

**GULF BREEZE CITY COUNCIL
REGULAR MEETING AGENDA**

OCTOBER 6, 2014
MONDAY, 6:30 P.M.
COUNCIL CHAMBERS

1. Roll Call
2. Invocation and Pledge of Allegiance
3. Approval of Minutes for September 15, 2014 (Regular Meeting)
Approval of Minutes for September 15, 2014 (Community Redevelopment Agency)
4. Proclamation Designating the week of October 19 through 26, 2014 as
"Florida City Government Week"
5. Proclamation Recognizing Monsignor Luke Hunt for his Thirty Years of Service
as Pastor of St. Ann Parish.
6. Ordinance No. 06-14: An Ordinance Pertaining To Vacant Lots And Construction
Site Maintenance With In the C1, C2, M, And P Zoning
Districts; Creating Section 21-268 Of The Code Of
Ordinances.
(SECOND READING & PUBLIC HEARING)
7. Ordinance No. 07-14: An Ordinance Relating to Investment Policies; Adopting a
Revised Investment Policy for the City of Gulf Breeze.
(FIRST READING)
8. Resolution No. 24-14: A Resolution Approving A Plan For Gulf Breeze Tourist
Development Expenditures for Fiscal Year 2015.
9. **CONSENT AGENDA ITEMS:***
 - A. Discussion and Action Regarding Driftwood Garden Club's 60th Anniversary.
 - B. Discussion and Action Regarding Special Event Application from Coastline
Calvary Chapel for October 25, 2014.
 - C. Discussion and Action Regarding Special Event Application from Gulf Breeze
United Methodist Church for October 26, 2014.

- D. Discussion and Action Regarding Surplus Cell Phones.
- E. Discussion and Action Regarding Sole Source Purchase of GIS Software.
- F. Discussion and Action Regarding Fire Hydrant Replacement Award of Bid to B&W Utilities, Inc. for \$26,375.00.
- G. Discussion and Action Regarding Purchase of Software from Sensus Logics for \$139,520.00.
- H. Discussion and Action Regarding Oviedo Street Resurfacing Change Order with Roads Inc. for \$54,402.29.
- I. Discussion and Action Regarding Replacement of Softball Backstop Netting on Four Softball Fields in Shoreline Park.
- J. Discussion and Action Regarding Appointment of Mike Stebbins as Interim City Attorney.

***These are items considered routine in nature and will be considered by one motion. If any citizen wishes to voice an opinion on one of the items, you should advise the Council immediately.**

10. **ACTION ITEMS**

- A. Discussion and Action Regarding Demolition of Peyton Office Building.
(Recommendation to Table Pending Further Analysis)

11. New Business

12. Open Forum

13. Adjournment

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 the recognition from the Chair.

MINUTES OF THE REGULAR MEETING OF THE
CITY COUNCIL OF THE CITY OF GULF BREEZE, FLORIDA

The 1,256th Regular Meeting of the Gulf Breeze City Council, Gulf Breeze, Florida, was held at Gulf Breeze City Hall on Monday, September 15, 2014, at 6:30 p.m.

Upon call of the roll the following Councilmembers were present: Councilwoman Cherry Fitch, Councilman David G. Landfair, Councilman Joseph Henderson, and Mayor Pro Tem Schluter. Mayor Beverly H. Zimmern was not in attendance.

APPROVAL OF MINUTES:

Councilwoman Fitch moved for approval of the minutes for the Regular Meeting held on September 3, 2014. Councilman Landfair seconded. The vote for approval was unanimous.

Councilman Landfair moved for approval of the minutes for the CRA Meeting held on September 3, 2014. Councilman Henderson seconded. The vote for approval was unanimous.

SPECIAL MEETING: PUBLIC HEARING REGARDING:

**RESOLUTION NO. 21-14: RESOLUTION ESTABLISHING A FINAL MILLAGE
RATE OF 1.9723**

Mayor Pro Tem Schluter opened the floor for public comments. No comments were made by the public. Councilwoman Fitch moved for approval of the Resolution. Councilman Landfair seconded. The vote for approval was unanimous.

**RESOLUTION NO. 22-14: RESOLUTION ADOPTING A FINAL BUDGET FOR
FISCAL YEAR 2015**

Mayor Pro Tem Schluter opened the floor for public comments. No comments were made by the public. Councilman Landfair moved for approval of the Resolution. Councilwoman Fitch seconded. The vote for approval was unanimous.

**PROCLAMATION: DECLARING THE MONTH OF OCTOBER AS
"COMMUNITY REDEVELOPMENT MONTH"**

Councilwoman Fitch moved to approve the Proclamation. Councilman Landfair seconded. The vote for approval was unanimous.

MINUTES OF THE REGULAR MEETING OF THE
CITY COUNCIL OF THE CITY OF GULF BREEZE, FLORIDA

ORDINANCE NO. 06-14: **PERTAINING TO VACANT LOTS AND
CONSTRUCTION SITE MAINTENANCE WITHIN
THE C1, C2, M AND P ZONING DISTRICTS;
CREATION OF SECTION 21-268 OF THE CODE OF
ORDINANCES. (FIRST READING)**

The City Clerk read the Ordinance by title.

Councilman Henderson moved for approval of Ordinance No. 06-14 and that a Second Reading and Public Hearing be held on Monday, October 6, 2014. Councilwoman seconded. The vote for approval was unanimous.

CONSENT AGENDA ITEMS:

That the City Council approve the following Consent Agenda Items: A through H:

**A. SUBJECT: DISCUSSION AND ACTION REGARDING DEVELOPMENT
REVIEW BOARD RECOMMENDATION.**

William Lay
110-116 Gilmore Drive
Gulf Breeze, FL 32561
Subdivision – Level III

RECOMMENDATION:

**THAT THE CITY COUNCIL APPROVE THE DEVELOPMENT REVIEW BOARD
RECOMMENDATION SUBJECT TO PAYMENT OF IMPACT FEES AND OTHER
NECESSARY APPROVALS.**

**B. SUBJECT: DISCUSSION AND ACTION REGARDING PURCHASE OF
RESCUE STRUTS IN THE AMOUNT OF \$7,480.00.**

Reference: Fire Chief memo dated September 2, 2014

MINUTES OF THE REGULAR MEETING OF THE
CITY COUNCIL OF THE CITY OF GULF BREEZE, FLORIDA

RECOMMENDATION:

THAT THE CITY COUNCIL AUTHORIZE THE FIRE DEPARTMENT TO SOLE SOURCE PURCHASE FOUR SPACE JACK STANDS AND TWO ACCESSORY KITS FOR A PRICE NOT TO EXCEED \$7,480.00 PLUS SHIPPING FROM THE FLORIDA RES-Q-JACK DEALER.

- C. **SUBJECT: DISCUSSION AND ACTION REGARDING DECLARATION OF SURPLUS PROPERTY TO BE AUCTIONED ON E-GOV DEALS.**

Reference: Sergeant Armstrong memo dated September 2, 2014

RECOMMENDATION:

THAT THE CITY COUNCIL AUTHORIZE THE SALE OF SURPLUS PROPERTY LOTS 99, 100, 101, E-5, 102 AND 103 ON E-GOVDEALS.

- D. **SUBJECT: DISCUSSION AND ACTION REGARDING PURCHASE OF STORM WATER UTILITY EASEMENT AT 428 DRACENA WAY.**

Reference: Director of Public Services memo dated September 5, 2014

RECOMMENDATION:

THAT THE CITY COUNCIL AUTHORIZE STAFF TO SECURE THE 15' WIDE X 130' LONG STORM WATER UTILITY EASEMENT AT 428 DRACENA WAY, AT A COST NOT TO EXCEED \$3,500.00.

- E. **SUBJECT: DISCUSSION AND ACTION REGARDING SSRUS BOARD RECOMMENDATIONS TO PURCHASE ONE (1) KUBOTA GR2120 LAWN TRACTOR AND ONE (1) KUBOTA RTV-X900 UTILITY VEHICLE FROM COASTAL MACHINERY AT A COST OF \$18,960.40.**

Reference: Director of Public Services memo dated September 5, 2014

MINUTES OF THE REGULAR MEETING OF THE
CITY COUNCIL OF THE CITY OF GULF BREEZE, FLORIDA

RECOMMENDATION:

SSRUS BOARD RECOMMEND THAT THE CITY COUNCIL AUTHORIZE THE PURCHASE OF ONE (1) KUBOTA GR2120 LAWN TRACTOR AND ONE (1) KUBOTA RTV-X900 FROM COASTAL MACHINERY AT A COST OF \$18,960.40.

- F. **SUBJECT: DISCUSSION AND ACTION REGARDING STORM WATER TASK FORCE RECOMMENDATION, GULF BREEZE HOSPITAL ALTERNATIVE DRAINAGE OUTFALL.**

Reference: Director of Public Services memo dated September 11, 2014

RECOMMENDATION:

THAT THE CITY COUNCIL AUTHORIZE BASKERVILLE-DONOVAN TO PREPARE CONCEPTUAL DESIGN EXHIBIT FOR A DRAINAGE SWALE TO BE LOCATED ON NATIONAL PARK PROPERTY FOR \$4,500 AND A BUDGET OF \$10,000 FOR COORDINATION MEETINGS. FUNDING TO BE TAKEN FROM GENERAL FUND CAPITAL RESERVES.

- G. **SUBJECT: DISCUSSION AND ACTION REGARDING STORM WATER TASK FORCE RECOMMENDATION, GULF BREEZE HIGH SCHOOL OUTFALL PIPE.**

Reference: Director of Public Services memo dated September 11, 2014

RECOMMENDATION:

THAT THE CITY COUNCIL AUTHORIZE JEHLE-HALSTEAD TO PROVIDE ENGINEERING SERVICES IN THE AMOUNT OF \$40,500 FOR THE DESIGN OF A GRAVITY STORMWATER SYSTEM THAT IS TO BE CONSTRUCTED ON SCHOOL PROPERTY. FUNDING TO BE TAKEN FROM GENERAL FUND CAPITAL RESERVES.

MINUTES OF THE REGULAR MEETING OF THE
CITY COUNCIL OF THE CITY OF GULF BREEZE, FLORIDA

H. **SUBJECT: DISCUSSION AND ACTION REGARDING CONTRACT FOR
LEGAL SERVICES WITH GALLOWAY/JOHNSON LAW FIRM.**

Reference: City Manager memo dated September 12, 2014

RECOMMENDATION:

**THAT THE CITY COUNCIL APPROVE THE USE OF GALLOWAY/JOHNSON
LAW FIRM FOR THE CATAWBA STREET RIGHT-OF-WAY LITIGATION AND
AUTHORIZE THE APPROPRIATE CITY OFFICIAL TO EXECUTE THE
CONTRACT.**

Councilman Landfair moved for approval of Consent Agenda Items A through H. Councilman Henderson seconded. The vote for approval was unanimous.

ACTION AGENDA ITEMS:

A. **SUBJECT: DISCUSSION AND ACTION REGARDING LONG TERM RECOVERY
EFFORT FOR FLOOD VICTIMS WITHIN THE CITY OF GULF BREEZE.**

Reference: Deputy City Manager memo dated September 12, 2014

RECOMMENDATION:

**THAT THE CITY COUNCIL APPROVE THE COMMITMENT OF \$75,000 FOR
THE PURPOSE OF PREPARING A GRANT APPLICATION TO THE
FLORIDA DISASTER FUND FOR MATCHING FUNDS TO BE USED FOR
THE LONG TERM RECOVERY EFFORT FOR FLOOD VICTIMS WITHIN THE
CITY OF GULF BREEZE.**

Executive Director of United Way Guy Thompson and Director of Development Kyle Holley addressed the Council regarding this program.

Councilman Landfair moved for approval of staff's recommendation. Councilwoman Fitch seconded. The vote for approval was 3-1 with Councilman Henderson dissenting.

MINUTES OF THE REGULAR MEETING OF THE
CITY COUNCIL OF THE CITY OF GULF BREEZE, FLORIDA

NEW BUSINESS: None

INFORMATION ITEMS:

OPEN FORUM:

Scott Wheatley of 33 Gulf Breeze Parkway, Gulf Breeze, Florida, addressed the Council regarding a project relative to re-subdivision of existing lots located at 3 Futura Drive, 117 Gilmore Drive and 303 Loruna Drive.

The following residents appeared before the City Council and spoke in opposition of the project proposed by Mr. Wheatley:

Seamas Hunt, 118 Gilmore Drive, Kate Peterson, 434 York Street, Terry Pape, 100 Hampton Street, Greg Longuet, 126 Gilmore Drive, Sissy Hunt, 118 Gilmore Drive, and Ann Martin Brody. John Minor, 121 Cumberland, spoke in favor of the project.

Laura Knisbell, 198 Camelia Street appeared before the Council regarding purchasing of a strip of property located at 198 Camelia Street.

ADJOURNMENT: Mayor Pro Tem Schluter adjourned the meeting at 7:30 p.m.

