decision to make. Although use of the Malaga Street and Catawba Street rights-of-way for purposes of gaining access to Santa Rosa Sound is currently being

Edwin A. Eddy, City Manager
City of Gulf Breeze
July 6, 2012
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questioned by adjacent property owners, in order to best assure continued access the City Council should formally accept for the benefit of the public the various properties offered for dedication in the plats. It should be understood that the acceptance of such dedications will impose upon the City certain duties and obligations to maintain those roads and rights-of-way. On the other hand, if the City should decide that it does not desire to incur those duties and responsibilities, the City Council can refrain from taking any action to accept the dedications and, instead, specifically declare the properties to be unaccepted and private. In such event, the City may not be obligated to maintain those roads and areas.

I suggest that this matter be placed upon the agenda for City Council discussion and action. Please give me a call if you have any questions regarding this matter.

Sincerely,



Matt E. Dannheisser
For the Firm

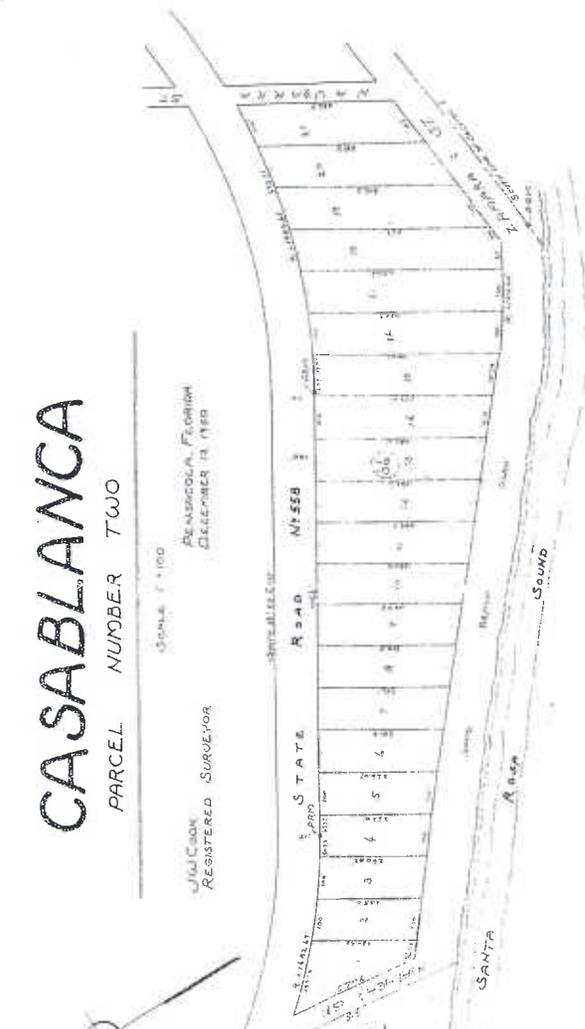
MED:sdl
Enclosures

CASABLANCA

PARCEL NUMBER TWO

SCALE 1" = 100'
 PENNSACOLA, FLORIDA
 DECEMBER 13, 1928

JULIUS C. BROWN
 REGISTERED SURVEYOR



COMMISSIONERS
 The undersigned hereby certify that the above described land is the property of the State of Florida and that the same is subject to the provisions of the Act of December 13, 1928, Chapter 10, Laws of Florida, and that the same is subject to the provisions of the Act of December 13, 1928, Chapter 10, Laws of Florida, and that the same is subject to the provisions of the Act of December 13, 1928, Chapter 10, Laws of Florida.

John H. Lewis
 State Registrar

COMMISSIONERS OF ASSESSMENT OF COUNTY
 The undersigned hereby certify that the above described land is the property of the State of Florida and that the same is subject to the provisions of the Act of December 13, 1928, Chapter 10, Laws of Florida, and that the same is subject to the provisions of the Act of December 13, 1928, Chapter 10, Laws of Florida.

John H. Lewis
 State Registrar

COUNTY TREASURER
 I, E. C. Lewis, Clerk of the Board of County Commissioners, do hereby certify that the above described land is the property of the State of Florida and that the same is subject to the provisions of the Act of December 13, 1928, Chapter 10, Laws of Florida, and that the same is subject to the provisions of the Act of December 13, 1928, Chapter 10, Laws of Florida.

E. C. Lewis
 Clerk of the Board of County Commissioners

CLERK OF COUNTY
 I, E. C. Lewis, Clerk of the Board of County Commissioners, do hereby certify that the above described land is the property of the State of Florida and that the same is subject to the provisions of the Act of December 13, 1928, Chapter 10, Laws of Florida, and that the same is subject to the provisions of the Act of December 13, 1928, Chapter 10, Laws of Florida.

E. C. Lewis
 Clerk of the Board of County Commissioners

DEEDS
 I, E. C. Lewis, Clerk of the Board of County Commissioners, do hereby certify that the above described land is the property of the State of Florida and that the same is subject to the provisions of the Act of December 13, 1928, Chapter 10, Laws of Florida, and that the same is subject to the provisions of the Act of December 13, 1928, Chapter 10, Laws of Florida.

E. C. Lewis
 Clerk of the Board of County Commissioners

DISCLAIMER
 I, E. C. Lewis, Clerk of the Board of County Commissioners, do hereby certify that the above described land is the property of the State of Florida and that the same is subject to the provisions of the Act of December 13, 1928, Chapter 10, Laws of Florida, and that the same is subject to the provisions of the Act of December 13, 1928, Chapter 10, Laws of Florida.

E. C. Lewis
 Clerk of the Board of County Commissioners



City of Gulf Breeze

MEMORANDUM

TO: Edwin A. Eddy, City Manager
FROM:  David J. Szymanski, Assistant City Manager
DATE: July 25, 2012
SUBJECT: City of Gulf Breeze Master Planning Invoice

On May 9, 2011, the City Council directed staff to draft a Request for Proposal for a Master Planning consultant for the City and Hwy 98. On November 7, 2011 the City Council selected VHB Miller Sellen for the Master Plan Project and directed staff to negotiate scope of work and a contract. An agreed upon contract was signed by the Mayor in February 2012.

We have received Invoice No: 150546 for professional services from June 10, 2012 to July 7, 2012. in the amount of \$77,168.84. This is the fifth payment against this \$329,500 contract. YTD we have spent \$83,275.47. The following actions have been taken against contract tasks:

Task 1 – Context Report

Review CRA Master Plan and capital project list. Review City's visioning process and mission statement.

Task 2 – Public Participation Process

Prepare meeting summary and consolidated graphics from Public Kickoff workshop, Preparation of schedule, agendas, presentations for design charrette. Four days of public involvement, 3D computer modeling (sketch-up), and creation of alternative land use patterns and transportation network and improvements at design charrette.

Task 3 – Revitalization Alternatives

Preparation of framework diagrams for charrette.
Set up street network for transportation modeling and analysis of alternatives.

Task -4 – Market Analysis

WTL+A participation and input at two days of design charrette.

It is recommended that Council approve payment. This project is funded by the Community Redevelopment Agency.

RECOMMENDATION: That the City Council meet as the Board of Directors of the Community Redevelopment Agency on Monday, August 6, 2012 and approve payment of Invoice No. 150546 for \$77,168.84 to VHB Miller Sellen.

RECEIVED

JUL 16 2012



MillerSellen

101 Walnut Street, PO Box 9151, Watertown, MA 02471
617.924.1770 • FAX 617.924.2286

Invoice

Invoice No: 0150546
July 12, 2012

Mr. Edwin Eddy
City Manager
City of Gulf Breeze
1070 Shoreline Drive
Gulf Breeze, FL 32561

VHB Project # 61691.00

Gulf Breeze Master Plan
Professional Services from June 10, 2012 to July 07, 2012

Task 00000 Reimbursables
Fee

| Billing Phase | Fee | Percent Complete | Earned | Previous Fee Billing | Current Fee Billing |
|------------------------------|-------------------|------------------|-------------------|----------------------|---------------------|
| Context Report | 25,000.00 | 94.00 | 23,500.00 | 22,225.00 | 1,275.00 |
| Public Participation Process | 105,000.00 | 77.00 | 80,850.00 | 26,460.00 | 54,390.00 |
| Revitalization Alternatives | 75,000.00 | 15.00 | 11,250.00 | 9,000.00 | 2,250.00 |
| Market Analysis | 54,500.00 | 23.20 | 12,644.00 | 5,886.00 | 6,758.00 |
| Master Plan Preparation | 55,000.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Total Fee | 314,500.00 | | 128,244.00 | 63,571.00 | 64,673.00 |
| Total Fee | | | | 64,673.00 | |

Reimbursable Expenses

| | | |
|----------------------------|------------------|--------------------|
| Postage & Delivery | 216.82 | |
| Travel & Lodging | 7,253.06 | |
| Mileage | 13.32 | |
| Meals | 1,426.10 | |
| Printing | 1,329.92 | |
| Materials/Supplies | 206.62 | |
| Miscellaneous | 50.00 | |
| Total Reimbursables | 10,495.84 | |
| Total this Task | | \$75,168.84 |

Task 00700 Coordination with Agencies
Professional Personnel

| | Hours | Rate | Amount |
|---------------------------|-------|--------|--------------------|
| Principal 2 | 8.00 | 250.00 | 2,000.00 |
| Totals | 8.00 | | 2,000.00 |
| Total Labor | | | 2,000.00 |
| Total this Task | | | \$2,000.00 |
| Total this Invoice | | | \$77,168.84 |

Payment Due Upon Receipt.

Remittance copy

Billings to Date

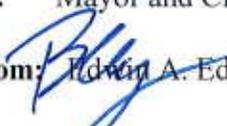
| | Current | Prior | Total |
|---------------|------------------|------------------|-------------------|
| Fee | 64,673.00 | 63,571.00 | 128,244.00 |
| Labor | 2,000.00 | 5,362.50 | 7,362.50 |
| Consultant | 0.00 | 4,677.36 | 4,677.36 |
| Expense | 10,495.84 | 9,664.61 | 20,160.45 |
| Totals | 77,168.84 | 83,275.47 | 160,444.31 |



City of Gulf Breeze

Memorandum

To: Mayor and City Council

From:  Edwin A. Eddy, City Manager

Date: 7/26/2012

Subject: Scope Modification – VHB Miller Sellen

Attached is an email from Curt Ostradka, Project Manager for VHB Miller-Sellen, our master planning consultants which proposes a slight change in the scope of work for the “Market and Financial Analysis” section of the plan.

As you will note, the original scope of work provided for an examination of the economic viability of a single catalyst site. Following the discussions during the recent charrettes, VHB is recommending that several catalyst sites be identified. A development program will be prepared for each site. In this way, the City will have several options going forward to share with current owners and prospective developers.

This is just a minor change in the wording or scope of the study in order to make the plan results more useful. There is no change in cost or time duration.

RECOMMENDATION:

THAT THE CITY COUNCIL APPROVE THE PROPOSED CHANGES IN THE SCOPE OF WORK FOR THE VHB MILLER-SELLEN MASTER PLANNING WORK AS DETAILED IN THE JULY 11, 2012 EMAIL FROM CURT OSTRADKA.



Edwin Eddy <eaeddy@gulfbreezefl.gov>

Re: Scope Revisions-Gulf Breeze Master Plan

1 message

W. Thomas Lavash <wthomas.lavash@wtlassociates.com>

Fri, Jul 13, 2012 at 10:13 AM

To: Edwin Eddy <eaeddy@gulfbreezefl.gov>

Cc: "Ostrodka, Curtis" <COstrodka@vhb.com>, "dszymanski@ci.gulf-breeze.fl.us" <dszymanski@ci.gulf-breeze.fl.us>, Leslie Guyer <lguyer@gulfbreezefl.gov>, "McNeill, Geoffrey" <GMcNeill@vhb.com>, "Sellen, James" <JSellen@vhb.com>

Hi, Buz,

You got it exactly right. I think this will be a better way to gauge the overall economic potentials of the redevelopment concepts. I will want to have Pizutti assist in some of the inputs and, of course, peer review.

Looking forward to getting started!

Have a great weekend.

Tom

Sent from my iPhone

On Jul 13, 2012, at 9:50 AM, Edwin Eddy <eaeddy@gulfbreezefl.gov> wrote:

Good Morning Curt-

The agenda for Monday night's meeting is set as a result of the Exec Session Weds night . I don't see this change as "so critical" that we need to add it to the agenda for Monday. I recall the discussions with Tom at the charettes. This seems like a real benefit to the City at no added cost in time or money. Am I missing something? Are we not going to get something we had counted on? If I read Tom's memo to you correctly, he proposes to do a feasibility analysis of several sites rather than a really detailed analysis of one catalyst site.

I like this better. The City would have the opportunity to do a really complete analysis of one site if so desired. In the meantime, we would have a feasibility analysis of several sites from which to work out plans as developer and community interest develops.

In order to proceed without delay, go ahead and tell Tom he can proceed. We will place this on the Exec Session Agenda for August 1. Please send me the excerpt from the existing contract that would be modified Task IV (d) .

Thanks, Buz

On Fri, Jul 13, 2012 at 8:06 AM, Ostrodka, Curtis <COstrodka@vhb.com> wrote:

Buz,

Here are the proposed amendments to Tom Lavash's scope that we previously discussed in your office. This will permit a higher level analysis of all catalyst sites, rather than a detailed drill-down into a single site. The proposed changes do not result in a total fee or schedule change.

You agreed with this new approach conceptually but wanted the Mayor and City Council to consider it as well. Will they be able to discuss this on this Monday night's meeting? Thanks, Curt

Curtis M. Ostrodka, AICP, LEED AP

Sr Project Manager, Planning

Phone: 407.839.4006 x8049

Mobile: 407.916.9629

www.vhb.com

From: wthomas.lavash@wtlassociates.com [mailto:wthomas.lavash@wtlassociates.com]**Sent:** Wednesday, July 11, 2012 1:07 PM**To:** Ostrodka, Curtis**Subject:** Scope Revisions-Gulf Breeze Master Plan**Importance:** High

Hi, Curt,

Attached for your review please find a draft of the suggested scope changes to the financial analysis.

Let me know if you have any questions!

Thanks,

Tom

W. Thomas Lavash
Managing Principal
WTL+a: Real Estate & Economic Advisors
4235 South Dakota, NE
Washington, D.C. 20017.3030
301.502.4171 M
202.636.4002 O

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City of Gulf Breeze

PLEASE NOTE: Florida has very broad public records law. All e-mail communication with the City of Gulf Breeze is archived and may be subject to public disclosure.

TO: Mr. Curtis Ostrodka, VHB Miller Sellen
FROM: Mr. Tom Lavash, WTL+a
RE: DRAFT FOR REVIEW
Scope Refinements—Task IV (d) Market & Financial Analysis
Gulf Breeze Master Plan
DATE: July 11, 2012

As we discussed during the planning charrette for the Gulf Breeze Master Plan, and subsequently reviewed with Buz Eddy, Gulf Breeze City Manager, the following outlines the refinements to the Scope of Services identified in Task IV (d)/Market & Financial Feasibility Analysis.

Original Scope of Services

The original work detailed in Task IV (d) of the Scope of Services was intended to examine the overall investment viability of the recommended development program on a *single* catalyst site (to be determined during the planning charrette). In this effort, WTL+a was to analyze the overall financial viability of the catalyst site's development program by preparing a detailed pro forma that examines the following:

- **Investment Feasibility**—measures whether the catalyst site's development program is sufficiently feasible to attract private investment interest;
- **Residual Value**—determines whether any "residual" could potentially be used to offset the costs associated with improvements to the public realm as identified in the plan after meeting investment thresholds;
- **Tax Increment**—measures how much in potential tax increment revenues (TIF) could be generated by the program to potentially fund public realm improvements

However, during the charrette we discussed that a more useful method of understanding value creation in the plan is to measure overall feasibility of the catalyst sites *in their entirety* by preparing a stabilized year analysis. As described below, this alternative method, while not as detailed as the single site approach, is intended to produce the same residual value and tax increment analysis using a stabilized year analysis, but for multiple sites.

Revised Scope of Services

The revised scope of work would include the following tasks:

- **Stabilized Year Financials**—for each catalyst site as identified by VHB Miller Sellen and the planning team, WTL+a will prepare a stabilized year financial model. A stabilized year is the first year in which a particular use/project achieves stabilized occupancies. In most cases, the stabilized year is typically achieved in year 3, but it may vary for projects with a mix of uses. In those instances, we will use the first year of buildout.

For each site, this model will array the development program, and compare estimated development costs against net operating income (i.e., annual revenues less annual operating costs) to determine a capitalized value as a means of understanding whether the use/project achieves investment thresholds.

VHB Miller Sellen will provide specific information to WTL+a on the proposed development program for each catalyst site. This will include: site size (in acres); land use mix; size of use (in sq. ft., units, hotel rooms, etc.); and phasing. In addition, the stabilized year analysis will require order-of magnitude cost estimates of any proposed infrastructure and/or public realm improvement proposed or required, ideally distributed for each catalyst site. These order-of-magnitude estimates will be provided by VHB Miller Sellen for use in the analysis.

We note that the residual value analysis and estimates of potential tax increment revenues remain unchanged from the original scope, and will be estimated for each catalyst project.

Project Fee & Schedule

As we discussed, **there will be no changes required to either the task fee or schedule for this revised scope of services.** As per the contract, the results of this analysis will be summarized in written form as part of the final report for inclusion in the master plan.

Conclusion

Let me know if you have any questions based on your review and understanding of these suggested scope revisions. On behalf of WTL+a, I very much appreciate the opportunity to assist on the Gulf Breeze Master Plan.



City of Gulf Breeze

Memorandum

To: Mayor and City Council

From: Edwin A. Eddy, City Manager

Date: 7/26/2012

Subject: Conversion to Underground Wiring

In January, 2012, the City Council directed staff to begin work with Gulf Power on conversion of wiring to underground. Attached is a copy of the staff memo on this topic to the City Council.

During the discussions with Gulf Power, we worked on the first phase: Conversion to underground of about 4,200 linear feet of wires connecting street lights along U.S. 98. We have a binding estimate from Gulf Power of \$122,820 to accomplish this work.

We also discussed work we can call phase one (a). This would amount to placing underground the banks of wires that cross over U.S. 98 from the Bay Bridge to McDonald's. The binding estimate for this work is \$72,418.

If approved Gulf Power plans to accomplish this work after the tourist season.

The funding for this project was contemplated from the Community Redevelopment Agency Fund which has a current balance of about \$1,200,000.

RECOMMENDATION:

THAT THE CITY COUNCIL MEET AS THE BOARD OF DIRECTORS OF THE COMMUNITY REDEVELOPMENT AGENCY ON MONDAY, AUGUST 6, 2012 AND APPROVE PHASE ONE AND PHASE ONE (a) OF CONVERTING ABOVE GROUND ELECTRICAL FACILITIES TO UNDERGROUND FOR A TOTAL COST OF \$195,238.



July 10, 2012

City of Gulf Breeze
Mr. Edwin A. Eddy
PO Box 640
Gulf Breeze, Florida 32562-0640

Re: Gulf Breeze Street Light Underground Conversion along Highway 98

Dear Mr. Edwin A. Eddy,

Thank you for your inquiry regarding the conversion of Gulf Power Company's electrical facilities feeding street lights from overhead to underground along Highway 98 in Gulf Breeze. Following our preliminary, non-binding estimate, and subsequent discussions, we have finalized our pricing to include the area along Highway 98 from the Pensacola Bay Bridge just east of Daniel Drive. This proposal is to be worked in conjunction with a project that has been proposed by Gulf Power's Special Projects team.

The scope of the project is to convert existing overhead wiring feeding only Gulf Power street lighting to underground. In addition 9 concrete poles will be installed to replace existing wood poles and one wood pole will be relocated to behind the sidewalk. Please note that our costs do not include provisions for obtaining easements or landscaping. This project will also replace the existing 64 street lights along the route with new 250-watt full cut-off cobrahead lights to allow a more consistent look to the lighting along the route.

The binding cost for this project is \$122,820. This binding cost is valid only for 180 days due to changes in material and labor. Please let me know if you have any further questions. We look forward to working with you on this project.

Sincerely,



Kenneth L. Folsom
Lighting Services Supervisor
Gulf Power Company
850-444-6838

Cc: Gary Sammons
Margaret Neyman
Scott Moore
Ellis Oswald

One Energy Place
Pensacola, Florida 32520

Tel 850.444.6111



July 2, 2012

City of Gulf Breeze
PO Box 640
Gulf Breeze, Florida 32562-0640

Attn: Edwin A. Eddy
Ref: Pensacola Bay Bridge to Fairpoint Drive Underground Conversion Highway 98 Corridor

Dear Mr. Edwin A. Eddy,

Thank you for your inquiry regarding the conversion of a portion of Gulf Power Company's overhead electrical facilities along Highway 98. The conversion area included in this estimate is the existing aerial crossings from Pensacola Bay Bridge to the convenience station located at 199 Gulf Breeze Parkway. At the conclusion of the conversion, aerial span guys will remain between poles P-027001/P-026988 and P-314006/ P-026984.

