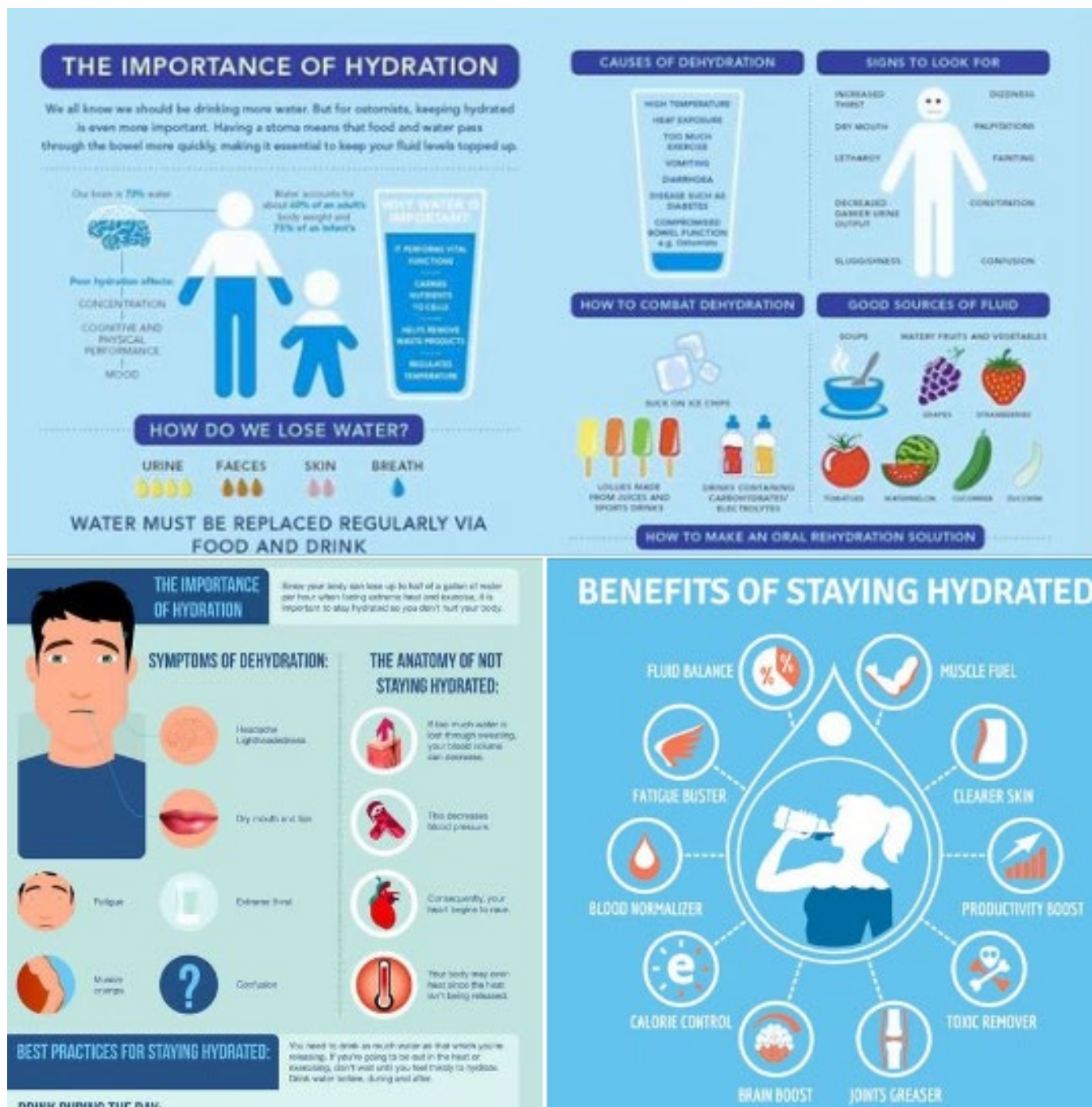


CITY MANAGER'S REPORT - JULY 2023

CITY MANAGER

I hope everyone is enjoying their summer as we continue experiencing the typical heat and humidity that force many of us and thousands of visitors to our sand and water destinations as well as indoors into air-conditioned locations such as restaurants, retail stores, and various entertainment venues. As the heat/humidity continue, it is 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, particularly before, during, and after outdoor activities.



Please remember our four-legged friends (pets) particularly dogs are very susceptible to heat stroke as well as burning their paws on hot pavement/asphalt.

Additionally, it is important to remember that as we continue enjoying the gulf, the various waterways, and pools, that we exercise safety by 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 on land.



HEAT SAFETY

GIVE YOUR PET ACCESS TO FRESH WATER

EXERCISE

Limit the duration and strenuousness of outdoor activities.

HEAT STROKE

Symptoms include heavy panting, huffing, and mobility problems. If you notice these, cool your pet down immediately.

