

CITY MANAGER'S REPORT- OCTOBER 2021

CITY MANAGER

I am a little hesitant to even mention that we have one more month left in Hurricane Season, but we still must be diligent through the end of November. Those of you that have sandbags can store them through the next storm season by using a plastic garbage can and sealing the cover with tape like Gorilla Tape. The bags should stay dry, and the bags should retain their usefulness. Maintain your supply kits and evacuation information as well. Let's keep our fingers crossed!

The ball is rolling on renourishment of our beach groins with the request for proposals being developed for release in January 2022. Another project gathering steam is the milling and repaving of area 3 (East and West Parsley area) and 5 (131st Ave and 129th Ave) roadways, as well as renovation of the stormwater systems in those areas. These projects are made possible through funding by the Florida Legislature spearheaded by Representative Chaney and Senator Brandes. We are looking for similar assistance with the John's Pass sand issue.

Special events are on the horizon in Madeira Beach starting with the King of the Beach Fishing Tournament November 4 through November 6, 2021. Also, on November 13, 2021, we are sponsors of the Veterans Boat Parade along Boca Ceiga Bay. In addition, we ask residents to support Santa's Angels, a charity that provides new toys and clothes to unfortunate children in foster care. We have a drop off box in the second-floor lobby of City Hall and in the recreation building. There is also opportunity to sponsor a family by submitting a form on our website which can be found on the front page of our website, www.madeirabeachfl.gov.

In closing, we have a lot to be thankful for and I want to thank all of you for the cooperation, friendship, and communication shared during my tenure at the City of Madeira Beach. Happy Thanksgiving!!

BUILDING OFFICIAL(S)- DEVELOPMENT REPORT- (OCTOBER 2021)

City Building Official, Frank DeSantis reports that our redevelopment/economic development continues at a fast pace including several large condominium projects on-going and under plan review.

- The **Harbor at Town Center Condominiums project** 212 150TH Ave – **NO UPDATES**
 - ✓ Mansard roof framing and plywood are nearing completion with dry-in to start mid next week
 - ✓ M.E.P. trades are continuing rough ins
 - ✓ Windows and sliders are being delivered with install to start this week
 - ✓ Stucco scaffold is currently being erected
 - ✓ Underground drainage is underway preparing for S.O.G. install approx. 10 days.
 - ✓ Civil work is currently being scheduled for water, sewer, and fire tie-ins.
 - ✓ The project is at 62% completion.

- The **Holiday Isles projects** –
 - ✓ **555 150th Ave.** (Hampton Inn Hotel) – New silt fencing installed; overall progress is still at 1%.
 - ✓ **565 150th Ave.** (31-unit residential condo building) – New silt fencing installed, no scheduled date to start.

PERMIT TYPES ISSUED:

- **SFH Projects- (2)**
Single Family Homes
- **Docks & Lift Projects- (0)**
Replacement & Repair
- **Generator Projects- (0)**
New Generator
- **Demo Permits- (1)**
Demolition
- **Commercial Projects- (1)**
Remodel
- **Roof & Awning Projects- (9)**
New & Re-roof
- **Swimming Pool- (1)**
New
- **Driveway/Pavers- (2)**
New
- **Deck- (1)**
New & Replacement
- **Fence- (3)**
New & Replacement
- **Seawall Projects- (3)**
New Seawall & Cap

Monthly Totals (10/01/2021 through 10/26/2021):

- **Building Department:**
 1. 71 different types of permits were processed & issued.
 2. \$37,693. Permit fees collected.
 3. \$2,002,404. Permit estimated value or cost.
 4. 193 completed inspections (average 13 +/- per day)
- **Building Code Compliance & Residential Rental Inspections:**
 1. 2 new code compliance cases were created.
 2. 6 code compliance cases being resolved.
 3. 20 open/outstanding code compliance concerns with the help of the Special Magistrate.
 4. 0 rental units scheduled for inspections.
- **PCSO-Community Policing and Code Enforcement** processed.
 1. 200 service calls throughout the city for the month
 2. 18 new **GoGov** code compliance cases were created

PARKING

Madeira Beach is looking for Volunteer Beach Ambassadors to help assist tourist and other Residents. The Ambassadors will help in the City Lots with parking meters as well as roam John's Pass Village to help with directions and questions on the City. Shifts will be available Monday – Sunday in zones for two-hour increments. Sounds interesting? [Click here to fill out the Madeira Beach Ambassador Form!](#) For more information or questions please reach out to Sue Tofthagen at stofthagen@madeirabeachfl.gov or call 727-391-9951 x281.

