

CITY MANAGER

Thank you to all who daily continue to ensure we maintain a safe, clean, and over-all beautiful City. Specifically, the Trash Pirates and the Trash Turtles (both based right here in Madeira Beach) continue to provide wonderful messages and thousands of volunteer hours planning, advertising, and holding clean-ups monthly. Thank you to them and all residents who continue to remind us why we have such a wonderful City.



We would also like to thank Keep Pinellas Beautiful and Byrne Ocean Conservation/Water Warrior Alliance for holding in partnership with the City of Madeira Beach a celebration and beach clean-up in honor of World Ocean Day held on Wed, June 8 at Archibald Park. Hundreds turned out to learn more about water/ocean conservation efforts as well as to help keep our beach as litter free as possible.



Throughout June we continued to focus on hurricane/storm awareness and boater/water safety. As thousands continue using the gulf, the various waterways, and pools, we are reminded of the need to be safe remembering and utilizing all available safety precautions and devices from swimming in marked areas to wearing safety devices on boats to following all posted signs and markers both on water and land. Additionally, we reminded residents and visitors of the importance to stay hydrated as the heat and humidity continue through the summer. Important to remember that our fluid levels can drop by 2-3% of our body weight before we even realize we are thirsty. Consequently, we must remember to drink fluids (water is a great one) even before we are thirsty.

On June 23, National Hydration Day, various recreation employees participated in the early afternoon in the distribution of approximately 200 cold water bottles with our commemorative 75th anniversary koozie to beach visitors.

THE IMPORTANCE OF HYDRATION

We all know we should be drinking more water. But for otomists, keeping hydrated is even more important. Having a stoma means that food and water pass through the bowel more quickly, making it essential to keep your fluid levels topped up.

Our brain is 75% water

Water accounts for about 60% of an adult's body weight and 75% of an infant's

WHY WATER IS IMPORTANT?

- IT PERFORMS VITAL FUNCTIONS
- MAINTAINS BLOOD PRESSURE
- HELPS REMOVE WASTE PRODUCTS
- REGULATES TEMPERATURE

Poor hydration affects:

- CONCENTRATION
- COGNITIVE AND PHYSICAL PERFORMANCE
- MOOD

HOW DO WE LOSE WATER?

URINE FAECES SKIN BREATH

WATER MUST BE REPLACED REGULARLY VIA FOOD AND DRINK

CAUSES OF DEHYDRATION

- HIGH TEMPERATURE
- HEAT EXPOSURE
- TOO MUCH EXERCISE
- VOMITING
- DIARRHOEA
- DISEASE SUCH AS DIABETES
- COMPROMISED BOWEL FUNCTION (e.g. Ostomy)

SIGNS TO LOOK FOR

- INCREASED THIRST
- DEY MOUTH
- LETHARGY
- DECREASED / DARKER URINE OUTPUT
- SLUGGISHNESS
- DIARRHOEA
- FATIGUEDNESS
- FAINTING
- CONSTIPATION
- CONFUSION

HOW TO COMBAT DEHYDRATION

- SUCK ON ICE CUBES
- LIQUIDS MADE FROM JUICES AND SPORTS DRINKS
- DRINKS CONTAINING CARBOHYDRATES/ ELECTROLYTES

GOOD SOURCES OF FLUID

- SOUPS
- WATERY FRUITS AND VEGETABLES
- GRAPE
- STRAWBERRY
- WATERMELON
- CUCUMBER
- ZUCCHINI

HOW TO MAKE AN ORAL REHYDRATION SOLUTION

THE IMPORTANCE OF HYDRATION

Since your body can lose up to half of a gallon of water per hour when losing extreme heat and exercising, it is important to stay hydrated so you don't hurt your body.

SYMPTOMS OF DEHYDRATION:

- Headache
- Lightheadedness
- Dry mouth and lips
- Fatigue
- Extreme thirst
- Muscle cramps
- Confusion

THE ANATOMY OF NOT STAYING HYDRATED:

- If too much water is lost through sweating, your blood volume can decrease.
- This decreases blood pressure.
- Consequently, your heart begins to race.
- Your body may even heat since the heat isn't being released.

BEST PRACTICES FOR STAYING HYDRATED:

You need to drink as much water as that which you're sweating. If you're going to be out in the heat or exercising, don't wait until you feel thirsty to hydrate. Drink water before, during and after.

