



BOARD OF COUNTY COMMISSIONERS

ST LUCIE COUNTY, FLORIDA

BOCC Informal Meeting

January 15, 2019

Convened: 9:05 AM
Adjourned: 12:03 PM

CALL TO ORDER - COMMISSIONER BARTZ, CHAIR BOARD OF COUNTY COMMISSIONERS

Attendee Name	Title	Status	Arrived
Linda Bartz	District No. 3, Chair	Present	9:00 AM
Cathy Townsend	District No. 5, Vice-Chair	Present	9:00 AM
Chris Dzadoovsky	District No. 1	Present	9:00 AM
Sean P. Mitchell	District No. 2	Present	9:00 AM
Frannie Hutchinson	District No. 4	Present	9:00 AM
Howard Tipton	Administrator	Present	9:00 AM
Mark Satterlee	Deputy Administrator	Present	9:00 AM
Daniel S. McIntyre	County Attorney	Present	9:00 AM
Heather Young	Asst. County Attorney	Present	9:00 AM
Katherine Barbieri	Asst. County Attorney	Present	9:00 AM
Jeffrey Bremer	Deputy Administrator	Present	9:00 AM
Leslie Olson	Director, Planning & Development Services	Present	9:00 AM
Stan Payne	Director of Port & Airport	Present	9:00 AM
Jennifer Hill	Office of Management and Budget Director	Present	9:00 AM
Sophia Holt	Budget Manager	Present	9:00 AM
Erick Gill	Public Information Officer	Present	9:00 AM
Monica Graziani	Building & Code Regulation Manager	Present	9:00 AM
Linda Hudson	Mayor of Fort Pierce	Present	9:00 AM
Gregory Oravec	Mayor of Port St. Lucie	Present	9:00 AM
Chris Craft	Tax Collector	Present	9:00 AM
Brittany Jones	Recording Secretary	Present	9:00 AM

DISCUSSION ITEMS

1. **Air Services Study - Mike Mooney, Managing Partner, Volaire Aviation Consulting**

The Director of Port & Airport, Stan Payne, gave a brief update on the airport and then introduced Mike Mooney, Managing Partner from Volaire Aviation Consulting. Mr. Mooney began the presentation on air services study with overviewing the agenda, providing an introduction of Volaire Aviation Consulting and going over the presentation overview. Next, Mr. Mooney talked about the airline industry and in particular, he detailed airline industry trends, consolidation, and airline business models and segmentation. He described the effects carrier mergers and hub closures has had on the airline industry. He also touched on the six different type of airline business models.

Continuing on, Mr. Mooney talked about pilot shortage as one of the major issues for small city airports. He provided the history of the pilot shortage and explained how it impacts smaller cities. Next, Mr. Mooney talked about two large-scale studies Volaire conducted for the Treasure Coast. The first part focused on the three counties of St. Lucie, Martin and Indian River and the second part extended that to include parts of Brevard and Okeechobee counties. He explained the results of these studies and stated they both showed about the same distribution of traffic between airports and airlines.

Mr. Mooney went over the air service master plan study that was conducted and explained the objective of this study was to determine where St. Lucie County is in the airport industry and where it could go. He detailed different aspects the study looked at including the Treasure Coast Airport's location, the economy of the Treasure Coast, tourism impacts, and second home ownership. Then Mr. Mooney talked about Florida air service as it relates to domestic interstate traffic by airport and by airline. He described three Treasure Coast air service options and provided an example for each option. Lastly, Mr. Mooney detailed an outlook on the industry, summarized the position of the Treasure Coast International Airport and spoke on the next steps.

The Board asked Mr. Mooney questions in regards to a start-up fledging program with VisitFL, a possible cargo distribution opportunity, and the possibility of a viable market to New York City. There were comments on expansions taking place at the airports in Fort Lauderdale and Newark as well as a comment on the possibility of a new merger or new airline.

2. **Strategic Priorities for FY 19/20 - Jennifer Hill, SLC Office of Management & Budget Director**

This item was presented by the OMB Director, Jennifer Hill and the County Administrator. She began with an overview of the strategic priorities as preparations for the capital improvement plan and fiscal year 2020's budget will begin soon. Staff was looking for direction and guidance for the next budget process.

Next, the County Administrator went through the objectives for each of the four categories of the strategic map, which included community, people, service, and financial management. Commissioner Hutchinson requested that the topic of FPUA and utilities be set for either a special informal or on another informal meeting agenda. The County Administrator wrapped up by stating that the presentation shows the direction staff is leaning towards as they begin to build the budget strategies and stated that at any time in the process, Board input is appreciated.

The Chair commented that she feels the Board is not involved enough in the strategic planning and that public input would be helpful, as well. The OMB Director stated there has been progress in improving the strategic planning but there is still room for further improvement. She also stated that staff looks at the Government Finance Officers Association's (GFOA) best practices to guide them and briefly explained how they define strategic planning and their 12 step process. Lastly, the OMB Director described the next steps.