Please note that the **Binding** estimate does not include provisions obtaining easements, landscaping, and relocating cable or telephone facilities. The City of Gulf Breeze will be responsible for the conversion of existing electrical service entrance (electrical meter socket, CT Cabinet, and, where applicable, secondary conductor). Each electrical service entrance requiring conversion must pass inspection by the City of Gulf Breeze Building Department. Street lighting costs are not included in the **Binding** estimate and will be addressed in a separate letter from Mr. Kenny Folsom of Gulf Power's Lighting Services Department.

If the underground electrical facilities you request are located in the FDOT road right-of-way, any future road or drainage construction could necessitate their relocation. Gulf Power Company would only relocate back to overhead electrical facilities at no charge. Any new electrical facilities relocated underground would have to be reimbursed by the concerned parties. It is strongly suggested that the City obtain easements from private property owners adjacent to the FDOT right of way.

The **Binding** estimate for this conversion is **\$72,418**. If you wish Gulf Power Company to proceed with construction, the deposit of \$194 will be applied to the **Binding** estimate cost. This **Binding** estimate is valid only for 180 days due to changes in material and labor.

Please contact me at 850.444.6068 if you have any questions.

Sincerely,

A handwritten signature in blue ink, appearing to read "Eric Pickett".

Eric Pickett
Special Projects Engineer

Cc: Scott Moore
Alan McDaniel
Margaret Neyman



City of Gulf Breeze

OFFICE OF THE CITY MANAGER

Memorandum

To: Mayor and City Council

From:  William A. Eddy, City Manager

Date: 12/30/2011

Subject: Update – Phase One – Underground Wiring

At the direction of the City Council, staff met with representatives of Gulf Power, Mediacom, AT&T and others that have wiring in the City installed on poles above ground. The purpose of the meeting was to begin to discuss and plan placing such wires underground.

The Gulf Power infrastructure is either distribution or service oriented. The wires that distribute electricity to multiple customers are more of a challenge to place underground. Generally, six-nine plastic conduits are placed in a bank parallel to the right-of-way. Wires are installed in a few of these and the remaining pipes serve as backup locations for new wire to be run if necessary. Placing this type of line underground is very expensive beginning with obtaining adequate easements and ending with the actual construction.

Separate conduits must be run far enough away to place the Mediacom, AT&T and other wires underground to complete the job.

There are 40-45 street lights along U.S. 98 in the City that are owned and maintained by Gulf Power that have a single "service" wire from pole to pole. A logical first phase of a program to place wiring underground may be to place these single purpose wires underground. Attached is a letter from Gulf Power regarding this matter. The estimated price is \$125,000 for the placement underground of about 4,200 feet of wires associated with about 43 lights.

The Council would then be able to step back and determine when and if we should proceed with phase II which would be reducing or eliminating lines that crossover 98. Phase III would be the major conduit work described earlier.

The estimate provided by Gulf Power would be subject to further evaluation and analysis.

RECOMMENDATION:

THAT THE COUNCIL APPROVE THE CONCEPT OF AN EXPENDITURE OF ABOUT \$125,000 TO ELIMINATE 4,200 FEET OF ABOVE GROUND STREET LIGHT WIRING AND REQUEST A MORE DETAILED ANALYSIS WITH A DEFINITIVE PRICE FROM GULF POWER.

Gulf Power Company
One Energy Place
Pensacola, Florida 32520
850-429-2600



December 15, 2011

City of Gulf Breeze
Mr. Edwin A. Eddy
PO Box 640
Gulf Breeze, Florida 32562-0640

Re: Gulf Breeze Street Light Underground Conversion along Highways 98/399

Dear Mr. Edwin A. Eddy,

Thank you for your inquiry regarding the conversion of Gulf Power Company's electrical facilities feeding street lights from overhead to underground along Highways 98 and 399. At the preliminary meeting, we discussed evaluating the street light overhead wiring along the entire area on Highway 98 from the Pensacola Bay Bridge to the west line of the National Park and also along Highway 399 to the Bob Sikes Bridge. An alternative option discussed at the meeting was to replace existing wooden street light poles with concrete or aluminum poles and change to different fixtures. Due to this being a FDOT roadway, the alternate option would require a complete redesign and would add significant expense. It was my understanding at the meeting that the City was looking for projects that would create the most impact at the lowest cost. In my opinion the original option meets those criteria.

The scope of the project that we evaluated was to convert existing overhead wiring feeding only Gulf Power street lighting to underground. The estimate provided assumes all conduits to be installed by directional boring. If this project moves forward, some cost savings could be realized in areas where trenching could be performed. Please note that our costs do not include provisions for obtaining easements or landscaping.

If the underground electrical facilities you request are located in the FDOT road right-of-way, any future road or drainage construction could necessitate their relocation. Gulf Power Company would only relocate back to overhead electrical facilities at no charge. Any new electrical facilities relocated underground would have to be reimbursed by the concerned parties. It is strongly suggested that the city obtain easements from private property owners adjacent to the FDOT right of way.

The non-binding estimate for the scope of work described above is \$125,000. This includes converting facilities feeding approximately 43 street lights. This non-binding estimate is valid only for 180 days due to changes in material and labor.

Many details will have to be finalized, but I hope this information answers your immediate needs. If you have any questions, please contact me at 850-444-6838. I look forward to hearing from you.

Sincerely,

A handwritten signature in blue ink that reads "Kenneth L. Folsom" followed by a horizontal line.

Kenneth L. Folsom
Lighting Services Supervisor

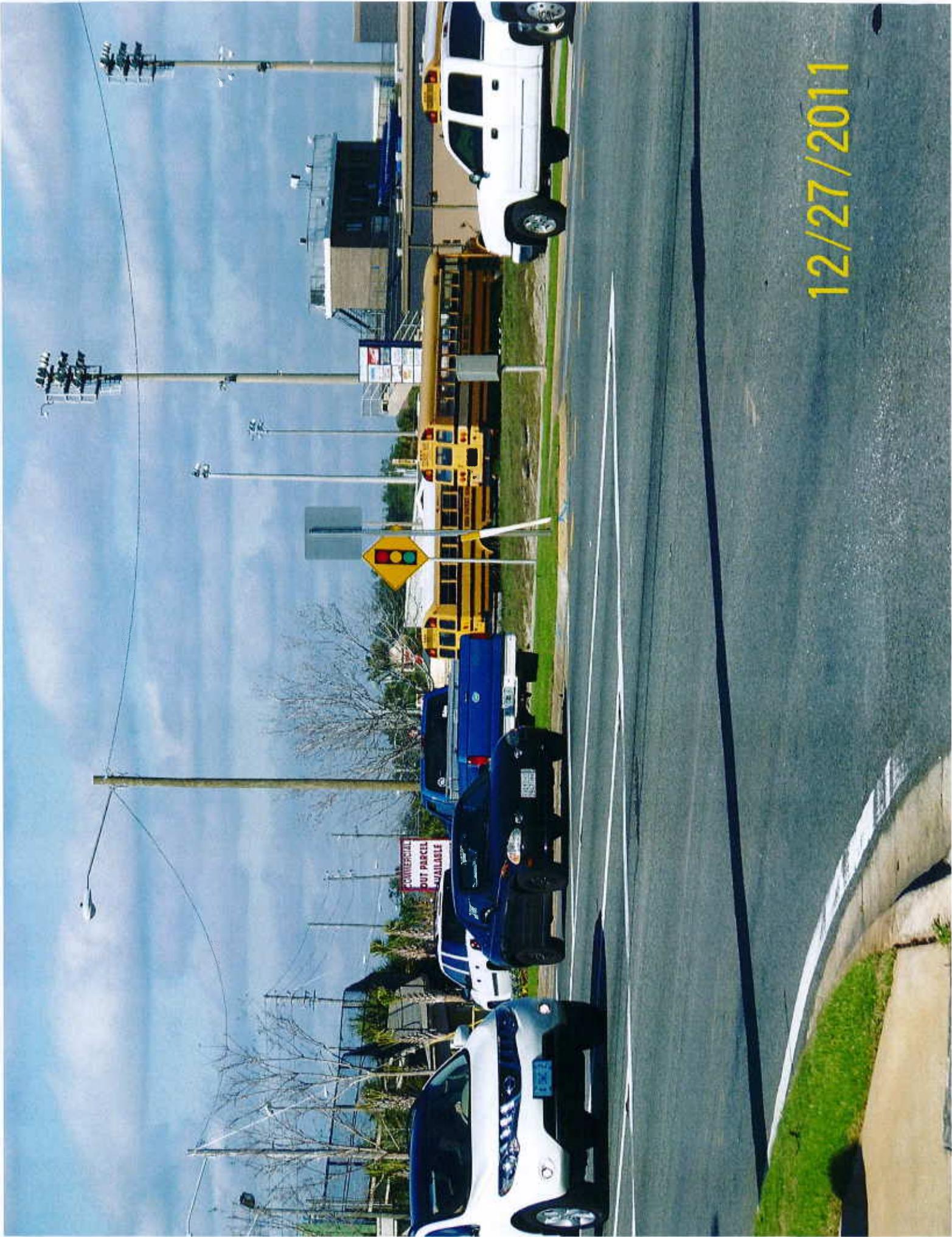
Cc: Gary Sammons
Margaret Neyman
Scott Moore
Ellis Oswald



12/27/2011

12/27/2011





12/27/2011



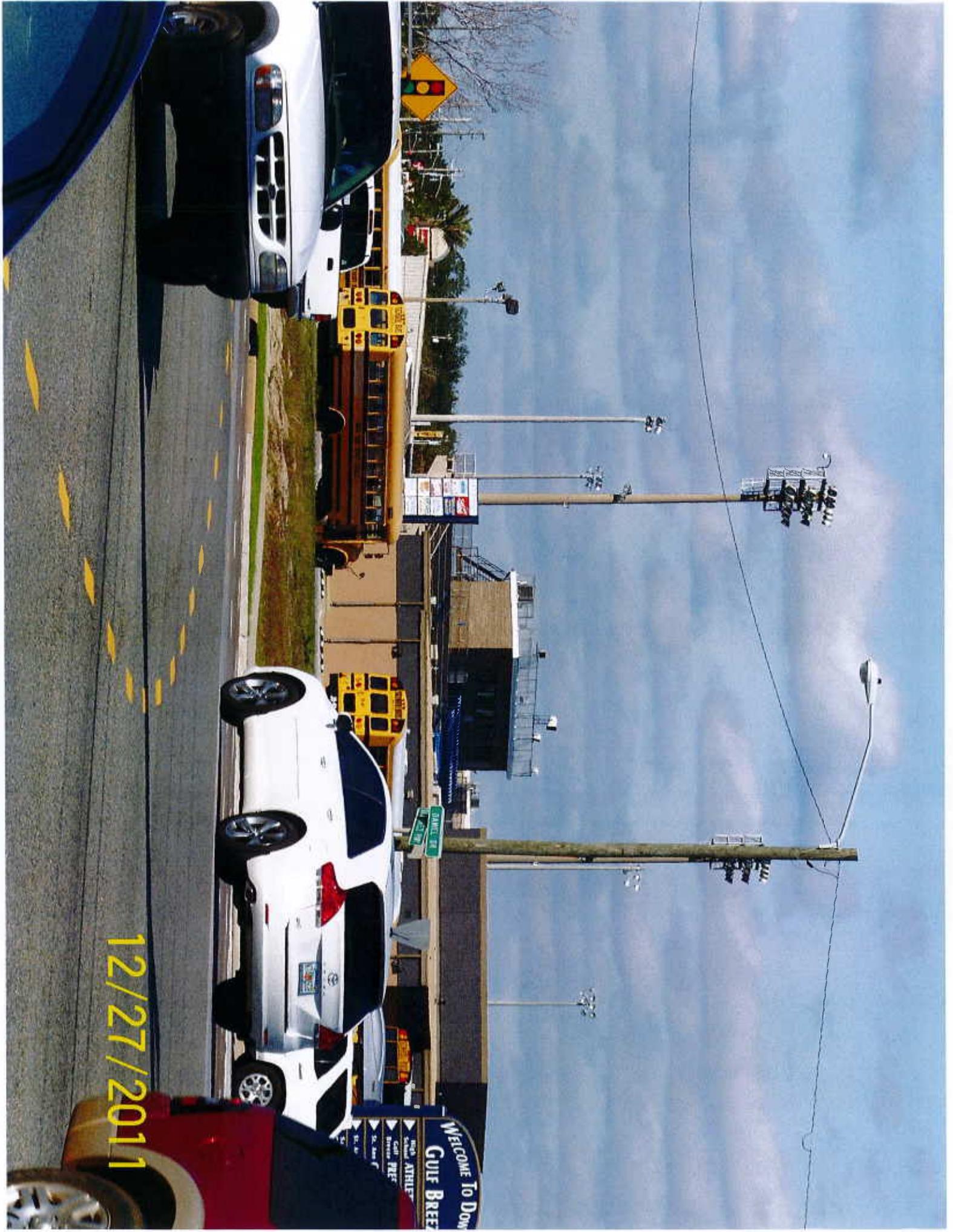
12/27/2011



12/27/2011



12/27/2011



12/27/2011

WELCOME TO DOWN
GULF BREEZE

HIGH ATHLETICS
GOLF PRACTICE
SOFTBALL

DANIEL ST
4th St



City of Gulf Breeze

Memorandum

To: Edwin A. Eddy, City Manager

From:  David J. Szymanski, Assistant City Manager

Subject: Establishment of Proposed Millage Rate for Notification To Property Appraiser

Date: July 25, 2012

“TRIM” (Truth in Millage) requirements specify that the City must notify the Property Appraiser of the City’s proposed millage rate by Friday, August 3, 2012. In addition, The City must also advise the Appraiser of the “rolled-back rate”, “maximum millage” rate and the date and time of the Tentative Budget Hearing.

For Property Appraiser notification purposes, staff recommends using 1.90 as the proposed millage rate. This enables the City the option to either adopt that rate, or some lower rate at the Budget Hearing. The “roll-back rate” is 1.9056 (That millage rate which, exclusive of new construction, additions to structures, deletions, rehabilitative improvements, will provide the same ad valorem tax revenue for the City as was levied last year). If the Council elects to adopt a millage rate of 1.90 or less, then no special notification of property owners is necessary. However, if the Council adopts a higher millage rate, then the City is required to provide an additional mailed notice to each property owner.

The City must also provide the Property Appraiser with a date, time and place for the Tentative Budget Hearing. Trying to balance meeting schedules with this years “TRIM” requirements has proven to be a challenge. The City of Gulf Breeze cannot hold our required Public Meeting on the same days as Santa Rosa County or the School Board.

Santa Rosa County – Tuesday, September 4th and Monday, September 17th
Santa Rosa School Board – Thursday, September 13th
City of Gulf Breeze Recommended – Wednesday, September 5th and Tuesday, September 18th

ECOMMENDATION: That the City Council establish 1.9 mills, as the millage rate to be provided to the Property Appraiser for notification to property owners to accomplish “TRIM” requirements. That the Tentative Budget Hearing date for adopting the Resolution for Tentative Ad Valorem and Budget and regular Council meeting be set for Wednesday, September 5, 2012, 6:30 pm at Gulf Breeze City Hall. And that the Council set Tuesday, September 18, 2012, 6:30 pm at Gulf Breeze City Hall as the date for the final millage, budget public hearing.



City of Gulf Breeze

MEMORANDUM

TO: EDWIN A. EDDY, CITY MANAGER

FROM:  CRAIG S. CARMICHAEL, DIRECTOR OF COMMUNITY SERVICES

DATE: JULY 26, 2012

SUBJECT: CHANGES TO CODE ENFORCEMENT REGULATIONS

Over the past couple of months, staff has been analyzing different ways to improve the code enforcement process. One common criticism that we receive is the amount of time we give a violator to correct the problem. With one or two exceptions, the universal time frame established in our Code of Ordinances (Code) is 30 days. Staff is proposing that City Council consider changing this time period.

When reviewing the State Statues, it only stipulates that an agency must give a violator a reasonable time period to correct the violation and that such time period shall be no more than 30 days. Staff is proposing to modify the 30 day compliance deadline with a compliance "window" of 3 to 30 days. This would give staff the flexibility to provide a shortened amount of time for minor violations such as excessive growth of weeds/grasses, unbundled yard debris at the curb, parking violations and etc. For more complex issues such as an unsafe structure, staff would stipulate a longer period time. I have included an example of how the language might track. This particular example is pulled from Section 8-28(1)(c) of the Code which deals with the abatement of public nuisances.

State that the owners of the building, lot or parcel will be allowed ~~30 days~~ a **reasonable time period** for the performance of such acts which will render the building, lot or parcel in conformity with sections 8-26 and 8-27. **Such time period will be determined by the City and shall be no fewer than 3 calendar days and no more than 30 calendar days.**

RECOMMENDATION: THAT THE CITY COUNCIL APPROVE THE CONCEPT OF ESTABLISHING A COMPLIANCE "WINDOW" AND DIRECT STAFF TO DRAFT AN ORDINANCE WHICH WOULD MODIFY THE APPLICABLE SECTIONS OF THE CODE OF ORDINANCES.



July 11, 2012

Buzz Eddy
City of Gulf Breeze
PO Box 640
Gulf Breeze, FL 32562

Dear Buzz:

Santa Rosa County has had high performance in economic development and corresponding industrial job growth in recent years. The winning combination has been supportive commissioners and a successful public/private EDO.

The BCC provided industrial park product development and key incentives for new jobs.

TEAM/SEA landed new industries and helped existing ones grow and expand jobs.

There are 1437 documented new jobs created during our last 3-year contract which spanned the recession.

I became TEAM's Chairman last October just as the political brick bats were starting to fly. Like many other people, I have invested hundreds of volunteer hours in working to improve our organization. I am not a politician but have worked hard to represent TEAM/SEA to the politicians, the press, and the public.

Now, Santa Rosa County citizens need your help. They are counting on leadership from the business community as we all work together to improve our local economy through job growth.

Please form your own opinion about the way forward for economic development.

Then talk with your neighbors and write to our politicians.

There is a bunch of documentation enclosed that you may want to refer to:

Job adds (1437) and losses (445) during last 3-year contract 2008-2011.

TEAM/SEA's 2008-2011 \$: BCC Operations-\$1,317K, Members-\$229K, Grants Won-\$3,690K.

My idea for competitive bidding the next EDO contract.

White Paper sparked by Commissioner Lynchard's Memo promoting government takeover of ED.

BCC Minutes from 10/6/11 ED Workshops -- Job Creators (business people) love TEAM/SEA.

Thank you,

David E. Hoxeng, Volunteer Chairman
TEAM Santa Rosa EDC, Inc. dba Santa Rosa Economic Alliance
dhoxeng@CatCountry987.com

P.S. The underlying "problem"? It is not about PERFORMANCE. TEAM/SEA has a documented success in job growth. It is about PROCESS and POLITICS. Simply stated, some politicians want direct control of ED operations and priorities, and thus politicizing the ED process. A bad plan that failed Santa Rosa in the '80's. The TEAM/SEA Board will not change our By-Laws to abdicate control of our Board to the political appointees so now some politicians say they want BCC employees to take over as EDO.

Dave's idea for Competitive Bidding for next EDO Contract

7/10/12 By Dave Hoxeng

Santa Rosa County should do RFP Soliciting Competitive Bids

(Not yet discussed with our Board)

AIRBUS suppliers and RESTORE \$ are coming! The WHITING AVIATION PARK is happening! These are big opportunities to win new quality jobs for our community. It is important to continue to have a strong economic development organization (EDO) in Santa Rosa.

This is America ... where we value competition. One commissioner previously suggested that the county do a RFP soliciting competitive proposals for the economic development contract. Let's ask the BCC to issue a RFP with competitive bids due back August 31st for a new EDO contract starting October 1st. Bidders would likely be TEAM/SEA, Pensacola Chamber and the county staff for the governmental control option.

A competitive RFP would give the BCC the opportunity to specify what they want from a new contractor. For instance, commissioners have talked about expanding TEAM/SEA's mission to do tourism development, retail store development and/or small business support. But the BCC has not yet issued their direction on this.