BENEFITS OF STAYING HYDRATED

- FLUID BALANCE
- MUSCLE FUEL
- FATIGUE BUSTER
- CLEARER SKIN
- BLOOD NORMALIZER
- PRODUCTIVITY BOOST
- CALORIE CONTROL
- TOXIC REMOVER
- BRAIN BOOST
- JOINTS GREASER

As in prior months thousands enjoyed our vast and varied events including various beach clean-ups, World Ocean Day, the Made Beach Car Show & Music Fest, the appearance of the BeBot (sand clean-up robot), and our monthly Final Friday music fest at John's Pass Village (shortened due to rain).



Please read below for additional events in July including our Independence Day Fireworks on Sunday, July 3; Trash Pirates, Keep Pinellas Beautiful, and City of MB beach clean-up on Tuesday, July 5; the Madeira Beach 5K Sunset Series on Friday, July 15; Breakfast with the City Manager on Thursday, July 28, beginning at 8 am, at the Madeira Beach American Legion; Final Friday on Friday, July 29 beginning at 6 pm.

Throughout June we continued selling various 75th commemorative items including hats, t-shirts, tote bags, and various City present and historic images on 16" x 20" canvass. Items are for sale at City Hall as well as at most upcoming special events. All are invited to visit City Hall on Mondays to Fridays from 8:30 am to 4:30 am to view and/or purchase these items. Please visit the following internet site for additional information including how to help with the Celebrations:

<https://madeirabeachfl.gov/75th-anniversary-celebration/>





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In early June the City of Madeira Beach received extremely exciting news that the City's request for State funding/appropriation to dredge John's Pass, approximately \$1,556 million, remained in the Fiscal Year 2023 State of Florida's budget. A very special thanks to State Representative Linda Chaney and our Mayor John Hendricks for their tireless efforts to lead this effort. The City will begin the process of planning, securing permits, obtaining contractor, and much more over the next few months. We are hopeful to alleviate the Pass' sand issues by the end of this calendar year. More to come on this. . .

On June 15, various City staff and Mayor John Hendricks were honored to attend the FL Governor Ron DeSantis' announcement regarding the creation of the Florida State Guard held at the American Legion location here in Madeira Beach.

City staff continued our varied services provision including the daily cleaning and maintenance of our sand and our parks as usage continued to be quite high particularly on the weekends. City contractor Keystone Excavating completed the 140th Ave street/road repairs damaged by Frontier Communications contractors and reopened the damaged section of 140th Ave on Tuesday, June 22. City staff and Commission held a Fiscal Year 2023 budget workshop on June 22 to review personnel and department operating costs. The next FY 23 Budget Workshop will take place on Wednesday, July 20, beginning at 4 pm to discuss department personnel and operating expenditures, the City's tax (millage) rate, and various non-departmental expenditures including contributions to other agencies (Chambers of Commerce, Coast Guard Auxiliary, etc). A reminder that the City's fiscal year runs from October 1 to September 30 – so our fiscal year 2022, will conclude this September 30, with the fiscal year 2023, beginning the following day on October 1, 2022.

Additional details are included in this report including specific departmental information and data. Please feel free to review and ask questions regarding our City services provision. Please feel free to contact me for any City matter or just to introduce yourself or say hello:

rgomez@madeirabeachfl.gov

727.580.8014

A FEW CITY HIGHLIGHTS:

UPCOMING CITY PROJECTS

- (1) 140th Ave Restoration from Island Dr to E Parsley Dr (contractor damages-City to be reimbursed by contractor), Estimated mid-June completion – COMPLETED – 140th Ave reopened on Wednesday, June 22.
- (2) Beach Groins Renourishment – surveying work completed-restoration to begin late summer/fall 2022.
- (3) East and West Parsley (area 3) and Parts of 129th and 131st Avenues (area 5) - milling and resurfacing streets & stormwater system improvements.

- (4) Gulf PI and adjacent City parking lots/beach access, from 135th to 130th Ave – milling and resurfacing, to begin in Summer 2022

UPCOMING SPECIAL EVENTS/ACTIVITIES

- (1) **5K Sunset Series** race, Friday, July 15, beginning at 7:00 pm, on the sand at John's Pass Park Parking lot



- (2) **Breakfast with the City Manager**, Thursday, July 28, 8 am, Madeira Beach American Legion

CITY OF MADEIRA BEACH MOBILE APP



Launched in early November 2021, remember to download the free City of Madeira Beach mobile app, **My Madeira Beach**, from the Apple App or Google Play stores. Residents, businesses, visitors can utilize the app to communicate service requests and/or report concerns/issues such as potholes, trash, graffiti, or any other area needing City attention. The app is also a great resource with links to the City website, news, and ongoing/upcoming events.

