

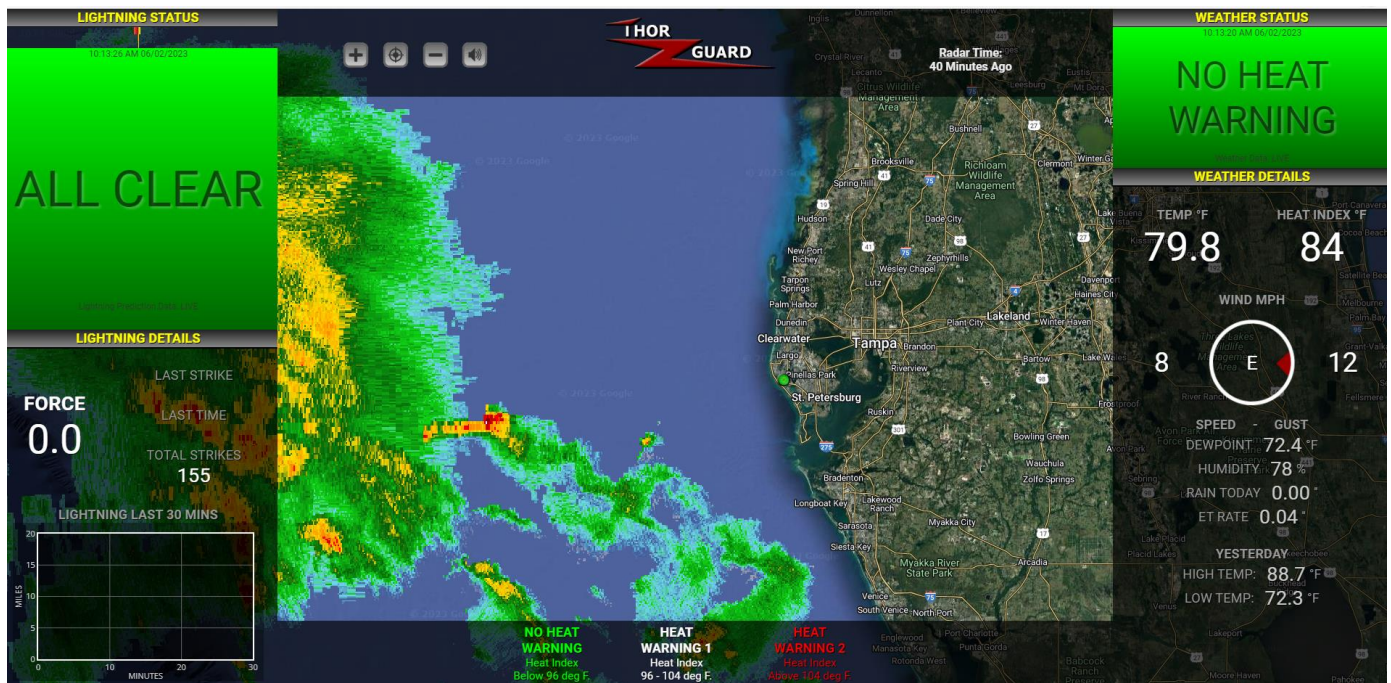
CITY MANAGER'S REPORT - MAY 2023

CITY MANAGER

May brought us some warmer temperatures, the return of humidity, and a few thunderstorms, a sign that summer is near as many begin to turn to the Gulf and intracoastal for refreshing swims (at least for the next few weeks) as well as enjoying pools, boating, and the many outdoor excursions available here in Madeira Beach. While Memorial Day weekend weather yielded very sunny days with comfortable temperatures, thousands visiting our waters were reminded of the need to be safe and encouraged to utilize all available safety precautions and devices from swimming in marked areas to wearing safety devices on boats (more on boating safety below) to following all posted signs and markers both on water and land. We continued experiencing eclectic sunrises, sunsets, and everything in between reminding us why many call Madeira Beach home and why so many visit our city every year. As in prior months thousands enjoyed our vast and varied events including our 2nd annual Founder's Day Weekend Grouper gala that culminated with wonderful fireworks our weekly Wednesday Market on Madeira Way various youth softball tournaments and a spectacular final Friday at the John's Pass bell tower area. Please read below for additional events in June including the Trash Pirates of Madeira Beach Community Clean-up on Saturday, June 3, the Madeira Beach 5K Sunset Series on Friday June 30 at John's Pass park, and Final Friday in John's Pass Village also on Friday, June 30. As the calendar turns into July, please join us for our annual Independence Day Fireworks scheduled for Monday, July 3, beginning at 9 pm – fireworks will be launched from the Madeira Beach Fundamental school field. Lots of exciting events and activities for all ages.