Leslie A. Guyer, City Clerk

JB Schluter, Mayor Pro Tem

**MINUTES OF A MEETING OF THE BOARD OF DIRECTORS FOR THE
COMMUNITY REDEVELOPMENT AGENCY**

A meeting of the Board of Directors for the Community Redevelopment Agency, Gulf Breeze, Florida, was convened at the Gulf Breeze City Hall Council Chambers on Monday, September 15, 2014, at 6:55 p.m.

The following members were present: Councilman Joseph Henderson, Councilwoman Fitch, Councilman Landfair, and Mayor Pro Tem Schluter. Mayor Zimmern was not in attendance.

The purpose of the meeting was for the Board of Directors of the Community Redevelopment Agency to consider the following:

CONSENT AGENDA ITEM*:

- A. **SUBJECT: DISCUSSION AND ACTION MASTER PLANNING TRAFFIC STUDY FOR THE MEDIAN CLOSURE IN FRONT OF STARBUCKS BY HAS CONSULTING GROUP AT A COST NOT TO EXCEED \$9,960.00.**

Reference: Director of Community Services memo dated September 3, 2014

RECOMMENDATION:

THAT THE CITY COUNCIL MEET AS THE BOARD OF DIRECTORS OF THE COMMUNITY REDEVELOPMENT AGENCY AND APPROVE THE TRAFFIC ENGINEERING STUDY BY HSA CONSULTING GROUP AT A COST NOT TO EXCEED \$9,960.00.

- B. **SUBJECT: DISCUSSION AND ACTION REGARDING MEMBERSHIP DUES – FLORIDA REDEVELOPMENT ASSOCIATION.**

Reference: City Clerk memo dated September 5, 2014

RECOMMENDATION:

THAT THE CITY COUNCIL MEET MONDAY, SEPTEMBER 15, 2014 AS THE BOARD OF DIRECTORS OF THE COMMUNITY REDEVELOPMENT AGENCY AND APPROVE PAYMENT OF \$745.00 FOR ANNUAL MEMBERSHIP IN THE FLORIDA REDEVELOPMENT ASSOCIATION.

Councilman Henderson moved for approval of Consent Agenda Items A through B. Councilman Landfair seconded. The vote for approval was unanimous.

INFORMATIONAL ITEMS: None

**MINUTES OF A MEETING OF THE BOARD OF DIRECTORS FOR THE
COMMUNITY REDEVELOPMENT AGENCY**

PUBLIC FORUM: None

ADJOURNMENT: Mayor Pro Tem Schluter adjourned the meeting at 6:57 p.m.

Leslie A. Guyer, City Clerk

JB Schluter, Mayor Pro Tem

Councilmembers Present: Joseph Henderson, David G. Landfair and Cherry Fitch, Mayor Pro Tem J.B. Schluter, and Mayor Beverly Zimmern.

ACTION AGENDA ITEMS:**A. SUBJECT: DISCUSSION AND ACTION REGARDING FLORIDA CITY GOVERNMENT WEEK PROCLAMATION.**

Reference: City Manager verbal report

RECOMMENDATION:

THAT THE CITY COUNCIL DESIGNATE THE WEEK OF OCTOBER 19 THROUGH 26, 2014 AS "FLORIDA CITY GOVERNMENT WEEK".

Councilman Henderson made a motion to place staff's recommendations on the October 6, 2014, Regular Council meeting agenda. The motion was seconded by Councilwoman Fitch. The vote for approval was unanimous.

B. SUBJECT: DISCUSSION AND ACTION REGARDING MONSIGNOR LUKE HUNT PROCLAMATION.

Reference: City Manager verbal report

RECOMMENDATION:

THAT THE CITY COUNCIL RECOGNIZE MONSIGNOR LUKE HUNT FOR HIS THIRTY (30) YEARS OF SERVICE AS PASTOR OF ST. ANN PARISH.

Mayor Pro Tem Schluter made a motion to place staff's recommendations on the October 6, 2014, Regular Council meeting agenda. The motion was seconded by Councilwoman Fitch. The vote for approval was unanimous.

C. SUBJECT: DISCUSSION AND ACTION REGARDING DRIFTWOOD GARDEN CLUB'S 60 ANNIVERSARY ON DECEMBER 10, 2014.

Reference: Director of Parks and Recreation memo dated September 24, 2014

RECOMMENDATION:

THAT THE CITY COUNCIL RECOGNIZE THE DRIFTWOOD GARDEN CLUB'S SIXTIETH ANNIVERSARY WITH A PLAQUE TO BE PLACED IN THE ENTRANCE FOYER OF THE COMMUNITY CENTER AND BE PRESENTED DURING THE ARBOR DAY CELEBRATION TO BE HELD OF DECEMBER 10, 2014.

Mayor Pro Tem made a motion to place staff's recommendations on the October 6, 2014, Regular Council meeting agenda. The motion was seconded by Councilwoman Fitch. The vote for approval was unanimous.

D. SUBJECT: DISCUSSION AND ACTION REGARDING GULF BREEZE FINANCIAL SERVICES (GBFS) 2014 ANNUAL REPORT ON INVESTMENTS.

Reference: Executive Director of Gulf Breeze Financial Services memo dated September 8, 2014. Mr. Gray appeared before the Council to present this item.

RECOMMENDATION:

THAT THE CITY COUNCIL, AS THE BOARD OF DIRECTORS OF GBFS, TO AUTHORIZE A RESOLUTION INSTRUCTING THE TRUSTEE TO PLACE UNENCUMBERED SURPLUS FUNDS IN THE 1985 PROGRAM WITH AN INVESTMENT MANAGER AS DIRECTED BY THE CITY'S INVESTMENTS ADMINISTRATOR.

E. SUBJECT: DISCUSSION AND ACTION REGARDING RECOMMENDATIONS FROM GULF BREEZE FINANCIAL SERVICES REGARDING INVESTMENT OF 1985 PROGRAM PROCEEDS.

Reference: Executive Director of Gulf Breeze Financial Services memo dated September 4, 2014. Mr. Gray appeared before the Council to present this item.

RECOMMENDATION:

THAT THE CITY COUNCIL ALLOW INVESTMENTS WITHIN THE CURRENT POLICY BE AMENDED TO ALLOW UP TO 25% OF THE PORTFOLIO TO BE INVESTED IN HIGH GRADE EQUITIES (FORTUNE 50 COMPANIES).

Councilman Landfair made a motion to place staff recommendation's D AND E on the October 6, 2014, Regular Council meeting agenda. The motion was seconded by Councilman Henderson. The vote for approval was unanimous.

F. SUBJECT: DISCUSSION AND ACTION REGARDING SPECIAL EVENT APPLICATION FROM COASTLINE CALVARY CHAPEL FALL FESTIVAL ON OCTOBER 25, 2014 FROM P.M. TO P.M.

Reference: Deputy Chief memo dated September 9, 2014

RECOMMENDATION:

THAT THE CITY COUNCIL APPROVE THE SPECIAL EVENT APPLICATION BY CALVARY CHAPEL.

Councilman Henderson made a motion to place staff's recommendations on the October 6, 2014, Regular Council meeting agenda. The motion was seconded by Councilman Landfair. The vote for approval was unanimous.

G. SUBJECT: DISCUSSION AND ACTION REGARDING SPECIAL EVENT APPLICATION FROM GULF BREEZE UNITED METHODIST CHURCH BLOCK PARTY TO BE HELD ON OCTOBER 26, 2014 FROM 3M TO P.M.

Reference: Deputy Chief memo dated September 12, 2014

RECOMMENDATION:

THAT THE CITY COUNCIL APPROVE THE SPECIAL EVENT APPLICATION BY GULF BREEZE UNITED METHODIST CHURCH.

Mayor Pro Tem Schluter made a motion to place staff's recommendations on the October 6, 2014, Regular Council meeting agenda. The motion was seconded by Councilman Henderson. The vote for approval was unanimous.

H. SUBJECT: DISCUSSION AND ACTION REGARDING SURPLUS CELL PHONES.

Reference: Community Services memo dated September 23, 2014

RECOMMENDATION:

THAT THE CITY COUNCIL DECLARE THE SURPLUS PHONES DESCRIBED IN STAFF'S MEMO AS SURPLUS AND AUTHORIZE DISPOSAL THROUGH PARABEN CORP IN EXCHANGE FOR CREDIT TOWARDS THE POLICE DEPARTMENT'S ANNUAL SUBSCRIPTION FOR THEIR FORENSIC DOWNLOAD SOFTWARE.

Councilman Landfair made a motion to place staff's recommendations on the October 6, 2014, Regular Council meeting agenda. The motion was seconded by Councilman Henderson. The vote for approval was unanimous.

I. SUBJECT: DISCUSSION AND ACTION REGARDING PURCHASE OF GIS SOFTWARE.

Reference: Director of Community Services memo dated September 25, 2014

RECOMMENDATION:

THAT THE CITY COUNCIL AUTHORIZE THE DEPARTMENT OF COMMUNITY SERVICES TO SOLE SOURCE PURCHASE ARCGIS FOR DESKTOP FROM ESRI FOR A PRICE NOT TO EXCEED \$7,000 AND AUTHORIZE AN ADDITION OF \$2,525 FOR TRAINING AS NEEDED.

Mayor Pro Tem Schluter made a motion to place staff's recommendations on the October 6, 2014, Regular Council meeting agenda. The motion was seconded by Councilwoman Fitch. The vote for approval was unanimous.

J. SUBJECT: DISCUSSION AND ACTION REGARDING ADOPTION OF RESOLUTION 24-14 FOR FY 2015 TOURIST DEVELOPMENT COUNCIL BUDGET.

Reference: Director of Budget memo dated September 17, 2014

RECOMMENDATION:

THAT THE CITY COUNCIL ADOPT RESOLUTION 24-14 APPROVING THE FY 2015 TOURIST DEVELOPMENT COUNCIL BUDGET.

Mayor Pro Tem Schluter made a motion to place staff's recommendations on the October 6, 2014, Regular Council meeting agenda. The motion was seconded by Councilman Henderson. The vote for approval was unanimous.

K. SUBJECT: DISCUSSION AND ACTION REGARDING REPAIR OF FIRE HYDRANTS.

Reference: Assistant Director of Public Services memo dated September 26, 2014.

RECOMMENDATION:

THAT THE CITY COUNCIL AWARD THE FIRE HYDRANT REPLACEMENT TO B&W UTILITIES, INC. FOR \$26,375.00.

Councilman Landfair made a motion to place staff's recommendations on the October 6, 2014, Regular Council meeting agenda. The motion was seconded by Councilwoman Fitch. The vote for approval was unanimous.

L. SUBJECT: DISCUSSION AND ACTION REGARDING PURCHASE OF SOFTWARE FROM SENSUS LOGICS.

Reference: Assistant Director of Public Services memo dated September 26, 2014.

RECOMMENDATION:

THAT THE CITY COUNCIL APPROVE THE PAYMENT OF \$139,520.00 TO SENSUS FOR THE BASE STATION WARRANTY AND THE LOGICS SOFTWARE WITH CLOUD STORAGE OF CITY DATA, TRAINING AND CUSTOMER SUPPORT FOR FIVE YEARS.

Councilwoman Fitch made a motion to place staff's recommendations on the October 6, 2014, Regular Council meeting agenda. The motion was seconded by Mayor Pro Tem Schluter. The vote for approval was unanimous.

M. SUBJECT: DISCUSSION AND ACTION REGARDING OVIEDO STREET RESURFACING.

Reference: Assistant Director of Public Services memo dated September 26, 2014.

RECOMMENDATION:

THAT THE CITY COUNCIL AWARD THE CHANGE ORDER FOR OVIEDO STREET TO ROADS, INC. IN THE AMOUNT OF \$54,402.29.

Mayor Pro Tem Schluter made a motion to place staff's recommendations on the October 6, 2014, Regular Council meeting agenda. The motion was seconded by Councilman Henderson. The vote for approval was unanimous.

N. SUBJECT: DISCUSSION AND ACTION REGARDING SOFTBALL BACKSTOP NETTING AT SHORELINE PARK.

Reference: Director of Parks and Recreation memo dated September 25, 2014.

RECOMMENDATION:

THAT THE CITY COUNCIL AUTHORIZE THE CARRYOVER OF UNUSED REPAIRS AND MAINTENANCE FUNDS IN THE AMOUNT OF \$36,000 FROM FISCAL YEAR 2014 AND DIRECT STAFF TO SEE COMPETITIVE BIDS FOR THE REPLACEMENT OF THE BACKSTOPS AND NETTING ON FOUR SOFTBALL FIELDS WITHIN SHORELINE PARK.

Councilman Henderson made a motion to place staff's recommendations on the October 6, 2014, Regular Council meeting agenda. The motion was seconded by Councilwoman Fitch The vote for approval was unanimous.

O. SUBJECT: DISCUSSION AND ACTION REGARDING DEMOLITION OF PEYTON OFFICE BUILDING.

Reference: Deputy City Manager memo dated September 24, 2014.

RECOMMENDATION:

THAT THE CITY COUNCIL DIRECT STAFF TO PREPARE BID DOCUMENTS AND SOLICIT BIDS FOR THE DEMOLITION OF THE PEYTON OFFICE BUILDING.