PARKING

A few reminders regarding resident and visitor parking:

1. Residents can obtain up to 3 **RESIDENT PARKING PASSES** at no charge, that allow residents to park in any City of Madeira Beach lot while the lot is open as well as on



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streets that allow resident parking. No overnight parking is allowed at any City lot using the RESIDENT PARKING PASS (everyone can use the overnight parking lot areas by paying the \$3/hour fee).

2. RESIDENT PARKING PASSES are only for residents physically living within the City of Madeira Beach City limits – not for businesses, visitors, or tourists – MUST prove City residency and provide a driver's license and a valid vehicle registration.
3. VISITOR PARKING is available at all City of Madeira Beach lots and the John's Pass Boardwalk & Village on-street spaces and the lot adjacent to the VFW (entrance off 129th Ave E) by paying the hourly rate of \$3 (may pay using the ParkMobile app or at a kiosk/meter located at each lot). Overnight parking is only allowed at City of Madeira Beach lots from 130th Ave to 136th Ave (entrances off Gulf Blvd) – not allowed at the John's Pass Parking lot and the Archibald Park Parking lot – by paying the \$3/hr rate (available for up to 7 days).
4. For safety reasons/concerns the John's Pass Parking lot on the West side of Gulf Blvd closes at 9:30 pm. Visitors and residents can park at the 130th Ave W lot or on Village Blvd (closest alternate parking locations) and still fish.
5. Please keep in mind, particularly visitors, that there are other privately-run/managed parking lots throughout our City that typically charge \$5-\$7/hour.

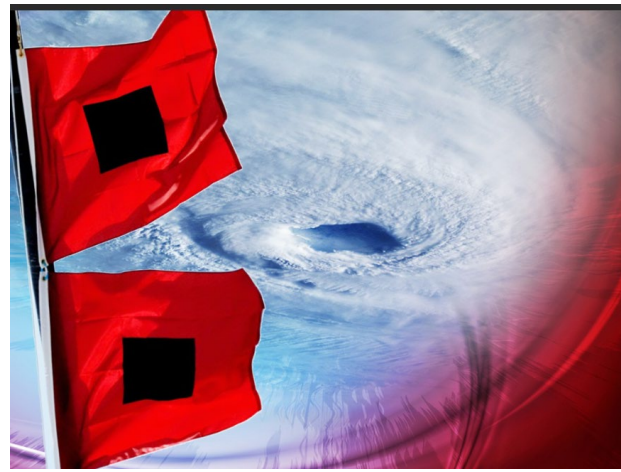
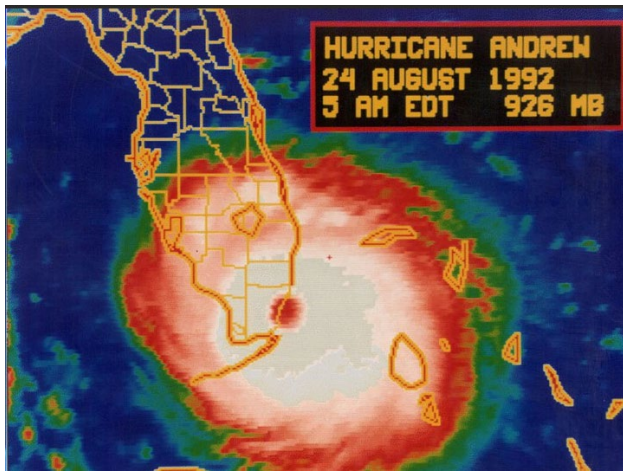
HURRICANE SEASON BEGAN – JUNE 1

The Atlantic Hurricane Season started last month. Please continue to be prepared.