WEATHER & HURRICANE SEASON – June 1 to November 30

Did you know the Madeira Beach Rec Center has a weather station and lightning detection system located on top of our Recreation Center building? The system/software offers a public page for the community to utilize when there is weather approaching. Check it out here: <https://bit.ly/43CfwpW>



June 1 officially marks the start of the Atlantic basin Hurricane Season – a note from our Madeira Beach Fire Department:

As we enter the Hurricane Season, Madeira Beach Fire Department would like to encourage all of our residents and businesses to have a plan in the event a storm is heading our way. You can pick up a Hurricane Guide at City Hall or the Fire Station that will be able to assist you with shelter information, pet shelters, preparation of supplies and important numbers and resources for before and after the storm.

The Hurricane Supplies Tax Free Holiday runs through June 9, 2023... [See more](#)



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

Ready Pinellas Emergency Planning Mobile App

Introducing the new and improved Ready Pinellas mobile app!

Ready Pinellas is designed to help residents prepare themselves and their families before, during and after a storm. It is available for free download on the Apple [App Store](#) and [Google Play](#) store.

Note: Android device users who already had the previous Ready Pinellas app installed will need to download the new app from the Google Play store and remove the old app from their devices. Apple device (iPhone and iPad) users will see the app automatically updated.

The new app features a refreshed design and user experience, additional information and tips, and convenient checklists to make sure you and your family are prepared. App users can use emergency supply checklist, home inventory and emergency contacts tools to build a personal emergency plan.

As a storm approaches, the app will provide real-time updates to help keep you safe, including detailed information that is available at your fingertips even if you lose internet connectivity. It will provide resources to contact us year-round and during a disaster and give you tips to Stay Informed.



Ready Pinellas App Features

- **Know Your Zone:** If you have your locator services on, the app will tell you if you are in a designated evacuation zone. You can also look up other addresses to see if they are in an evacuation zone. Remember: Evacuation zones were updated for the 2022 hurricane season, so you may have a new zone. When a storm is approaching, it will tell you if Pinellas County is in the 5-day or 3-day cone and if an evacuation order has been issued.
- **Make a Plan:** Use our emergency supply checklist, home inventory and emergency contacts tools to build a personal emergency plan that you can share. You can take pictures of items for your home inventory.
- **Push Notifications:** Through the app, you will receive informational and emergency notifications from Pinellas County Emergency Management, the National Weather Service and [Alert Pinellas](#).
- **Special Needs:** You can learn more about special needs assistance, which is intended for those who need transportation or require minimal medical assistance while seeking public shelter. You can register from the app.
- **Preparedness Tips:** Learn how to prepare your family, pets, home, condo, mobile home, boat and more.
- **Safety Tips:** Find information on What to Do Now before, during, and after an event. Learn about year-round preparedness, how to clean up after a flood or food safety if power has been out.
- **Report Damages** after a storm has hit Pinellas County.

FEMA- June Plan



Hurricane Season Starts June 1st, are you ready?

Hurricane season starts June 1st. Make sure you and your family are ready and understand Hurricane impacts and what to do before and after the storms. Don't forget to make a plan for your pets, they are family too!

***Under disaster conditions and the following recovery operations, access to Madeira Beach will be restricted to persons with identification showing they are a resident or property owner. [Emergency access permits are available to Madeira Beach Residents and Business Owners.](#)**

***Receive alerts about emergencies and other important community news by [signing up for Alert Pinellas.](#)**

Take a look below for some links on how to prepare before and after the storm below!

What to do before a storm

There are many ways you can prepare your home and family prior to a storm.



- Sign up for alerts on storm tracking
- Prepare your home
 - Clear your yard of furniture and potential projectiles
 - Board up windows or put up shutters
 - Be ready to turn off power in case of a flood
 - Fill containers with clean water for drinking
 - Place important documents or valuables in watertight containers
 - Gas up vehicles and be ready if you need to evacuate
- Identify a safe spot for potential tornado activity
 - inside room without windows on the lowest floor (**bathroom, closet, center hallway**)
- Build/replenish your kit
- Make an evacuation plan
 - Make sure to include pets in your plan!
 - Prepare to execute your evacuation plan if needed, during the storm emergency personnel may not be able to help!