Mayor Pro Tem Schluter made a motion to place staff's recommendations on the October 6, 2014, Regular Council meeting agenda. The motion was seconded by Councilwoman Fitch The vote for approval was unanimous.

P. SUBJECT: DISCUSSION AND ACTION REGARDING ORDINANCE 06-14, CREATING SECTION 21-268 OF THE MUNICIPAL CODE OF ORDINANCES RELATIVE TO MAINTENANCE AND LANDSCAPING OF VACANT PARCELS IN COMMERCIAL, MEDICAL AND PUBLIC ZONING DISTRICTS.

Reference: City Manager memo dated September 26, 2014.

RECOMMENDATION:

THAT THE CITY COUNCIL HOLD A PUBLIC HEARING AND APPROVE ORDINANCE NO. 06-16 ON SECOND AND FINAL READING.

Councilman Henderson made a motion to place staff's recommendations on the October 6, 2014, Regular Council meeting agenda. The motion was seconded by Councilwoman Fitch The vote for approval was unanimous.

Q. SUBJECT: DISCUSSION AND ACTION REGARDING PAYMENT OF MASTER PLANNING INVOICE FROM VHB (SEPTEMBER 2014).

Reference: City Clerk memo dated September 25, 2014.

RECOMMENDATION:

THAT THE CITY COUNCIL MEET AS THE BOARD OF DIRECTORS OF THE COMMUNITY REDEVELOPMENT AGENCY ON MONDAY, OCTOBER 6, 2014, AND APPROVE PAYMENT OF INVOICE NO. 188297 IN THE AMOUNT OF \$2,453.20 TO VHB.

R. SUBJECT: DISCUSSION AND ACTION REGARDING PAYMENT OF MASTER PLANNING INVOICE FROM VHB (AUGUST 2014).

Reference: City Clerk memo dated September 24, 2014.

RECOMMENDATION:

THAT THE CITY COUNCIL MEET AS THE BOARD OF DIRECTORS OF THE COMMUNITY REDEVELOPMENT AGENCY ON MONDAY, OCTOBER 6, 2014, AND APPROVE PAYMENT OF INVOICE NO. 187115 IN THE AMOUNT OF \$10,032.75 TO VHB.

Councilman Landfair made a motion to place staff's recommendations Q and R on the October 6, 2014, Community Redevelopment Agency agenda. The motion was seconded by Councilman Henderson. The vote for approval was unanimous.

S. SUBJECT: DISCUSSION AND ACTION REGARDING ADOPTION OF RESOLUTION NO. 25-14 FOR FY 2015 COMMUNITY REDEVELOPMENT AGENCY (CRA) BUDGET.

Reference: Director of Budget memo dated September 23, 2014.

RECOMMENDATION:

THAT THE CITY COUNCIL MEET AS THE BOARD OF DIRECTORS OF THE COMMUNITY REDEVELOPMENT AGENCY ON MONDAY, OCTOBER 6, 2014, AND ADOPT RESOLUTION NO. 25-14 APPROVING THE FY 2015 COMMUNITY REDEVELOPMENT AGENCY BUDGET.

Mayor Pro Tem Schluter made a motion to place staff's recommendation on the October 6, 2014, Community Redevelopment Agency agenda. The motion was seconded by Councilman Landfair. The vote for approval was 4-0. Councilman Henderson was not present for the vote.

NEW ITEMS:

A. SUBJECT: DISCUSSION AND ACTION REGARDING APPOINTING MIKE STEBBINS AS INTERIM CITY ATTORNEY.

Reference: City Manager verbal report

RECOMMENDATION:**THAT THE CITY APPOINT MIKE STEBBINS AS INTERIM CITY ATTORNEY**

Councilwoman Fitch made a motion to place staff's recommendation on the October 6, 2014, Regular Council meeting agenda. The motion was seconded by Mayor Pro Tem Schluter. The vote for approval was 4-0. Councilman Henderson was not present for the vote.

INFORMATION ITEMS:

The City Manager spoke with the Council regarding holding a workshop on the Tiger Point Golf Course. The Council was in agreement and a date and time will be set at a later date.

PUBLIC FORUM: None

ADJOURNMENT: Mayor Zimmern adjourned the meeting at 7:08 P.M.



City of Gulf Breeze

PROCLAMATION

WHEREAS, a city government is the government closest to most citizens, and the one with the most direct daily impact upon its residents; and,

WHEREAS, city government is administered for and by its citizens, and is dependent upon public commitment to and understanding of its many responsibilities; and,

WHEREAS, city government officials and employees share the responsibility to pass along their understanding of public services and their benefits; and,

WHEREAS, Florida City Government Week is a very important time to recognize the significant role played by city government in our lives; and,

WHEREAS, Florida City Government Week offers a great opportunity to spread the word to all Floridians that they can shape and influence this branch of government, which is closest to the people; and,

WHEREAS, the City of Gulf Breeze supports "*My City: I'm Part of It; I'm Proud of it!*"

NOW, THEREFORE, BE IT PROCLAIMED, I, Beverly H. Zimmern, Mayor of the City of Gulf Breeze, do hereby proclaim October 19 through 26, 2014, to be

FLORIDA CITY GOVERNMENT WEEK

IN WITNESS WHEREOF, I have hereunto set my hand and caused the Seal of the City of Gulf Breeze, Santa Rosa County, Florida, to be affixed this 6th day of October, 2014.

Stephanie D. Lucas, City Clerk

Beverly H. Zimmern, Mayor



City of Gulf Breeze

PROCLAMATION

WHEREAS, Monsignor Luke Hunt was ordained into the priesthood in June, 1967;

WHEREAS, Monsignor Hunt has served the St. Ann Parish as its Pastor since 1984; and

WHEREAS, Monsignor Hunt currently serves on the diocesan Building Commission, Finance Commission, and other various diocesan assignments. He also serves as the Vicar General of the Diocese; and

WHEREAS, Monsignor Hunt is active in several local community organizations, including Chaplains Association, Interfaith Ministries, Pensacola State College Board of Trustees, and the Board of Directors of Gulf Breeze Hospital and Andrews Institute; and

WHEREAS, in 2004, following Hurricane Ivan, Monsignor Hunt and St. Ann Parish made the facilities of St. Ann available to FEMA as a Disaster Resource Center to the significant benefit of the community; and

WHEREAS, Monsignor Hunt is hereby commended for his faithfulness to his church and community; and

NOW, THEREFORE, BE IT PROCLAIMED I, Beverly H. Zimmern, Mayor of The City of Gulf Breeze, do hereby join together with the parishioners of St. Ann Parish and the residents of Gulf Breeze in extending recognition and appreciation to Monsignor Luke Hunt for his thirty (30) years of service as Pastor of St. Ann Parish.

IN WITNESS WHEREOF, I have hereunto set my hand and caused the Seal of the City of Gulf Breeze, Santa Rosa County, Florida, to be affixed this 6th day of October, 2014.

Stephanie D. Lucas, City Clerk

Beverly H. Zimmern, Mayor

ORDINANCE NO. 06-14

AN ORDINANCE OF THE CITY OF GULF BREEZE FLORIDA, PERTAINING TO VACANT LOTS AND CONSTRUCTION SITE MAINTENANCE WITHIN THE C1, C2, M, AND P ZONING DISTRICTS; CREATING SECTION 21-268 OF THE CODE OF ORDINANCES; PROVIDING FOR SEVERABILITY; PROVIDING FOR CONFLICT; AND PROVIDING AN EFFECTIVE DATE.

WHEREAS, the City Council of the City of Gulf Breeze desires to minimize the detrimental health, safety, general welfare and impacts of vacant lots and construction activities associated with commercial construction on the residents of the City of Gulf Breeze; and,

WHEREAS, the City Council of the City of Gulf Breeze desires to ensure that commercial construction activities and vacant lots are maintained and all construction activity is conducted in such a manner so as to avoid unnecessary inconvenience and annoyance to the general public and the occupants of the neighboring properties.

NOW, THEREFORE, BE IT ORDAINED by the City Council of the City of Gulf Breeze, Florida, as follows:

SECTION 1 - Section 21-268 is hereby created to read:

Sec. 21-268. Vacant lot and construction site maintenance.

- (a) *Intent.* The intent of this section is to minimize the detrimental health, safety, general welfare and impacts of vacant lots and construction activities on the residents of the City of Gulf Breeze; to ensure that each vacant lot and construction site is maintained, and each construction activity is conducted in such a manner so as to avoid unnecessary inconvenience and annoyance to the general public and the occupants of the neighboring properties; and to require maintenance practices that will reduce the amount of sediment and other pollutants leaving construction sites during land development or land disturbing construction activities.
- (b) *Applicability.*
 - (1) The regulations contained in this section apply to all vacant lots and land disturbing construction and land development activities on properties within the C1, C2, M, and P zoning districts in the City of Gulf Breeze.
 - (2) This section applies to all properties with an active or expired building permit or an active or expired demolition permit for any land disturbing construction and/or land development activities as defined in this section.
 - (3) All landowners of vacant lots that are not in compliance with the provisions of this section shall be required to bring such property into conformance within one hundred eighty (180) days of the effective date of the ordinance.
 - (4) All Florida Department of Transportation (FDOT) funded construction is exempt from this section. All FDOT funded or conducted construction activities shall meet the requirements as required by Florida Department of Environmental Protection regulation.

- (5) All other land disturbing construction and land development activities exempt from local permitting authority are exempt from this section. Land disturbing construction and land development activities performed by the city within city right-of-way or on city property are exempt from this section.
- (6) Should this section and another ordinance conflict or overlap, whichever imposes the more stringent restrictions shall prevail.
- (c) *Definitions.* The following words, terms and phrases when used in this section, shall have the meanings ascribed to them in this section, except where the context clearly indicates a different meaning:

Irrigation. The methods of supply and application of water other than natural rainfall to foster plant growth. Methods shall include an automated irrigation system or hand watering.

Land development activities. The construction of buildings, roads, parking lots, paved storage areas, demolition of structures, installation of utilities, or other similar facilities.

Land disturbing construction activities. Any man-made change of the land surface, including removing vegetative cover, excavating, filling and grading landscaping modifications, and demolition.

Landowner. Any person, firm, corporation or other legal entity who, individually or jointly or severally with others, holds the legal or beneficial title to any building, facilities, equipment or premises subject to the provisions of this section. The term shall include the landowner's duly authorized agent, a purchaser, devisee, fiduciary, property holder as any other person, firm, corporation or legal entity having a vested or contingent interest or, in the case of a leased premises, the legal holder of the lease or his legal representative. It is intended that this term shall be construed as applicable to the person, firm, corporation or legal entity responsible for the construction, maintenance and operation of the building, facilities or premises involved.

Seeding. The planting of vegetative cover, such as grasses or legumes, over disturbed areas.

Site. The entire area included in the legal description of the land on which the land disturbing construction or land development activities are proposed in the permit application.

Sodding. The placement of permanent vegetative cover over disturbed areas as a method of permanent stabilization.

Vacant lot. Any parcel of land not containing a primary structure excluding a fence.

(d) *Maintenance.*

Contractors, subcontractors and persons holding permits to perform land disturbing construction or land development activities, and the landowners of construction sites shall cause the site to be maintained in a neat and orderly condition that is free from any debris, garbage, junk, used or discarded construction materials, trash or any other foreign substance produced as a result of the land disturbing construction or land development activities, other than debris, garbage, junk, trash or other foreign substance deposited into and contained within a trash receptacle or trash dumpster.

- (1) In all instances where a building permit has not been issued within ninety (90) days of the completion or abandonment of land disturbing construction activities, the site shall, within thirty (30) days after the expiration of such ninety (90) day period, be brought to grade, tilled, planted and maintained with ground cover to include sodding or seeding which shall have irrigation. A landscape buffer shall be planted around the periphery of the site. Said landscaping shall include a landscaped yard at least five (5) feet in width containing an opaque screen of landscaping at least three (3) feet in height. Such screen shall not constitute any obstruction to visibility between two and half (2½) feet and ten (10) feet in height if such obstruction constitutes a hazard to the vehicular and pedestrian traffic. One (1) tree shall be planted for each fifty (50) linear feet, or fraction thereof. Any temporary construction fence shall also be removed. The City Manager or designee, may grant, in writing, an extension to the time frame for the issuance of a building permit, under this paragraph, when the landowner has demonstrated a good faith effort in pursuing the building permit but that circumstances beyond the control of the contractor and/or permittee have occurred.
- (2) All construction waste and debris from new construction or major alteration or repair shall be kept in an enclosed container on site to minimize debris from littering adjacent properties and public rights-of-way. The permittee, contractor or landowner shall cause such waste or debris to be removed at least weekly.
- (3) All mud or debris shall be continually removed from the public sidewalks and streets.
- (4) All weeds and grass on the site and adjoining right-of-way shall be maintained in accordance with Section 8-36 of this Code.
- (5) Contractors, subcontractors and persons holding permits to perform land disturbing construction and land development activities and the landowners of construction sites shall, at the direction of the City Manager or designee, either repair, or reimburse the city for its costs incurred to repair any damage to any public right-of-way that is caused by or during the land disturbing construction or land development activities.