Some important reminders include:

- Keep a hurricane kit stocked with food, water, meds, flashlights, battery-powered radio, etc
- Make an evacuation plan for your family (remember to include your pets)
- Gas up vehicles
- Physically prepare/protect your home – clear yard of furniture, debris, and potential projectiles
- Board up windows, put up shutters
- Be ready to turn off power in case of flooding
- Place important documents and valuables in watertight containers
- Keep calm & stay alert

Additionally, the FL legislature and governor approved a sales tax holiday on various



Help us Keep Paradise as Clean as Possible – LEAVE NO TRACE

A few reminders below for all of us to continue to take care of our beautiful slice of paradise:

- Please deposit all trash/waste/rubbish in trash containers.
- Remember that only rain goes down the storm drain.
- Take your property with you when visiting and leaving the sand or public park; any unattended property such as a tent, a chair, towels etc., left on the sand or other public property will be removed and disposed of by the following morning.
- Please fill any holes made on the sand before leaving the sand.
- Remember that no animals such as dogs, cats, etc., are allowed on the sand.
- Want to help/assist even more – participate in one of the monthly and other clean-ups held by organizations such as:

Trash Pirates of Madeira Beach - <https://www.facebook.com/madeirabeachtrashpirates/>

Trash Turtles – <https://trashturtles.org>

Water Warrior Alliance – <https://www.waterwarrioralliance.org>

REMINDER: TURTLE NESTING SEASON CONTINUES



Here in Madeira Beach, we love sea turtles! Nesting season runs from May 1st to November 30th. The City of Madeira Beach greatly appreciate your support by helping to pick up litter on the beach, filling sand holes on the beach, and making sure your home lighting is sea turtle compliant if you live on the beach side. Look below for some links on more information on what you can do and organizations that help our beloved sea turtles!

- **Pinellas County Sea Turtle Information** – pinellascounty.org/environmental/coastal/sea-turtles.htm
- **SeaTurtleTrackers.org**
- **Clearwater Marine Aquarium Rescue Program** – <https://mission.cmaqarium.org/what-we-do/rescue-rehab-release>
- **Madeira Beach Leave No Trace Ordinance** - <https://storage.googleapis.com/proudcity/madeirabeachfl/uploads/2021/04/Leave-no-trace-flyer.pdf>

Thank you very much for your attention. Again, a huge thank you to all City staff that daily make Madeira Beach shine. Please let us know of any matter needing the City's attention. Stay Safe and enjoy Our Slice of Paradise!

BUILDING OFFICIAL(S)- DEVELOPMENT REPORT- (June 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/or under plan review.

- The **Schooner Resort** is under review
- The **Tiki Docks Bar & Grill** is under review
- **15405 Gulf Blvd Azul Townhomes** Phase I (6-units) is under review.
 - ✓ Foundation permit has been issued
 - ✓ Waiting for Duke Energy to finish (2) directional bores to re-route several overhead and underground power supplies from the site.
- **300 150th Ave. The Residences at Town Center**



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- ✓ Foundation permit issued and test pile has been delivered. Pile driving equipment is on site.
- ✓ Waiting for Duke Energy to remove the overhead and underground power and associated transformers from site before pile can begin.
- **200 150th Ave. Harbor at Town Center** Condominiums project
 - ✓ Insulation and drywall is complete with the exception of the ground floor lobby.
 - ✓ Paint work continues on the upper floors.
 - ✓ Cabinets and flooring install is progressing on the upper floors.
 - ✓ Elevator (2) install is complete. Block work at each front should be complete in approx. 12 days.
 - ✓ Construction power has been removed.
 - ✓ Pool coping is complete. Power and water are currently being connected. Pool deck pavers are on site.
 - ✓ D.O.T. permit is in hand for the directional bore. Work scheduled to begin Monday, June 6.
 - ✓ Electrical trim is progressing on 2nd. And 3rd floors and should be ready for insp. soon to facilitate power release to Duke Energy.
- **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.
 - ✓ Working with the GC and lender to figure out different ways to offset the exorbitant price increases that are persistent in the construction market.
 - ✓ Continuing to work with local contractors and vendors to remove the piles of concrete from the property.

PERMIT TYPES ISSUED (06/01/2022 through 06/28/2022):

- | | | |
|--|--|---|
| • SFH projects – (0)
<i>Single Family Homes</i> | • Commercial projects – (3)
<i>Remodel</i> | • Residential projects – (10)
<i>Remodel</i> |
| • Docks & Lift projects – (6)
<i>Replacement & Repairs</i> | • Roof & Awning projects – (11)
<i>New & Re-roof</i> | • Fence – (3)
<i>New & Replacement</i> |
| • Generator projects – (0)
<i>New Generator</i> | • Swimming Pool – (0)
<i>New</i> | • Seawall projects – (5)
<i>New Seawall & Cap</i> |
| • Demo Permits – (1)
<i>Demolition</i> | • Driveway/Pavers – (5)
<i>New</i> | • Deck – (5)
<i>New & Replacement</i> |
| • Windows/Doors – (13)
<i>Replacement</i> | • Mechanical E/C/O’s – (19)
<i>New AC units</i> | • Sign projects – (0)
<i>New Sign Permits</i> |
| • Electrical Permits – (5)
<i>Meter, Panel C/O’s</i> | • Plumbing HW C/O’s – (5)
<i>Hot Water Heaters</i> | • Solar Permits – (1)
<i>New Solar Permits</i> |

