

City Council
Special Meeting
March 18, 2003

The City Council of the City of Titusville, Florida met in special session in the Council Chamber of City Hall, located at 555 South Washington Avenue, on Tuesday, March 18, 2003 beginning at 6:32 p.m.

xxx

Present were Mayor Ron Swank, Council Members Christopher Broome, Conrad Eigenmann, and Ken Ward. Also present were City Manager Tom Harmer, City Attorney Dwight Severs, and Assistant City Clerk Wanda Wells. Absent was Vice-Mayor Jeff Rainey.

xxx

Mayor Swank called the meeting to order. He asked for a moment of silence and the entire assembly recited the Pledge of Allegiance to the Flag.

xxx

The purpose of the meeting was to review services provided by the City of Titusville. Discussion points included: (1) results of citizen survey; (2) results of solid waste customer survey; (3) results of the Strategic Planning Retreat held on February 22, 2003; and (4) integration of strategic goals into the budget process.

xxx

City Manager reviewed the agenda and introduced Mr. Lynn C. Right, President of Architecture for Excellence, Inc. This company has worked across North America in industry and city government assisting organizations in their pursuit of excellence and was hired to conduct the citizen survey.

Mr. Lynn Right gave the results of the citizen survey. He highlighted the survey approach including the phone survey and the level of service/gap analysis. He reviewed the results by providing a statistical data overview. The conclusion of the citizen survey results included priorities for meeting citizens' expectations, which were economic development, city street paving and maintenance, scenic visibility of Indian River, enforcement of traffic laws, code enforcement, water resources, drinking water quality, downtown redevelopment, and community development. The summary of citizens' perception were as follow:

- Economic Development
 - Need more business growth, shops, and restaurants
- City Street Paving and Maintenance
 - Takes too long to pave/repave streets, do not know paving schedule and repairs do not last

- Scenic Visibility of the Indian River
 - Too many condos, needs to be cleaned up and it smells
- Enforcement of Traffic Laws
 - Too many speeders
- Code Enforcement
 - Some areas could improve and identified areas do not always get action
- Water Resources
 - Water and sewer bills too high and need consistent meter reading
- Drinking Water Quality
 - Too much chlorine, color changes, smells like sulfur at times
- Downtown Redevelopment
 - Good effort, however, need more shops and parking
- Community Development
 - Could improve planning and zoning

Mr. Right also reviewed the extraordinary levels of service of employees and services provided to the citizens including water resource employee interaction, solid waste employee interaction, street employee interaction, fire and emergency employees interaction, emergency medical services, fire response services, and channel 99. The next steps would include management briefings and working with each department on an individual basis.

Member Eigenmann requested clarification on the percentage data in the report. Mr. Right clarified the people that did not answer the survey were not reflected in the results. *The percentages reflected those answering in favor. The clarification was the assumption that the remaining percentage was those not in favor. (Correction made by Member Eigenmann at the April 8, 2003 meeting).*

Mayor Swank asked whether raw data of the citizen survey would be provided for council's review and was pleased to see channel 99 listed as an extraordinary service on the citizen survey results. Mr. Right stated that the raw data of the citizen survey results would be provided in the final report.

Member Broome asked consultant whether Mr. Right's impression of the data was accurate. Mr. Right stated the survey was not precise, but it was accurate. He also stated that the focus should be on big gaps in the report and that he would work with each department to eliminate these gaps.

City Manager Harmer advised final report would be available on April 1, 2003.

xxx

The meeting recessed at 7:22 p.m. and reconvened at 7:28 p.m.

xxx

Member Eigenmann requested that the citizen survey report contain percentages to show the number of citizens that do not support a tax increase or a reduction in services versus only showing the number of citizens that do support the change. City Manager stated that it could be shown both ways in the final report.

xxx

Mayor Swank advised that a request was made by a citizen to have the ability to speak on each individual item versus at the end of the meeting as stated on the agenda. Council made a consensus that citizens would be heard at the end of the meeting during the citizen's input section on the agenda.

xxx

John Culbertson, consultant of R.W. Beck, Inc., was present to give the results of the solid waste customer survey. Mr. Culbertson has more than 10 years of experience in the solid waste industry specializing in collection efficiency and solid waste system analyses. He highlighted the purpose of the project that was to assess operational efficiency of the solid waste/recycling divisions, define and analyze options for improving the system, and provide the city with a comprehensive business plan and rate analysis. He reviewed the project phases, customer survey, garbage collection setouts, garbage collection service levels, recycling participation, recycling service levels, recycling rates, yard waste participation, containerized/bundled and loose yard waste, yard waste set out limits, yard waste service levels, bulk waste participation, bulk waste service levels, bulk waste rates, general information, and rates versus service levels. The next steps would be to finalize competitiveness analysis, define alternative operational and business scenarios, develop five-year plan, revise ordinance, finalize rate structure, and implement plan.