- (6) In the event that the demolition permit or building permit expires, all materials and equipment related to the land disturbing construction or land development activities shall be removed from the job site within ten (10) days of the permit expiration date. The job site shall, within thirty (30) days thereafter, be brought to grade, tilled and planted with ground cover to include sodding or seeding which shall have irrigation.

SECTION 2 - SEVERABILITY

If any section, paragraph, sentence, clause, phrase or word of this Ordinance is for any reason held by any court to be unconstitutional, inoperative, invalid or void, such holding shall not in any manner affect the validity of the remaining portions of this Ordinance.

SECTION 3 - CONFLICT

The provisions of this Ordinance shall be deemed to control and prevail over any ordinance or portion thereof in conflict with the terms hereof.

SECTION 4 - EFFECTIVE DATE

This Ordinance shall become effective upon its adoption by the City Council.

PASSED ON THE FIRST READING ON THE 15th DAY OF SEPTEMBER, 2014.

ADVERTISED ON THE 25TH DAY OF SEPTEMBER, 2014.

PASSED ON THE SECOND READING ON THE 6TH DAY OF OCTOBER, 2014.

By: _____
Beverly H. Zimmern, Mayor

ATTESTED TO BY:

Leslie A. Guyer, City Clerk



City of Gulf Breeze

Memorandum

To: Edwin A. Eddy, City Manager

From: Curt Carver, Deputy City Manager

Date: 10/2/2014

Subject: Investment Policy

Enclosed is an ordinance approving a revised investment policy for the City. This revision is necessary to implement the changes proposed by Mr. Gray at the Executive Session on October 1st. Please note that the revision provides that "High Grade Equity Funds" are an authorized investment under the policy.

High Grade Funds are described as mutual funds or exchange traded funds that are comprised primarily of U.S. based, large market capitalized companies that are dividend achievers or dividend aristocrats. These later terms refer to companies that have increased dividends for the last 10 years and companies that have increased dividends for the last 25 years respectively. I have included definition references for your information. The revision also includes a change to Attachment 1 adding High Grade Equity Funds to the list with a 25% limitation.

The proposed draft has been reviewed by Mr. Gray and he has indicated that it satisfies the intent of his recommendation to the City Council. Should you have any questions, please do not hesitate to contact me.

Recommendation: That the City Council approve the enclosed ordinance adopting a revised investment policy for the City on a First Reading on October 6, 2014 and hold a public hearing on October 20, 2014 and approve it on a Second Reading on that date.

Enclosure

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Large Cap

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What it is:

Generally speaking, **large cap** companies have at least \$8 billion of market capitalization.

How it works/Example:

Market capitalization refers to the value of a company's **outstanding shares**. The formula for **market capitalization** is:

$$\text{Market Capitalization} = \text{Current Stock Price} \times \text{Shares Outstanding}$$

It is important to note that market cap is not the same as **equity** value, nor is it equal to a company's **debt** plus its shareholders' equity (although that too is sometimes referred to as simply the company's capitalization).

Let's assume Company XYZ has 10 million **shares outstanding** and the current share price is \$9. Based on this information and the formula above, we can calculate that Company XYZ's market capitalization is 100 million x \$90 = \$9 billion. Company XYZ is a large cap **stock**.

Why it Matters:

Many investors regard large cap stocks as more mature and more stable. Accordingly, they are often attractive to conservative investors and **income** investors. However, capitalization reflects the theoretical value of a company, not what the company could be purchased for in a normal **merger** transaction. One reason for this is that the value of material nonpublic information, management changes, operating synergies between the acquirer and the company, and other intangible **factors** may not be reflected in the stock price or the **financial statements**.

Related Terms

View All

- Cash Conversion Cycle
- Qualified Automatic Contribution Arrangement (QACA)
- Face Value
- Short Selling
- Tax-Free Spinoff
- Net Revenue
- Burn Rate

Term of the Day



Best Execution

Best execution refers to the imperative that a **broker, market maker**, or other agent acting on behalf of an investor is obligated to execute the investor's order in a way that is most advantageous to the investor rather than the agent.

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A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Dividend Achievers

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What it is:

The term "dividend achievers" is used to describe an elite group of companies that have improved their annual regular dividends for at least 10 consecutive years and meet certain liquidity requirements.

How it works/Example:

Additional eligibility requirements for *dividend achievers* include: 1) being listed in the NYSE or Nasdaq and 2) having a minimum average daily cash volume of \$500,000 per day for the months of November and December prior to the Index's reconstitution date.

If a company meets these requirements they qualify for the Broad Dividend Achievers™ Index. They do not have to be on the S&P 500 list to qualify.

The Broad Dividend Achievers™ Index was created by Mergent and is now overseen by its subsidiary Indxis. The index has been published by the American Stock Exchange (ASE) under the ticker symbol DAA since December 5, 2003. (Source: <http://www.indxis.com/USBroad.html>)

There are now several Dividend Achievers Indices, including:

U.S. Broad Dividend Achievers™ Index -- this index is comprised of U.S.-incorporated companies that have improved their annual regular dividends for at least 10 consecutive years and meet certain liquidity requirements.

Broad Canadian Dividend Achievers™ Index -- this index tracks Canadian companies that trade on a major Canadian exchange and have increased their annual regular dividends for at least five consecutive years.

BuyBack Achievers™ Index -- this index tracks U.S. companies that trade on NYSE or Nasdaq and have bought back 5% or more of its common stock within the last 12 months.

The Dividend Achievers Select™ Index -- this index tracks the performance of U.S. dividend achievers who also meet additional standards of stock liquidity and investibility.

UK Dividend Achievers™ Index -- this index tracks U.K. companies that have improved their annual regular dividends for at least five consecutive years.

The Dividend Achievers 50™ Index -- this index tracks the 50 highest-yielding stocks on the Broad Dividend Achievers Index.

International Dividend Achievers™ Index -- this index tracks companies incorporated outside the U.S. that trade on the NYSE, Nasdaq or London Stock Exchange and that have improved annual regular dividends for at least five consecutive years.

NASDAQ Dividend Achievers™ Index -- this index is designed to track dividend achievers companies who trade on the Nasdaq.

Select Canadian Dividend Index™ -- this index is comprised of companies from the Broad Canadian Dividend Index who also meet additional standards of average daily cash volume, indicated annual dividend (IAD) yield, and market capitalization.

The High Growth Rate Dividend Achievers™ Index -- this index filters the Broad Dividend Achievers Index to the 100 stocks with the fastest-growing dividends -- showing investors a snapshot of the market's most active and aggressive dividend achievers.

Why it Matters:

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Dividend Aristocrats

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What it is:

The term "**dividend aristocrats**" is used to describe Standard & Poor's (S&P) 500® Index companies that have consistently improved their **dividend** rates every **year** for at least 25 consecutive years.

How it works/Example:

Typically, a *dividend aristocrat* is a large and relatively stable blue-chip company with a healthy **balance sheet**. Companies on the list are often household names with storied pasts and ubiquitous brands, such as **McDonald's** (NYSE: MCD) and **Coca-Cola** (NYSE: KO).

S&P has several indexes for dividend aristocrats, including:

S&P 500 Dividend Aristocrats -- this index measures the performance of **large cap**, **blue chip** companies within the S&P 500 that have consistently improved their **dividend** rates every **year** for at least 25 consecutive years.

S&P 500 Dividend Aristocrats Risk Control Indices -- By utilizing an overlying mathematical algorithm and methodology, these indices offer greater stability and control of the S&P 500 Dividend Aristocrats Index's risk level.

S&P 500 Europe 350 Dividend Aristocrats -- this index measures the performance of S&P 350 index constituents that have consistently improved their dividend rates every year for at least 10 consecutive years. These companies must also have a **float adjusted market capitalization** of at least U.S. \$3 billion and an average daily trading **volume** of at least U.S. \$5 million.

S&P 500 High Yield Dividend Aristocrats -- this index measures the performance of the 60 highest dividend yielding **S&P Composite** 1500 companies that have consistently increased dividends every year for at least 25 years.

S&P 500 Pan Asia Dividend Aristocrats -- this index measures the performance of companies within the S&P Pan Asia Broad Market Index (BMI) that have consistently increased dividends every year for at least seven years.

S&P 500/TSX Canadian Dividend Aristocrats -- this index measures the performance of S&P Canadian Broad Market Index (BMI) that have consistently increased dividends every year for at least five years.

Investors can track the performance of the dividend aristocrats online, via the **S&P website**.

Why it Matters:

A dividend aristocrat is considered the "**gold standard**" for dividend-generating **stocks**. **Income** investors seeking safety and a steady stream of income gravitate toward the dividend aristocrats. However, it's important to **note** that extreme events can cause even the aristocrats to fall out of favor and off the list, so following a dividend aristocrat **investing** strategy is not fool-proof.

For example, during the Great **Recession** of 2008-09, many financial institutions once considered to be rock-solid **dividend** plays were dumped from the list. If a company fails to increase its dividends from the previous **year**, it is removed. This is what happened during the recent economic downturn and financial meltdown, when brand-name companies ordinarily associated with dividend stability were cut, notably Bank of America.

Read on to find out: [How to Create a Stream of Lasting Dividend Income](#).

And don't miss these [4 Steps to Finding the S&P 500's Safest Dividend](#).

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ORDINANCE NO. 07-14

**AN ORDINANCE RELATING TO INVESTMENT POLICIES; ADOPTING
A REVISED INVESTMENT POLICY FOR CITY OF GULF BREEZE;
MAKING FINDINGS; PROVIDING AN EFFECTIVE DATE.**

WHEREAS, Section 218.415, Florida Statutes, authorizes any unit of local government to conduct investment and reinvestment activity outside the statutory framework, provided such activity is consistent with a written investment plan adopted by the governing body; and

WHEREAS, the City of Gulf Breeze approved an investment plan on April 4, 2011; and

WHEREAS, it is the desire of the City Council and in the best interest of the citizens of the City of Gulf Breeze that said investment plan be revised.

**NOW THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF
GULF BREEZE, FLORIDA:**

SECTION 1. The foregoing findings are incorporated herein by reference and made a part hereof.

SECTION 2. The City of Gulf Breeze Investment Policy, attached hereto as Exhibit "A," and effective upon approval on Second Reading, is hereby found to be consistent and in conformance with the requirements of Section 218.415, Florida Statutes, and is hereby adopted as a written investment plan for the conduct of investment activity of surplus public funds.

SECTION 3. All ordinances or parts of ordinances in conflict herewith are hereby repealed.

SECTION 4. If any word, sentence, clause, phrase, or provision of this ordinance, for any reason, is held to be unconstitutional, void, or invalid, the validity of the remainder of this ordinance shall not be affected thereby.

SECTION 5. This Ordinance shall become effective upon its adoption by the City Council.

PASSED ON THE FIRST READING ON THE ____ DAY OF OCTOBER, 2014.

ADVERTISED ON THE _____ DAY OF OCTOBER, 2014.

PASSED ON THE SECOND READING ON THE _____ DAY OF OCTOBER, 2014.

By: _____
Beverly Zimmern, MAYOR

ATTEST TO BY:

Leslie Guyer, CITY CLERK

Exhibit 'A'

City of Gulf Breeze Investment Policy

Approved April 4, 2011

Revised October 6, 2014

I. SCOPE

This policy applies to the investment of all monies of the City of Gulf Breeze, its Enterprise Funds, and including those held within Gulf Breeze Financial Services (the "City"), both short and long-term, with the exception of City pension funds, if any, or any other monies invested under separate ordinance, resolution, policy, or agreement.

1. **Pooling of Funds.** Except for cash in certain restricted and special funds, the City may consolidate cash balances from all funds to maximize investment earnings. Investment income will be allocated to the various funds based on their respective participation in each investment pool and in accordance with generally accepted accounting principles. Such pooling of funds shall be done when advantageous, but not an administrative requirement.

II. GENERAL OBJECTIVES

The primary objectives, in priority order, of investment activities shall be safety, liquidity, and yield:

1. **Safety.** Safety of principal is the foremost objective of the investment program. Investments shall be undertaken in a manner that seeks to ensure the preservation of capital in the overall portfolio. The objective will be to mitigate credit risk and interest rate risk.
 - a. **Credit Risk.** The City will minimize credit risk, the risk of loss due to the failure of the security issuer or backer, by:
 - Limiting investments to the safest types of securities;
 - Pre-qualifying the financial institutions, broker/dealers, intermediaries, and advisers with which the City will do business; and
 - Diversifying the investment portfolio so that potential losses on individual securities will be minimized.

b. Interest Rate Risk. The City will minimize the risk that change in the market value of securities in the portfolio caused by changes in general interest rates will result in any losses, by:

- Structuring the investment portfolio so that securities mature to meet cash requirements for ongoing operations, thereby avoiding the need to sell securities on the open market prior to maturity; and
- Investing operating funds primarily in shorter-term securities, money market mutual funds, or similar investment pools.