Monthly Totals (06/01/2022 through 06/28/2022):

- **Building Department:**
 1. 99 different types of permits were processed & issued.
 2. \$39,318.38 Permit fees collected.



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3. \$1,505,051.00 Permit estimated value or cost.
4. 202 completed inspections (average 10 +/- per day)

➤ **Building Code Compliance & Residential Rental Inspections:**

1. 9 new code compliance cases were created.
2. 14 code compliance cases being resolved.
3. 39 open/outstanding code compliance concerns with the help of the Special Magistrate.
4. 55 residential rental inspections for the month of June.

➤ **PCSO-Community Policing and Code Enforcement**

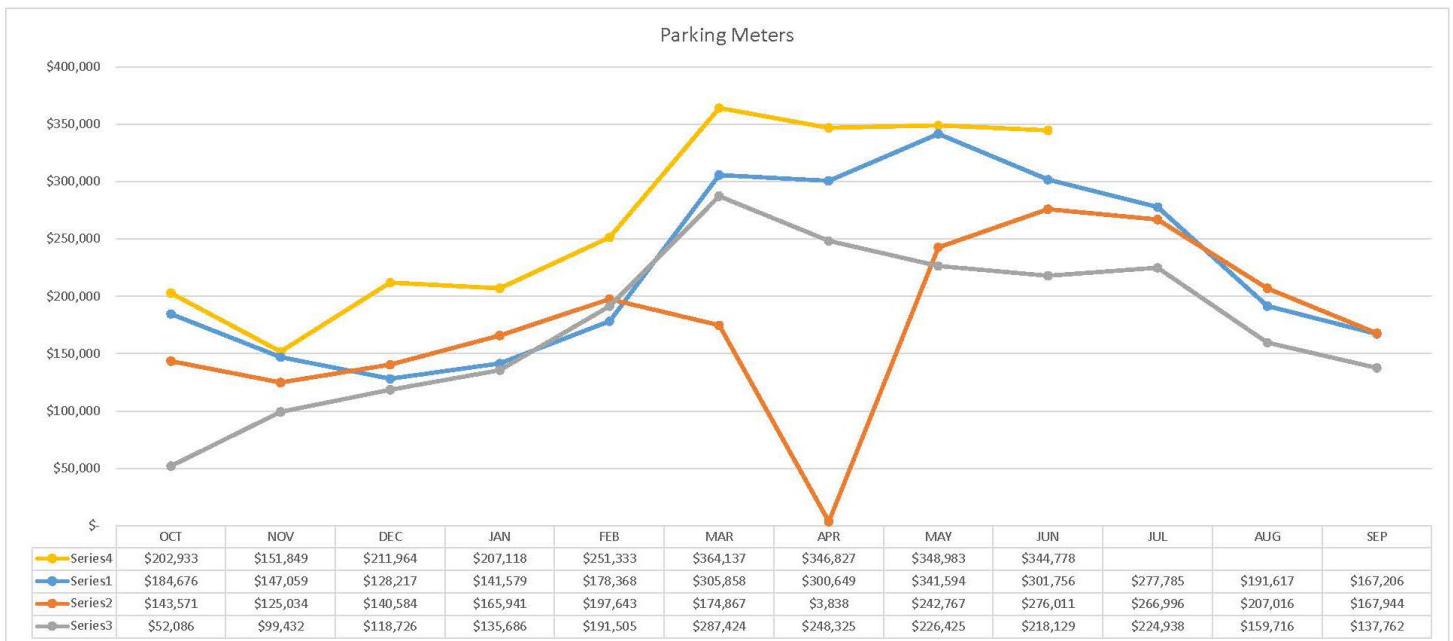
1. 193 calls responded to total between Apr 1st – Apr 30th
2. 36 of those calls were ordinance related activity