What to do during a storm

Make sure you know what to do during a storm to stay safe.



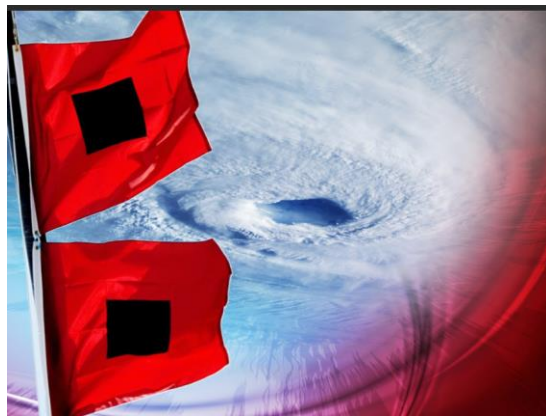
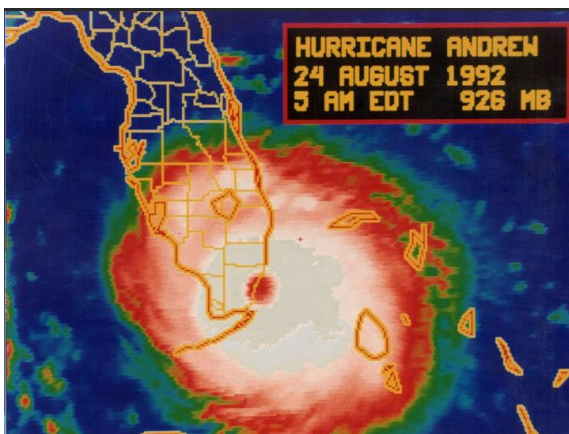
- Stay indoors
- Stay tuned to the news or other alert outlets on storm tracking
 - Be prepared for tornadoes during a hurricane
- Turn off power if flood waters rise
- Do not drive or swim through flooded waters. Turn around don't drown!
- If needed call 911 for help
 - Keep in mind that depending on the storm and flood waters emergency personnel may suspend emergency operations until it is safe.
- Keep calm and wait for the storm to pass!

What to do after a storm

Make sure you know what to do after a storm to stay safe.



- Listen to local officials for information
 - If you evacuated make sure it is safe to come back from local officials
- When assessing damage be careful of down powerlines
- If there is still flooding turn around
- Do not touch electrical equipment if still wet
- Reporting Damage: it is important to do the following before clean up
 - Take pictures of water lines on the house
 - Take pictures of any damage, more pictures the better
 - Document estimated cost of damage
 - Send information to Pinellas County (the Madeira Beach Community Development team can also help get information to the County)
 - Contact your insurance company for further information on your policy and what information they need
- Debris Clean Up
 - Public Works will work hard to collect debris on the curb
 - Debris pick up will start with major roads and continue into neighborhoods
 - Garbage pick up might not be on a regular schedule as the dumping of debris takes a bit longer post storm
 - Dispose of sandbags properly
- Properly apply for permits for restoration (contact the Building or Community Development Departments for specific information)
 - FEMA 50% rule must be followed when repairing/restoring homes



SALES TAX HOLIDAY – DISASTER PREPAREDNESS SUPPLIES/ITEMS

Additionally, the FL legislature and governor approved a sales tax holiday on various hurricane/storm season preparation items and supplies that runs through June 9, 2023 (a 2nd Disaster Preparedness Sales Tax Holiday will also occur from August 26 – September 8, 2023). Many items are included in the no sales tax period including:

- Portable generators costing \$3,000 or less
- Smoke detectors or smoke alarms costing \$70 or less
- Gas or diesel fuel tanks costing \$50 or less
- Trash bags costing \$30 or less
- Cat litter weighing 25 or fewer pounds costing \$25 or less
- Manual can openers costing \$15 or less

And much more! Please view the below announcement.