SHADE

If left outside, provide all-day shade for your pet.

ASPHALT

If asphalt is too hot for bare feet, it's too hot for your pet.

CARS

Never leave your pet in a car, even with the windows down.





As we celebrated our Independence Day Holiday, a very big thank you to various City departments including Recreation, Public Works, and Fire for coordinating our Fireworks show (July 3), distributing drink koozies containing a trash bag to help keep our beach clean (July 4), and participating on the Wednesday, July 5th sand clean-up. The July 5th clean-up again saw the participation of various groups including the Trash Pirates, residents and visitors, and City of Madeira Beach employees. The City very much appreciated the work and certainly all who participated in the various ongoing efforts to keep our slice of paradise as clean and beautiful as possible.



JOHN'S PASS VILLAGE FIRE – JULY 13



In the early morning of Thursday, July 13, a devastating fire impacted various John's Pass Village businesses including Beach Bites & Burgers, John's Pass Trading Company, and the Alligator & Wildlife Discovery Center with fire, smoke, and water damage. Fortunately, the quick response on the part of Pinellas County Sheriff's Office and our own Madeira Beach Fire Department (and various other neighboring units) limited the damage and destruction. While the losses of property and animal life are large, we are all extremely grateful and humbled by the 1,000's who have provided support in many ways including donating time, supplies, food, money, and the endless human desire to ensure all are taken care of. We were saddened by the tragedy but now continue to assist in any way possible to ensure that businesses reopen and rebuild, that business owners and employees begin to work and prosper again, and that all find solace and comfort in eventually returning to daily lives. Again, a massive thank you to all who have assisted with the recovery. Be on the lookout for various future opportunities, activities, events, etc., to assist.



WEATHER & HURRICANE SEASON – June 1 to November 30

An additional important reminder is to take shelter when hearing thunder. If you are outside such as on the sand, please move away from the water to the nearest shelter. Storms particularly in the afternoon tend to develop rather quickly and contain lightning. Yes, storms tend to dissipate almost as quickly as they form; however, avoiding being outside during lightning is something we all need to do. A few lightning tips from the National Weather Service:

Lightning: What You Need to Know

- NO PLACE outside is safe when thunderstorms are in the area!!
- If you hear thunder, lightning is close enough to strike you.
- When you hear thunder, immediately move to safe shelter: a substantial building with electricity or plumbing or an enclosed, metal-topped vehicle with windows up.
- Stay in safe shelter at least 30 minutes after you hear the last sound of thunder.

Indoor Lightning Safety

- Stay off corded phones, computers and other electrical equipment that put you in direct contact with electricity.
- Avoid plumbing, including sinks, baths and faucets.
- Stay away from windows and doors, and stay off porches.
- Do not lie on concrete floors, and do not lean against concrete walls.

Last Resort Outdoor Risk Reduction Tips

If you are caught outside with no safe shelter anywhere nearby the following actions may reduce your risk:

- Immediately get off elevated areas such as hills, mountain ridges or peaks
- Never lie flat on the ground
- Never shelter under an isolated tree
- Never use a cliff or rocky overhang for shelter
- Immediately get out and away from ponds, lakes and other bodies of water
- Stay away from objects that conduct electricity (barbed wire fences, power lines, windmills, etc.)

-A few on-line sites to stay updated on weather conditions:

<https://www.baynews9.com/fl/tampa/weather/radar>

<https://www.fox13news.com/weather>

<https://www.wtsp.com/radar>

A reminder that our Madeira Beach Rec Center has a weather station and lightning detection system located on top of the 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>



FEMA- August Plan

Summer means thunderstorms!





**BE PREPARED FOR A
THUNDERSTORM,
LIGHTNING,
OR HAIL**

 **FEMA**
FEMA V-1009/May 2018

**Lightning is a leading
cause of injury
and death from
weather-related hazards.**

Thunderstorms are
dangerous storms that
include lightning.



Include powerful winds



Create lightning and hail



Cause flash flooding
and tornadoes

**IF YOU ARE UNDER A THUNDERSTORM WARNING,
FIND SAFE SHELTER RIGHT AWAY**

When thunder roars,
go indoors.



Pay attention to alerts
and warnings.

Move from outdoors
into a building or car.



Unplug appliances.



Do not use landline phones.

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.