PARKING

June Parking Revenue: \$374,842.47

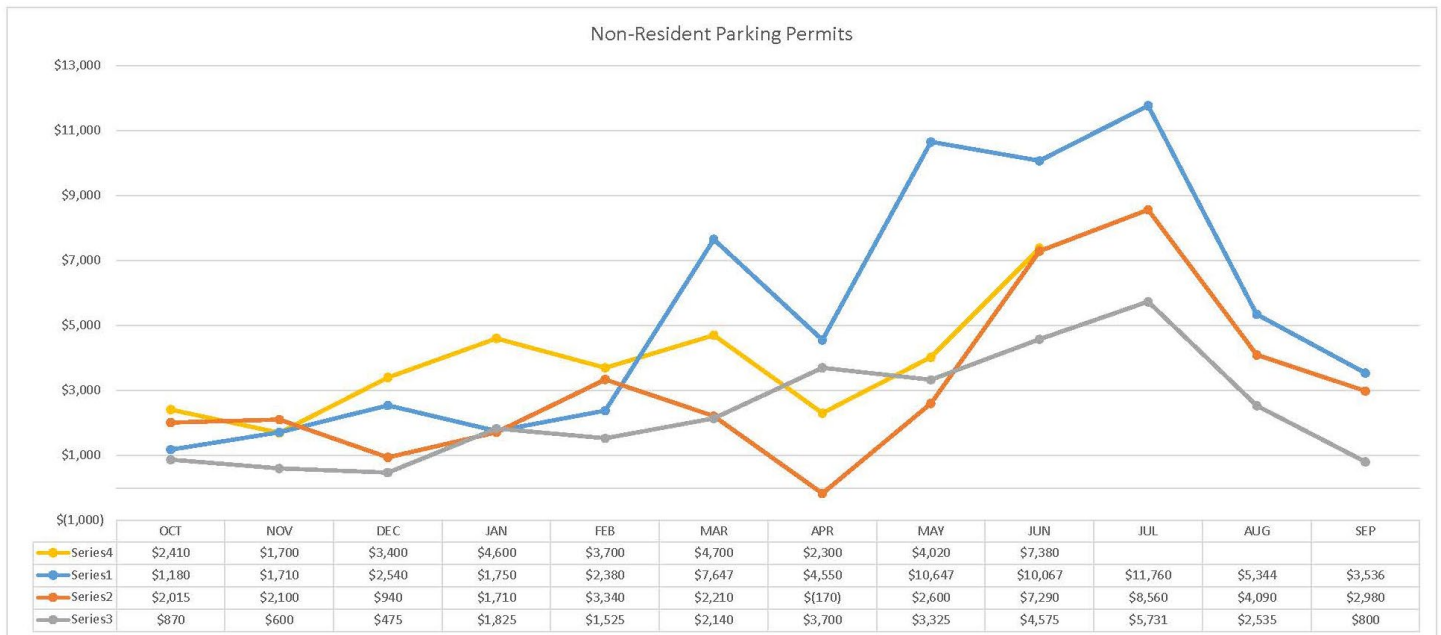
- Parking Meters: \$344,778.46
- Parking Fines: \$22,684.00
- Non-Resident Parking Passes: \$4,800.01

Please see the next page for year over year revenue:





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FIRE DEPARTMENT- RIP CURRENTS

On May 6th several members of MBFD participated in the 2022 Fight for Air Climb organized by the American Lung Association, Tampa Chapter. The event was held at Raymond James Stadium where the nearly 1400 step climb was completed in full gear with some participants adding air tanks for challenge.

We would like to recognize the fantastic job by our firefighters!

FF/PM Wasilewski placed overall first place in the Firefighter Category at total time of 8:39.4. FF/PM Ubiles placed 6th and Lt. McClave came in 7th. FF/PM Whitfield was timed in another group however her placement is equivalent to 9th place in the Firefighter Category. Lt. Childers did the climb on air and finished 3rd in the First Responder Category.

Being fit for duty is nothing new to the members of MBFD. Part of daily duties is physical training which includes cardio, strength building and full body fitness. At the beginning of the week the shifts are required to complete a stair run. This consists of 13 flights of stairs that must be done at least 4 times in 20 minutes. On an average, the 13 flights are completed 6 to 8 times. On many occasions our firefighters will run/walk them in gear with an air bottle or other equipment/tools that may be carried during a true fire emergency. During the second part of the week the firefighters utilize the gym to strength train, add cardio, or complete HITT training as a shift.