TEAM/SEA's current contract is focused on "industrial" job development working with big and small businesses. "Industrial" is defined as businesses that "export" >50% of their products/services outside our 3-county area; and thereby bring "wealth" into our community. The new EDO contractor could hire people with skill sets in tourism, retail and/or non-industrial small business development. If that is what BCC decides it wants.

TEAM/SEA is proud of its PERFORMANCE in job creation. During the last 3-year contract, 1437 new jobs in Santa Rosa were documented. TEAM/SEA is a non-profit 501(c)6 public/private partnership which has been run by an independent Board of Directors for 20 years.

Business people have contributed thousands of hours to TEAM/SEA in the last year as we work together with the business community and our commissioners to create new jobs. Business people know how to make payrolls and create jobs. Some politicians want control and are now telling the TEAM/SEA business volunteers "thanks" for your work, government will take it from here.

How many times have we seen government do a better job of running anything in America?

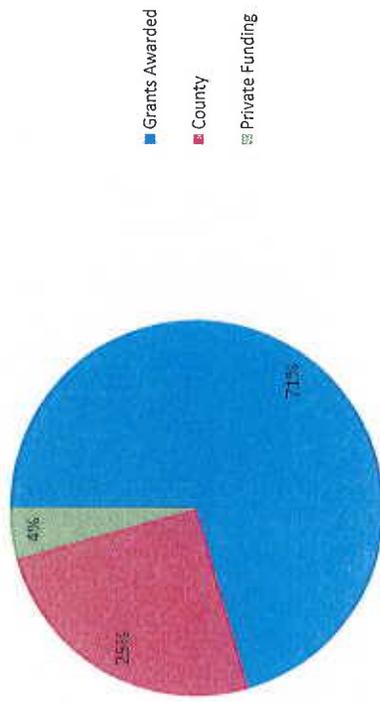
Job Creation 36-Month Snapshot

| Industry | Number of Employees as of Last Visit | Jobs Added in the Last 36 Months | Projected Jobs Next Three Years | Jobs Lost | Industry | Number of Employees as of Last Visit | Jobs Added in the Last 36 Months | Projected Jobs Next Three Years | Jobs Lost |
|-------------------------------------|--------------------------------------|----------------------------------|---------------------------------|-----------|-----------------------------|--------------------------------------|----------------------------------|---------------------------------|------------|
| 84 Lumber | 0 | 12 | 0 | 12 | Lifeguard Ambulance Service | 162 | 50 | 50 | 0 |
| AEI | 65 | 65 | 50 | 0 | Listener Group | 0 | 0 | 0 | 60 |
| Absolute Consulting | 37 | 12 | 0 | 0 | MeltPro | 9 | 4 | 0 | 0 |
| Aeroenvironmental | 0 | 0 | 0 | 43 | MTI | 0 | 0 | 0 | 70 |
| Andrews Institute | 13 | 5 | 30 | 0 | Perfect Birds | 20 | 8 | 5 | 0 |
| AppoRiver | 147 | 51 | 5 | 0 | Power Secure | 40 | 40 | 20 | 0 |
| Avalex | 0 in Santa Rosa | 0 in Santa Rosa | 80 | 0 | Prestige Fire Systems | 0 | 20 | 0 | 20 |
| Blackwater River Detention Facility | 348 | 348 | 0 | 0 | Quality Assurance | 2 | 2 | 0 | 0 |
| Boise | 28 | 4 | 0 | 0 | Ropella and Associates | 12 | 7 | 0 | 0 |
| Clearwire | 125 | 350 | 0 | 225 | Studer Group | 55 | 25 | 0 | 0 |
| Davis Express, Inc. | 12 | 12 | 13 | 0 | Taminco | 70 | 0 | 5 | 0 |
| Formweld Fitting | 23 | 3 | 0 | 0 | Tata Business Solutions | 239 | 152 | 50 | 0 |
| FOSSCO | 5 | 5 | 0 | 0 | Teletech | 215 | 225 | 0 | 10 |
| Framatech | 4 | 4 | 0 | 0 | Whip-It | 15 | 10 | 30 | 0 |
| GDL Cycles | 0 | 0 | 0 | 5 | WTEC | 12 | 0 | 110 | 0 |
| H.T. Hackney | 74 | 25 | 10 | 0 | | | | | |
| | | | | | TOTALS | 1,732 | 1,439 | 458 | 445 |

All data is per last conversation with these companies and includes only those industries that expanded or closed during this 36-month period.



**TEAM \$ by Revenue Source for last 3-Year
Contract 10/01/08 - 09/30/11**



Recap TEAM Santa Rosa - Santa Rosa County 10/01/08 - 9/30/11

Grants Won

See Grants Recap

Total **\$3,689,864**

County Funding

2010/11 \$413,480

2009/10 \$435,240

2008/09 \$468,000

Total **\$1,316,720**

Members Funding

2010/11 \$78,779

2009/10 \$74,500

2008/09 \$75,995

Total **\$229,274**

Total \$5,235,858

Over 3 year period

Grants Awarded

\$3,689,864

County

\$1,316,720

Private Funding

\$229,274

6/15/12

6/15/12

Special Meeting
Economic Development Workshop
October 6, 2011
Milton, Florida

Present: Chairman R. Lane Lynchard and members Jim Melvin, Don Salter, Jim Williamson, and Robert A. "Bob" Cole. Also present were the County Administrator (Hunter Walker) and County Attorney (Angela Jones).

Opening Comments

Lynchard said this meeting is being held for several reasons. He said one is to look back on the accomplishments of TEAM Santa Rosa over the last few years and figure out what TEAM is doing right. Lynchard said the Board can evaluate the structure of the County's economic development organization in Santa Rosa County. He said TEAM has been in place, largely in its current form for the better part of a decade; it is past time to review the way the County does economic development in Santa Rosa County. Lynchard said part of evaluating the effectiveness of an organization involves taking a hard look at its brand (what is the public perception of TEAM). He said in order to be successful the County's economic development organization has to have the confidence of this Board and the public we serve. Lynchard said "is it time to re-brand TEAM, and what does that involve. Does it involve personnel changes?" He said a lot of questions must be answered. Lynchard said the County's economic development organization has to represent our County and instill confidence in all citizens, businesses that operate in Santa Rosa County, and those businesses that look to Santa Rosa County for their next location. He said this is going to be a process, not an event. Lynchard said whatever the Board decides must be well thought out. He said this decision is important. Lynchard said at the end of this process, his goal is to have an organization in place that is effective, accountable, has the support of this Board, businesses and industries in Santa Rosa County, and the public. He said Santa Rosa County has so much to offer businesses and industries in Santa Rosa County. Lynchard said Santa Rosa County has access to rails, the interstate, deep water ports, and has a great relationship with the military. He said the military serves as a wonderful buffer through the recent economic downturn. Lynchard said the military has been invaluable to Santa Rosa County. He said the Board needs to make sure its economic development organization is structured and operated in the best possible way. Lynchard said Santa Rosa County needs every advantage it can get when competing for new businesses and when trying to grow and retain existing businesses. He said the Board needs to be prepared to make necessary changes.

Melvin said this morning he made a comment that was lost in the discussion. He said he would like to request the Board accumulate all costs. He said everyone can see the funds transferred from the County budget to TEAM (approximately \$400,000.00 and \$50,000.00 for marketing). Melvin said one thing that would be helpful and necessary for an accurate picture is for TEAM Santa Rosa to accumulate the expenditures from specific funds so the Board has an accurate picture for infrastructure that had to be added. He said Haniford will be more than happy to help with this request. Melvin said he is also available if help is needed. Cindy Anderson said this is probably something that will be handled by Haniford. She said this money never goes through or comes to TEAM Santa Rosa. Anderson said Haniford has records. She said TEAM Santa

Rosa's operating budget was provided to the Board line item by line item. Anderson said Haniford will be the best individual to provide figures with regard to what the County expends. Melvin said he asked for a report of expenditures on developmental items, and these costs need to be included in the report.

TEAM Santa Rosa EDC, Inc.

Dave Hoxeng gave a Power Point Presentation covering the following topics:

- International Economic Development Council
(Main Goal of Economic Development)
- Create a Competitive and Sustainable Economic Development
- Economic Base
- Jobs by Industry 2011 to 2016
(Average pay in 2011)
- TEAM Revenue Breakout
(Grants written by TEAM, SRC funding, and TEAM memberships and miscellaneous revenue)
- Summary of recent poll (131 random interviews in Santa Rosa County)
- Job Creation (36 month snapshot)
- Buildings & Sites (Availability)
- Workforce Development
- Business Climate

Hoxeng said he is in the radio business, and many radio stations are research oriented. He said last week he decided to hire a polling company to call Santa Rosa County residents and ask them about economic development. Hoxeng said it turns out things don't look so bad compared to what he thought last week when people told him there was much dissatisfaction with economic development in Santa Rosa County. He said the polling company randomly interviewed 131 people living in Santa Rosa County, 18 years of age and older. Hoxeng said the polling company used a scale of 1 to 10 (with 1 meaning very bad and 10 being great). He said the first question asked by the polling company during the interviews was "How do you feel about Santa Rosa County's efforts to support job growth in our county?" Hoxeng said 72% were moderately happy to very happy, and approximately 25% of those interviewed were negative. He said these results are excellent considering the economic downturn Santa Rosa and the entire nation have been part of for the last few years. He said the second question was "Are you familiar with an economic development organization called TEAM Santa Rosa. If so, using the 1 to 10 scale, how good of a job do you think TEAM Santa Rosa is doing for our County?" Hoxeng said 52% of people did not know what TEAM Santa Rosa was. He said of those people that did know TEAM Santa Rosa, only 11% were negative towards TEAM Santa Rosa's performance. Hoxeng said while there is some dissatisfaction in the County with economic development, people are happy. He said typically 80% of job growth comes from people who are already in Santa Rosa County. Hoxeng said a significant portion of what TEAM Santa Rosa does, along with other economic development organizations, is to help companies who are already in the County grow and expand. He said at this morning's meetings there were a number of people who talked to the

Board from businesses who talk specifically about TEAM Santa Rosa and what this organization did to help them.

Hoxeng said some people know there is a well established pricing model for the County owned property in the County's industrial parks. He said this pricing model was set by the Board. Hoxeng said if a company brings enough jobs at a good enough price, the company can essentially get the land at no cost. He said commitments from the company must be made, and the company is held to these commitments. Hoxeng said if commitments are not met, money has to be paid back to the County. He said this is a great asset in Santa Rosa County. Hoxeng spoke of another great asset in Santa Rosa County, known as the super QTI. He said a number of TEAM Santa Rosa's clients have taken advantage of this offer. Hoxeng said no other County in Northwest Florida offers this type of training.

Melvin said this morning there was discussion on the blended stat number. He said he asked this number be broken out. Melvin said Hoxeng offered this number to the Board again tonight as a blended number. He said his memory of this number is that it is largely composed of only moderately satisfied. Melvin asked Hoxeng to break out the composition for the Board. Hoxeng said as far as the satisfaction with TEAM Santa Rosa, 48% of the people who were familiar with TEAM Santa Rosa, 11% were negative and 24% were moderately happy. He said somewhat happy was 12.9% and the very positive was .9%. Hoxeng said essentially 11% of the people were negative of TEAM Santa Rosa out of the people interviewed. Melvin said only .9% were very well satisfied.

Ferdinand Salomon talked about results and performance of TEAM Santa Rosa. He said economically this is a very tough time. Salomon said unemployment is very high. He said competition for available prospects is very fierce. Salomon said he understands the citizens of Santa Rosa County want to get a good return on their investment. He said subjective measurements include feedback from businesses that have done business with TEAM Santa Rosa. Salomon said from 2008 until 2011, one thousand net jobs came to Santa Rosa County; this equates to \$30 million back into the local economy. He said TEAM staff has worked with all of these businesses. Salomon said he felt TEAM has had a significant hand in obtaining these one thousand net jobs. He said the results are there and easy to see. Salomon said the objective measures are harder to see. He said earlier today there was a long list of people who came and spoke about TEAM Santa Rosa and what TEAM Santa Rosa means to those businesses. Salomon asked several business owners in the community to come forward and speak.

John Watson with Whip-It said he has studied some of what is going on today and felt some of the accusations are crazy. He said he felt some of this is politically motivated. Watson said he wants to tell the Board what TEAM Santa Rosa has done for him as a businessman, the community, and what TEAM Santa Rosa has done for growth associated with his business. He said because of TEAM Santa Rosa, 25 employees are being paid instead of 5 employees. Watson said because of TEAM Santa Rosa he projects to hire another 30 employees in the next 12 months. He said his company is currently hiring. Watson said hiring of employees is a direct result of the help TEAM Santa Rosa has given to him. He said he previously owned a marina, and TEAM Santa Rosa stepped up to help him obtain a bridge loan to help him stay in business and keep 20 people employed at that time. Watson said this same group helped him get

reopened to keep 20 employees employed at that time. He said after the hurricane, everyone was hurting. Watson said TEAM Santa Rosa jumped up to help him. He said he was one of the first restaurants that re-opened after the hurricane as a direct result of TEAM Santa Rosa's efforts and help. He said these are the little things that matter. Watson said his business recently exploded because of press help received from TEAM Santa Rosa. He said he currently owns a manufacturing facility. Watson said he was located in an industrial park in Santa Rosa County (an industrial park not owned by the County). He said in this particular park, he needed three-phase power. Watson said at one end of the road within this park there was three-phase power and at the other end of the road within in the park there was not any three-phase power. He said three-phase power is needed for those businesses in manufacturing. Watson said he had to re-power the building he was in. He said he sent a couple of emails to Cindy Anderson and Tina Stewart with TEAM Santa Rosa, and they helped him get through the process to get Gulf Power to put in a new box; this allowed him to start his manufacturing operation. Watson said it is the little things that TEAM Santa Rosa does that the Board does not see or hear about that really makes a difference. He said at the meeting held this morning, individuals questioned Anderson's education. Watson said this does not matter. He said he is in the soap business and all he did was play football. Watson said Anderson is a good person and it does not matter whether or not she has an education in marketing or real estate. He said good people do good things that help other people. Watson said TEAM Santa Rosa is bringing in many more millions than what the County is giving them. He said if TEAM Santa Rosa was in the banking business, the employees employed with TEAM Santa Rosa would be receiving bonuses, etc. Watson said no matter what happens from this day forward, TEAM Santa Rosa and Anderson will be under scrutiny and questioning. He said TEAM Santa Rosa has helped him tremendously. Watson said he does not understand why Anderson and TEAM Santa Rosa are being questioned.

Jason Kimbrell, Lifeguard Ambulance, said in his current capacity he travels all over the Panhandle and into the Gainesville area. He said he has seen the impacts of an unplugged commission or an unstable economic development arm. Kimbrell said he felt the energy, drive, and determination of TEAM Santa Rosa is what the Board wants out of them. He said "is this house perfect?" Kimbrell said "absolutely not." Kimbrell said the County is in tough economic times. He said the need for a stronger economic development structure is important. Kimbrell said the Board needs to take a good look at what it has. He said "let's tweak it and do some alignments to it." Kimbrell said the County and many businesses have been the beneficiaries of good guidance. He said TEAM Santa Rosa supported Lifeguard Ambulance in pointing them in the right direction of a grant in Tallahassee (Incumbent Workforce Training Grant) that Lifeguard Ambulance was ultimately awarded. Kimbrell said TEAM Santa Rosa assisted Lifeguard Ambulance in studying their market; there was nothing locally that could be of support. He said retaining jobs is just as important as creating jobs. Kimbrell said Lifeguard Ambulance has certainly been benefiting from hard efforts on both sides.

Dana Morris, Gulf Breeze City Council, said he appreciates the position each of the Board members are in. He said a city council is a smaller subset of a Board of County Commissioners. Morris said he is not only a member of the Gulf Breeze City Council but also a prosecutor for State of Florida for the Attorney General's office. He said he is also on the board for TEAM Santa Rosa as an assignment from the Mayor. Morris said he has been on the board for TEAM for the last 10 months. He asked everyone to look at TEAM's annual report. Morris said

economic development for Santa Rosa County and any other county trying to compete for jobs is absolutely critical. He said economic times are absolutely desperate, and other counties and states are competing unlike they ever have. Morris said if Santa Rosa County does not have something in place, like TEAM Santa Rosa, Santa Rosa County could suffer. He said he is suggesting Santa Rosa County has something really good in place. Morris said TEAM Santa Rosa is a fantastic group that is getting results. He said he does not say this because he is obligated to but says it because he has seen it over the last 10 months and because he believes it. Morris said the most important thing is economic development for businesses and people in Santa Rosa County. He said he felt the Board will be pleased once they see what TEAM Santa Rosa contributes. Morris said the City of Gulf Breeze has benefited from and is a major advocate for TEAM Santa Rosa.

Chuck Faulkner said he works for Goodwyn, Mills, & Kaywood which is a full service engineering and architectural firm. He said he felt Kimbrell made a good point earlier about TEAM Santa Rosa and how it relates to the rest of Northwest Florida. Faulkner said he would like to give two illustrations to support this point. He said his firm was fortunate enough approximately three years ago to be able to do an industrial site assessment (analysis of available industrial property in Northwest Florida) for the entire Northwest Florida region. Faulkner said in doing this assessment, his firm was able to work very closely with every local economic development organization across the 16 county region. Faulkner said there are some great economic development organizations across the region. He said TEAM Santa Rosa and Santa Rosa County are at the top of the list, both in available infrastructure and in the professionalism of the staff. Faulkner said this is a credit to the County and to TEAM Santa Rosa. He said the second point is that he works very closely with regional utilities and a couple of mass transportation companies. Faulkner said both of these entities have individuals focused on economic development, trying to bring business to this area to support their business, whether the utility or transportation company. He said he has regular conversations and relationships with these entities. Faulkner said he is often asked by these individuals "where is the best place to do business?" He said every time the answer is "TEAM Santa Rosa." Faulkner said this is where these entities get the response, where the opportunities are, and where the professionalism is. He said this speaks highly of the Board of County Commissioners and TEAM Santa Rosa. Faulkner said if he did not see these things with his own eyes he would not spend his time or invest financially in Santa Rosa County. He said he believes what he is telling the Board. Faulkner asked the Board for its continued support of TEAM Santa Rosa. He said he requests this as a local taxpayer and as a business representative that invests in Santa Rosa County in trying to improve Santa Rosa County.

Salomon said Jerry Cartwright is present at tonight's meeting representing Florida First Capital Finance Corporation. Cartwright read aloud a letter in support of TEAM Santa Rosa and its effectiveness as the County's economic development arm; this letter was written by the President and CEO of Florida First Capital Finance Corporation. He said his company specializes in financing programs for small business.

Salomon read aloud a letter from the Senior Vice-President of Project Development at the GEO Group. The letter stated the Geo Group visited approximately half a dozen locations throughout the State to locate their proposed facility. One of the locations was Santa Rosa County. The

Santa Rosa location rose to the top in the selection process, and TEAM Santa Rosa was a major factor in the decision to locate in Santa Rosa County. Anderson and her group were extremely accommodating; the group coordinated meetings with local, county, and city officials to garner support for the project. Cindy Anderson followed up with the Geo Group to make sure everything progressed on schedule and helped facilitate all necessary agreements. The letter said that TEAM Santa Rosa is a special group in Santa Rosa County supporting the growth in Santa Rosa County. Salomon said the GEO Group is a facility in Santa Rosa County that employs 400 employees with a payroll of approximately \$13 million annually.

Accomplishments of TEAM Santa Rosa-Cindy Anderson

Anderson said after the meeting this morning she had several people remind her of other accomplishments. She said TEAM Santa Rosa facilitated 95 loans after Hurricane Ivan to local businesses (not just industries). Anderson said after Hurricane Dennis TEAM Santa Rosa facilitated 5 loans, and after the BP Oil Spill 27 loans. Anderson said TEAM Santa Rosa does not give these loans but does bring in the Small Business Administration (SBA), the Small Business Development Council (SBDC), and all other entities necessary for businesses to get back on their feet. She said TEAM Santa Rosa does this immediately after any event. Anderson said these are little accomplishments the Board does not see. She said TEAM Santa Rosa is in charge of park management. Anderson explained these responsibilities. She said TEAM Santa Rosa is also in charge of grants. She said in 2009 TEAM Santa Rosa applied for 5 grants and was awarded all 5 grants. Anderson said in 2010, 6 grants were applied for and 3 were awarded. She said in 2011, 6 grants were applied for and 3 have been awarded thus far. Anderson said TEAM Santa Rosa is still awaiting an answer on 1 of the remaining grants. She said total grants awarded for a 3 year period was \$2,057,100.00 and funding from the County was \$1,316,718.00. Anderson said there has been a return on the County's investment. She said TEAM Santa Rosa's most important priority is the military. Anderson said agribusiness is not only the financial input to Santa Rosa County's economy but also Santa Rosa County's culture. She said this is something very unique in Santa Rosa County. Anderson said Santa Rosa County has white sandy beaches, agricultural land, and the State Forest. She said we must protect the culture and diversity that is part of Santa Rosa County. Anderson said the protection of agribusiness is one of those things. She discussed volunteer hours evolving from committee members and the Board of Directors. Anderson said over \$43,000.00 is invested by these volunteers (based on \$30.00 per hour approved by the State of Florida). Anderson discussed projects in the pipeline. She said for those who do not know pipeline terminology, economic developers always have to have active projects in the pipeline. Anderson said some projects will go into the pipeline and never come out. She said some of these projects will come through the pipeline. Anderson said there are 5 projects in the pipeline looking at the Clearwire building. She said TEAM Santa Rosa's goal is to be able to put a company into the Clearwire building as soon as Clearwire vacates at the end of the year. Anderson said TEAM Santa Rosa has received more activity on this single facility than anything they have had. She said TEAM Santa Rosa has a total of 11 projects currently in the pipeline. Anderson said hopefully before the end of the year, some of these projects will come out of the pipeline.