October Parking Revenue over the last couple years:

- 2021- \$208,203
- 2020- \$189,371
- 2019- \$153,603
- 2018- \$55,076- *Red Tide*

FIRE DEPARTMENT

Recently, MBFD acquired a 34' Silverton Cruiser from our city marina for training. The boat has been abandoned for approximately 3 years and removed and salvaged in late August. Lt. Childers and Lt. McClave evaluated the boat and decided to organize a "below deck rescues and swim platform rescues" off the dock scenarios. Report was given to Chief Belk and training was approved to be conducted.

Lt. Childers and Lt. McClave completed safety checks of vessel and coordinated the lesson plan. Training days were limited due to boat being removed sooner than original plan. Neighboring fire departments were invited to participate.

The scenarios used for this training were actual emergency calls that MBFD responded to in the past and were successful rescues. These rescues are difficult and could easily injure rescuers due to limited access to patient and narrow quarters around patient. During these type of emergencies patients can be several feet below deck and having serious medical issues and time is of the essence. Crews were taught how to use small ladders, stokes basket, carabineers with prusik cord to create a mechanical advantage (fulcrum and lever) to remove patient from cabin or the swim platform. In addition, they were shown how to safely traverse onto the dock.

A total of sixty-six firefighters were able to complete the training. Barrier island departments included Madeira Beach, St Pete Beach, Pinellas Suncoast, and our neighbors on the mainland Seminole Fire Rescue. Lead trainers received excellent feedback from participants. The training was a huge success and will greatly benefit the crews as well as residents and visitors of our communities.



COMMUNITY DEVELOPMENT

In October the Community Development Department welcomed planner Dana Parkinson as plans reviewer. Dana comes to Madeira Beach with both review and environmental sciences backgrounds. The remaining staff worked extensively this month to prepare the summary of public input to the land use updates for the comprehensive plan and prepare the proposed amendment application for the county-wide land use plan. This work is made complex by the fact that the county and city land use designations differ in development intensity and type. Also, the city's own land use designations do not accurately reflect the existing development intensity on many lots, making them more difficult to replace if lost to disaster. Staff met with the Forward Pinellas Staff and will make a presentation and request input from the Board of Commissioners at their November 17th workshop meeting. The public is encouraged to attend and comment as a continuation of their participation in this community planning effort. Essential to this work is a strong and informed Planning Commission. The Planning Commission performs the important

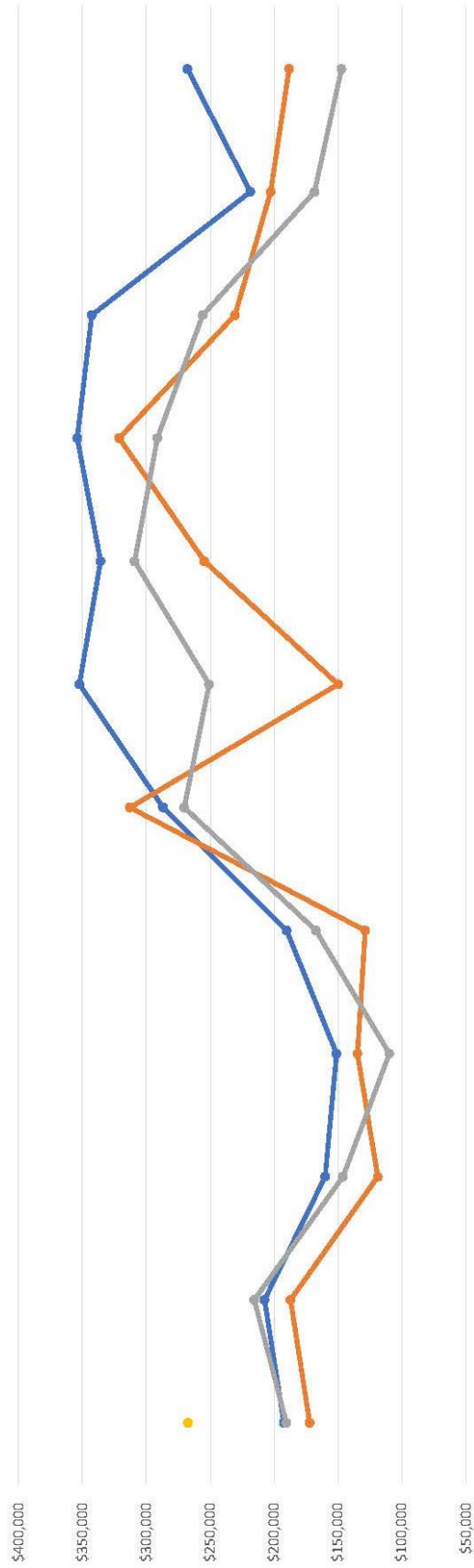
advisory function to the Board of Commissioners on land development policy. There are Planning Commission openings and Madeira Beach citizens are encouraged to apply with the Clerk's office.