The daily fitness training is put to the test by our Fitness Coordinator during quarterly fitness evaluation and firefighter skill assessment. Additionally, all members of the department complete a full medical physical once a year. The continued monitoring and assessment allows our firefighters to be prepared when responding to emergencies under various strenuous conditions.

Madeira Beach Fire Department would like to thank Ocean Sands Condominium Association for the many years of continued support by allowing us to utilize the stairwells of the building for our training.



CITY CLERK

As of June 30, 2022, the Board of Commissioners held 19 meetings.

5-Year History – As of June 30 - Board of Commissioners Meetings

2018 – 28 meetings
2019 – 28 meetings
2020 – 28 meetings
2021 – 23 meetings
2022 – 19 meetings



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All meetings are open to the public. [Public comments are made in person with a three-minute time limit.](#) The public can view meetings by webcast or on Spectrum Ch. 640. Regularly scheduled meetings are held:

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

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

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

Are you looking for a public record? City staff is beginning to publish City department documents in the Document Center on the Madeira Beach website:
<https://madeirabeachfl.civicweb.net/filepro/documents/>

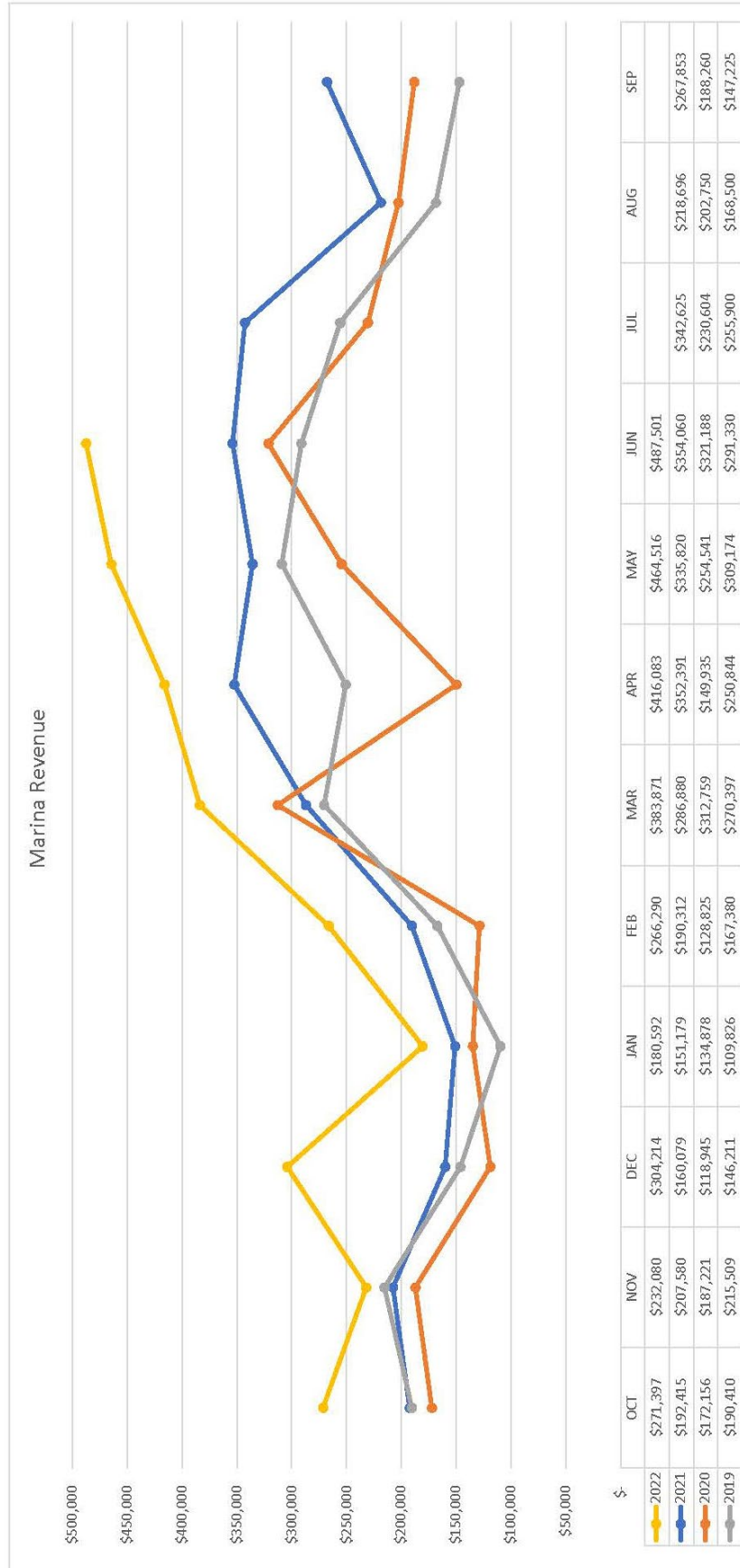
The City Clerk’s Office posted contracts, minutes, ordinances, and resolutions approved by the Board of Commissioners in the Document Center.