Hoxeng said it seems nowadays that TEAM Santa Rosa is working all of its opportunities together with the Pensacola Bay Area Chamber of Commerce, and the Pensacola Bay Area

Chamber of Commerce does the same. He said TEAM Santa Rosa and the Pensacola Bay Area Chamber of Commerce want people to land in this area and not go to Alabama or Texas. Hoxeng said Texas is tough because Texas has hundreds of millions of dollars in closing funds. He said Florida has \$50 million in closing funds, and this amount increased from last year. Hoxeng said these closing funds are funds from the Governor's office to help a company relocate. He said competition is very tough. Hoxing shared the Clearwire story. He said he has called a Board meeting one week from today to discuss what happened at today's (2) workshops. He said he would like to come back at the November Board meeting with a report and recommendations.

Public Forum

Henrietta Lawlor said TEAM Santa Rosa has made some changes with how they do things recently. She said changes only came when pressure was placed on TEAM Santa Rosa. Lawlor said much of what TEAM Santa Rosa is claiming as a success would probably have happened anyway. She said she is interested in seeing the spreadsheet Melvin requested. Lawlor mentioned the Pullum Industrial Property purchase which was cheered on by TEAM Santa Rosa. Lawlor said there was a recommendation of an interest only loan with regards to the Pullum property. She said she could not believe what she was heard at that time. Lawlor said TEAM Santa Rosa targets businesses with high numbers of employees. She said TEAM Santa Rosa should work with smaller diverse companies. Lawlor said smaller businesses have failure rates like bigger businesses, but smaller businesses can grow with nurturing. She said the Board should have more hands on than what has been done in the past if the County is going to fund economic development. Lawlor said the Board allowed TEAM Santa Rosa, at times, to get out of control. She said the Board should consider working with other groups. Lawlor said she does not agree with partnering with the Chamber in Escambia County.

Lauretta Aiken said she looked over where Santa Rosa County residents are employed. She said in 2009 only 12.7% of Santa Rosa County residents worked in Santa Rosa County. Aiken said she lives in Navarre, and Navarre will not receive any benefits from TEAM Santa Rosa because TEAM Santa Rosa does not deal with anything in the Navarre area. She said Navarre does not have an industrial park or a place for large corporations to locate at this time. Aiken said maybe Navarre needs to get a portion of TEAM Santa Rosa's funding to use in connection the Navarre Chamber to go after businesses. She said Navarre needs jobs. Aiken said many citizens are forced to leave this area to get a decent job with a decent salary.

Michele Tucker said she is neither for nor against TEAM Santa Rosa. She asked TEAM Santa Rosa to consider expanding to the South End of the County and focus more on tourism. Tucker said tourism brings in a lot of money to Santa Rosa County. She said the North End and South End of the County need to come together.

Wallis Mahute said Santa Rosa County has so many good aspects from beaches to woodlands, agriculture, etc. She said she has lived in many places. Mahute encouraged whoever is doing economic development to focus on industrial growth in Santa Rosa County in a manner that will preserve and protect Santa Rosa County's natural resources to preserve quality of life. She said TEAM Santa Rosa apparently has a lot of volunteers. Mahute said if volunteers must be brought

in to teach or show how things are done something is not right. She said whomever has to do the job in the future may need a different educational background or more experience with economic development.

Jerry Couey thanked the Board for the opportunity to hear what citizens have to say. He said said the County has had a contract with TEAM Santa Rosa County for three years and not one time has the contract been followed. Couey said a nice brochure has been produced on job numbers, but just three weeks ago the economic development representative said she could not give those numbers. He said he felt the numbers in the brochure should be right but obviously they are incorrect. Couey said the brochure does not show any job losses for Tata or Clearwire. He said when considering "real numbers" TEAM Santa Rosa is approximately 630 jobs at best, counting the prison. Couey encouraged the Board to ask to see the actual figures. He said there were a couple of meetings held behind closed doors at TEAM Santa Rosa. He said Florida's Great Northwest was brought up. Couey said he talked about Florida's Great Northwest at a previous meeting approximately two months ago. He said he has talked with Mr. Kirkland a couple of times. Couey said Florida's Great Northwest speaks in support of TEAM Santa Rosa. He said this organization has used \$15 million worth of federal funds. Couey said he has requested to see this information and the press has requested to see it. He said he has made a Freedom of Information Request to see the information. Couey said he received nothing but a colorful brochure. He said a Gulf Power representative stood before the Board telling them that Florida's Great Northwest is a wonderful thing. Couey said he is sure Gulf Power does think that Florida's Great Northwest is a wonderful thing since Gulf Power received \$389,000.00 of the \$15 million from Florida's Great Northwest to train their employees. He said he has been taking independent polls in Santa Rosa County. He said the working people of Santa Rosa County are not impressed with activities at TEAM Santa Rosa. Couey said a judge has ruled that the Florida Legislature violated state constitution in doing anything with private prisons, referencing the GEO Group. He said there may be additional problems on top of that. Couey said two counties in the State of Florida looked at economic development with the help of a consultant. He said these two counties ended economic development in their county. Couey said he is not suggesting ending economic development in Santa Rosa County but said he is suggesting finding some new employees. He asked the Board to reorganize, find some new employees, change the name of the entity, and move on and do right by the County.

Kaci Moore said 7 years ago she returned to this area after 45 years. She said she remembers a very different environment starting in Fort Walton Beach and moving west to Mobile. Moore said as a former business woman, retired veteran, a professional who is licensed in three different disciplines (law, medicine, and science) she has tried to give to this community. She said the citizens do not want the type of growth the Board perceives is necessary to bring good paying jobs into this area. Moore said a poll is very easy. She said women are not welcome in this area; there is not a lady on the Board. Moore said there is a lady running TEAM Santa Rosa that is being hammered. She said this is very discouraging. Moore said she came to Santa Rosa County to maintain her standard of living. She said as a single woman in this area, without family, this has been very difficult. Moore said her efforts as a citizen have been to encourage other citizens to support the Board to help them do a better job. She said she would love to see large companies locate in the industrial park.

James Hosman with Florida First Capital Finance Corporation said Jerry Cartwright read a letter from their company's CEO earlier in the meeting. He said his company is chartered by the government to create one job for every \$65,000.00 they lend. Hosman said he covers 18 counties in Northwest Florida. He said he has worked with every single economic development council in the Panhandle. Hosman said he has never worked with an economic development organization like TEAM Santa Rosa in the ten years of working with all of the economic development organizations he has worked with. He said TEAM Santa Rosa has consistently come to the table with our borrowers and said "here is an incentive package for your client and this is what we can offer in Santa Rosa County." Hosman said this package that has been used in the past has been used by borrowers at First Florida Capital to get loans they would not have been able to get otherwise. He said those businesses are still in business in Santa Rosa County, are successful businesses, and still creating jobs in the community. Hosman said he would like to reiterate that TEAM Santa Rosa does not just deal with large businesses. He said the businesses TEAM Santa Rosa deals with are smaller businesses, not just large businesses. Hosman said he would like the Board to take this into consideration. He said he can personally tell the Board from experience from dealing with every single economic development organization in the Florida Panhandle that TEAM Santa Rosa offers incentives and comes to the table clearly prepared better than any other economic development organization in Northwest Florida.

Barry Fulford said his business began as a backyard operation, and then he was introduced to TEAM Santa Rosa. He said without TEAM Santa Rosa his business could not have grown and expanded like it has. Hulford said his company is in this area because of TEAM Santa Rosa.

Kevin Hobbs asked the definition of a small business. Lynchard said typically nine employees or less. Hobbs said he is neither for nor against TEAM Santa Rosa. He said has spent several million dollars in Pace developing a shopping center. Hobbs said this shopping center currently employs approximately 35 employees. He said he has never met any of the individuals associated with TEAM Santa Rosa or been approached by TEAM. Hobbs said TEAM Santa Rosa has never helped him motivate his business. He asked TEAM Santa Rosa to find out more about small business, not just larger businesses, and businesses who currently reside in Santa Rosa County. Hobbs said he pays taxes in Santa Rosa County and has never received any benefits from TEAM Santa Rosa.

Jerry Burden said he is probably the historian of TEAM. He said in 1993 he was one of several individuals who were asked by the Board at that time to serve on a steering committee to look at how economic development in Santa Rosa County can be reorganized. Burden said at that time, the economic development office had been closed. He said this group of community leaders, individuals, and business people met and worked through several processes. Burden said the committee looked at economic development organizations/operations in many counties and states. He said the result was TEAM Santa Rosa as a model. Burden said that model has worked up until now. He said he is not sure why all of a sudden it is not working now or if it is only a perception it is not working. Burden said this morning the Board heard from several, including Kirkland with Florida's Great Northwest, about the importance of the model that TEAM Santa Rosa uses. He said several others spoke on the importance of having a private/public working partnership. Burden said this is what we currently have in Santa Rosa County. He said as a

County we must always be diligent in preparation for the future. Burden said three elements had to be considered to continue building the strengths of Santa Rosa County in the future: know where we have been, know where we are, and know where we are going. He previously discussed history about how TEAM got where they are. Burden said this morning the Board heard from a number of business owners who endorse the activities and efforts of TEAM Santa Rosa as a staff, team, and entity. He said the Board heard from businesses in the County who have been assisted by TEAM Santa Rosa and that TEAM Santa Rosa provided them with workforce training assistance, grants, helped with local and state incentive programs, etc. Burden said many of the businesses made a move to Santa Rosa County as a result of this assistance. He said TEAM Santa Rosa does know what they are doing. Burden said this brings him to the last question, "where are we going?" He said he felt the current economic development organization needs to be "fine tuned." Burden asked the Board to consider some suggestions. He asked the Board to conduct a bottom up review of TEAM Santa Rosa while taking into consideration many factors. Burden said some of the factors include TEAM's current structure, are the right people in place in the right fit, is TEAM Santa Rosa doing the job the County expects them to do, have those expectations been related to the TEAM Board of Directors, is the Board of County Commissioners the board that the ultimate responsibility of economic development rests with, or does the Board of County Commissioners intend to empower TEAM's Board of Directors to make decisions and be a policy making board and report back to the Board of County Commissioners. Burden asked the Board to develop a score card. He asked the Board to set a five year plan and use the score card to measure what TEAM Santa Rosa is doing. Burden said the Board needs to set measurements and review those measurements on a regular basis and at regular intervals. He said he felt the economic development organization in Santa Rosa County needs to be free-standing. Burden encouraged the Board not to out source this organization. He asked the Board to explore regional partnership opportunities, think outside the box, and above all keep an open mind. Burden asked the Board to continue to build on the strengths that have built this organization and County to where it is today so it can continue to grow in the future. Cole thanked Burden for his message.

Deborah Nelson, Santa Rosa Democrat Party Chairman, said the impression is that there is a lot of public money that goes into TEAM Santa Rosa and then redistributed to private or special interests. She said the concept of quality of life was mentioned earlier in the meeting. Nelson said one of the cornerstones of quality of life is cost of living which is somewhat high in this area for the income levels. She said the median salary for this area is \$24,000.00. Nelson said TEAM Santa Rosa as part of their role as a public/private entity has a good working relationship with Gulf Power. She asked in TEAM's public/private role if they are doing anything to work with Gulf Power to get them to reduce their ridiculous electricity rates. Nelson asked if this is a role of TEAM Santa Rosa. Lynchard said this is not TEAM Santa Rosa's role. Nelson said this would be a good role to take up.

Don Richards, President of United Peninsula Association, said a funnel and pipeline is needed. He said there has been a lot of criticism but the Board must look at the future. Richards said there are a lot of positive things in Santa Rosa County; the County should be winning a lot of things it is losing on. He said he is passionate about building Santa Rosa County to be a better place. Richards said he lived in Santa Rosa County, was educated in Santa Rosa County, and left Santa Rosa County to get a job. He said he made his living somewhere else, and then decided it

was time to return to "heaven." Richards said the County needs to put the past behind us and look where we are going. He said it is leadership in an organization that makes it successful. Richards said he knows Ferdinand Salomon as a Captain in the United States Navy and former Executive Officer at NAS Whiting Field. He said positive leadership needs to be brought to Santa Rosa County. Richards said the current five members of the Board of County Commissioners have brought positive leadership to Santa Rosa County. He said we would be the "shining star on the Gulf Coast" if we spent half as much effort addressing what we need to do going forward as we have about what has been done in the past. Richards said TEAM Santa Rosa does not need to go away. He said the way TEAM Santa Rosa is set up as a private entity is a good thing. Richards said individuals want to hear positive things. He said several people spoke this morning. Richards said the Board heard from Florida's Great Northwest, and they had a new economic development leader. He said maybe the County needs to do this too. Richards said maybe the County needs to look outside to someone who has more experience in economic development. He said he does not think there are measurable results or objectives for TEAM Santa Rosa. Richards said he wishes the County had some of the dollars spent on the industrial park. He said he spoke against this. Richards said some of this money could have been put into the Whiting Aviation Park. He said he felt this would have had stronger results. Richards said TEAM Santa Rosa should remain and be fine tuned. He said maybe some structural or personnel changes need to be made. Richards said this is a decision for the Board.

Mike Moody suggested putting out a Request for Proposal (RFP) for economic development in Santa Rosa County. He said this does not exclude TEAM Santa Rosa from putting in their RFP.

Lynchard said this process started over one month ago. He said the goal was to review the economic development structure in Santa Rosa County. Lynchard said this issue is too important to take lightly. He said the structure of TEAM Santa Rosa must be looked at. Lynchard said he likes the public/private partnership. He said he felt this has to stay even if it has to be tweaked. Lynchard said the Board can amend how it structures the Board of Directors of TEAM, etc. He said anything the Board decides to do must be well thought out and well planned. Lynchard said the Board wants whatever it decides to put in place to remain. He said there is a public perception that there are problems with TEAM Santa Rosa and that there are inside dealings. Lynchard said regardless of perception or reality, sometimes perception is reality. He said it is what people think that matters. He said the County needs an economic development organization that instills confidence in the business community, members of the Board of County Commissioners, and in the public. Lynchard said the economic development organization will not be successful if all three are not on the same page. He said he felt the Board should look at re-branding TEAM Santa Rosa because of the negative connotations associated with some of the things that have transpired in the past few years. Lynchard said TEAM Santa Rosa has done some great things. He said these things have been heard from people who are actually doing business in Santa Rosa County. Lynchard said TEAM Santa Rosa has a Board of Directors that is more in tune with economic development than the Board of County Commissioners. He said the Board must see what must be done to position Santa Rosa County in the best possible light moving forward. Lynchard said he felt this will involve re-branding and re-structuring TEAM Santa Rosa. He said he does not know that all of these decisions will be made by a Board of County Commissioners. Lynchard said TEAM Santa Rosa has a Board of Directors more in tune with economic development than the members of the Board of County Commissioners. He said

he felt the Board needs to give some definitive guidance to the Board of Directors of TEAM. Lynchard said regardless of what happens, the buck stops with the Board of County Commissioners; it is the Board's responsibility to make the hard decisions. He said there is a six month extension of the TEAM Santa Rosa contract. Lynchard said this gives the Board time to task the TEAM's Board of Directors to come up with a plan or possibly implementing a plan of the Board of County Commissioners. He said "do we need to change the makeup of the Board of Directors and put more Board of County Commissioner appointees on there?" Lynchard said he felt TEAM needs to be re-branded.

Cole said suggesting TEAM's Board of Directors take Lynchard's comments and Couey's comments into consideration and come back to the Board with ideas. He said the Board of County Commissioners are the representatives for stockholders in TEAM Santa Rosa; the stockholders are the citizens of Santa Rosa County.

Salter said there have been a lot of success stories associated with TEAM Santa Rosa. He said people have said too much land has been purchased. Salter said there is not going to be anymore land, once it is gone, it is gone. He said he felt the Board has prepared the County well. Salter said he supports a public/private partnership. He said he felt the County must know where it has been before it knows where it is going. Salter said he wants everyone to put thought into where the County has been to make sure past mistakes aren't made again. He said he wants the County to build on past and present successes to create a shared vision for the future to re-create the County's five year economic development plan though the TEAM Board of Directors with input from the Board of County Commissioners and the public. Salter said he would like to see the new organization have a regional component. He said it is time for Santa Rosa County to reach out to neighbors, especially on the marketing side (Escambia County & Okaloosa County). Salter said he would like to see a more aggressive sales component coming out of TEAM Santa Rosa or whatever the organization is going to be called. He said he would like to see better accountability and leadership. Salter said "too many times we have fired the gun at Cindy Anderson." He said he has always thought of TEAM Santa Rosa as being the business community Board of Directors. Salter said he wants to see more aggressive leadership coming from the TEAM Santa Rosa Board of Directors and better communication with citizens.

Lynchard asked the Board if they want to task TEAM's Board of Directors to come back to the Board. He said the Board needs to make some decisions as it moves forward. Lynchard said the Board needs to give TEAM's Board of Directors some definitive guidance as to when they need to get back to the Board with some deliverables.

Williamson said Hoxeng stated he has called a meeting of TEAM's Board of Directors. He said he thinks Hoxeng understands the wants, concerns, and needs of the Board. Williamson said the ball is in their court; Hoxeng should get back to the Board with the recommendations, thoughts, and plans of TEAM's Board of Directors. Melvin said he would like to see the Board offer some definitive guidance with regard to the Board's expectations. He said the Board is ultimately held responsible. Melvin said this is not a rush decision but one that needs to be made in a timely manner. He said he would like to digest the comments and input received today. Melvin said there is a lot to consider. He said his desire is to have all costs included, and some of the numbers are missing.

Salter said he concurs with Williamson's comments. He said the Board owes it to the current Board of Directors to allow them to take what they have heard today from the public, the business community, and analyze it and develop a plan. Salter said he wants everything to move forward as quickly as possible. He said he looks forward to seeing what TEAM's Board of Directors comes up with.

Lynchard asked Hoxeng or his designee to come back to the Board at the October 24, 2011 meeting and be prepared to give an update on where TEAM is. He said Hoxeng does not have to have a definitive plan at that time but said he would like to know a timeline has been developed for getting back to the Board with regard to making some changes. Lynchard said he would like Hoxeng to present any specific questions the Board of Directors may have at that meeting as well. Hoxeng asked Lynchard if he will receive written instructions from the Board by Monday. Lynchard said no. He asked Hoxeng if he wants written instructions from each Board member. Lynchard said Hoxeng has sat down with him and knows his concerns. Hoxeng said he is trying to be responsive to Melvin's question. Melvin said his request is straight forward. He said he wants to see all of the costs included because they are material. Melvin said measurements can not be computed without using all elements. Hoxeng said it is his understanding the Board wants him to come back before the Board at the second meeting in October to give an update but not necessarily the final recommendations. He said TEAM's Board of Directors is a volunteer board, and they can not talk except when in public. Hoxeng said he is not sure he can get this all accomplished in one meeting. Lynchard said he does not expect Hoxeng to. He said this is an issue that needs to get done right, not fast, but the Board wants to get the ball rolling. Williamson agreed. He said Hoxeng is aware of the major issues and what he needs to attend to. He said a lot of this has to be worked out over a period of time.

Adjourn

There being no further business to come before the Board at this time, the meeting adjourned.

BOARD OF COUNTY COMMISSIONERS
SANTA ROSA COUNTY, FLORIDA

By: R. Lane Lynchard, Chairman

Attest: Mary M. Johnson, Clerk of Court

Special Meeting
Economic Development Workshop
October 6, 2011
Milton, Florida

Present: Chairman R. Lane Lynchard and members Jim Melvin, Don Salter, Jim Williamson, and Robert "Bob" Cole. Also present were the County Administrator (Hunter Walker) and County Attorney (Angela Jones).