CITY OF MADEIRA BEACH MARINA

Cooler fall air triggers one thing in the mind of many of our offshore anglers, KINGFISH! There are several techniques to catching this hard fighting pelagic species. One of the oldest and still most effective ways is trolling "hardware". This means trolling spoons and plugs behind planers or trolling sinkers. Hardware also works wonders on Spanish mackerel and Gag grouper. I will try and give a quick rundown on this technique but if you have any questions come down to the Madeira Beach Municipal Marina and I will be glad to fill you in. Starting with spoon size and color, I recommend trying to "match the hatch". If there is an abundance of larger baits such as threadfins, cigar minnows, large sardines or blue runners a no. 350 Kingspoon in green, glow, red, and my go to all gold, also a gold and black broken back Bomber will get a lot of attention. If the bait seems to be smaller such as greenbacks or glass minnows a size #1 to #00 Clark Spoon in the same color patterns will need to be tied on. While trolling at speeds of 5 to 6 naught it is best to spread your gear through the water column. For example, a #1 planer will run about 10 feet deep; #2 will run about 20 feet and so forth. Now the most important thing, your leader from the planer or sinker to the spoon or plug needs to be 60lb to 80lb mono and around 25- 30 feet long. You will need conventional reels paired with a 30–60-pound class rod 6' to 7' long. Set your drags just tight enough so the planer does not pull it out. Good areas to troll are near the passes and around any of our near shore artificial reefs. Fishing live baits for Kingfish will usually produce larger fish. The way I find the easiest and most effective is to slow troll your live baits. You will first need to sabiki up some descent live bait; I prefer large threadfins, cigar minnows and sardines. If you are looking for a trophy or to hit the board at the King of the Beach larger baits like mullet, ladyfish, spanish mackerel, and blue runners will get that big smoker's attention. You are taking your baits on a walk through dangerous, action-packed waters. Birds working bait schools and mackerel jumping are good signs of a lively area. Next put out some chum bags, and make sure to hook your baits using a stinger rig that fits the bait size. You will want to set your baits at different depths and distances. Often a bait in the prop wash will get hammered by a large fish. Reels with large line capacity and fast retrieve paired with a fast tip medium action rod are a must. When a fish hits let them make a run while you clear the other lines, then try and get on top of the fish quickly to avoid other boats and obstacles. Do not rush your gaff shot, take your time and make it count. I hope these tips will help you produce more fish and the great memories that go along with them. Enjoy the weather and I'll see you on the water.

See the following page for the Marina Revenue report.

Marina Revenue



	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP
2022	\$267,436											
2021	\$192,415	\$207,580	\$160,079	\$151,179	\$190,312	\$286,880	\$352,391	\$335,820	\$354,060	\$342,625	\$218,696	\$267,853
2020	\$172,156	\$187,221	\$118,945	\$134,878	\$128,825	\$312,759	\$149,935	\$254,541	\$321,188	\$230,604	\$202,750	\$188,260
2019	\$190,410	\$215,509	\$146,211	\$109,826	\$167,380	\$270,397	\$250,844	\$309,174	\$291,330	\$255,900	\$168,500	\$147,225

CITY CLERK

As of October 31, 2021, the Board of Commissioners have held 50 meetings in 2021. All meetings are open to the public. For October 2021, the Board held 5 meetings. The public can view meetings by webcast or on Spectrum Ch. 640 and public comment is accepted by email in advance of each meeting. Regularly scheduled meetings are held:

Board of Commissioners Meetings – Commission Chambers, 300 Municipal Drive, Madeira Beach, FL 33708

- Regular Meeting 2nd Wednesday @ 6 p.m.
- Regular Workshop Meeting 4th Wednesday @ 6 p.m.

Meeting dates and times are subject to change due to holidays, etc.

Advisory Boards

Boards, Commissions, and Committees are a valuable part of the local government process. The members are volunteers and provide a great service to the City and to the community. Duties and responsibilities include assisting in the reviewing the City's policies and procedures, Code of Ordinances, and the City Charter, and make recommendations to the Board of Commissioners.

Current vacancies:

- Planning Commission – 7-member board – regular meetings held monthly, 1st Monday at 6:00 p.m. – members must be citizens and eligible to vote in the City – Additional information, please contact Community Development Director, Linda Portal at 727-391-9951, ext. 255 or 244; lportal@madeirabeachfl.gov.