2. **Liquidity.** The investment portfolio shall remain sufficiently liquid to meet all operating requirements that may be reasonably anticipated. A portion of the portfolio, sufficient to meet regular operating needs, should be placed in money market mutual funds or local government investment pools which offer same-day liquidity at par for short-term funds. The remainder of the portfolio should be structured so that securities mature concurrent with known, longer-term, cash needs (static liquidity). Furthermore, since all possible cash demands cannot be anticipated, the portion of the portfolio not invested in cash-equivalent investments and not otherwise matched to specific cash flow requirements should be laddered appropriately consistent with the maturity limitations provided for in section IV and Attachment 1. The portfolio should consist largely of securities with active secondary or resale markets (dynamic liquidity).

2. **Yield.** The investment portfolio shall be designed with the objective of attaining a market rate of return throughout budgetary and economic cycles, taking into account investment risk constraints and liquidity needs. Return on investment is of secondary importance compared to the safety and liquidity objectives described above. The core of investments should be limited to relatively low risk securities in anticipation of earning a fair return relative to the risk being assumed. Securities shall not be sold prior to maturity, with the following exceptions:

- Liquidity needs of the portfolio require that the security be sold.
- A security with declining credit may be sold early to minimize loss of principal.
- A security swap would improve the quality, yield, or target duration in the portfolio.

III. STANDARDS OF CARE

1. **Prudence.** The standard of prudence to be used by investment officials shall be the "prudent person" standard and shall be applied in the context of managing an overall

portfolio. The Investments Administrator, or other employee of the City, acting in accordance with written procedures and this investment policy and exercising due diligence shall be relieved of personal responsibility for an individual security's credit risk or market price changes, provided deviations from expectations are reported in a timely fashion and the liquidity and the sale of securities are carried out in accordance with the terms of this policy.

Investments shall be made with judgment and care, under circumstances then prevailing, which persons of prudence, discretion and intelligence exercise in the management of their own affairs, not for speculation, but for investment, considering the probable safety of their capital as well as the probable income to be derived.

If and to the extent any derivative products authorized under section are used, the Investments Administrator shall have developed sufficient understanding and expertise in managing the instruments in question and have researched available investment options and determined that the derivative products to be used are appropriate and cost effective for the strategic portfolio management goals to be addressed. The Investments Administrator will comply with the policies, procedures and other requirements provided for in the City's Derivatives Policy, including but not limited to:

- Obtaining authorization from the Gulf Breeze City Council prior to entering into each derivative transaction;
- Quantifying all risks associated with any proposed transactions;
- Limiting participation in any swap transaction to counter-parties with credit ratings of AA- or better; and
- Reporting annually on the financial performance of existing derivative transactions.

2. **Ethics and Conflicts of Interest.** Officers and employees involved in the investment process shall refrain from personal business activity that could conflict with the proper execution and management of the investment program, or that could impair their ability to make impartial decisions. Employees and investment officials shall disclose any material interests in financial institutions with which they conduct business. They shall further disclose any personal financial/investment positions that could be related to the performance of the investment portfolio. Employees and officers shall refrain from undertaking personal investment transactions with the same individual with which business is conducted on behalf of the City.
3. **Delegation of Authority.** Authority to manage the investment program is granted to the Finance Director, City Manager, or the Executive Director of Gulf Breeze Financial Services [hereinafter referred to as the Investments Administrator] as may be

appointed. Responsibility for the operation of the investment program is hereby delegated to the Investments Administrator, who shall act in accordance with established written procedures and internal controls for the operation of the investment program consistent with this investment policy. To manage the investments program, the Investments Administrator may enter into agreements with financial dealers and institutions, and is authorized to appoint personnel to invest City funds in accordance with this policy and to initiate or validate wire transfers as required. In no event will anyone other than the Investments Administrator enter into written or verbal agreements or contracts, relating to investments or banking services with financial institutions or dealers, without the express written consent of the Investments Administrator.

4. **Continuing Education.** City investment personnel shall annually complete at least 4 hours of continuing education in subjects or courses of study related to investment practices and products.

5. **Business Procedures**

a. **Authorized Financial Dealers and Institutions.** A list will be maintained of financial institutions authorized to provide investment services. Each broker/dealer must comply with the Securities and Exchange Commission's Rule 15c3-1 regarding net capital requirements for brokers or dealers. The City will utilize only those financial institutions who meet the following criteria:

- (1) Broker/dealer institutions designated as "Primary Dealers" by the Federal Reserve Bank of New York.
- (2) Banking institutions that maintain a local office in the State of Florida and are broker/dealers in U.S. Government securities.
- (3) Other broker/dealers in U.S. Government securities, approved by the Investments Administrator, who meet the other requirements of this section.

All financial institutions and broker/dealers who desire to become qualified for investment transactions must supply the following, as applicable:

- Audited financial statements
- Proof of National Association of Securities Dealers (NASD) certification
- Completed broker/dealer questionnaire, included as Attachment 2
- Certification of having read and understood and agreeing to comply with the City's investment policy, using firm's letterhead, signed by an authorized representative of the firm.

- Proof of Qualified Public Depository (if applicable)

These standards are understood to be a continuing requirement for all dealers and institutions. Dealers and institutions conducting business with the City are hereby required under this policy to immediately notify the City upon failure to retain the above listed standards. An annual review of the financial condition and registration of qualified financial institutions and broker/dealers will be conducted by the Investments Administrator or his designee.

From time to time, the Investments Administrator may choose to invest in instruments offered by community financial institutions or other banking institutions within the State of Florida. In such situations, a waiver to the criteria under Paragraph 1 may be granted. All terms and relationships will be consistent with state or local law including designation of the institution as a Qualified Public Depository under Florida Statutes, Chapter 280.

- b. Internal Controls.** The Investments Administrator is responsible for establishing and maintaining an internal control structure designed to ensure that the assets of the City are protected from loss, theft or misuse. The internal control structure shall be designed to provide reasonable assurance that these objectives are met. The concept of reasonable assurance recognizes that: (1) the cost of a control should not exceed the benefits likely to be derived; and (2) the valuation of costs and benefits require estimates and judgments by management.

Accordingly, the Investments Administrator shall establish a process for an annual independent review by an external auditor to assure compliance with policies and procedures. The internal controls shall address the following points:

- Control of collusion
- Separation of transaction authority from accounting and record keeping
- Custodial safekeeping
- Avoidance of physical delivery securities
- Clear delegation of authority to subordinate staff members
- Written confirmation of transactions for investments and wire transfers
- Development of a wire transfer agreement with the lead bank

- c. **Delivery vs. Payment.** All trades where applicable will be executed by delivery vs. payment (DVP) to ensure that securities are deposited in an eligible financial institution prior to the release of funds. Safekeeping receipts or other evidence of ownership will be audited on a semi-annual basis with a variance report issued to the Investments Administrator.

IV. SUITABLE AND AUTHORIZED INVESTMENTS

1. **Investment Types.** Consistent with the Governmental Finance Officers' Association (GFOA) Policy Statement on State and Local Laws Concerning Investment Practices, and/or Chapter 218.415 of the Florida Statutes, the following investments will be permitted by this policy:
 - U.S. government obligations, U.S. government agency or instrumentality obligations, and the obligations of federal government sponsored enterprises (GSEs), which have a liquid market with a readily determinable market value;
 - Securities whose timely payment of principal and interest are fully guaranteed by any of the above;
 - Certificates of deposit and other evidences of deposit at financial institutions, provided that any such investments shall be in a qualified public depository (as defined in Chapter 280 of the Florida Statutes) and/or be covered by FDIC insurance;
 - Investment-grade obligations of state and local governments and public authorities;
 - Repurchase agreements whose underlying purchased securities consist of the foregoing;
 - Guaranteed Investment Contracts (GIC's) which are collateralized by the foregoing;
 - Money market mutual funds regulated by the Securities and Exchange Commission and whose portfolios consist only of dollar-denominated securities; and
 - Local government investment pools (LGIPs) either state administered or through joint powers statutes and other intergovernmental agreement legislation;

- Mutual Funds or Exchange Traded Funds (High Grade Equity Funds) that are comprised primarily of U.S. based, Large Cap companies that are dividend achievers or dividend aristocrats.
- High grade corporate debt consisting of U.S. dollar denominated debt obligations of domestic or foreign corporations, or foreign sovereignties issued in the U.S. or in foreign markets. This shall include, but not be limited to corporate notes and bonds, medium term notes, Eurodollar notes and bonds, asset backed securities, and commercial paper, rated in a high tier (e.g., A-1, P-1, or F-1 or higher) by a nationally recognized rating agency. Any such longer-term investments in this category shall be rated investment grade or better by at least two nationally recognized rating agencies, one of which shall be Moody's or Standard & Poor's; and
- Any other qualified investment permitted under Florida Statutes then in effect.

2. **Competitive Bid.** When appropriate, the City will attempt to obtain three (3) competitive bids from qualified Dealers and Institutions prior to awarding an investment. The competitive bids may be verbal or written quotes. The investment will be awarded to the bidder who provides the greatest effective yield (best bid) on the investment. Where multiple maturities are bid, the City reserves the right to either award the investment to the bidder which provides the best bid in aggregate for all maturities, or the City may award bids by individual maturity. Any tie bid will be awarded to the financial institution which submits the earlier bid. When purchases are made in the open market by an investment manager contracted by the City, bids are not required.
3. **Repurchase Agreements.** Repurchase agreements shall be consistent with GFOA Recommended Practices on Repurchase Agreements. The City will utilize the basic form of the Master Repurchase Agreement, recommended by The Bond Market Association, when investing funds in repurchase agreements with financial institutions. However, the Investments Administrator is authorized to amend the form of the Master Repurchase Agreement as required to achieve specific investment goals and objectives.
4. **Use of Mutual Funds and Managed Investments.** The Investments Administrator may purchase mutual funds and other managed investments either directly or through an investment manager or advisor, provided that the investments in any such mutual fund shall be materially consistent with the allowable investments provided for in this investment policy. The Investments Administrator shall monitor the composition and value of the investments in any such fund to ensure that, in combination with other investments, the other limitations of this investment policy are complied with.

5. **Securities Lending.** The Investment Administrator is authorized to participate in one or more securities lending programs. Securities from the City's portfolio may be made available to any such program, provided that participation therein will not restrict the City's ability to sell such securities as the Investment Administrator deems appropriate. Any such securities lending program will require that lent securities be collateralized at 102%, and that collateral be valued daily. The City may participate in a securities lending program through an agent or manager, acting on behalf of the City. The agents or managers of such lending programs will maintain current credit analyses of the borrowers to whom they lend, and a list of the participating borrowers will be submitted for approval by the City. The agent or manager of any lending program shall indemnify the City for any losses arising from a borrower's failure to perform.

6. **Derivatives.** The City is authorized to utilize derivative instruments, including interest rate swaps, for the limited purpose of meeting strategic investment portfolio goals such as hedging the portfolio's exposure to interest rate risk. In order to insure that these derivative instruments are utilized only for these purposes, such derivative instruments shall be appropriately matched against existing or maturing assets. The notional amount and remaining term to maturity of all derivative transactions related to the investment portfolio shall at all times be less than or equal to a like par value and remaining term to maturity of otherwise permitted investment instruments either existing or contemplated at the maturity of existing investments. Any such derivative instruments and the related investment assets shall be maintained in complementary interest rate modes (fixed or variable).

7. **Investment Parameters**
 - a. **Diversification.** The investments shall be diversified by:
 - Limiting investments to avoid over-concentration in securities from a specific issuer or business sector (excluding U.S. Treasury securities and U.S. agency obligations),
 - Limiting the portion of total investments in any single security,
 - Limiting the portion of any single security purchased to maximize the liquidity of the City's investments,
 - Limiting investment in securities that have higher credit risks, investing in securities with varying maturities, and
 - Continuously investing a portion of the portfolio in readily available funds such as local government investment pools (LGIP's), money market funds or

overnight repurchase agreements to ensure that appropriate liquidity is maintained in order to meet ongoing obligations.

Investments are subject to the numerical limitations included in Attachment 1.

- b. Maximum Maturities.** To the extent possible, the City shall attempt to match its investments with anticipated cash flow requirements. Unless matched to a specific cash flow, the City will not directly invest in securities maturing more than ten (10) years from the date of purchase or in accordance with state and local statutes and ordinances. The City shall adopt weighted average maturity limitations consistent with the investment objectives.

Reserve funds and non-operating funds (example: Bond Sinking Funds, Electric & Water Meter Deposits) with longer-term investment horizons may be invested in securities exceeding ten years if, in the judgment of Investments Administrator, any such investments are sufficiently liquid to provide for the unexpected use of such funds. Because of inherent difficulties in accurately forecasting cash flow requirements, a portion of the portfolio should be continuously invested in readily available funds such as LGIPs, money market funds, or overnight repurchase agreements to ensure that appropriate liquidity is maintained to meet ongoing obligations. For purposes of meeting this requirement, the City may invest in securities with ostensible maturities in excess of ten years if said securities have, in the judgment of the Investments Administrator, adequate liquidity features (e.g., VRDNs with bank supported puts) or other market liquidity sufficient to ensure the high likelihood of the City being able to access funds at par on short notice. Additionally, notwithstanding the limits provided for in Attachment 1, the City may increase the limit on State and Local Government obligations to 30% of the portfolio, for purposes of investing in liquid obligations as provided for in the previous paragraph, if, in the judgment of the Investments Administrator, said obligations provide sufficient additional return.