Opening Comments

Lynchard said we are here to look at what TEAM Santa Rosa is doing right and to evaluate the structure of the County's Economic Development Organization (EDO). He said it is past time to review how economic development is handled in Santa Rosa County. Lynchard said another task today is to evaluate the effectiveness of TEAM Santa Rosa. He said part of evaluating TEAM Santa Rosa's effectiveness is looking at public perception. Lynchard said TEAM Santa Rosa typically goes for the large employer but most jobs in Santa Rosa County are created by businesses with less than 10 employees. He said he wonders if TEAM Santa Rosa should focus more attention on businesses that are already in the County. Lynchard said there is a difference between an EDO and the Chamber of Commerce. He said it is imperative for the County to support small businesses. Lynchard said Escambia and Santa Rosa County are closely linked regarding economic development. He said the County should not be scared of partnering with Escambia County. Lynchard said there are a lot of questions to answer.

Lynchard said at the end of this process the goal is to have an EDO in place that is effective, accountable and has the support of this Board and the public. He said an EDO is only one component of economic development. Lynchard said the future of Santa Rosa County is tied to the future of business and employment opportunities. He said when he ran for office he promoted the idea of improving the business climate in Santa Rosa County. Lynchard said he did not say that because he wanted to help corporations relocate or expand. He said he wants to make a place that gives his son the opportunity to live and work in Santa Rosa County if he chooses. Lynchard said if Santa Rosa County does not have a job base we will continue to lose young people when they graduate. He said for these reasons the Board needs to make sure the EDO is structured and operated in the best way possible. Lynchard said the County has to put their best forward and make whatever changes necessary to get there. He said he expects this morning to be a fact finding session and the Board should hold off on any proposed action until tonight's workshop.

Cole said this is a very exciting time in Northwest Florida because there is a slow and steady turn in the economy. He said this morning he was at the Fish House where Joe Scarbrough was hosting his television show. Cole said the local figures who spoke on the show were promoting not just Pensacola but all of Northwest Florida. He said today all personal feelings and agendas should be put aside. Cole said the workshop today is to see if the County is on the right track regarding economic development. He said at the Gulf Power Symposium last week over 550 people heard the Governor's strong commitment to creating jobs. Cole said the Governor emphasized regional collaboration. He said he is looking for what is the best use of the County's economic dollars.

Salter thanked everyone for attending today's meeting. He said he believes it is proper to start this workshop with each commissioner's economic expectations and vision of the future. Salter said it takes a true leader to come up with solutions. He said this workshop is not about him or TEAM Santa Rosa but about providing employment opportunities and how we all work together can improve the lives of everyone in Santa Rosa County. Salter said you have to know where you've been before you can get where your going. He said whatever model or vision is created for the future will have a price tag. Salter said at the Gulf Power Symposium he heard about putting people back to work and taking risk. He said military growth is also a main component for the region. Salter said tourism increased in August 100%. He said TEAM Santa Rosa must find ways to help small businesses grow. Salter said government does not create jobs, but they create the environment for business and job development. He said Santa Rosa County has been doing most of these things for the last several years. Salter said creating the industrial parks took a commitment by the Board and TEAM Santa Rosa. He said the Navy calls what this county does the "Santa Rosa Model". Salter said his expectations and visions for this workshop are to know where we have been, where we are going and how to get there. He said the County should build on past and present successes to create a shared vision for the future. Salter said the 5 year economic development plan should be recreated by the TEAM Santa Rosa Board, this Board, and public input.

Melvin said he looks forward to an open and honest conversation and dialogue. He said he would like to see statistics and more information regarding the poll submitted by the TEAM Board.

Williamson said he agrees with most of what has been said this morning. He said he prefers the private/public partnership with equal representation. Williamson said at the moment the County is land poor and does not have the money to develop the property we have. He said new and existing businesses need to be helped. Williamson said he would like to consider changes in staff and re-naming TEAM Santa Rosa. He said there is a stigmatism of the "good ol' boy" system.

TEAM Santa Rosa EDC, Inc. Presentation-Dave Hoxeng

Hoxeng said it is great to see all the public here. He said many of those in attendance where at the Gulf Power Symposium, and there was great enthusiasm at this year's Gulf Power Symposium. Hoxeng introduced Ferd Salamon and Cindy Anderson. He said he and his wife own Cat Country and News Radio 1620. Hoxeng said he is a volunteer and receives no compensation. He said this is strictly a labor of love for Santa Rosa County. Hoxeng said the main goal of economic development is improving the economic well being of a community through efforts that entail job creation, job retention, tax base enhancements, and quality of life.

Economic Development Organizational Success – Phyllis Pooley

Pooley gave an Economic Overview power point presentation to the Board (attachment in file).

Economic Development in Northwest Florida – Don Kirkman

Kirkman said the most important element is in the retention and expansion of existing industry. He said the 3 key partners are at the State, regional, and local level. Kirkman said local is most important. He said that is where the jobs are created and retained and the deal gets done. Kirkman said to be successful you must have all the pieces in place well before the company comes to town. He said it critical to respond quickly to the client in order to be successful which means having real estate and infrastructure in place. Kirkman said there has to be an intimate knowledge of the community, political leadership, and business leadership. He said only the EDO can manage these functions. Kirkman said he is new to the region, and he enjoys a great working relationship with TEAM Santa Rosa and the community.

Cole asked Kirkman how to develop trust between municipalities. Kirkman said it comes down to communication. He said the County and TEAM Santa Rosa County are doing a great job being a partner to his organization.

Economic Development Model – John Hutchinson

Hutchinson said Gulf Power has been involved in economic development since 1926 and a partner with TEAM Santa Rosa since 1993. He said Gulf Power is an investor and stake holder in economic development because they think it is important. Hutchinson said Gulf Power is only as good and prosperous as the community they serve. He said he will address organizational models, performance measures and regionalism. Hutchinson said the TEAM Santa Rosa performance model has worked well because it is a public/private partnership. He said this allows everyone to be involved and have input. Hutchinson said if the Board contemplates another model it should be a public/private partnership. He said if someone has skin in the game they will play harder and be concerned about results. Hutchinson said after evaluating other EDO's across North West Florida he felt the TEAM Santa Rosa model is the best. Hutchinson said it is always good to evaluate an organization to see if there are ways to produce better results. He said performance measures should be looked at in an objective way. Hutchinson said there are a broad range of objective measurements that can be evaluated. He said the investors, the Board, and the public must have confidence in economic development. Hutchinson said Gulf Power supports regionalism. He said Gulf Power serves both Santa Rosa and Escambia Counties. Hutchinson said businesses do not care where the County line is. He said the counties share employees and customers. Hutchinson said the competition for economic development is heightened due to the current recession. He said the more economic development can be approached from a regional standpoint the more successful everyone will be. Hutchinson said he felt TEAM Santa Rosa's model is very good, performance measures should be objective, and regionalism should be part of the model going forward.

Cole said he appreciates Hutchinson looking at these specifics. He said we are only one County away from Alabama. Cole said it can be cheaper for a small business to develop in Alabama. Hutchinson said Gulf Power has encouraged the State to help with incentives and Governor Scott has pledged to help with incentives. He said this is a critical time of economic development in Northwest Florida. Lynchard said Gulf Power is a perfect example of how public/private partnerships work. He said Gulf Power puts their money where their mouth is.

TEAM Goals – Dave Hoxeng

Hoxeng said Anderson received a call from a company in California asking about our area. He said the company visited the area within a week. Hoxeng said without a place for them to go it is easier for them to move on to other areas. He said he took a poll from Santa Rosa County residents. Hoxeng said the first question was using a scale of 1-10 "how do you feel about Santa Rosa County's effort so support job growth within the County." He said 72% of citizens were satisfied to very satisfied. Hoxeng said only 28% were negative. He said 52% of residents were familiar with TEAM Santa Rosa and 11% thought TEAM Santa Rosa's job performance was negative. Melvin asked who did the statistics. Hoxeng said a company in Arizona called Radio Index compiled the results.

Hoxeng said the number one source of increasing jobs is the people who are already living in Santa Rosa County. He said one thing that surprised him when he started being involved in Economic Development was how important workforce is. Hoxeng said businesses want to know they will find the workforce they need. He said TEAM Santa Rosa has a procedure in place to help new businesses with permitting.

TEAM Results – Ferd Salomon and Industry Representatives

Salomon said performance counts. He said he does not need to remind anyone that the country is going through an economic recession. Salomon said people are frustrated. He said people want to be sure they are getting a return on investment. Salomon said the net job creation is nearly 1,000 jobs. He said the rate of return on investment is fairly significant. Salomon said TEAM Santa Rosa does not create jobs, but creates the environment for jobs to be created. He said there are business owners in the audience who would like to speak on their experience with TEAM Santa Rosa.

Adela Lubkowitz said she works for Separation Systems. She said her company makes scientific equipment used for research purposes in the fuel industry. Lubkowitz said her company has 10-15 employees. She said her focus is to grow the business by exporting. Lubkowitz said she sits on the Southern US District Export Council and on the Florida board for the Florida Department of Commerce. She said her customers come from outside the State of Florida. Lubkowitz said TEAM Santa Rosa makes available a great amount of information concerning opportunities for her company. She said some of the things she would like to see are additional funding, and additional people to help in the areas of growth. Lubkowitz said TEAM Santa Rosa is always asking who her customers are. She said some of the resources that are available are not available to businesses that start in Santa Rosa County. Melvin asked Lubkowitz what resources are available to others that are not available to her. Lubkowitz said some of the quick response funding sources may not be available to her company. She said some of the sources require you have 15 employees in order to receive funding. Lubkowitz said that is not suitable for small companies.

Pat Ropella said his firm is one of the few firms of its size that are doing executive search. He said his company provides executive search services to the world's largest corporate technology customers. Ropella said his firm has also expanded into renewable energy companies such as solar, wind energy, and geo-thermal; consultant services are also provided. He said he brought

his company to Milton from Chicago. Ropella said his company grew from 5 employees to 30 employees. He said within 2-3 years his company will have 100 employees. Ropella said he gets to travel to corporate headquarters of large companies all over the country. He said he has a unique perspective on economic development. Ropella said one of the problems he experienced when developing his business is the cost of water collection and retention. He said Cole has been a large motivator in him choosing to build and grow his business in Santa Rosa County. Ropella said his position is that TEAM Santa Rosa has been very helpful to his business. He said his business was awarded several grants because of TEAM Santa Rosa. Ropella said personnel reviews are a normal point of business. He said this is where he believes TEAM Santa Rosa needs to be right now. Ropella said you don't fire or shut down a whole team because of pressure from a few angry customers. He said he does not believe TEAM Santa Rosa should be shut down or replaced. Ropella said TEAM Santa Rosa and their staff should be evaluated. He said he felt communication and trust are important.

Dana Holloway with App River said the company is currently a TEAM Santa Rosa investor and has benefited from their services. Jim McLellan with App River read a letter from Michael Murdock (CEO of App River).

Tad Ihns said he is the president of Avalex Technologies. He said his company will be moving into a new 53,000 square foot building in south Santa Rosa County. Ihns said his company's relationship with TEAM Santa Rosa began 3 years ago. He said Anderson and Ogletree pointed out the advantages of his company coming to Santa Rosa County. Ihns said TEAM Santa Rosa was instrumental in assisting Avalex Technologies with the development of their business. He said he felt TEAM is doing a great job.

Jim Hagrot said he is the president of Sterling Fibers. He said his opinion is the help TEAM Santa Rosa does for existing businesses is equally important as bringing new industry to the County. Hagrot said at Sterling Fibers they sell their product all over the world. He said with TEAM Santa Rosa's guidance they were able to receive a grant in the amount of \$37,000.00 in use in retraining employees. Hagrot said Sterling Fibers supports TEAM Santa Rosa.

Dan Teel said he is the manager of H.T. Hackney Company. He said his business was located in downtown Pensacola, but the business outgrew that facility. Teel said their corporate office became involved. He said corporate made one phone call to TEAM Santa Rosa and that solved the problem. Teel said without TEAM Santa Rosa his company would be located in Baldwin County. Salter said when companies move from Escambia County to Santa Rosa County many times the companies are looking to relocate anywhere. He said several of his employees have moved their families from Escambia to Santa Rosa County. Teel said his company increased the size of the facility to 155,000 square feet. He said the numbers submitted to TEAM Santa Rosa for growth opportunities were very conservative.

Beverly Zimmerman said the Gulf Breeze City Council supports TEAM Santa Rosa. She said she feels TEAM Santa Rosa is unjustly under attack. Zimmerman said governmental records requests do not constitute guilt or foul play. She said she is disheartened that such requests are being viewed as a presumption of wrong doing. Zimmerman said Anderson's expertise has been an asset to TEAM Santa Rosa. She said every business experiences successes and failures, and

TEAM Santa Rosa has had both. Zimmerman said as the Board considers the merits of TEAM Santa Rosa they should remember that the judicial system is based upon the assumption that one is innocent until proven guilty. Zimmerman said TEAM Santa Rosa is not responsible for the national debt crisis or the unemployment rate. She said TEAM Santa Rosa provides a much needed service to her community. Zimmerman said she respectfully requests the Board not sever ties and support of TEAM Santa Rosa.

John Watson said he is the owner of Whip-It. He said he has been dealing with TEAM Santa Rosa for a long time. Watson said when Hurricane Ivan struck his business TEAM Santa Rosa got him immediate help. He said the "good ol' boy" network means you help family and friends. Watson said TEAM Santa Rosa has been a friend to his company. He said his business has gone from 5 to 25 employees. Watson said he had the opportunity to market his product on QVC. He said TEAM Santa Rosa helped with local press releases to let the public know about his product on QVC. Watson said his product is now in major market chains all over the Country. He said it would be very bad for the County to lose TEAM Santa Rosa.

Saloman said he has several letters of support he distributed to the board.

Accomplishments – Cindy Anderson

Anderson said it is about results. She said TEAM Santa Rosa has created 1,000 jobs in a down economy. Anderson said this is the time to put together a plan and be ready. She discussed industrial park management. Anderson said members of TEAM Santa Rosa talk to a lot of people to get ideas. She said the words industry and business are not interchangeable. Anderson said industry is a type of business that brings new money into the economy. She discussed grants TEAM Santa Rosa has applied for and received. Anderson said TEAM Santa Rosa has gotten a total \$2.057 million in grants. She discussed companies and projects that are in the pipeline.

Public Forum

Jerry Goldstein said his thoughts are not of the TEAM Santa Rosa Board, but his own personal views. He said he has served on TEAM Santa Rosa's Board for two years. Goldstein said he has come to the conclusion in order for economic development to flourish in Santa Rosa County TEAM Santa Rosa must remain an independent body self governed by the Board of Directors. He said TEAM Santa Rosa has enormous talent and offers a unique approach to economic development.

Alan Isaacson said there are two main factors he wanted in the original contract with TEAM Santa Rosa which are transparency and accountability for the taxpayers. He said TEAM Santa Rosa does not show where the money is being spent. Isaacson said there is a lot of money spent on economic development that does not go directly to TEAM Santa Rosa such as land purchases and the GEO prison. Isaacson said no one can show him the true numbers of money being spent on economic development. He said the public is not being given true and accurate numbers. Isaacson said he has no problem keeping TEAM Santa Rosa intact but said he will fight for transparency and accountability. He said Okaloosa County has \$139,000.00 that goes to their

economic development agency and \$167,000.00 in private funds. Isaacson said the citizens deserve more of a say as to where the funding is going.

Bill Arnett said he sent the Board a position adopted by the Navarre Chamber's Board of Directors. He read the statement out loud. Arnett said the Navararre Chamber provides the following recommendations: a public/private partnership, a regional partnership for marketing and branding with economic development, and the local economic development organization being based at the local level in Santa Rosa County.

Dave Cobb said he is here on behalf of the Santa Rosa Chamber Of Commerce. He read the Santa Rosa Chamber of Commerce's position out loud. He said the "the Santa Rosa County Chamber of Commerce supports an economic development agency based in Santa Rosa County that includes a private business component as a part of it's financial and organizational structure."

Melba Argentine said there needs to be tax incentives for the younger generation because they are relocating. She said TEAM Santa Rosa needs an effective sales person in leadership. Argentine said a new business should know how to get their own permits.

Jennifer Ponson said she is here to represent Skills USA and Pensacola State College regarding their partnership with TEAM Santa Rosa. She said Skills USA works with businesses, industry, educators, and students to create a skilled workforce. Ponson said TEAM Santa Rosa knows what it takes to provide a skilled worker for business and industry. She said she supports Anderson. Ponson said TEAM Santa Rosa is an incredible team that represents Santa Rosa County very well.

Anthony Washnock said the issues today pertain to the future of Santa Rosa County. He said the Board has decisions to make that involve the matters of public vs. private entity and public trust. Washnock said he felt there needs to be more results.

Bill Wiggins said he felt that any entity that does well does not need "toot their own horn" or advertise it. He said he felt TEAM Santa Rosa is not doing their job. Wiggins said the director of TEAM Santa Rosa is an engineer and not educated in economic development. He said the Board should hire someone who can get results. Wiggins said he felt there needs to be a plan, but it should be by someone who knows what they are doing and has an education in that area. He said there needs to be a change, and now is the time.

Deborah Nelson said if TEAM Santa Rosa does not want to operate within the Sunshine Law they should not take public dollars. She said this agency is set up to benefit special interest above the general public.

Ed Fortune said the contract in place with TEAM Santa Rosa can be improved. He said TEAM Santa Rosa operates under the Sunshine Law. Fortune said a better product will be developed for economic development in Santa Rosa County the more TEAM Santa Rosa and the Board hears from the public.

Bob Rollo said he felt the perception of the public is very important. He said the Board needs to take a long hard look at perception and accept the responsibility placed on them.

Commission Discussion

Cole said he wants to clarify no one speaking today was paid. He said it should be up to TEAM Santa Rosa's Board to make changes and present the proposed changes to the Board of Commissioners. Salter said he agrees with Rollo that tough decisions have to be made and only history will tell if the decision is right. Lynchard said he appreciates everyone's input and conducting themselves in a civil manor.

Adjourn

There being no further business to come before the Board at this time, the meeting adjourned.

BOARD OF COUNTY COMMISSIONERS
SANTA ROSA COUNTY, FLORIDA

R. Lane Lynchard, Chairman

Attest: Mary M. Johnson, Clerk of Court

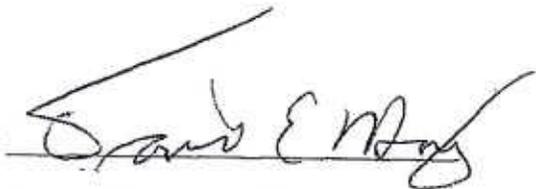
**PENSACOLA BAY AREA Chamber of Commerce
And
TEAM Santa Rosa EDC, Inc.
Memorandum of Understanding for Pensacola MSA Industry Recruitment**

Effective Period: January 1, 2012 to Dec. 31, 2014

Memorandum of Understanding:

- TEAM Santa Rosa EDC, Inc. (TEAM) and The Pensacola Bay Area Chamber of Commerce, Inc. (PBACC) recognize that the two-county region shares one economy and that to be competitive, the two organizations must actively work together as the Pensacola MSA to recruit new industry and grow existing business in Santa Rosa and Escambia counties.
- PBACC and TEAM agree that the two-county MSA will develop a single strategic marketing plan to be utilized jointly for industry recruitment, including, but not limited to a common brand.
- TEAM and PBACC will work jointly in developing a regional marketing program. PBACC and TEAM also agree to support the MSA in cooperative marketing programs, including Statewide/Nationwide/Worldwide coordinated trade shows, prospect missions and advertising ventures, including, but not limited to, those events with Enterprise Florida, Inc. and Florida's Great Northwest.
- TEAM and PBACC understand that all recruitment will be done as a single entity with both PBACC and TEAM totally included and involved. All existing and prospective project leads must promptly be made known to each entity, but may be worked separately.
- TEAM and PBACC agree to honor the confidentiality requested by both our organizations and our prospects. Information shared with each other in confidence shall remain in confidence as permitted in State of Florida law. Transactions are to be driven by the client. In the event a company chooses to relocate from one county to another within the MSA, every effort will be made to promptly contact the affected County's EDO to let them know of the potential move. Violation of this commitment shall be viewed as the single most serious breach of our memorandum of understanding.
- TEAM and PBACC will establish a format for all local economic development responses to prospect inquiries within the MSA by **March 1, 2012**. PBACC and TEAM agree to adhere to the established formats jointly.
- TEAM and PBACC will work together to develop consistency within the two independent websites such that while each entity has their own website, the story and the data is consistent. The eventual goal will be one website for the MSA.