Special consideration given to applicants with one or more of the following professional experience and credentials:

- Architecture or landscape architecture
 - Civil engineering
 - Real estate sales or land development
 - Natural or environmental sciences
 - Urban planning
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- Civil Service Commission – 5-member board – regular meetings held quarterly, dates and times vary – members must be citizens and eligible to vote in the City – Additional information, please contact City Clerk Clara VanBlargan at 727-391-9951, ext. 231; cvanblargan@madeirabeachfl.gov.

Special consideration given to applicants with HR professional experience and credentials.

Applications may be obtained at City Hall, downloaded on the City's website at <https://madeirabeachfl.gov/advisory-boards/> or obtained from the City Clerk.

PUBLIC WORKS

FERTILIZER USE

THE EASIEST SOURCE OF POLLUTION TO CONTROL BY HOMEOWNERS

From October 1st through May 30th, the following conditions apply to fertilizer use:

- **TOTAL NITROGEN CONTENT** = 50% or more must be Slow-Release Nitrogen
- **TOTAL PHOSPHORUS CONTENT** = zero (0) phosphorous fertilizers must be used unless a State-certified laboratory soil test indicates a deficiency.
- Florida soils have naturally occurred phosphorous, and application of phosphorous fertilizer may not be necessary.
- **APPLICATION**
 - Granular fertilizers: Up to one pound of nitrogen per 1000 square feet per application
 - Liquid fertilizers: Up to one-half (0.5) pound of water-soluble nitrogen per 1000 square feet per application
 - Annual limit: Up to 4 pounds of nitrogen per 1000 square feet
 - No nitrogen application within 30 days of newly installed landscape
 - Deflector shields must be used on fertilizer spreaders to keep granules off impervious (hard) surfaces and out of waterways
- **RECOMMENDATIONS AND ADDITIONAL INFORMATION**
 - A voluntary six-foot low-maintenance, "no-mow" zone is strongly recommended from those areas described as fertilizer-free zones in order to reduce the potential for fertilizer residue entering adjacent water bodies and wetlands. A swale/berm system is recommended for installation at the landward edge of this low maintenance zone to capture and filter runoff. No vegetative material shall be deposited or left remaining in this zone or in the water. Care should be taken to prevent the overspray of aquatic weed products in this zone.
 - It is recommended that the application of fertilizer for properties using reclaimed water service be reduced in accordance with the nutrient level contained in the reclaimed water. This information is available through the Pinellas County Utilities Department and through the Pinellas County web site.
 - The county strongly recommends the establishment of training programs using Spanish-speaking certified BMP trainers.
 - The county recommends that private homeowners become familiar with and utilize the recommendations of the University of Florida IFAS Florida Yards and Neighborhoods Program when applying fertilizer.
- While not the only source of excess nutrients in our local waters, reducing our personal contribution to pollution is an important step in improving water quality. We don't want our waterways to be choked with algae.

To request a copy of the current Fertilizer Compliance list, email watershed@pinellascounty.org.

RECREATION

October was an exciting month in Recreation. Jaws took over the beach as free movies returned after a long hiatus. Over 500 people joined us on the sand of Archibald Memorial Beach Park for the free viewing and enjoyed a fun night of great weather. Fitness classes continue to run fall send as Zumba, Cardio Drumming, Yoga, and Seriously Fun Fitness all added classes to their offerings.

The Friends of Madeira Beach Parks and Recreation hosted their initial Final Friday in John's Pass in coordination with the return of Trick or Treating in the Pass. Over 200 kids joined in on the fun as they went door to door with the over 40 businesses who participated. After the Trick or Treating, Final Friday kicked off at the John's Pass Bell Tower with live music, food, and fun!

More events are coming up in Madeira Beach, check them out below:

- 11/4-6 – Fall King of The Beach
 - Recreation Center – OldSaltFishing.org
- 11/6 – Trash Pirates Monthly Beach Cleanup & Blood Drive
 - Archibald Memorial Beach Park
- 11/11 – Veteran's Day Observed
 - City Office's Closed
- 11/12-11/14 – ROC Park Unity Festival
 - ROC Park
- 11/13 – Veteran's Day Boat Parade
 - VeteransDayBoatParade.org
- 11/25-26 – Thanksgiving Holiday Observed
 - City Office's Closed
- 11/26 – Final Friday
 - John's Pass Bell Tower
 - 6:00pm – 9:00pm
- 12/4 – Trash Pirates Beach Cleanup
 - Archibald Memorial Beach Park
 - 8am-11am
- 12/4 – Jingle Bell Kid's Fishing Tournament and John's Pass Tree Lighting
 - 1pm-8pm
- 12/11 – Merry Beach Market
 - Recreation Complex
 - 2pm-8pm
- 12/11 – Festival of Lights Boat Parade & Viewing
 - Recreation Complex
 - 6:30pm