Mayor Swank clarified recycling was currently picked up once a week versus twice a week as indicated in report.

Mayor Swank requested information on whether or not the State of Florida mandated the requirement to recycle. Solid Waste Superintendent Hillary Arena stated that the city was mandated to recycle by the State of Florida due to the solid waste management act of 1988 that required the city and county to recycle.

Member Eigenmann requested a color copy of the results of the solid waste citizen survey *because the codings were based on colors. (Correction made by Member Eigenmann at the April 8, 2003 meeting).*

xxx

City Manager Harmer reviewed the results of the Strategic Planning Retreat held on February 22, 2003. He advised council that a copy of the report submitted by Marilyn Crotty, Facilitator of the Strategic Planning Retreat, was available in their agenda packet and that he would only focus on the broad goals of the report. He highlighted the ground rules, external trends, and internal

trends developed at that meeting. During the meeting of February 22, 2003, council directed staff to develop a proposal of the strategic goals for Fiscal Year 2003/2004.

Staff presented the following five strategic goals for Fiscal Year 2003/2004: (1) foster a positive work environment; (2) position our community for quality growth opportunities; (3) sustain financial wellness; (4) promote our community; (5) provide a safe and secure environment.

Mayor Swank requested the objective to review alternative options for pension be moved to the goal of sustain financial wellness goal versus fostering a positive work environment. Council made a consensus.

Member Broome requested the results of the citizen survey be integrated into the goals and objectives that were determined by city council at the February 22, 2003 meeting. Member Eigenmann recommended and council made a consensus to apply the citizen survey to the goals and objectives statement and use it as a tool to implement into the goals and objectives for Fiscal Year 2003/2004.

City Manger Harmer also received direction from council at the February 22, 2003 meeting to insert a quality of life comment in the mission statement. The statement has been modified to read "The City of Titusville's Leadership Team is dedicated to meeting the needs and improving the quality of life of our diverse community by providing essential services effectively and efficiently though teamwork and leadership."

City Manager Harmer also reviewed the budget development for Fiscal Year 2003/2004, positive and negative current year snapshot, general fund for Fiscal Year 2002/2003, current year action plan for all funds, long term financial forecasting, and upcoming project process. He stated the five strategic goals would become effective on October 1, 2003. He went on to review the fiscal opportunities and external factors that would influence the budget process. Positive trends include the increase in the January sales tax and increase in construction permits. Other positive trends were the results of the revenues and expenditures that would have a net increase once the audit was finalized. The report for group health fund for the month of February was being analyzed in which there was not a loss.

Concerns of external factors included increased cost of health insurance, pension plan, increasing liability insurance cost, high cost of fuel, and homeland security. Health Plan update was scheduled for April 8, 2003 and mid-year review was scheduled for April 22, 2003. Staff was currently reviewing bringing a pension consultant to analyze our pension plan. The current capital request in process would continue and other requests would be deferred to mid-year review.

Public Input on City Services Thelma Roper distributed a copy of the Constitution of the State of Florida. She commented on citizen surveys, citizen results, and the Constitution of the State of Florida.

Walter Pine commented on service levels, being responsible for all citizens, number of customers that received the survey, and the results of the surveys.

Joan Wheeler complimented the city for replaying the council meetings at a time certain on Channel 99. She commented on the citizen survey results, population in Titusville, expense to live in Titusville, and the need for impact fees. She asked whether council understood letter that was received from Ed Woods.

Susan Canada complimented the workers in the solid waste department for services provided with trash pickup.

Molly Farrace commented on the City of Titusville's web page and suggested making changes to enhance our site. She also commented on minutes and agendas not being available on our web page immediately. Ms. Farrace also recommended opening up an establishment that would offer entertainment to our children.

John Pine commented on Veterans Administration benefits being reduced, citizen survey results, age group of citizens within Titusville, and driving ability of our city workers.

City Manger Harmer clarified the time frame of the agenda and minutes being posted on the city web page.

Member Broome closed the meeting in prayer.

xxx

The meeting adjourned at 8:55 p.m.

Ronald G. Swank, Mayor

ATTEST:

Karan J. Rounsavall, City Clerk