Disaster Preparedness Sales Tax Holiday

\$10 or less

- Dog or cat food if sold individually or the equivalent if sold in a box or case

\$15 or less

- Manual can openers
- Collapsible or travel-sized food or water bowls for pets
- Cat litter pans
- Pet waste disposal bags
- Hamster or rabbit substrate

\$20 or less

- Reusable ice
- Leashes, collars, and muzzles for pets
- Pet pads

\$25 or less

- Cat litter weighing 25 or fewer pounds

\$30 or less

- Laundry detergent and supplies: powder, liquid, or pod detergent; fabric softener; dryer sheets; stain removers; bleach
- Toilet paper, paper towels, paper napkins and tissues, facial tissues
- Hand soap, bar soap, and body wash, sunscreen and sunblock
- Dish soap and detergents, including powder, liquid, or pod detergents or rinse agents that can be used in dishwashers
- Cleaning or disinfecting wipes and sprays, hand sanitizer
- Trash bags

\$40 or less

- Portable self-powered light sources
- Pet beds

\$50 or less

- Portable self-powered radios, two-way radios, or weather-band radios
- Gas or diesel fuel tanks
- Batteries, including rechargeable batteries, listed sizes only:
 - AA-cell, AAA-cell, C-cell, D-cell, 6-volt, 9-volt

\$60 or less

- Nonelectric food storage coolers
- Portable power banks

\$70 or less

- Smoke detectors or smoke alarms
- Fire extinguishers
- Carbon monoxide detectors

\$100 or less

- Tarpaulins or other flexible waterproof sheeting
- Ground anchor systems
- Portable pet kennels or pet carriers
- Dog or cat food weighing 50 or fewer pounds
- Over-the-counter pet medications

\$3,000 or less

- Portable generators used to provide light or communications or to preserve food in a power outage

May 27-June 9, 2023
August 26-September 8, 2023
Visit floridarevenue.com/DisasterPrep



The May 10, 2023, Commission Meeting included the following **National Safe Boating Week** proclamation provided to our very own US Coast Guard Auxiliary. The purpose of the proclamation continued to be to bring attention to important and useful life-saving tips for recreational boaters to enjoy safer and more fun experiences out on the various waterways. Thank you to the US Coast Guard Auxiliary for their continued support of National Safe Boating Week.



PROCLAMATION
National Safe Boating Week
May 20 – May 26, 2023

For nearly 90 million Americans, boating continues to be a popular recreational activity. From coast to coast, and everywhere in between, people are taking to the water and enjoying time together boating, sailing, paddling, and fishing. During National Safe Boating Week, we want to bring special attention to this pastime and remind recreational boaters of a few tips to ensure that they and their loved ones are safe and responsible while exploring our nation's waterways.

Proper planning for a day of boating begins even before leaving home and getting a free vessel safety check, taking a safe boating course at the beginning of the boating season, filing a float plan with a trusted family member or friend, and checking the weather before boating are key steps to enjoy boating. Everyone should always wear a U.S. Coast Guard-approved life jacket while boating. Drowning remains the number one cause of death for recreational boaters each year, and most drowning victims in recreational boating accidents are not wearing a life jacket. Safe and responsible boating includes never operating a boat while under the influence of drugs or alcohol and knowing basic navigation rules.

National Safe Boating Week is observed to bring attention to important life-saving tips for recreational boaters to have a safer, more fun experience out on the water.

Whereas, on average, 700 people die each year in boating-related accidents in the U.S.; approximately three-fourths of these are fatalities caused by drowning. The vast majority of these accidents are caused by human error or poor judgment and not by the boat, equipment, or environmental factors; and

Whereas, a significant number of boaters who lose their lives by drowning would be alive today had they worn their life jacket; and

Whereas, to combat these statistics, the National Safe Boating Council, in partnership with the U.S. Coast Guard and the National Association of State Boating Law Administrators, will launch the annual North American Safe Boating Campaign during National Safe Boating Week. The Campaign is designed to reach more than 70 million boaters around North America and communicates this year's life-saving message: Boat Smart. Boat Safe. Wear It: and

Now, Therefore, I, James "Jim" Rostek, Mayor of the City of Madeira Beach, Florida do hereby support the goals of the North American Safe Boating Campaign and proclaim May 20-26, 2023 as National Safe Boating Week and urge all boaters to Boat Smart, Boat Safe, and Wear it. Proclaimed this 10th day of May 2023.

The May 10, 2023, Commission Meeting also recognized **National Public Works Week** May 21-27, 2023, with the following proclamation recognizing the vast and varied contributions and daily work of our fabulous Public Works employees that regularly help to make our City shine and smile.