CITY OF MADEIRA BEACH MARINA

In the month of June, we have seen an increase in boating activity. The opening of Red Snapper and Gag Grouper have brought out many of the die-hard offshore anglers. Most anglers in search of these species are making long runs out into the Gulf of Mexico. Trips can range from 30 to 100+ miles one way. When making runs this far the crew will load the boat up with hundreds of pounds of ice, several boxes of bait (sardines, threadfins, and squid), more tackle than you think you will ever need and most important, plenty of water and cold refreshments. The Marina has also seen an increase in families coming in needing a place to store their boat while they are here on vacation. We offer a service that is quite unique to the beaches. There are not many facilities around that offer boat storage with a 24-hour ramp and washdown facility. Not to mention the store and fuel dock are open 7 days a week. The convenience of bringing your boat somewhere and not having to take it back on the road until you are ready to leave is invaluable. With school out until August, we expect this trend to steadily continue.

We are currently preparing for the 4th of July holiday weekend. Organizing the dry storage lot and cleaning up around the docks and property. We are going to limit the amount of daily boat ramps to try and help the facility work smoother and safer. We hope that everyone has a safe and enjoyable holiday weekend celebrating the birth of our Beautiful Nation.

See next page for Marina Revenue:





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Account #	Description	Jun'22
405.9300.389201	Federal Grant - Clean Vessel	-
405.9300.347916	Late Fees	-
405.9300.347911	Dry Storage Fees	10,806.52
405.9300.347912	Transient Rentals	8,228.62
405.9300.347901	Unleaded Fuel Sales	336,770.34
405.9300.347905	Propane Sales	91.96
405.9300.347902	Diesel Sales	17,616.98
405.9300.347903	Diesel - Commerical	61,306.85
405.9300.347906	Propane - Exempt	(104.00)
405.9300.347909	Misc Store Income-Non Taxable	314.98
405.9300.347908	Misc Store Income-Taxable	32,224.72
405.9300.347915	Land & Sea Sales	-
405.9300.347913	Marina Slip Rent	19,576.96
405.9300.347500	ATM Service Charge	-
405.9300.347914	Annual Fishing Tournament	-
405.9300.361100	Interest Earnings	-
405.9300.369900	Other Miscellaneous Revenues	-
405.9300.369913	Commission - Laundry Equipment	133.75
405.9300.369903	Refund Prior Year Expenses	-
405.9300.369904	Sales Tax Collection Allowance	30.00
405.9300.369912	Boat Ramp Fees	64.00
405.9300.347917	Boat Ramp Parking	439.45
		487,501.13

PUBLIC WORKS

Whether seaweed is present on the beach or not is on one of the most frequently asked questions for folks coming to visit. Seaweed can be an issue along the beach during certain times of the year.

Though June is historically the month of greatest seaweed deposits, there is no way to predict when it will wash ashore in larger quantities or how long it will last. While Madeira does rake the beach daily we are not permitted to rake along the wet sand. There is an importance to seaweed to our ecosystem. For example turtles use sargassum seaweed mats as nurseries where hatchlings have food and shelter. Sargassum also provides essential habitat for shrimp, crab, fish, and other marine species that have adapted specifically to this floating algae.

Take a look below on some information on seaweed and the importance to our ecosystem:

- <https://www.nationalgeographic.org/activity/sorting-gulf-ecosystem/>
- <https://oceanservice.noaa.gov/facts/sargassosea.html>

- <https://sowal.com/story/the-importance-of-seaweed-to-our-ecosystem>
- <https://oceanbites.org/all-food-does-not-come-from-the-sun/>
- <https://cleantechnica.com/2021/06/02/seaweed-can-restore-ocean-dead-zones-caused-by-nutrient-run-off/>