3. Discussion on Waterfront Property Sale

(Item heard following Item 4)

The County Administrator gave the background on this item. He stated this item was on an agenda for Board approval and relates to a restatement of a lease agreement with Chuck's Seafood. Further, he stated he was looking for the Board's permission to discuss the lease agreement with the owner of Chuck's and for a discussion of future land developments in that area at some point.

The Board had a discussion on possible development ideas for that area. The Chair stated there was a consensus from the Board in allowing the County Administrator to have a discussion with Chuck's Seafood about the lease agreement.

4. Tourist Development Tax/Capital Funding - Charlotte Bireley, SLC Director of Tourism & Marketing

(Item heard following Item 1)

The County Attorney provided background on this item. Then, it was presented by the Director of Tourism & Marketing, Charlotte Bireley. She began by explaining the objective of the presentation. She went on to detail the tourist tax allocation of the 5% tourist tax in St. Lucie County and broke down the revenue generated by cent. She explained the percentage of revenue allocation by category, which included the Mets Stadium, tourism marketing and capital facilities North of Midway Road. Further, the Director of Tourism & Marketing detailed the capital projects completed and funded by the 33% of the fifth cent. Commissioner Hutchinson commented that these funds were grant matches.

Continuing on, the Director of Tourism & Marketing overviewed the revenue trends for the tourist development tax capital funds, stating that the last five years have been record breaking years for revenue. She also touched on the tourist development tax

revenue generated by zone (cities and unincorporated county areas) over the last two fiscal years.

It was asked why this presentation was given. Commissioner Dzadoovsky stated it was a question that came up during a Tourist Development Council (TDC) meeting. The Mayor of Port St. Lucie, Greg Oravec, spoke about the application process for the 33% of the fifth cent that is allocated for capital projects and stated he feels all projects, regardless of location within the County, should be allowed to apply. Commissioner Dzadoovsky responded with some history of the Mets Stadium. Next, the Mayor of Fort Pierce, Linda Hudson, spoke and asked for details on budget spending for the Tourist & Marketing department. She also stated the City of Fort Pierce would like a fairer distribution and could benefit from this revenue as they have several tourist attractions from theaters to the beaches to the Sea Plane Base. The Director of Tourism & Marketing provided the mayor with initial answers in regards to the budget questions.

The County Administrator stated that staff has recommended that the County open up another round of applications for another project. He further stated the primary reason this item was on the agenda was for Board direction on the criteria for those applications. Both Commissioners Hutchinson and Dzadoovsky expressed comments. The Chair stated she would like to see the cities and the County to be able to come together financially to partner together for projects that benefit the whole County in terms of tourism. In summary, the County Administrator said based on the comments he's heard, it does not seem the Board is interested at this time in making a change to the ordinance. The TDC had suggested that the County go back out for a grant and the County Administrator stated that agenda item was prepared to go to the Board and was looking for direction. The Chair replied that Board consensus is to hold off on that item and further discussions may be had when a potential project comes up.

10:37 AM - Recess taken

10:52 AM - Meeting reconvened

5. Indian River/St. Lucie Home Annexation

The Chair briefly explained this item and stated she is asking the Board for their input. The item was brought before the Board at a past informal meeting to discuss the concerns a citizen has whose property falls in between Indian River's and St. Lucie's county lines. Commissioner Hutchinson stated her position has not changed (not in support of the property annexing into Indian River County). Commissioner Dzadoovsky supports annexing them into St. Lucie County. Commissioner Townsend agrees with Commissioner Dzadoovsky but has concerns over the property owner's safety, as he has had issues in the past. It was suggested that the two counties' public safety departments get together on this. The Chair asked staff to help begin the process of possibly offering a tax abatement for the property.

6. Noise Ordinance/Golf Course

This item was presented by Monica Graziani, the Building & Code Regulation Manager. She began with providing information on the County's noise ordinance as it relates to the maintenance of golf courses. The County received a complaint from a citizen who lives by the Legacy Golf Course in Port St. Lucie. It was stated that golf maintenance for that course begins at 5:35 in the morning. The Building & Code Regulation Manager stated there is an exemption in the noise ordinance for golf course maintenance. She offered two options: 1) to inform the citizen of an option to speak with the homeowner's association about curtailing the hours or 2) direct staff to make a text amendment to the noise ordinance to remove the exemption. There was a discussion and a consensus from the Board that they were not in favor of amending the ordinance at this time.

Commissioner Townsend had a question on where St. Lucie County is from a legislative standpoint on the biosolids issue as Indian River and Martin counties have different opinions on the subject. There was a discussion from the Board and the Legislative Affairs Division Director provided an update.

ADJOURNMENT

There being no further business to be brought before the Board, the meeting was adjourned.