V. REPORTING

- 1. Methods.** The Investments Administrator shall prepare an investment report at least annually, including a management summary that provides an analysis of the status of the current investment portfolio and transactions made over the last year. This management summary will be prepared in a manner, which will allow the City to ascertain whether investment activities during the reporting period have conformed to the investment policy. The report will be available to the City Manager and City Council upon request. The report will include the following:

- Listing of individual securities held at the end of the reporting period

- Realized and unrealized gains or losses resulting from appreciation or depreciation by listing the cost and market value of securities over one-year duration that are not intended to be held until maturity
 - Average weighted yield to maturity of portfolio on investments as compared to applicable benchmarks
 - Listing of investment by maturity date
 - Percentage of the total portfolio -by type of investment
2. **Performance Standards.** The investment portfolio will be managed in accordance with the parameters specified within this policy.
 3. **Marking to Market.** The market value of the portfolio shall be calculated at least annually and a statement of the market value of the portfolio shall be issued at least annually.

VI. POLICY CONSIDERATIONS

1. **Exemption.** Any investment currently held that does not meet the guidelines of this policy shall be exempted from the requirements of this policy. At maturity or liquidation, such monies shall be reinvested only as provided by this policy.
3. **Amendments.** This policy may be reviewed on an annual basis. Any changes must be approved by the City Council.

VII. LIST OF ATTACHMENTS

The following documents are attached to this policy:

Attachment 1 - Schedule of Investment Type Limitations (based on market value)

Attachment 2 - Broker Questionnaire

ATTACHMENT 1
SCHEDULE OF INVESTMENT TYPE LIMITATIONS
 (Market Value)

Type of Security	% of Total Maximum
US Government Obligations	100%
Local Government Investment Pools	100%
Certificates of Deposit	25%
Federal Agency & Instrumentality Obligations	100%
Collateralized Repurchase Agreements	15%
Other Investment Pools (rated "A" or better)	10%
State and Local Government Obligations	30%
High Grade Corporate Debt & CP	15%
High Grade Equity Funds	25%

Maturity Limitations	% of Total Maximum
≤ 1 Year	100%
> 1 - 3 Years	75%
> 3 - 5 Years	50%
> 5 - 10 Years	25%
> 10 Years	0%
*Except as provided for in section IV.7.b	

Other Limitations	% of Total Maximum
Portion of Individual Issue Purchase	50%
Portion of Fixed-Income Portfolio in a Single Security (except for investments with daily liquidity at par)	15%

"Maximums" are not to exceed percentages within the investment category

ATTACHMENT 2

BROKER/DEALER QUESTIONNAIRE

Name of Firm: _____
(parent company also, if applicable)

Address: _____
_____ Phone: () _____

Account Representative: _____ Title: _____

Email Address _____

Backup Representative: _____ Title: _____

Email Address _____

Please answer each question below on your firm's letterhead and attach to this form.

Is the address shown above the location of the primary and backup account representatives? If not please provide other applicable addresses and contact information.

Has the representative been given clearance by the firm to be the sole representative for this account? If so, by whom?

How long has the representative been an institutional governmental securities broker at the firm?

How long has the representative been an institutional fixed-income broker at this and other firms?

Signature of Authorized Officer

RESOLUTION NO.24-14
A RESOLUTION OF THE CITY OF GULF BREEZE APPROVING A PLAN FOR
GULF BREEZE TOURIST DEVELOPMENT EXPENDITURES FOR FISCAL YEAR
2015

WHEREAS, Santa Rosa County has established a Tourist Development Council (TDC) in accordance with Florida Statute 125.0014; and

WHEREAS, the TDC is charged with the responsibility of developing a "Tourist Development Plan" for Santa Rosa County; and

WHEREAS, the TDC for Santa Rosa County has determined that the City Council of the City of Gulf Breeze can best allocate funds for Tourist Development for the City of Gulf Breeze as tourists travel through the community while headed elsewhere; and

WHEREAS, the City Council of the City of Gulf Breeze has determined that it should develop a tourist development plan for expenditures of TDC funds generated within its local community in conjunction with local hotel and citizen interests; and

WHEREAS, the City Council hereby approved a plan for expenditure for Fiscal Year 2015 and desires the TDC to continue to provide funds for this plan via the existing interlocal agreement.

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City Of Gulf Breeze, Florida, in Regular Session as follows:

The City Council hereby approves the attached plan for expenditures to be made with TDC funds for Fiscal Year 2015 for the City of Gulf Breeze. The Santa Rosa County Tourist Development is hereby requested to provide funding for this plan from those tourist development funds generated within the City limits of the City of Gulf Breeze.

PASSED AND ADOPTED by the City Council of the City of Gulf Breeze, Santa Rosa County, Florida on the _____ day of _____ 2014.

CITY OF GULF BREEZE

BY: _____
Mayor Beverly H. Zimmern

ATTESTED

BY: _____
Stephanie Lucas, City Clerk or
Leslie Guyer, City Clerk

CITY OF GULF BREEZE
TOURIST DEVELOPMENT PLAN
OCTOBER 2014 THROUGH SEPTEMBER 2015

GOAL: To further tourism in the Gulf Breeze area by promoting the special Family and "small town" atmosphere, the cultural arts and the history of the community.

REVENUE:

TDC Funds Collected Within the Gulf Breeze City Limits	\$50,000
---	----------

EXPENDITURES: Annual Arts Festival	\$ 5,000
Chamber Support	\$ 8,000
Miscellaneous Tourist Development	<u>\$37,000</u>
	\$50,000



City of Gulf Breeze

Memorandum

To: Edwin A. Eddy, City Manager
From: Curt Carver, Deputy City Manager
Date: 10/2/2014
Subject: GIS SOFTWARE

In response to the questions raised by the City Council, I offer the following additional information:

1. The ArcGIS purchase comes with a concurrent use license. This means that the software can be installed on any City computer, but only one person can access the data at a time. Should someone be using the data, a second user would be simply denied access.
2. It is expected that the software will be used primarily by Community Services and Public Services. Administration and Parks and Recreation will be secondary users. The mapping component has the potential to benefit all City departments.
3. After the first year of use, there is a \$1,500 annual license/maintenance support fee.
4. Santa Rosa County has provided the data. There are no additional costs associated with data development or acquisition.
5. The City currently uses an open source software for this purpose, which offers no technical support and limited functionality. The ArcGIS provides much greater functionality. It is also currently being used by Santa Rosa County which promotes user compatibility with the data and offers an opportunity to resource County staff for operational issues.

A copy of Mr. Carmichael's original memorandum and recommendation is enclosed. Please do not hesitate to contact me should you have further questions.

Enclosure



City of Gulf Breeze

MEMORANDUM

TO: Edwin A. Eddy, City Manager

FROM:  Craig S. Carmichael, Director of Community Services

DATE: September 25, 2014

RE: **GIS SOFTWARE**

The Fiscal Year 2015 Budget includes funds to acquire a commercial GIS software package to enhance the Department's Geographic Information System (GIS) program that staff delved into last year. Currently, the Department is using open source software that is free of charge; however, some portions of the program are rudimentary and are not as streamlined as commercially offered products. As a result, it increases the amount of staff time for data entry and manipulation. Additionally, because it is open source, there is no tech support. Any support must be obtained by users groups and/or web blogs.

Staff consulted other local governmental agencies in our area to see what software package they were utilizing and found it was almost exclusively made up of products developed by ESRI. ESRI was founded in 1969 and is one of the leading developers of GIS software and applications. In fact, when we obtained base data last year from Santa Rosa County it was in an ESRI format. Based on the abundance of ESRI users in our area, the City would be best served by selecting an ESRI product.

After researching the various platforms that ESRI offers, staff has concluded that ArcGIS for Desktop would best suit our needs. The software is actually a conglomeration of applications: ArcMap, ArcCatalog, ArcGlobe, ArcScene, ArcToolbox, and ModelBuilder. The desktop system is tailored for smaller organizations and does not contain the back-office components that enable centralized, enterprise-level geodatabase management and server-based function.

ESRI only offers direct sales for state and local governments; therefore, this will be a sole source purchase (see attached letter). The price of ArcGIS for Desktop with concurrent users is \$7,000. We have also asked them to include training which is quoted at \$2,525 if needed. The 2015 Budget included \$10,000 for the acquisition of GIS software.

RECOMMENDATION: THAT THE CITY COUNCIL AUTHORIZE THE DEPARTMENT OF COMMUNITY SERVICES TO SOLE SOURCE PURCHASE ARCGIS FOR DESKTOP FROM ESRI FOR A PRICE NOT TO EXCEED \$7,000 AND AUTHORIZE AN ADDITION \$2,525 FOR TRAINING IF NEEDED.

CSC
ATTACHMENTS



Quotation # 20452758

Date: July 22, 2014

ENVIRONMENTAL SYSTEMS RESEARCH INSTITUTE, INC.
3325 Springbank Ln, Ste 200
Charlotte, NC 28226-3343
Phone: (704) 541-9810 Fax: (704) 541-7620
DUNS Number: 06-313-4175 CAGE Code: OAMS3

Customer # Contract #
City of Gulf Breeze
PO Box 640
Gulf Breeze, FL 32561

*To expedite your order, please attach a copy of this quotation to your purchase order.
Quote is valid from: 07/22/2014 To: 10/20/2014*

ATTENTION: Craig Carmichael
PHONE: (850) 934-5109
FAX: (850) 934-5114

Material	Qty	Description	Unit Price	Total
86353	1	ArcGIS for Desktop Standard Concurrent Use License	7,000.00	7,000.00
120258	1	ArcGIS Desktop I: Getting Started with GIS at Esri Site 2 Days per Seat Instructor Led Training	1,010.00	1,010.00
120470	1	ArcGIS Desktop II: Tools and Functionality at Esri Site 3 Days per Seat Instructor Led Training	1,515.00	1,515.00
			Item Total:	9,525.00
			Subtotal:	9,525.00
			Sales Tax:	609.13
			Estimated Shipping & Handling(2 Day Delivery) :	0.00
			Contract Pricing Adjust:	0.00
			Total:	\$10,134.13

Esri may charge a fee to cover expenses related to any customer requirement to use a proprietary vendor management, procurement, or invoice program.

For questions contact: Robyn Garrett	Email: rgarrett@esri.com	Phone: (704) 541-9810 x8640
<p>The items on this quotation are subject to the terms set forth herein and the terms of your agreement with Esri, if any, or, where applicable, Esri's standard terms and conditions at www.esri.com/legal, which are incorporated by reference. Federal government entities and government prime contractors authorized under FAR 51.1 may purchase under the terms of Esri's GSA Federal Supply Schedule. Acceptance is limited to the terms of this quotation. Esri objects to and expressly rejects any different or additional terms contained in any purchase order, offer, or confirmation sent to or to be sent by buyer. All terms of this quotation will be incorporated into and become part of any additional agreement regarding Esri's products and services.</p> <p>If sending remittance, please address to: Esri, File No. 54630, Los Angeles, Ca 90074-4630</p>		

GARRETRR

This offer is limited to the terms and conditions incorporated and attached herein.



SOLE SOURCE LETTER
Environmental Systems Research Institute, Inc. (Esri)
380 New York Street
Redlands, CA 92373
E-mail: jricks@esri.com

DATE: February 5, 2014

TO: To Whom It May Concern

RE: Esri Sole Source Justification for Geographic Information System Software

This letter confirms that Esri, as owner and manufacturer, is the sole-source provider of **software maintenance** (technical support plus Esri software updates/upgrades) for Esri products.

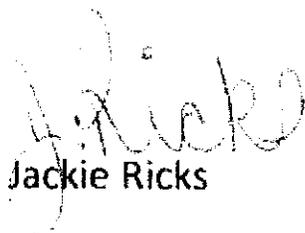
Esri is the sole-source provider of the following Esri products in the commercial, state, and local government marketplace:

- ArcGIS for Aviation Bundle
- ArcGIS for Desktop Advanced
- ArcGIS for Desktop Standard
- ArcGIS for Maritime: Bathymetry Bundle
- ArcGIS for Maritime: Charting Bundle
- ArcGIS for Server and extensions
- ArcGIS Online (excluding data owned by 3rd party providers)
- ArcGIS Runtime and Extensions
- Certain proprietary training courses
- Esri Business Analyst Online
- Esri Community Analyst
- Esri Business Analyst Server
- Esri Defense Mapping Bundle
- Esri Developer Network (EDN) subscriptions
- Esri MapStudio
- Esri Maps Products
- Esri Roads and Highways
- Portal & Hosted Portal for ArcGIS

In an effort to support diversity in federal contracting, Esri has authorized certain small businesses (see GSA Advantage! for details) as resellers of the following Esri products to eligible entities purchasing under a GSA Schedule. Esri GSA resellers cannot sell Esri software to state or local entities:

- ArcGIS for Aviation
- ArcGIS for Desktop Advanced
- ArcGIS for Desktop Standard
- ArcGIS for Maritime: Bathymetry
- ArcGIS for Maritime: Charting
- ArcGIS for Server and extensions
- Certain Esri instructor-led training courses
- Esri Business Analyst Server
- Esri Defense Mapping
- Esri Production Mapping

Esri distributes certain software licenses, *excluding those listed above*, through open-market value-added resellers and distributors. If you have further questions, please contact me at 909-793-2853, extension 1-1990.