National Public Works Week Proclamation
May 21–27, 2023
“Connecting the World Through Public Works”

WHEREAS, public works professionals focus on infrastructure, facilities, and services that are of vital importance to sustainable and resilient communities and the public health, high quality of life, and well-being of the people of the City of Madeira Beach, Florida; and,

WHEREAS, infrastructure, facilities, and services could not be provided without the dedicated efforts of public works professionals, who are engineers, managers, and employees at all levels of government and the private sector, who are responsible for rebuilding, improving, and protecting our nation’s transportation, water supply, water treatment, and solid waste systems, public buildings, and other structures and facilities essential for our citizens; and,

WHEREAS, it is in the public interest for the citizens, civic leaders, and children in the City of Madeira Beach, Florida, to gain knowledge of and maintain an ongoing interest and understanding of the importance of public works and public works programs in their respective communities; and,

WHEREAS, the year 2023 marks the 63rd annual National Public Works Week sponsored by the American Public Works Association/Canadian Public Works Association;

NOW THEREFORE, I, James “Jim” Rostek, Mayor of the City of Madeira Beach, Florida do hereby designate the week May 21–27, 2023 as

National Public Works Week

and urge all citizens to join with representatives of the American Public Works Association and government agencies in activities, events, and ceremonies designed to pay tribute to our public works professionals, engineers, managers, and employees and to recognize the substantial contributions they make to protecting our national health, safety, and quality of life.

CITY VISIONING – MISSION & VISION STATEMENTS

We have begun our visioning process to determine the future of our wonderful City. Numerous Commission and public meetings will be held by late summer/early fall to review and discuss our City's Mission and Vision Statements, essentially a very comprehensive look at the City's master plan that will guide our development/redevelopment, public safety, infrastructure maintenance, and over-all quality of life over the next twenty (20) years. Please stay tuned for notices on these and other public meetings to obtain your input.



City of Madeira Beach's Mission Statement

Madeira Beach, A Gulf Coast barrier island community, provides exceptional services to our residents, businesses, and visitors in a manner consistent with the eclectic nature of our city. We celebrate a quality of life enjoyed by all.

City of Madeira Beach's Vision Statement

Madeira Beach, gateway to the Gulf, is a welcoming, livable community dedicated to the preservation of our pristine natural beaches and our eclectic neighborhoods which create a unique sense of place for all.

Public Trust - *We believe that honesty and integrity are the foundation of all constructive relationships and the basis of public trust. We will ensure this through ethical behavior and decision making.*

Safety - *We value safety by promoting a healthy environment, infrastructure, and lifestyle for the community.*

Transparency - *We will protect and preserve open and honest governance to maintain the public's trust and confidence.*

Teamwork - *We are committed to working together, embracing diversity and inclusion to best serve one another and the public.*

Accountability - *We define accountability as taking ownership and responsibility for the outcomes of our decisions, actions, and management of our resources.*

Professionalism - *Professionalism is dedication to excellence through integrity, requiring careful analysis of issues, free of personal biases, with a commitment to the organization and the community.*

Respect - *We value all viewpoints and opinions and treat each other with courtesy and respect.*

CITY BUDGET

The next Fiscal Year (FY) 24 Budget Workshop will take place on Wednesday, June 28, beginning at 4 pm (at City Commission Chambers, 300 Municipal Dr) 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 2023, will conclude this September 30, with the fiscal year 2024, beginning the following day on October 1, 2022. Our property/millage tax rate compared to other cities (millage rate utilized for FY 23 budget):

MILLAGE RATES – MB & OTHER CITIES

<u>Municipality</u>	<u>FY 2022 millage rate</u>
City of Clearwater	5.8850
City of South Pasadena	4.9650
City of Dunedin	4.1345
City of Treasure Island	3.8129
City of St. Pete Beach	3.1500
City of Madeira Beach	2.7500
City of Belleair Beach	2.0394
City of Indian Rocks Beach	1.8326

CITY CLEAN-UPS & BEAUTIFICATION

Thank you very much to our wonderful Madeira Beach organizations, Trash Pirates and Trash Turtles that once again held clean-ups in May as well as the organization *Keep Pinellas Beautiful* for their continued support of our two clean-up organizations and over-all countywide beautification.



Trash Pirates of Mad Beach



Trash Turtles



- Trash Pirates monthly clean-up on Sat, June 3

Thank you to all the wonderful volunteers, family, and friends that continue to make our community a better place to live, learn, work, and play. The pounds of trash removed at the clean-ups truly make our slice of paradise shine. We very much appreciated all who volunteered their time keeping our ***Two Miles Long and a Smile Wide*** city looking fabulous !