- PBACC and TEAM will jointly develop a common data collection and activity reporting system to be used for the benefit of both TEAM and PBACC.
- TEAM and PBACC agree to disseminate and publicize information on the MSA programs, projects and activities to external constituents through a Regional Marketing Task Force, while acting independently with internal constituents.
- PBACC and TEAM agree to be a positive and supportive proponent of all joint efforts.
- TEAM and PBACC agree to maintain their own staffs, boards and funding sources. But the resources of both organizations -- money and manpower -- can and should be used as one resource pool to make the region more competitive for new business.
- TEAM and PBACC agree to dedicate resources and to work together to develop product -- sites, buildings and infrastructure -- that will make the MSA more competitive.
- Further cooperative efforts will be explored and, as practical and mutually beneficial, be enacted to take advantage of greater efficiencies and economies of scale that will make the MSA more competitive and attractive.
- PBACC and TEAM CEO's -- and/or their designates -- agree to meet once per month to review progress, discuss any issues and facilitate forward planning.
- MOU may be canceled with written notice of 30 days by either party.
- MOU can be amended as agreed to by both parties once the regional marketing plan is completed.



By: David Hoxeng, Chairman
TEAM Santa Rosa Economic
Development Council, Inc.



By: Donnie McMahon, Chairman
The Pensacola Bay Area Chamber of
Commerce, Inc.

Date: 2/17/12

Date: 2/17/12

Some Perspective on SRC Economic Development & My Opinion-

7/7/12 A White Paper by Dave Hoxeng in response to Commissioner Lynchard Comments

We hope important decisions are about to be made about the future success of Economic Development (ED) in Santa Rosa County. The current ED "troubles" started on 9/6/11 when the organization formerly known as TEAM Santa Rosa presented its formal Annual Report to the BCC and asked that its 3-year contract be extended by 2 years.

Some Commissioners opposed this contract extension. A short-term renewal was voted through 3/31/12. This threw Economic Development into turmoil. The Commissioner's dissatisfaction came as a shock to TEAM's officers as no Commissioner had contacted the TEAM Chairman (Ferd Salomon) to discuss any discontent, profound or otherwise.

On 1/23/12, the BCC decided not to ever extend the contract past 3/31/12 and the 4 TEAM employees were soon notified that their jobs were to be eliminated on 3/31/12. Subsequently, the BCC changed its mind and TEAM/SEA has been working on a 30-day contract since March. SEA has now lost 50% of our employees due to political pressure and turmoil. (A retention bonus plan payable 9/30/12 was voted in April as SEA Board seeks to keep the remaining staff on-board.)

The turmoil was started by the politicians 10 months ago, and they will soon decide what is best for the future of Santa Rosa. Some possible options:

- Renew business-led SEA's contract for 3 years.

- Eliminate business-based stakeholders and governmentalize Economic Development.

- Accept the Greater Pensacola Chamber's offer to help with regional ED marketing.

- Or, solicit competitive bids from qualified ED providers, including county staff.

A major error TEAM/SEA Board has made was its lack of political astuteness. For the last 2 years, TEAM depended on the five new political appointees at TEAM to keep their Commissioner informed and up-to-date. In retrospect, TEAM Staff should have continued regular briefings.

It should be noted the existing SEA staff is now working overtime to win job expansion projects for Santa Rosa County. SEA Board Members are assisting. The SEA Interim Executive Director is in Farnborough, England this week seeking opportunities with Airbus suppliers. Airbus is based in Toulouse, France and their commitment to build a \$600 million A320 airplane factory 72 minutes from the Santa Rosa's NW Florida Industrial Park @ I-10 is significant.

What is in it for Dave Hoxeng?

Dave Hoxeng has nothing to gain or lose from any decision made by BCC. I am not a politician nor do I seek to be. I am a community servant who has volunteered at TEAM/SEA since Fall 2005. Three years ago, I was selected by the TEAM Board to become unpaid Chairman on 10/1/11 succeeding businessman Ferd Salomon. I get no financial benefit from SEA; I have always paid my own travel expenses when representing TEAM/SEA.

I AM a Stakeholder in the economic growth of Santa Rosa County.

My wife and I own NewsRadio1620 (Gulf Breeze) and CatCountry 98.7 (Pensacola).

And, a "rising tide" is known to "raise all boats".

Why is Economic Development Strategy Critical Now?

Besides being at the tail end of a recession, this is a very critical time for job creation in Santa Rosa County. Santa Rosa has unusual opportunities to grow new jobs in our community.

RESTORE ACT-

It will bring \$50+ million to Santa Rosa County, and some will be for Economic Development.

AIRBUS IN MOBILE-

Santa Rosa is well-prepared to land a number of Tier 1 suppliers. And these are good jobs!
Our Marketing Committee in April had to coax Shannon into buying a ticket to attend Farnborough Air Show as he was worried he would be criticized again this year by the politicians for going to Europe seeking jobs for Santa Rosa.

\$30 MILLION OIL SPILL FUND FOR ECONOMIC INCENTIVES IN NW FLORIDA-
Spearheaded by Don Gates & Lewis Bear. Administered by Rick Harper & UWF.

WHITING AVIATION PARK-

SEA is close to landing the first tenant. The goal is to use Project Second's high-paid jobs to obtain infrastructure grants from Enterprise Florida and the US Economic Development Administration which will help build this county industrial park with "other people's money".

SEA/TEAM has a Record of Economic Development Success as BCC Contractor

- SEA has been very successful as a catalyst for job growth in SRC. 1437 new jobs were documented during SEA's last regular contract 2008-2011. There were 445 job losses.
- The BCC has been very supportive for decades ... in industrial product development and approving incentives to recruit new jobs.

Level of Oversight and Accountability to BCC & Citizens of Santa Rosa

- SEA is a 501(c)6 non-profit agency with an independent Board of Directors. It has served as ED contractor to SRC for 20 successful years.
- The BCC has always had strong oversight of SEA/TEAM. SEA's operating budget of \$413K/year is reviewed & voted on by BCC every year.
- SEA financial books are prepared by a CPA. SEA is audited by an independent CPA firm -- Carr Riggs won the current bid. These CPA reports are submitted to county mgt.
- SEA/TEAM has been totally transparent for several years since Florida Sunshine procedures were implemented at BCC request.

Tax Payers & BCC Get an Excellent Return on Investment (ROI)

Some say that 90% of money comes from Santa Rosa Taxpayers. It is true that the county ED contract provided way more operating money than SEA Member funding did. However, TEAM has been very successful in working on grants that have brought millions of dollars to Santa Rosa County from outside sources.

- Recap of \$ by Revenue Source during 2008-2011 TEAM Contract
- | | |
|-------------|--|
| \$1,316,720 | County Funding (paid monthly for daily operations) |
| \$ 229,274 | Member Funding |
| \$3,689,864 | Grants Won |

So, grants that TEAM worked on brought in almost 3x more than the county provided towards TEAM operations. An excellent ROI.

Unfortunately, with the turmoil initiated by the BCC last September, SEA has seen a steady erosion of private Member support. Many businesses have withheld their renewal checks until they see if BCC is taking over. One \$15K annual contributor told me in March and again last month that they will NOT contribute \$ if the organization is taken over by government.

The Political Blame Game—A Confluence of Negative Events

---TEAM and its former Executive Director are often blamed for the county buying the “Pullum Property” to create the new NW Florida Industrial Park @ I-10 ... and paying far too much for it.

---TEAM's former Executive Director recommended that county consider buying this land and developing this park. (TEAM Board was not asked to vote as decision was up to BCC.)

---The County Attorney ordered the appraisals and negotiated the price.

---The BCC voted to buy this land on 2/26/09. (3-2)

---TEAM/SEA is being criticized for a “multi-million dollar lawsuit”. If this is the complaint filed by Terhaar & Cronley that the county did not build a parking lot for Clearwire using state-funding that their tenant Clearwire refused to sign acceptance of, it should be noted that the BCC is also a defendant in this lawsuit.

---TEAM/SEA is being criticized for government investigations omitting that BCC was also a recipient of these document subpoenas last summer. To the best of my knowledge, these investigations have wrapped up with no further involvement of our organization. However, it seems that the FBI doesn't send letters thanking organizations for their boxes of documents and offering to return them.

Community Support for Economic Development (ED)

The county's Economic Development organization needs to have the support and confidence of the business community, the BCC, and the taxpayers.

Since September 2011 when some Commissioners started the ED turmoil with TEAM, some private sector Member financial support has melted away. (16 Members have resigned and/or stopped paying since September '11.) Some Commissioners have expressed a negative bent towards renewing the SEA contract for ED services, but seem to be open to consider alternatives other than a governmentalization of ED. The taxpayers are supportive of SEA/TEAM.

I paid for perceptual research from Todd Wallace Associates to find out about the taxpayers. They conducted 131 random telephone interviews with Santa Rosa Residents 18 & older during October 1-4, 2011.

“How do you feel about Santa Rosa County's efforts to support job growth in our county?”

Total Positives – 35.6%

Total Moderate – 36.4%

Negative – 28.2%

72% were moderate to positive. The ratio to negatives was 2.6, which shows good support.

Focus of Economic Development in Santa Rosa County

SEA focuses on “industrial development” as per its contract with BCC. That is defined as recruiting and growing existing businesses that “export” >50% of their products & services outside our 3-county area. Unlike retail-type businesses that recirculate money within our community, industrial economic developers target enterprises that bring new revenue, new jobs, and new wealth to our community. SEA helps large businesses and small businesses.

SEA works to retain and grow existing businesses. It is all about job creation as well as retention. That being said, when an international company like Clearwire decides to transfer hundreds of call center jobs from Milton to Manila in order to save ~75% of the cost/call, it is a huge challenge to overcome. 225 of the 445 industrial jobs lost in 2008-2011 were Clearwire.

In the October 2011 ED "workshops" held by the BCC, some taxpayers asked for help with growing the tourism industry and with retail store development. SEA has told the BCC that we can hire experts in these areas if the BCC directs us to expand our current mission to handle these opportunities.

No direction has yet been received from the BCC.

Cooperation with Local Entities like Greater Pensacola Chamber of Commerce

The TEAM/SEA Board of Directors negotiated a MOU cooperation agreement with the Greater Pensacola Chamber. The Chairman of each organization signed this MOU in the presence of PNJ's Carlton Proctor on 2/17/12.

Encouraging the Private Sector to re-engage in ED in Santa Rosa County

Some say the county needs to re-engage the private sector. TEAM/SEA documented an excellent relationship with the private sector and a great track record of job creation in its annual update to the BCC & Public on 9/6/11. So, the only ED crisis in Santa Rosa County is the one created by the political class last year. This political turmoil has caused some 16 organizations to resign and/or stop contributing to SEA since September 2011.

Many of us are still here working every month on ways to bring new jobs and new investment to Santa Rosa County.

31 organizations continue to be current dues-paying SEA Members as of 7/7/12.

Final thoughts on 7/11/12-

I drafted this a few days ago. As I reread it today, I realize there might be something else going on. It is almost like some of the political class (elected and not elected) wants to punish TEAM/SEA by terminating the job creating contract that TEAM has proven to be very successful in performing.

If this is retribution, it would be for things that happened in the past. Under different leadership.

It's a shame if refighting old struggles is what is driving the political component of the attack on TEAM/SEA. If people look carefully, they will realize that TEAM/SEA is a different organization today.

Dave

Inside Baseball – the Santa Rosa ED Political Back Story

7/8/12 Prepared by Dave Hoxeng

Background of BCC Direct Participation in ED

- The TEAM/SEA public/private partnership started in 1992 after the government-run ED department failed.
- Until a couple of years ago, the only county political representation at TEAM Board Meetings was one County Commissioner (the current ED Chair).
- Currently, each County Commissioner nominates a voting member of TEAM/SEA Board. (5 voting members.)

ED Transition Committee Recommendations

- A committee of 15 political appointees formed the ED Transition Committee during Winter 2012.
 - This committee's recommendations were "accepted" for consideration (but not approved) by BCC.
 - This committee's recommendations were subsequently "accepted" for consideration (but not approved) by TEAM Board.
-
- Among the recommendations was that TEAM change its name. A name change seemed important to the BCC so in June, TEAM Board voted for "Santa Rosa Economic Alliance" despite the cost of rebranding.
 - For more BCC oversight, the SEA By-Laws Committee has proposed a new Budget/Audit Committee dominated by super-majority of the 5 BCC appointees.

The Proposed Takeover of SEA by Politicians

- TEAM/SEA has always been governed by its main Board rather than by an elite group of powerful members.
 - Transition Committee recommended that SEA By-Laws be changed and Executive Committee would then make all important decisions.
 - As was discussed at one Transition Committee meeting, the regular (i.e. not officers) SEA Board Members could meet monthly for "networking".
-
- The Transition Committee key proposal was that the majority of the now-powerful Executive Committee would be political appointees.
 - The SEA By-Laws Committee met twice but rejected this politicization of Economic Development because it would hurt the ED mission.

TEAM/SEA has been Successful

- SEA works for the SRC citizens growing jobs as a contractor to the BCC.
- SEA had a long record of documented success at the time the BCC threw Economic Development into turmoil on September 6th, 2011.

Seeking Excellence – Solicitation of Competitive Bids

- If BCC wants a change for politics sake, perhaps they will take one commissioner's advice and put the ED contract out for competitive bid.
- And invite the county staff to bid as well so that governmentalization of ED gets fair consideration in a competitive environment.

the EDC Santa Rosa
Economic Development Council, Inc.
Organizational Review

Presented to:
the EDC Santa Rosa Economic Development, Board of Directors
Santa Rosa County Board of Commissioners

Presented by:
Tom Ticknor
Ticknor & Associates
1008 Ridge Court
Evanston, Illinois 60202

December 5, 2011 As Presented

Assignment

- Week review of the EDC structure, programs, personnel needs, opportunities
 - Interviews/meetings with 75 persons
 - the EDC Board
 - Individual County Commissioners
 - Allies
 - 2 publicly-noticed open meetings advertised in 4 newspapers and on 4 radio stations
 - Consultant background of more than 200 EDO assignments

Santa Rosa County Setting

- **Strong fundamentals**
 - Good supply of business/industrial parks
 - Strong schools
 - Good project responsiveness capabilities
 - Oil spill response incentives
 - County Operating budget + Franchise Fee
 - Good relations with Enterprise Florida, Florida's Great NW
 - Improving relations with Pensacola Chamber improving ED function
 - Continued location prospect activity
 - **Very strong company praise for working with the EDC**
(AppRiver, Avalex, Hackney, Gulf Power)
- **Economic Challenges**
 - Worst recession since Great Depression greatly inhibits corporate investment
 - County unemployment of 8.7%, Escarosa region 9.5%, FL 10.1 (Oct, 2011)
 - Recent downsizings of Clearwire and Tata
 - Relatively low private sector support

The EDC Productivity is High

- Facilitated projects adding an estimated 2,500 jobs in past 6 years
 - 650 new to region
 - 1,000 retained vs. outside competition
 - 850 relocated from elsewhere in region
- Wrote & received \$5.7 million in grants since 2003
 - Grants surpassed total county funding
- Facilitated land development with Santa Rosa County
 - Santa Rosa Industrial Park & expansion
 - Northwest Florida Industrial Park @ I-10
 - Whiting Aviation Park
 - Work with private/non-County industrial land owners such as Sterling, Town of Jay
- Unusually strong business customer support

Key Staff Skills Inventory

- **Strong**
 - Responding to project needs/project closing
 - Company aftercare/communication
 - Civil engineering/infrastructure planning
 - Obtaining Grants
- **Above Average**
 - Internal public relations
 - Collaboration for workforce development
 - Collaboration with Florida's Great Northwest & Enterprise Florida
- **Areas for Development**
 - Collaborating with Pensacola Bay Area Chamber
 - External marketing
 - Internal marketing/protecting the brand
 - EDC Board governance

**Aggressive Countywide EDO
Operating Budgets
are typically \$5 to \$8 Per Capita**

In Santa Rosa County it is approximately \$3

| Fiscal Year | County | Cities | Private | Total | Per Capita |
|-------------|-----------|--------|---------|-----------|------------|
| 2006/07 | \$624,250 | 15,000 | 46,700 | \$685,950 | \$4.57 |
| 2007/08 | \$561,045 | 5,000 | 54,875 | \$620,920 | \$4.14 |
| 2008/09 | \$468,000 | 14,000 | 62,495 | \$544,495 | \$3.37 |
| 2009/10 | \$435,240 | 14,700 | 68,848 | \$518,788 | \$3.21 |
| 2010/11 | \$413,480 | 12,700 | 63,299 | \$489,979 | \$3.03 |

Board of Commissioners Concerns

- Is the EDC sufficiently proactive?
- Does it have the right professional skills?
- Does it have the right CEO for today's challenges/opportunities?
- Concerns over the Northwest Florida Industrial Park @ I-10 land purchase
- Should the EDC take on responsibility of entrepreneurship/small business/retail/tourism development

Major Recommendations

1. Greater regional cooperation
2. Build a stronger marketing organization
3. Stronger EDC Board Governance (within public/private partnership)
4. Stronger Resources to enhance performance

1. Greater Regional Cooperation:

Rationale

- Rising tide raises all boats.
- Allies have significant complementary skills, and dollar resources
 - Pensacola Chamber Vision 2015
 - Florida's Great Northwest
 - Enterprise Florida
- The way the market thinks
- You have the buildings & sites to succeed

1. Greater Regional Cooperation:

Main Recommendations

1. Keep county public/private structure for:
 - Internal marketing, branding
 - Industrial park development
 - Retention & expansion of Santa Rosa companies
 - Working with live prospects/projects
2. Full cooperation with Pensacola Chamber ED
 - Create lead sharing MOU by Dec. 31, 2011
 - Launch joint SWOT analysis/Marketing strategy by Jan. 15, 2012
 - Develop common external brand by June 30, 2012
 - Develop highly complementary websites by June 30, 2012
3. Ally geography appropriate to target industry

2. Stronger Marketing

Rationale

Better serve two major customers:

1. External businesses/location consultants
2. The Board of Commissions/Public at Large

- Better External Marketing brings more prospects
- Better Internal Marketing maintains public support for necessary ED resources

The EDC Santa Rosa currently lacks a Chief Marketing Officer.

2. Stronger Marketing

Main Recommendations

1. To Improve External Marketing
 - Fully cooperate with allies (Strategy 1)
 - More senior sales capability
 - Annual sales/marketing plan
 - Deeper, more market-oriented website content
 - Deeper workforce understanding
2. To Improve Internal Marketing
 - Monthly Chair/Executive Director communication with Commissioners
 - Greater Executive Director/Board community outreach
 - Form Media Relations/Public Relations Standing Committee
 - Consider forming an Advisory Board (40-50 key civic leaders)
 - Rebrand from TEAMto Santa Rosa Economic Development Council (in gradual steps)

2. Stronger Marketing

Main Recommendations

3. Do not dilute the core mission without added resources

- The main focus should be basic sector jobs—those bringing wealth from outside the region, leaving local non-basic growth to the Chambers
- The retail development market naturally follows basic sector growth
- Most small businesses are retail and food service—non-basic sectors
- Tourism could join the EDC, but it is a very different market

3. Stronger Board Governance

Rationale

- The Board has fiduciary and strategic responsibility
- The Board, not just the Executive Director, are critical for Internal Marketing
- Granting Board seats to major investors (“pay to play”) is normal for local ED groups

3. Stronger Board Governance

Main Recommendations

1. **Refine bottom-line metrics**
 - Achieve Organizational Review recommendations on time
 - Intermediate measures
 - 10-year industrial park absorption supply
 - 20% private funding
 - Prospect tours
 - Public approval rating
 - Net 10-Year quality jobs, tax base
2. **Increase private-sector funding levels**
 - From \$2,000/\$1,500/\$750/\$500 to \$3,000/\$2,000/\$1,000/\$750
3. **Improve management foundations**
 - Annual Executive Director review, Board self-evaluation
 - Ethics & Conflict of Interest polices for Board & Staff
 - Integrate Military Liaison into more aspects of economic development
 - But not compete with SBDC or TDC

4. Organizational Enhancements to Step up the Game

Plan 1. Move Forward from Current Foundation

- A. Continue doing basics well
 - 1) Public/private structure
 - 2) Strong response capabilities to location/expansion projects
 - 3) Strong grant-writing and land development capabilities
- B. Improve Marketing with current staff positions
 - 1) Joint Pensacola Chamber/the EDC external marketing strategy/implementation with Santa Rosa County supplementary funding
 - 2) Stronger internal marketing strategy/greater focus
 - Shift current PR/Workforce position to fulltime PR/Internal Marketing
 - Utilize additional marketing/PR plan consulting

Plan 2. Add an Experienced ED Marketing Professional as CEO

- A. All of Plan 1 Enhancements
- B. Plus**
 - 1) **Enhanced strategy/collaboration**
 - 2) **Lead external marketing/sales**
 - 3) **Chief Marketing Officer**
 - 4) **Internal champion for economic development**
 - 5) **(Does not dilute workforce development effort as required in 1-B-2)**

Plan 2: Targeted Gains

- Double external sales missions & time with existing industry
 - With more senior staff
 - 25% increase in private funding by 2013
 - Increase annual grant receipts by 20% by 2014
 - 25% additional earned media coverage
 - Triple CEO community outreach
- 2012-2015 Job Creation 20% above historic average**



City of Gulf Breeze

DATE: July 16, 2012
TO: Edwin A. Eddy, City Manager
FROM: Vernon L. Prather, Director of Public Services *V.L.P.*
RE: D.E.P. INSPECTION OF GULF BREEZE WATER SYSTEM

The Department of Environmental Protection conducted a sanitary survey of the Gulf Breeze water system on June 15, 2012.