Jackie Ricks



City of Gulf Breeze

Memorandum

To: Edwin A. Eddy, City Manager

From: Curt Carver, Deputy City Manager

Date: 10/3/2014

RE: Sensus Logic Software

After the Executive Session, I consulted with Mr. Lambert to review the Sensus Logics software purchase. The following is information that may assist the City Council with staff's recommendation:

1. The purchase of the software was not incorporated into the financing because the original intent was to use an on-site server for data storage and operations. This option however, would have lacked high-end technical support, had limited backup capacity and offered reduced functionality. Data analysis capabilities are also greatly enhanced with this latest alternative. The Sensus Logic option was pursued in more depth as it became apparent to staff that there would be over \$100,000 in unused contingency funds and project savings available from the original financing for this improved operational capacity.
2. After the initial purchase, there will be an on-going annual expense of \$5,000 for the base station warranty that is identified on the breakdown of costs. While this is optional, staff believes this is a good value and well worth funding. Please note that the City currently pays and will pay \$5,000 each year for Sensus program support that will be eliminated with this software acquisition. Therefore, this is a wash.
3. I understand that there is a very limited numbers of suppliers for this product. Staff did evaluate one other vendor. However, all of the meters, equipment and data are part of a Sensus system. Using someone else for data storage raised concerns about overall compatibility. Staff believes that using one vendor for all of the elements increases vendor accountability by removing system integration as an operational excuse.

Additional information on the product along with Mr. Lambert's original submittal is enclosed for further consideration. Please do not hesitate to contact me if you have any questions.

Sensus Logic™ MDM Improves Customer Service

Case Example

DOES YOUR CUSTOMER SERVICE DEPARTMENT HAVE THE TECHNOLOGY, TOOLS AND TRAINING NEEDED TO PROVIDE THE BEST SERVICE TO YOUR CUSTOMERS?

Customer satisfaction was identified as the second most important attribute of effectively managed utilities in a report jointly issued by the Environmental Protection Agency (EPA) and six leading water utility associations in 2007. It also found that promoting excellent customer service and communication continues to be vital for the water utility sector.¹ However, it also continues to be a significant challenge.

In a survey of water utility customer service departments, respondents listed a number of issues they face²:

- Outdated technology – 43%
- Difficulty in integrating automated systems (particularly AMR and CIS) – 36%
- Legacy/knowledge sharing (indicative of succession and knowledge management problems) – 57%
- Training – 43%

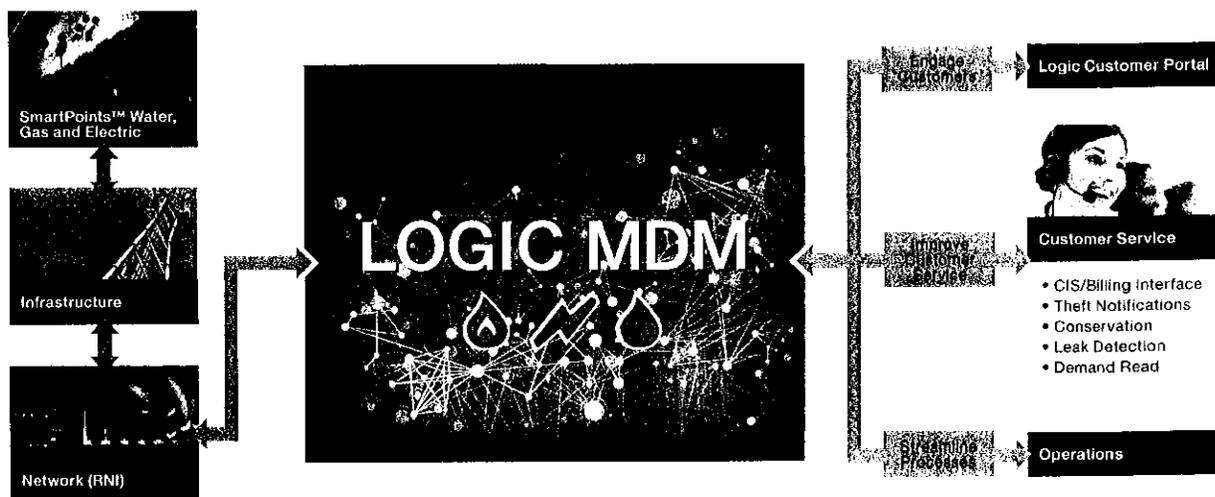
These issues, coupled with the constant customer inquiries after every billing cycle, create a unique customer service challenge. Customers expect the same level of customer service from their water utility as the service they receive in other sectors. But, while customer service in many commercial sectors is rapidly evolving through an increased implementation of technology, water utilities are often lagging behind. The result is declining customer service and decreasing customer satisfaction.

SOLUTION

With Logic MDM, accurate, complete, reliable and timely information is right at your customer service representatives' fingertips. They can immediately see a customer's usage, allowing them to better explain to the customer how their water was used on a weekly, daily or hourly basis.

OUTCOME

Logic MDM takes the guesswork and waiting out of the customer inquiry process, creating a better, smoother experience for both the customer and the utility. It immediately provides accurate data for customer service representatives to check for billing anomalies and make any necessary bill adjustments quickly and easily — all while the customer is on the phone. Not only does this lead to more user-friendly outcomes, but also to more profitable ones.



¹ "Findings and Recommendations for a Water Utility Sector Management Strategy," Effective Utility Management Steering Committee, 2007

² "Optimizing the Water Utility Customer Contact Center," a joint report from the Water Research Foundation and U.S. EPA, 2010
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CX-W-LOG-02-0513-01-A

Sensus Logic™ MDM Detects Consumer Leaks

Water
Leak
Detection

Case Example

HOW MUCH WATER IS BEING NEEDLESSLY LOST BY YOUR CUSTOMERS? WHAT CAN YOU DO ABOUT IT?

Ten percent of homes in the U.S. have leaks that waste 90-plus gallons a day.¹ In a single home, leaks can account for an average of 10,000 gallons of water wasted each year. That's enough to fill a backyard swimming pool.

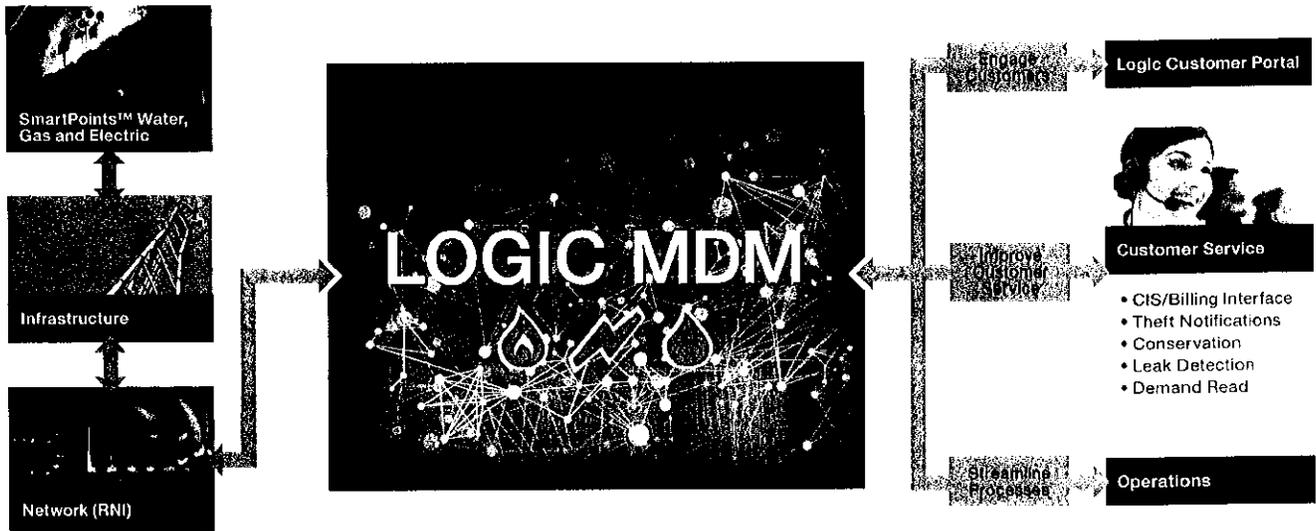
The problem of leaks on the customer side is a significant one for utilities and the communities they serve. Because U.S. homeowners either fail to repair leaks or are unaware of them, 1.25 trillion gallons of water are lost each year.² This is water lost from dripping taps, running toilets and similar instances. In total, this equals the annual water use of Los Angeles, Chicago and Miami combined.³

SOLUTION

Utilities can minimize the problem of leaks on the customer side. Leak detection-enabled smart meters and FlexNet™ SmartPoints from Sensus allow utilities to identify continuous water usage over specified periods of time. When continuous usage is detected, the Logic MDM system sends leak alerts so the utility can notify the customer about the potential leak.

OUTCOME

Leak detection-enabled smart meters and FlexNet SmartPoints from Sensus help utilities take a proactive approach to reducing the amount of water lost through leaks on the customer side. By implementing these solutions, utilities can also help customers minimize the risk of damage to their property by alerting them about potential leaks. This in turn helps enhance customer satisfaction through more effective customer service.



¹ "Those Water Leaks Can Be Pricey," American Conservation & Billing Solutions, October 26, 2011
² "Leaks, Wasteful Toilets Cause Cascading Water Loss," Bob Swanson, USA Today, February 5, 2009
³ "Confronting America's Water Challenge," Jonathan D. Miller, Urban Land Institute, June 1, 2010
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CX-W-LOG-03-0513-01-A

Sensus Logic™ MDM Resolves Water Theft



Case Example

HOW MUCH REVENUE IS THEFT COSTING YOUR UTILITY EACH YEAR?

Within North America, an estimated 8 percent of non-revenue water is the result of theft. That can put a significant strain on both a utility's and a community's resources. In fact, more than 300 million gallons of water was stolen from San Antonio Water Systems from 2010 to 2013. Not only does that mean lost revenue for the utility, it was also a loss of resources that could have supplied water to the city of Llano, TX for an entire year.¹

For utilities throughout the United States, theft is a persistent and prevalent problem. And it begs the question: Just how much revenue is theft costing your utility each year?

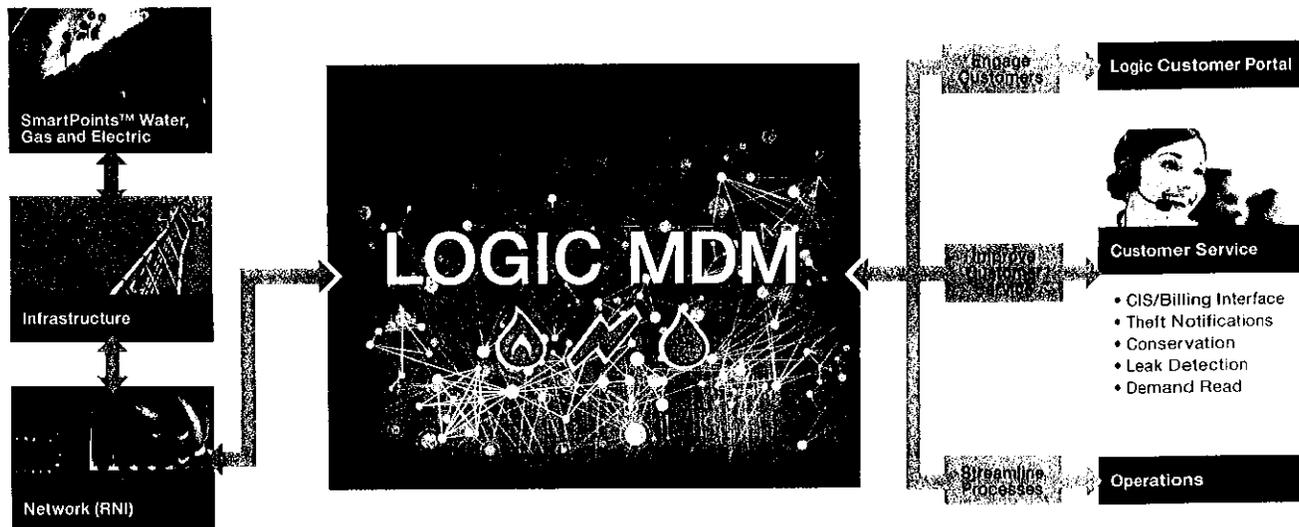
SOLUTION

Logic MDM makes it possible for utilities to take data from the Sensus FlexNet™ solution and transform it into actionable information for more effective and efficient operations.