Additionally, our City Public Works and Recreation crews continued daily maintaining our beach/sand, parks, and public rights-of-way clean and beautiful. From the daily sand raking to

ENVIRONMENTAL STEWARDSHIP – LEAVE NO TRACE

As we continue with beautification work including the monthly city-wide clean-ups and enhanced recycling services, we will also continue reminding our residents, businesses, and visitors to ensure all trash/waste ends up in the proper containers particularly when visiting our sand. Also please remember: No dogs on the Sand, No glass on the Sand. Fines are \$250 for littering and \$93 for dog on the sand/beach:



Beach Ordinances

Sec. 42-37 - Leave no trace

- Any unattended tent or property left on the Public Beach at night shall be deemed discarded by the owners and become the property of the City of Madeira Beach and may be removed and disposed of by the appropriate authority.
- All holes on the beach are to be filled in the same day they are created.
- Camping, bonfire, grilling and glass are prohibited.

Sec. 42-38 - Enforcement

- Violation of any provision of this article shall be subject to the following penalties:
 - ⇒ First violation: \$100.00 fine.
 - ⇒ Second violation: \$200.00 fine.
 - ⇒ Third violation: Fine not to exceed \$500.00 pursuant to F.S. § 162.22.

Sec. 10-5 – Animals banned from Public Beaches

- It shall be unlawful for any dog, cat, other animal, whether running at large, on a leash, or being carried, to be on any public beach within the city.

For more information or questions please call

Code Enforcement at 727-391-9951 X 295

Help us leave no Trace !

Sanitation-Trash Collection

REMINDER: Trash containers need to be stored somewhere other than curbside, and wheeled out to the curb for collection no earlier than 5:30 pm the day prior to collection, and removed away from the curb by sunset the day of collection. If your container is damaged or missing please contact the City of Madeira Beach Public Works/Sanitation department at 727.543.8154. The City of Madeira Beach greatly appreciates everyone's patience and understanding with the trash collection change that will help to keep our City even cleaner.

TURTLE NESTING SEASON BEGAN MAY 1



Here in Madeira Beach, we love sea turtles! Nesting season runs from May 1st to November 30th. The City of Madeira Beach greatly appreciates 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.cmaquarium.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>



UPCOMING SPECIAL EVENTS/ACTIVITIES/MEETINGS

- (1) **Trash Pirates monthly clean up** at John's Pass Bell Tower area and Archibald Park, Sat, Jun 3 beginning at 8 am.
- (2) **BOARD OF COMMISSIONERS REGULAR MEETING**, Wed, June 14, 6 pm, CITY HALL – Commission Chambers
- (3) **Big-C Monthly Meeting**, Wednesday, June 28, 9 am, Indian Rocks Beach Commission Chambers, 1507 Bay Palm Blvd
- (4) **BOARD OF COMMISSIONERS BUDGET WORKSHOP** CITY HALL, Wed, June 28, 4pm – Commission Chambers
- (5) **BOARD OF COMMISSIONERS WORKSHOP** CITY HALL, Wed, June 28, 6 pm – Commission Chambers
- (6) **Madeira Beach Sunset 5K**, Friday, June 30, 6 pm, John's Pass Park
- (7) **Final Friday**, Friday, June 30, 6 pm, John's Pass Bell Tower area
- (8) **Independence Day Fireworks**, Sunday, July 3, 9 pm





CONTACTING CITY OF MADEIRA BEACH: a reminder of the various means and methods to contact/reach out to us, report an issue/concern, visit, etc.,

- City internet/web site: www.madeirabeachfl.gov
- Via email (listed on our website): rgomez@madeirabeachfl.gov
-all city employee emails are the first letter of the first name followed by last name
- On the phone (main line): **727-391-9951**
-additional phone #'s listed on website
- In person at City Hall, 300 Municipal Dr, open M-F 8 am to 4:30 pm: to obtain a resident permit parking pass/sticker, purchase our 75th anniversary items (shirts, hats, etc), to ask a question(s), or to just say hello
- In person at City Hall Commission Chambers, for our monthly Board of Commission meetings:
Regular Meeting on the 2nd Tuesday of each month
Workshop Meeting on the 4th Tuesday of each month
-both typically begin at 6pm
- Via our App: **CITY OF MADEIRA BEACH MOBILE APP**

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.



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, enjoy Our Slice of Paradise, and a wish for all to enjoy every day throughout 2023 !!