A review of the report gives insight to what is regulatory required in order for the water system to pass the inspection. New requirements are added almost each year and the complexity to maintain compliance is far greater than just a few years ago.

I am pleased to report that "no deficiencies" were identified during the inspection which is due to the dedication and proficiency of the City's staff. Ron Davis, Dale Overly, Neal Wheeler, and Angel Jackson play key roles in successfully operating the City's water system and are commended for their accomplishment.

In addition to individuals listed above, our entire staff seeks to serve our citizens in the efficient operation and maintenance of the water system.



Florida Department of Environmental Protection

Northwest District
160 W. Government Street, Suite 308
Pensacola, Florida 32502-5740

Rick Scott
Governor

Jennifer Carroll
Lt. Governor

Herschel T. Vinyard Jr.
Secretary

July 11, 2012

BY ELECTRONIC MAIL
vprather@gulfbreezefl.gov

Mr. Vernon Prather
Director of Public Services
City of Gulf Breeze
Post Office Box 640
Gulf Breeze, Florida 32562

Dear Mr. Prather:

A sanitary survey of the City of Gulf Breeze public water system (PWS ID No. 1570316) was performed on June 15, 2012. The assistance provided by Mr. Ron Davis, Mr. Dale Overly, Ms. Angel Jackson, and Ms. Mina Lanzetta during the survey was greatly appreciated. (The report for the South Santa Rosa sanitary survey, performed the same day, is still being prepared and will be sent under separate cover.)

This survey was performed to evaluate the water system's capability to continually produce safe drinking water. Public water systems in this state are regulated by the Department under the Florida Safe Drinking Water Act as set out in Florida Administrative Code.

No deficiencies were identified during the survey; however, the *Remarks and Recommendations* Section of the enclosed report should be reviewed for items that may require attention to avoid deficiencies at your next inspection.

If you have any questions, please feel free to contact me at david.hines@dep.state.fl.us, or (850) 595-0593.

Sincerely,

David Hines
Environmental Specialist

Enclosure

c: Mr. Ron Davis, Lead WTP Operator, City of Gulf Breeze (rdavis@gulfbreezefl.gov)
Ms. Angela Chelette, NFWFMD (Angela.Chelette@nfwfmd.state.fl.us)



STATE OF FLORIDA DEPARTMENT OF ENVIRONMENTAL PROTECTION

SANITARY SURVEY REPORT
COMMUNITY SYSTEMS

SYSTEM AND OWNER INFORMATION

System City of Gulf Breeze County Santa Rosa PWS ID # 1570316
 Address 1070 Shoreline Drive, Gulf Breeze, Florida Zip 32561
 Phone 850-934-5108 Fax 850-934-4042 E-mail vprather@gulfbreezefl.gov
 Owner Mr. Vernon Prather, Director of Public Works Phone 850-916-4184 (office)
 Address Post Office Box 640, Gulf Breeze, Florida 32562

INSPECTION AND CONTACT INFORMATION

Date of this survey June 15, 2012 Date of last survey July 1, 2009
 DEP Representative(s) David Hines
 Person(s) Contacted Ron Davis, Angel Jackson, Dale Overly, Mina Lanzetta
 Emergency Number 850-934-5100 Cell 850-232-9706 (Vernon) Cell 850-232-9702 (Ron)

CERTIFIED OPERATORS AND CERTIFICATION NUMBER

James B. (Ron) Davis (C6564), Therran Gentry (C13672), Dale Overly (C7252), Harold Hatcher (C14792), Vernon Prather (B6720), Dennis Durnil (C7156), Jon Kanzigg (C3371), Neal Wheeler (C14865)

DIRECTIONS TO PLANT OR OFFICE (provide general directions to the office and/or plant)

Take US Hwy 98 east to Gulf Breeze. Turn right at 2nd traffic light onto Shoreline Dr. City Hall is on right, and Utility Office is in outbuilding behind parking lot.

SERVICE AREA

Service Area Suburban residential and
 Characteristics business community
 Population 5,763 Basis 2.244/SC
(2010 census)
 Service Connections 2,568 % Metered 100
 Design Capacity (gallons) 1,656,000
 Design Capacity without best pump 1,656,000
 Storage Cap. 1,100,000 Avg. Day 851,204
 Max. Day (GPD) 1,178,000 % Design Capacity 71
 25% Max. Day 294,500 % Storage Capacity 27

PERMANENT SOURCES OF RAW WATER:

Ground How Many Wells 0/2
 Purchased PWS #'s. 1570349
 Purchase Limit (GPD) 1,567,167
 Avg Purchased (GPD) 832,677

EMERGENCY MEDIA CONTACT NUMBERS

| | NAME | PHONE NUMBER |
|------------|---------------------|--------------|
| Television | WEAR TV | 850-455-4599 |
| Radio FM | WXBM | 850-994-5357 |
| Radio AM | WCOA | 850-478-6011 |
| Newspaper | P'cola News Journal | 850-435-8500 |

EMERGENCY PREPAREDNESS / STANDBY POWER

Emergency Preparedness Plan On file: Yes No Not Req'd
 Plan includes the following : Standby Power Info Inventories
 Communication Chart Written Agreements Disaster Plans
 Avg. Day as Percentage of Auxiliary Supply 51.4
 Standby Equipment Operated at Least Monthly? Yes (weekly)
 Any Interconnects Yes No
 Which systems? 1570349 (FRUS), 1570593 (SSRU),
1170525 (ECUA, not used since
2007)
 Comments: In-place diesel generator can
power entire plant. Natural gas
engine drives auxiliary high-
service pump(Pump 1)

TREATMENT IN USE AT THIS PLANT: (CHECK ALL THAT APPLY)

Aeration E.D. Iron Removal pH Adjustment Chlorination
 Filtration Lime Softening T&O Control Chlorination-Pis Filtr Hi-Rate
 Flotation Settling Chlorination-Pool Flocculation Reverse Osmosis
 Ozonation Coagulation Orthophosphates Aqua Mag Other-Specify

Any additional treatment needed? none at time of inspection For control of what substances?

PLANT EQUIPMENT AND TREATMENT INFORMATION

• CHLORINATOR

| PLANT NUMBER (OR NAME)→ | Main (post) | Comment |
|---|---|--|
| Type of chlorination (if hypo list strength) | Gas | |
| Condition of Chlorination Equipment | good | |
| Capacity (PPD, GPD) | 50 ppd | |
| Chlorine Feed Rate (PPD, GPD) | <1 ppd | |
| Adequate Housing and Security? | Oak tree near back fence (see Recommendations) | |
| Associated Well(s) (if any) | none - purchased from Fairpoint | |
| Auxiliary Power Capability? | auto-start generator for entire plant and auxiliary motor for pump 1 | |
| O & M Log/Manual Onsite? | Log - yes / Manual - yes | |
| Operator Staffing Requirements | Class C, 5 days/week and 1 visit each weekend for a total of 0.6 hour/week | |
| Chlorine Residual (mg/l) /pH | 1.05 / 7.3 | (FRUS = 1.15 / 7.3) |
| G Chlorine Alarms Functional? | Yes - called out | Tested by setting alarm trigger point above existing Cl ₂ residual. |
| Auto Switchover | Provided but not tested | No chlorine demand at time of inspection |
| G Dual System | Yes | |
| Evidence of Leaks | No | |
| Air-Pack Respirator Adequate? | Yes | |
| A Ammonia Smells Fresh | Yes | |
| Chained Cylinders | Yes | |
| Proper Ventilation | Yes | |
| S Fitted Wrench | Yes | |
| Scale Condition | Good | |
| Spare Parts/Backups Operative? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Spare Parts Not Retained More capacity needed? <input type="checkbox"/>Yes <input checked="" type="checkbox"/>No | | |
| Comments on Chlorination: | The former auxiliary chlorine plant has been taken completely out of service. | |

4. COAGULATION
Type of flocculant
Type and size of flocculant
Condition of mixer
Condition of flocculation tank

5. DARTS/STRAIN
Condition of strainer
Filtration (grid or pool)
Condition of strainer

6. SAND FILTERING
Condition of filter
Type and size of filter
Any auxiliary chemicals used
Condition of filter media
Condition of filter support
Condition of filter underdrains
Condition of filter washwater
Condition of filter effluent
Condition of filter backwash
Condition of filter backwash water
Condition of filter backwash effluent
Condition of filter backwash water
Condition of filter backwash effluent

7. FLOCCULATION
Type of flocculant
Condition of flocculation tank
Condition of flocculation tank
Condition of flocculation tank

Is this a...?
Is a...?

FILTERS & FILTRATION

Type of filters Electronics
Size and number One filter
Length of filter runs 6 feet
Can you see filter media? no Clean after backwash? unk
Are mudballs visible? unk Binding? unk
What is the normal filter rate 2.100 GPM
What is the usual backwash rate every 14 hours
Capacity of filters 1,500 GPM Filters overloaded? no
Loss in head gauge present? yes
At what head loss is BW done? 10 lbs
Cracks and channeling? unk Cementation ever occurred? no
Where in relation to filtration is stabilizer done? ECUA
If high rate, what is turbidity at intake? Range of turbidity in effluent n/a
Can you observe algae in filters? no
Distance from top of media to trough overflow n/a

8. REVERSE OSMOSIS

Make and type of unit
Pressure required
Auxiliary chemicals
Proportion of waste used to product streams
Quality of effluent
Type of Pre-treatment
Type of membranes

9. ZEOLITE SOFTENING

Unit info & model
Resin capacity
Condition of resin
Quality of effluent

| PUMPS AND PUMP CONTROLS | | | | |
|-------------------------|---|----------|-------|----------|
| Pump Category | High Service | | | |
| Pump Number→ | 1 | 2 | 3 | 4 |
| PUMP TYPE | Cent. | Cent. | Cent. | Cent. |
| MOTOR HP | 50 | 50 | 50 | 50 |
| DATE INSTALLED | 1977 | 1977 | 1977 | 2004 |
| CAPACITY (GPM) | 1000 | 1000 | 1000 | 1000 |
| AUXILIARY CAPACITY? | Autostart generator onsite, separate aux. engine for pump 1 for redundancy. | | | |
| PROPER SECURITY? | Yes | | | |
| CONDITION OF PUMP | Good | Good | Good | Good |
| MAINT. SCHEDULE | Assess daily, repair as needed, lube every 3 mos. | | | |
| DATE LAST SERVICED | 2009 | 2/1/2012 | 1977 | New 2004 |

Comments: Pumps 2 through 4 alternate automatically as lead. Pump 1 is used only as an auxiliary pump; it has a separate natural gas aux. engine and has been upgraded to manual/automatic control.

| STORAGE FACILITIES: | | | |
|---------------------------------|------------|-----------|--------------------|
| TANK NUMBER→ | Main Plant | Elevated | comment |
| TYPE (GROUND, ELEVATED, HYDRO) | Ground | Elevated | |
| YEAR OF INSTALLATION | 1977 | 1965 | |
| CAPACITY (GALLONS) | 1,000,000 | 100,000 | |
| MATERIAL | Concrete | Steel | |
| GRAVITY DRAIN CAPACITY/DIAMETER | 4" | 4" | |
| OVERFLOW STRUCTURES PROPER? | Yes | Yes | |
| BYPASS CAPACITY | Yes | Yes | |
| COVERED/SCREENED OPENINGS | Yes | Yes | |
| PRESSURE GAUGE | N/A | Yes | |
| ON/OFF PRESSURE (PSI) | N/A | N/A | |
| ALTITUDE VALVE UTILIZED? | N/A | Yes | |
| HGT. TO BOTTOM OF EL. TANK(FT) | N/A | 116 | |
| HGT. TO MAX. WTR. LEVEL(FT) | 26 | 146 | |
| DATE OF LAST ANNUAL INSPECTION | 4/25/2012 | 4/25/2012 | |
| YEAR OF LAST 5-YEAR INSPECTION | 11/2007* | 8/31/2011 | *See comment below |
| YEAR OF LAST WASHOUT | 11/2007* | 8/31/2011 | *See comment below |

Does system provide fire protection? Yes No Security Adequate? Yes No Low Level Alarm? Yes No
Does current storage capacity comply with requirements in FAC 62-555? Yes No

Comments: Ground storage tank due for next 5-year full inspection and washout before the end of 2012. This will also count as the tank's annual inspection for screen & hatch integrity.

DISTRIBUTION SYSTEM

Material of mains? AC, CI, PVC System looped? yes How many hydrants? 286
 Any fire hydrants < 6" lines? Yes No N/A Max. pipe diameter 16" Min. pipe diameter 2"
 General operation pressure 55-75 Lowest pressures 55 PSI Location of low pressure Peakes Pt.
 Number of dead ends 15 How many without flush hydrants? 0 Flushing program? yes
 Number of line valves 280 How often exercised annually Properly Mapped? CPU/book Properly Marked? yes
 System Maps Adequate? yes Any uncleared permits? see Remarks Any uncleared and in use? no
 Percent water loss u/k Does the system have reuse? no DS O&M log kept? Yes, but not all entries signed

CROSS CONNECTION CONTROL (C3)

C3 Plan Meets Requirements? Yes No
 Comment: Excellent program; currently upgrading TOKAY pgm to communicate with main water system database RE: new connections and disconnects for more comprehensive device tracking. Of 438 active devices in the combined GB/SSRU system, 415 were tested in last 12 months (nearly 95%).
 Testing Frequency? annual Tracking: Hard Copy CPU # of BFDs: 341 Hydrant Meters Lift Stations
 Date of Last Audit: Annual (March) Certified BFD Testers: "Approved tester" list sent w/ annual test letter.

| Chlorine & pH | Remote 1 | | | | |
|------------------------|------------|--|--|--|--|
| Chlorine Residual mg/L | 0.97 | | | | |
| pH | 7.7 | | | | |
| Location | Peakes Pt. | | | | |

COMPLIANCE MONITORING

Compliance Schedule: The following parameters are next due during the year shown. (Consecutive system, no wells)

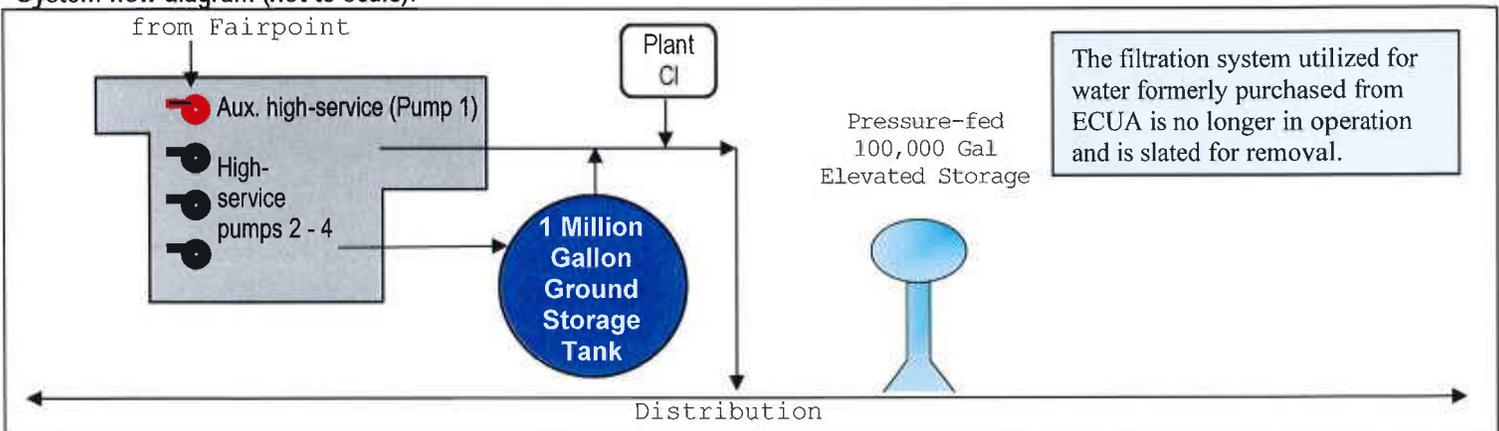
| | | | | | |
|--|--|------------|---------------------|----------|-----------|
| | | TTHMs/HAA5 | Q3 2014 (see below) | Asbestos | 2020 |
| | | | | Pb & Cu | 2012/2014 |

System out of compliance with any of the above parameters? No

Testing Equipment & Reagents Adequate Inadequate Comment: n/a
 Bacteriological Sampling Plan: Adequate Inadequate Comment: Population decrease seen this report now allows sampling only 6 distribution sites each month.
 Disinfection Byproducts Plan: Adequate Inadequate Comment: Stage 2 monitoring begins 3rd quarter 2014 at two sites. (If low enough, may go to one site annually.)

How is the system structured? Investor Municipal Private Cooperative Other Does the system follow a budget? Yes No
 Preventative Maintenance Program in place? Yes No Is adequate training provided to water system personnel? Yes No
 Comment: In addition to C-level WTP operators already on staff, four other staff have now obtained Distribution System Operator licenses.

System flow diagram (not to scale):



SCHEDULE OF DEFICIENCIES

CITY OF GULF BREEZE

Sanitary Survey of June 15, 2012

PWS ID No. 1570316

No deficiencies noted at time of inspection.

REMARKS AND RECOMMENDATIONS

EMERGENCY RESPONSE PLAN (ERP)

The ERP on file for Gulf Breeze was merely a copy of the plan formulated for SSRU in July 2009. While much of the information for the two systems should be the same (communications chart/personnel, law enforcement/fire/EMS, etc.), many specifics do differ between them (tank sizes, facility locations, etc.). For this reason, a separate plan should be prepared for the Gulf Breeze system as soon as possible. Once complete, the plan should be easily accessible at all times for reference during emergency situations and revised periodically to ensure information is up to date before it is needed.

Concerning the existing SSRU plan (from which the Gulf Breeze plan will be adapted), "Drought Response" procedures are now incorporated and contacts were updated in 2012. Standby power information and equipment/chemical supply/hazmat inventories are kept at the Operations office, but not as part of the ERP. The existing plan has listings of standby power units that are currently in place, but lacks certain information. Items such as pump capacities, fuel capacities, start-up procedures, and the like, should be added, along with recommendations for on-site inventories of fuel and reserves to be held under contract with fuel suppliers in preparation for emergencies. Operators report that Gulf Breeze and SSRU do not have written mutual aid agreements with other systems, so there are none to include in the ERP. For further EPA guidance on ERPs, see http://www.epa.gov/safewater/watersecurity/pubs/small_medium_ERP_guidance040704.pdf.

The Gulf Breeze ERP will be reviewed again during the system's next routine compliance inspection.

TREATMENT PLANT SECURITY (TREE NEAR FENCE)

A sizable oak tree just outside the chain-link fence behind the treatment plant could provide a route of unauthorized entry if it is not trimmed or removed. It is recommended that the system assess whether trimming overhanging branches alone will be adequate to ensure security of the site. If not, it may be best to remove the tree if allowed by the City's tree protection codes.