One of Logic MDM's key features is its ability to monitor vacant properties and deliver alerts about possible acts of theft. Logic gives the utility the power to define reading and alarm parameters according to specific requirements, including seasonality.

OUTCOME

Logic MDM can send regularly scheduled alerts via email to key utility personnel regarding utility network performance and activity. If information in these alerts suggests a potential act of theft, utilities can proactively launch investigations of suspect properties. This helps utilities minimize or even avert problems. The result is a reduction in lost revenue for utilities and a less significant adverse impact on resources for the communities they serve.



¹ "Crime 'Wave': SAWS Reports 300 Million Gallons in Water Theft," Joe Conger, KENS 5 News, February 12, 2013
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CX-W-LOG-05-0513-01-A

Sensus Logic™ MDM Reduces Non-Revenue Water



Case Example

ARE THERE LEAKS IN YOUR SYSTEM? WHERE ARE THEY? HOW MUCH ARE THEY COSTING YOU?

Utility companies throughout the United States experience a combined total of 650 pipe breaks each day. That equals a loss of 7 billion gallons of water and \$2.6 billion of revenue.¹ Globally, one-third of utilities report a loss of more than 40 percent of clean water due to pipeline breaks.²

SOLUTION

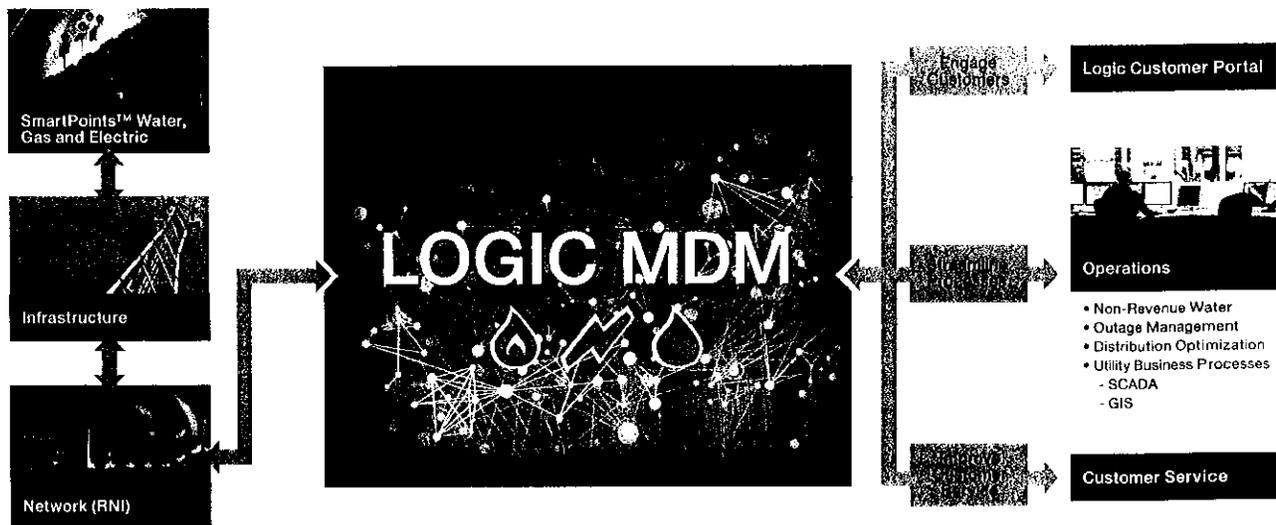
The Sensus® smart water network takes data from a utility's system and transforms it into information that can be used to optimize all aspects of the water network. It enables utilities to remotely and continuously monitor and diagnose problems within their system. It also facilitates the prioritization and management of maintenance issues.

Logic MDM is a key component of the Sensus smart water network. By periodically gathering granular interval data from meters throughout the network, Logic MDM is a crucial tool for identifying unaccounted for water.

OUTCOME

Logic MDM enables utilities to monitor specific areas of interest so water input can be compared to measured usage — helping to identify locations experiencing water loss. This allows the utility to implement tactical plans to quickly and efficiently address specific incidences of unaccounted for water.

Logic MDM can reduce a network's leaks by 5 percent. Coupled with a 10 percent reduction in pipe bursts, this can save utilities up to \$4.6 billion annually. By reducing the amount of unaccounted for water, networks supported by Logic MDM can reduce the amount of money wasted on producing and/or purchasing water, consuming energy required to pump water and treating water for distribution.²



¹ "Confronting America's Water Challenge," Jonathan D. Miller, Urban Land Institute, June 1, 2010; Infrastructure Report Card, American Society of Civil Engineers, 2009

² "Water 20/20: Bringing Smart Water Into Focus," Sensus, 2012

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CX-W-LOG-04-0513-01-A



City of Gulf Breeze

TO: Edwin A. Eddy, City Manager
FROM: Thomas E. Lambert, Assistant Director of Public Services
DATE: September 26, 2014
RE: Sensus Logics

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

Along with the new radio read system, a system for storing, maintaining and analyzing the hourly data must be implemented. Staff would like to allow Sensus to host our data and the analytic tools. The data is stored securely in the cloud, backup of the data is automated and disaster recovery methods will not have to be implemented by the City. The data is duplicated in multiple locations to guarantee the online availability of the data.

The software collects and analyzes data, and will allow us to track leak usage, alert customers of changes in their water and gas consumption habits, as well as give them access to their data directly.

The cost of the system, which includes the software and the data storage, is \$25,000 per year. This prevents the City from buying servers and other hardware, worrying with backup data, security breaches and disaster recovery. All software upgrades are included as well as support for any problems with our data. If the City is willing to purchase the service for 5 years, we can receive a \$12,000 discount as well as avoid the expected 3% per year increases.

Also included on the quote, is the one time setup fee and training, and the warranty and customer support for the base stations, which collect data from meters and send to the cloud storage.

The enterprise funds will pay for the cost, proportioned by meter counts, and from the other contractual services budget items.

RECOMMENDATION: City Council approve the payment of \$139,520.00 to Sensus for the base station warranty and the Logics software with cloud storage of City data, training and customer support for five years.

CITY OF GULF BREEZE
 STOCK
 ATTN ACCOUNTS PAYABLE
 PO BOX 640
 GULF BREEZE FL 32562
 Telephone: 850-934-5115
 Fax: 850-934-5126

PENSACOLA FL
 Ellyson Industrial Park
 8782 Paul Starr Dr
 Box 21
 Pensacola FL 32514
 Telephone: 850-478-6372
 Fax: 850-478-4323

Attention: THOMAS LAMBERT

9/09/14 Bid ID: 3952116 GULF BREEZE SAAS W/LOGIC

Line	Quantity	Sell Per	Description	Net Price	Extended Price
30	5	EA	SENSUS SAAS WITH LOGIC 10,000 WTR & 5000 GAS END PTS	25,000.00	125,000.00

THE SAAS W/LOGIC PRICING IS
 BASED ON A 5 YEAR PAYMENT PLAN
 WE HAVE WAIVED THE 3% ANNUAL
 INCREASE AND WILL OFFER AN
 ADDITIONAL SAVINGS FOR A ONE
 TIME UP FRONT PAYMENT FOR ALL
 5 YEARS. THIS WILL BRING THE
 TOTAL PAYMENT TO **\$112,820.00**
 INSTEAD OF \$125,000.00. THIS IS
 A TOTAL SAVINGS OF \$19,908.40
 WHEN CONSIDERING THAT WE HAVE
 ALSO WAIVED THE ANNUAL 3%
 INCREASE.

*****LINE BREAK*****

ONE TIME FEES

210	1	EA	SENSUS SAAS IMPLEMENTATION FEE	15,000.00	15,000.00
220	1	EA	SENSUS LOGIC CORE TRAINING	6,700.00	6,700.00

ANNUAL FEE

240	2	EA	ANNUAL BASE STATION WARRANTY	2,500.00	5,000.00
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Subtotal: 151,700.00

Tax: .00

Bid Total: 151,700.00

The Value of Data: Logic MDM Provides Benefits for Utilities and Customers

Advanced metering infrastructure (AMI) networks and meters provide an unprecedented amount of useful data, but utilities and municipalities nationwide find themselves struggling to manage and best use this surge of information. Sensus' Logic MDM is designed to help water, gas, electric, and combination utilities maximize the value of data collected from various devices by efficiently managing, validating and presenting the data in useful formats.



FlexNet transmitter installed under lid.

Intelligence

Logic is designed with the key feature of validation, editing and estimation (VEE). VEE provides a series of routines to assure multiple checks and balances of the data. In addition, incoming data is examined using routines that verify data. With VEE, the utility can assign the appropriate action to adjust any perceived discrepancies in the data.

Through VEE, Logic helps utilities run more efficiently and better serve customers. Utilities can pre-select responses and organizational tactics for different types of incoming information. Likewise, utilities are immediately alerted to certain occurrences such as leaks. Logic can also segment meters to match specific water towers, which correlates consumption demand and measured usage.

Automation

As the utility adjusts the parameters of VEE to meet its own specific needs, Logic develops automated processes for managing data, saving time and increasing efficiency. Logic's

dashboards provide an instant snapshot of the utility's system with automation features, such as a scheduler for the utility to create and organize specific reports and then automatically send the reports to end users.

Other automated features such as editing and extrapolation address data exceptions and eliminate the need for manual intervention from the utility.

Flexibility

Given the constantly changing nature of the water industry, the core Logic software platform offers flexibility through vast customization options to address the varying skill sets and needs within a utility. The basic Logic platform is fully equipped to solve nearly any data-related utility issue with its core program and is designed to improve key functional applications, while incorporating a sophisticated platform to address more complex needs. Functionality is also an outstanding component of Logic. The technology seamlessly integrates with the Sensus' FlexNet communications network.

Conservation Benefits

As environmental concerns and drought conditions continue to increase, water conservation rises to the forefront for utilities and end users worldwide. Logic facilitates conservation by reconciling unaccounted-for water loss, enabling customer segmentation to enforce mandated watering days and encouraging end users to self-initiate conservation through customer portal applications.

Logic ensures rapid leak detection by organizing and validating data from smart water networks. For utilities looking to determine specific culprits of excessive water use or loss, virtualization in Logic enables aggregation of water usage data for several properties at a time to allow utilities to quickly react to all meters and end users affected by an issue.

When water conservation elevates from a priority to a necessity, Logic allows water utilities to implement tiered rates for end users. These rates reward end users with the lowest available rate, provided they stay within a certain amount of usage per person and household.



Logic can segment meters to match specific water towers, which

correlates consumption demand and measured usage.

Utility Benefits

Logic's data management benefits enable utilities to take a system-wide view of their operations and run more efficiently. It also allows them to better serve customers by turning data into intelligence.

For example, Logic enables water utilities to detect leaks quicker, which improves conservation for the utility while inevitably saving the end user money that would have otherwise been wasted.

For utilities interested in expanding the base offerings of Logic to offer even more to its customers, Logic possesses features available beyond the base package. These features include advanced reporting with a deeper analysis of existing reports, advanced systems integration to enable synchronization with GIS and CIS databases, outage supervision, distribution automation, and more.

Customer Benefits

Logic improves the customer experience through usage reports for faster response to customer inquiries and consumption details in hourly intervals for better insight into when exactly the water is used. Utilities can use this software to monitor vacant properties not expected to use water and detect possible leaks, theft or meter stoppage.

With the customer portal, Logic helps water customers monitor usage and conserve water. This add-on enables utilities to share information with customers via the portal about drought conditions, water restrictions, water schedules, conversation, and leak repair. Further, the portal also offers end users flexible settings such as text or email alerts for high usage or other pre-selected notifications.

Utilities can rely on Logic to provide the intelligence, automation and flexibility to not only manage but leverage the increasingly large amount of data collected from a communications network system.



City of Gulf Breeze

Memorandum

To: Edwin A. Eddy, City Manager

From: Curt Carver, Deputy City Manager

Date: 10/2/2014

Subject: Peyton Office Building

Based on the questions raised at the Executive Session on October 1st, I would like to delay further consideration by the Council in order to reevaluate a minimalist renovation option that would allow the City to lease all or a portion of the Peyton Office Building. I will likely need to re-engage David Pinder of Pinder-Martin Associates. If we are to consider this approach, I believe we should target renovations to no more than \$66,000 to avoid triggering the Downtown Redevelopment Guidelines if possible.

The purpose of this effort will be to present a strategy to the City Council that will create a return on investment in less than 5 years, keep the property on the tax rolls for as long as possible and provide suitable interior space for business incubation.

At the Executive Session, a question was raised about what this building was taxed at. According to the appraisal, the property was assessed at \$488,084. This resulted in an annual tax payment of \$7,429.31. Since the property was purchased for \$425,000, I believe that annual tax liability would be reduced to approximately \$6792.90 should the property lose its tax exemption status.

Should you have any questions, please do not hesitate to contact me.

Recommendation: That the City Council table consideration of the staff proposal to demolish the Peyton Office Building in order to examine a minimalist renovation alternative.