OUTSTANDING PERMITS

Our records indicate that the following PWS construction permit remains open at this time:

| Date Issued | Cleared | Permit No. | Project Name |
|----------------|---------|--------------------|----------------|
| Sept. 23, 2011 | No | 008151-001-DSGP/02 | Benson Complex |

City Engineer, Thomas Lambert, P.E., reports that demolition only has been performed at the site and construction has not yet begun. **Please remember that upon completion of the project, the water system must assure that written Department approval has been obtained before water is delivered.**

ELECTRONIC MORs – PROPER SIGNATURES

MORs submitted electronically for the Gulf Breeze system since 2010 have not been signed either on the copy submitted to the NW District or on hard-copies or electronic files retained at the system. To date, NW District has been accepting electronic MORs without signatures, as some systems may lack software needed to utilize digital signatures. However, it was not known until this inspection that the system's own copies were not properly signed as required. From now on, MOR copies retained by the system must be signed either (for computer files) using a secure digital signature (not merely a cursive computer font), or by hand-signing a hardcopy for the system files. For more information on this issue, please contact the NW District's MOR Surveillance Specialist, Nicole Hetzel, at (850) 595-0660 or nicole.hetzel@dep.state.fl.us.

REMARKS AND RECOMMENDATIONS (cont'd)

LICENSED DISTRIBUTION SYSTEM (DS) OPERATOR COVERAGE AND DS O&M LOG

Gulf Breeze has ensured proper coverage for DS maintenance and repairs that now require licensed oversight under Florida Administrative Code (F.A.C.) Rule 62-699 by having on staff eight Class C or B treatment plant operators and four licensed DS operators (one of the C operators is dual-certified as a DS operator). The system's DS O&M log is kept in a hard-bound book with numbered pages and is well-organized, containing all required information on each entry reviewed. Some entries, however, are not properly signed. Staff was reminded at time of inspection of this and other requirements for the DS O&M log, which are summarized below.

F.A.C. Rule 62-699 requires that the water treatment plant or DS operator maintain the DS O&M log current to the last operation and maintenance performed, that the log contain a minimum of the previous three months of data at all times, and that it contain the following information, which must be entered in the log on the day the information was obtained:

- (a) Identification of the distribution system;
- (b) The signature and license number of the operator making any entries;
- (c) Date, time, and description of water distribution system operation or maintenance (O&M) activities that may affect water quality or quantity and that are listed in Footnote 1 under the tables in subparagraphs 62-699.310(2)(f)1. and 2., F.A.C., including any such activities that are performed by a licensed underground utility and excavation contractor or licensed plumbing contractor (see below);
- (d) Results of tests performed and samples taken, unless documented on a laboratory sheet;
- (e) Notation of any notification or reporting completed in accordance with subsection 62-602.650(3), F.A.C.

Footnote 1 of subparagraphs 62-699.310(2)(f)1. and 2., F.A.C., referenced above, lists the following water distribution system operation or maintenance activities as those which may affect water quality or quantity: cleaning (swabbing, pigging, scraping, or air-purging) existing water mains; tapping, depressurizing/dewatering, or disinfecting existing water mains; dewatering, cleaning, or disinfecting existing finished-water storage tanks; and manually operating existing pumps, or adjusting existing automatic pump controls or automatic control valves, as necessary to regulate water distribution system flows or pressures. Any activity meeting this description requires on-site charge of a Class C plant operator or Level 3 or higher water distribution system operator, and the activity must be logged.

STORMTRACKER (FDEP POST-STORM FACILITY STATUS REPORTING PORTAL)

Systems are reminded to log into the Department's StormTracker web portal as soon as possible during and/or after tropical weather as it may affect our region this hurricane season. The site allows systems to report their operational status and any storm-related need for assistance that may arise. The information gained helps Florida's Division of Emergency Management and the Governor's Office to properly gauge the scope of storm impacts and to respond appropriately and efficiently. Systems should log in as soon as possible, if Internet access is available, at:

<http://waterwebprod.dep.state.fl.us/stormtracker/login.asp>

PWS User Name: florida

Password: storm

Once into the site, enter the information requested on the online form. Please note that StormTracker entries do not fulfill or replace requirements for reporting incidents to the State Watch Office (formerly State Warning Point). All conditions requiring State Watch Office reporting should be reported there even if also reported to StormTracker.

REMARKS AND RECOMMENDATIONS (cont'd)

RECORD RETENTION

All water system records requested during the survey were found to be on file per the required retention times given in F.A.C. Rule 62-550.720, but a bit more organization would have eased review. As a reminder, the retention times required under this rule are detailed again, below.

62-550.720 Recordkeeping.

Suppliers of water shall retain on their premises, or at a convenient location near their premises, the following records:

- (1) Records of bacteriological analyses made under this chapter shall be kept for not less than 5 years. Records of physical, chemical, or radiological analyses made under any portion of this chapter other than Rule 62-550.800, F.A.C., (including records of chemical analyses to determine compliance with maximum residual disinfectant levels) shall be kept for not less than 10 years. Actual laboratory reports may be kept, or data may be transferred to tabular summaries, provided that the information required in Rule 62-550.730, F.A.C., is included.
- (2) Records of action taken by the system to correct a violation of primary drinking water regulations shall be kept for a period not less than 3 years after the last action taken with respect to the particular violation involved.
- (3) Copies of any written reports, summaries, or communications relating to cross connection control program or sanitary surveys of the system conducted by the system itself, by a private consultant or by any local, State, or Federal agency, shall be kept for a period not less than 10 years after completion of the sanitary survey.
- (4) Records concerning a variance or exemption granted to the system shall be kept for a period ending not less than 5 years following the expiration of the variance and exemption.
- (5) Monthly operation reports shall be kept for a period of not less than 10 years.
- (6) Any system subject to the requirements of Rule 62-550.800, F.A.C., shall retain, for no fewer than 12 years, original records of all sampling data and analyses, reports, surveys, letters, evaluations, schedules, Department determinations, and any other information required by Rule 62-550.800, F.A.C.

DECREASE IN REPORTED POPULATION / EFFECT ON NUMBER OF BACTI- MONITORING SITES

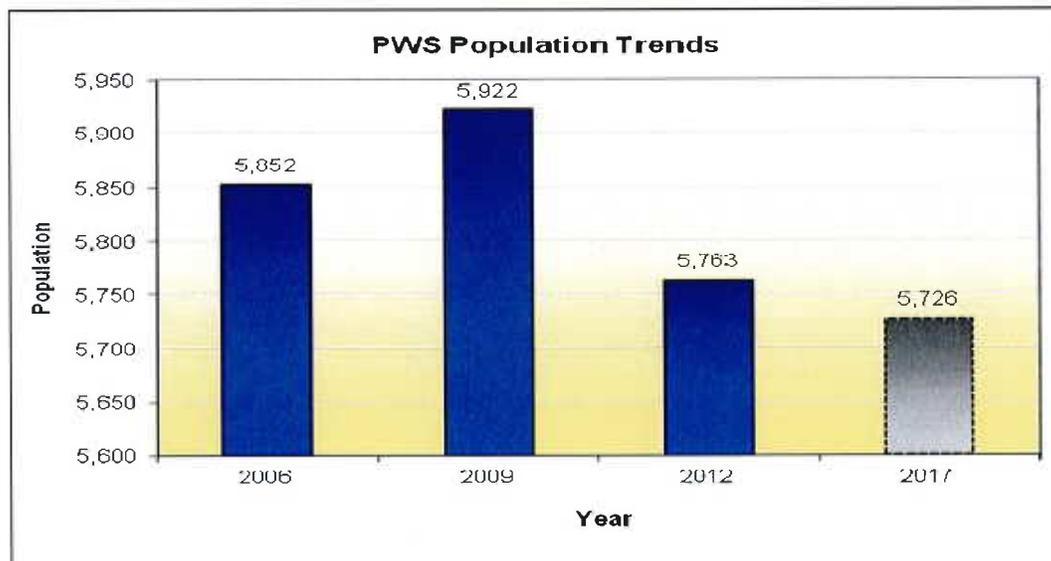
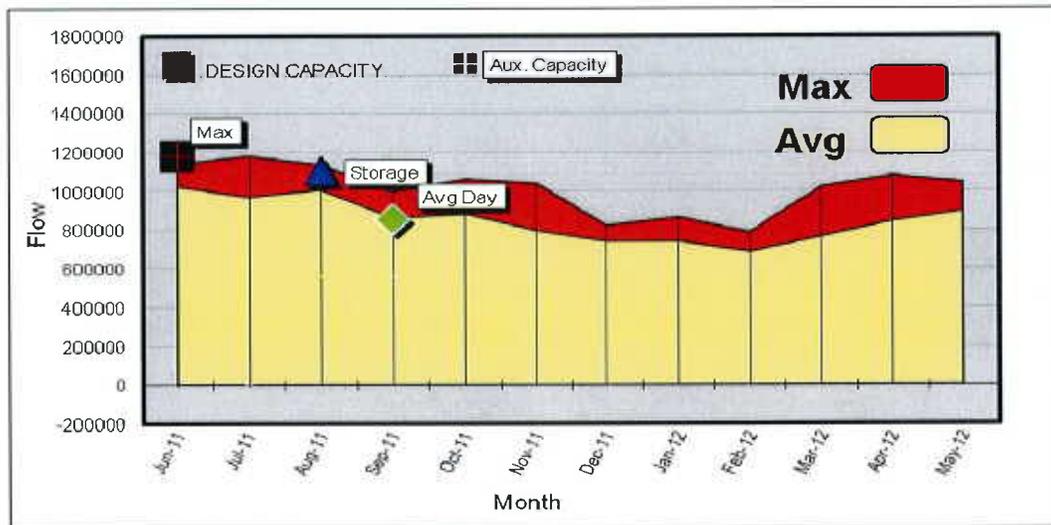
In September 2011, the system informed this office that it would use a new basis for determining its service population, i.e., figures for permanent residents and other non-transient persons obtained in the 2010 census. The system also informed this office that it would reduce the number of service connections from its historical high before Hurricane Ivan (2,644 connections) to only those currently active (2,544). With the figures currently being reported, the population basis now equals 2.244 persons/connection. In view of the resulting decrease in reported population, **if the system wishes to do so, the number of sites sampled in routine monthly distribution bacteriological monitoring may be reduced from seven to only six.**

| DEP NW District Contacts | fax: (850) 595-8392 | Important Reminders |
|--|--|--|
| Bacteriological Compliance and Ground Water Rule / Permit Review (DSGP & DS permits) | Kevin Holler (850) 595-0701 kevin.holler@dep.state.fl.us | All instances of missed routine compliance bacti- monitoring will result in enforcement action. Sample results are due within the first 10 days following the end of the required monitoring period. Sampling forms not completely, clearly, and correctly filled out will be invalid. |
| Boil Water Notices / Disinfectant Residuals | Ashlynn Smith (850) 595-0628 ashlynn.n.smith@dep.state.fl.us | WHEN ISSUING BWNs: Notify DEP ASAP (but at least within 24 hrs, and no later than noon of the next business day). WHEN ISSUING BWNs for SCHEDULED OUTAGES: Notify DEP the day before the PBWN is to be issued. |
| Chemical Compliance | Toni Touart (850) 595-0658 toni.touart-rohike@dep.state.fl.us | Call if you have any questions on requirements for 2012. |
| Consumer Confidence Reports / Capacity Development | Elizabeth Willard (850) 595-0667 elizabeth.willard@dep.state.fl.us | For community water systems, CCRs must be delivered by July 1st every year. |
| Enforcement | David Hines (850) 595-0593 david.hines@dep.state.fl.us | PERMITTING - 1) Verify written clearance by this office before providing water to any permitted PWS construction project; 2) Notify us in writing before modifying any permitted work so it can be determined whether a supplemental permit application will be required. Otherwise, enforcement may be pursued. |
| Inspection Program, Permit Clearances, GPS/GIS, and Process Improvement | Scott Grubbs (850) 595-0587 scott.grubbs@dep.state.fl.us | Valve Maintenance/Flushing Programs; Clorox Regular Unscented and Commercial Germicidal now meets NSF standards; Don't put projects into use without submitting your Certification of Construction Completion. |
| Lead and Copper Tap Monitoring | Karianne Pezdirtz (850) 595-0632 karianne.pezdirtz@dep.state.fl.us | L&C sampling must coincide with the standard monitoring framework beginning 2011. L&C tap sampling sites should be verified ahead of sampling to ensure homes are not vacant and that homeowners are still willing to participate. |
| Monthly Operation Reports | Nicole Hetzel (850) 595-0660 nicole.hetzel@dep.state.fl.us | Systems are encouraged to email their MORs to epostnwdwfpws@dep.state.fl.us . |
| Section Supervisor & Permit Issuance (WC Permits) | John H. Pope (850) 595-0633 john.pope@dep.state.fl.us | |

| Important Numbers and Websites | |
|---|---|
| State Watch Office | 800-320-0519 |
| FDEP Operator Certification | 850-245-7500 |
| FDEP State Revolving Fund | 850-245-8358 |
| FDEP Website | http://www.dep.state.fl.us/ |
| Storm Tracker Website | http://tlhdwf2.dep.state.fl.us/stormtracker/facility.asp |
| OCULUS-FDEP electronic document management system | http://wrmedms.dep.state.fl.us/Oculus/servlet/login |
| FRWA | http://www.frwa.net/ 850-668-2746 |

Flow vs. Supply

City of Gulf Breeze Sanitary Survey of June 15, 2012



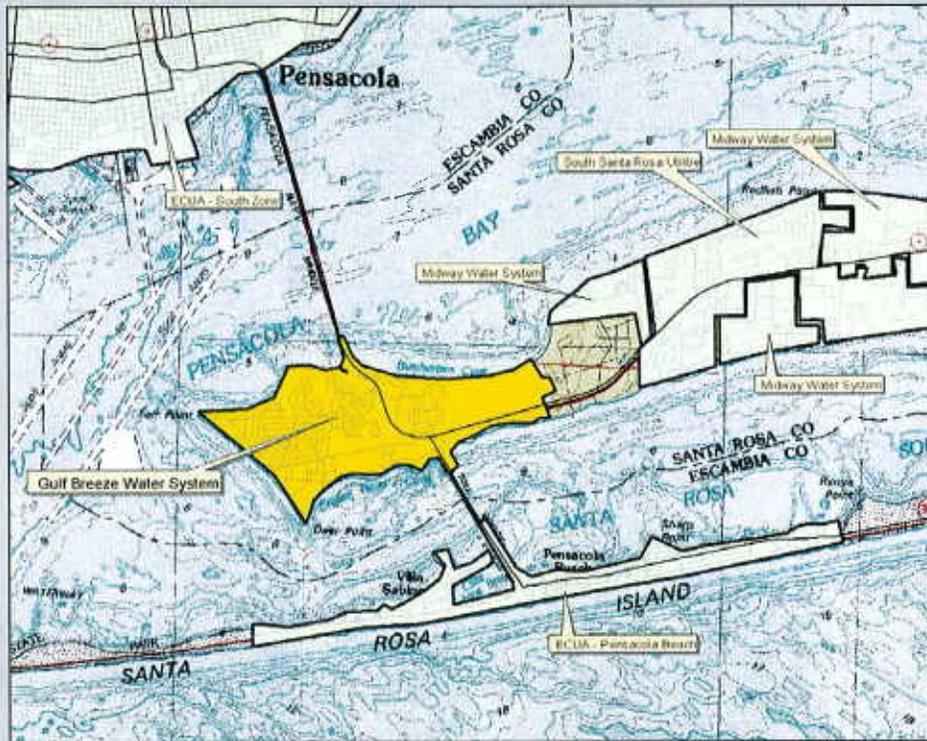
COMMENTS: The Gulf Breeze system has no wells of its own, but purchases all its water from Fairpoint Regional Utilities System (FRUS) via (potentially) two interconnects, one of which is normally valved off. Water is no longer obtained from ECUA, but the connection remains for emergencies. FRUS water is shared with Gulf Breeze's sister system, South Santa Rosa Utilities. Each system can independently retreat (disinfect) the water, but the need for additional disinfection arises only occasionally. Accordingly, there is usually little chlorine demand at the plant.

The system's elevated tank is filled by up to three 1000 GPM high service pumps. Pumps 2 through 4 alternate as lead, but as demands increase, two or three pumps can run together. Pump 1 is held in reserve as an auxiliary pump and is fitted with its own natural gas auxiliary engine for emergencies. The entire plant, including Pump 1, can be operated by the automatic start-up diesel generator.

Max-day demand in the past 12 months reached 71% of the available FRUS supply (considered here as design capacity) which complies with rule but is approaching the 75% level at which a Capacity Analysis Report (CAR) would be required. The average day is only 51.4% of auxiliary capacity, a comfortably compliant figure. Storage capacity exceeds average daily demand, as recommended; however, ample storage is critical for the Gulf Breeze Water System in the event that the Fairpoint supply is interrupted.

The population decrease seen above reflects a correction in active connections made for Hurricane Ivan and the current economy (down from 2,639 in 2009 to 2,544 today) and the system's adoption of 2010 census data as the basis for its persons per connection factor (down from 2.37 in 2009 to 2.244 at present). The continued population decrease predicted in the graphic above will likely prove to be erroneous.

Geographical Information
City of Gulf Breeze
Sanitary Survey of June 15, 2012



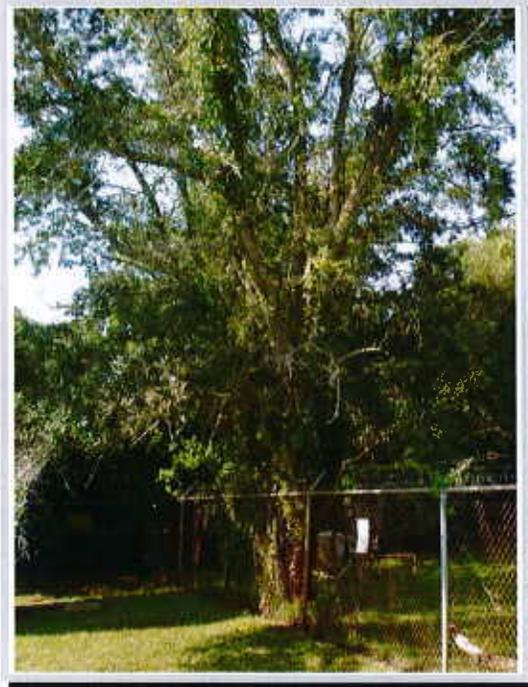
COMMENTS:

The franchise is located south of Pensacola Bay and borders no other water system. Nearby water systems include ECUA to the north and south, and Midway Water System to the east. The system receives all its water from Fairpoint Regional Utilities. Treatment and ground storage is located north of Highway 98, toward the eastern portion of the franchise. Elevated storage is in the center of Gulf Breeze (Proper).

Digital Images (cont'd)



Gulf Breeze treatment plant and ground storage.



Sizable oak tree near fence behind treatment plant poses security concern (potential route for unauthorized entry); see Recommendations.

END OF REPORT

INSPECTOR'S SIGNATURE

David Hue

DATE: July 3, 2012

APPROVED BY

Scott Smith

DATE: July 3, 2012

Liz Waters Hewson
1203 Ariola Drive
Pensacola Beach, FL 32561
301-997-6319
elizabethkhewson@gmail.com

26 July 2012

Chief Robert Randle
Gulf Breeze Police Department
311 Fairpoint Drive
Gulf Breeze, FL 32561

Dear Chief Randle:

I am writing you to express my sincerest **thanks** and to commend **Officer Travis White** and **Sgt. Tatro** for their quick and professional response to what could have been a very tragic situation.

On the evening of Tuesday, 24 July, I was crossing the Bay Bridge heading towards Gulf Breeze in my Prius when I encountered a driver who was out of control and making me afraid for my safety. As he whipped out from behind me (I was driving 45 mph) and onto the bumper of the car next to me, I thought I could slow down to let that driver to my left move in front of me, and then the aggressive driver could be good to speed on in to Gulf Breeze. Unfortunately that did not happen. I could not get away from him, as he was now directly on my door and on the bumper of the car in front of him. So I had my son call 911 and put my phone on speaker.

Your 911 dispatcher stayed with me as the events unfolded as we entered into Gulf Breeze, including the aggressive driver completely slowing down, then speeding up, then appearing to exit right by Innerlight Surf Shop and then at the last minute swerving left as if he were going to the Post Office, and then swerving back into heading straight down Highway 98. The next thing I know he was passing me in front of Gulf Breeze High School. Good news was I was able to give your dispatcher car type, license plate number, and he was finally ahead of me; bad news, he was heading to Pensacola Beach. But just as I made my turn at the sign, I noticed in my rearview mirror a Gulf Breeze Police car en route, lights off, cool, calm and collected. The driver was pulled over before the toll booth. I have never been so grateful to see a Gulf Breeze Police Officer!

I later on found out that the officer in pursuit was Office Travis White and his backup was Sgt. Tatro. Again, I cannot say thank them enough and to stress to you how quick they were to respond without endangering the lives of the rest of us by turning this incident into some kind of wild high speed car chase. Please take the time to commend them for their professionalism.

Sincerely,



Liz Waters Hewson

Attached: Thank You Card Officer White
Thank You Card Sgt. Tatro