PUBLIC SAFETY

More safety tips for pedestrians . . . many residents and visitors daily enjoy walking our city streets including our main N/S route of Gulf Blvd. Very important when crossing Gulf Blvd as well as any other busy/high traffic/multi-lane road/street to utilize marked crosswalks. Vehicle drivers, bicyclists, and pedestrians must always exercise caution as listed in the below information:

- **Pedestrian**: Always use marked crosswalks
- **Vehicle**: Always stop for pedestrians in crosswalks until all have left the crosswalk
- **Bicyclist**: Always wear a helmet
- **Bicyclist**: Always check for oncoming traffic before entering an intersection
- **Pedestrian**: Always use available sidewalks, if no sidewalk, walk on the side facing traffic
- **Vehicle**: Always drive attentively, cautiously, avoid texting or other distractions
- **Vehicle**: Always obey all traffic laws; follow posted speed limits, watch for road signs
- **Pedestrian**: Always use marked crosswalks
- **Bicyclist**: Always signal your turns
- **Bicyclist**: Always stop at stop signs, red lights, crosswalks with pedestrians
- **Vehicle**: Always signal your intentions
- **Pedestrian**: Always stay alert and attentive

Get There Safely

SAFETY WHILE WALKING

Think Ahead

Will that car turn? Is that truck backing up? Look around and think ahead.

Be Sure

Make eye contact with the driver before crossing in front of any vehicle.

Be Seen

Wear bright-colored clothing during the day. At night, wear white or reflective clothing, and carry a flashlight.

Be Predictable

No surprises! Never step into the road suddenly or from behind a parked car or other obstacle.

Use the Crosswalks

Use the pedestrian crossing signals at busy intersections; they make crossing the street safer.

Be Part of a Group

Cross the street with a group or a crossing guard. A group is easier for a driver to see than just one person.

Use Sidewalks

If there are no sidewalks, walk on the side of the road facing the traffic so you can see the cars coming and step off the road in a hurry.



Ensure all lanes of traffic have stopped for you at the crosswalk before you cross, not just the lane closest to you.

SAFETY WHILE BIKING

- Wear a helmet.
- Remove headphones to hear traffic.
- Cross at corners and watch for turning traffic.
- Check for oncoming traffic before entering every intersection.
- Walk your bike across the street using the crosswalk.
- Signal your turns.
- Cross with a crossing guard whenever possible.
- Don't ride between cars – even parked cars.
- Stop at all stop signs and red lights.
- Ride with traffic, not against it.
- Always ride as if drivers don't see you!



Attach a day-glo stick or reflective tape to your bike to be more visible.

SAFETY ON THE BUS

- Stay alert for cars when getting off the bus.
- Stay seated until your stop.
- Obey the bus driver.
- Be on time! Running to or from the bus leads to accidents.
- Stand back from the curb and away from traffic while waiting for the bus.

Be aware of cars and traffic while waiting for the school bus.



BUS STOP AHEAD

Caution, there is a school bus stop ahead; children will be at the bus stop and near the roadway.

SCHOOL BUS STOP AHEAD

SAFETY WHILE DRIVING

Be Alert

Be on the lookout for pedestrians and bicycles. Be extra careful at intersections.

Obey All Traffic Laws

Follow the speed limit and watch for road signs.

Take Extra Precautions Before Backing Up

Know what's behind your vehicle before backing up.

Signal Your Intentions

Use your turn signals before changing lanes or making a turn.

Pedestrians Have the Right of Way in a Crosswalk

Take note of pedestrian or school crosswalk signs alerting that a crosswalk is ahead.

Never Drink and Drive!

Arrange for a designated driver or taxi whenever necessary.

Scan Your Surroundings

Anticipate upcoming traffic situations.



Don't text while walking, biking or driving. It is illegal to text while driving in Florida.



Don't text while driving! Texting can wait. The road traffic needs your full attention.



It is easier to see a group of pedestrians with a crossing guard.

SCHOOL CROSSING

A School Crossing is ahead – these are crosswalks for children crossing the street. Approach any crosswalk with caution.



What is a pe-des-tri-an (pa-des' tré-an)?

- A person on a scooter, skates or skateboard
- A person afoot
- A person in a wheelchair
- All of the above

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>

Did you Know?

The below internet links will take you to live web cameras of Madeira Beach sand views – helpful to see how busy locations may be, wave action, observe the City sand rake, and/or weather conditions – take a look:

1. Hubbard's Marina earth cam

<https://myearthcam.com/hubbardsmarina>

2. Baynews9 Camera at John's Pass

Park <https://www.baynews9.com/fl/tampa/weather/bay-news-9-cameras>

3. Commodore Beach Club

<https://commodorebeachclub.com/resort-details/live-webcam>

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.



Recycling

Wednesday Pickup

1- 64 gallon container provided by Waste Pro

Recycled items accepted:

Plastic bottles, jugs, glass, metal cans, cardboard boxes, and paper.

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 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 located 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. Please keep in mind, particularly visitors, that there are other privately-run/managed parking lots throughout our City that typically charge \$4-\$8/hour as well as the occasional \$20 - \$45 full day rate/charge. These lots are NOT owned/managed/enforced by the City of Madeira Beach



CITY BUDGET-FY 2024

The next Fiscal Year (FY) 24 Budget Workshop will take place on Wednesday, August 23, 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, 2023. Also, under Florida law we must adopt a balanced budget where our revenues equal our expenditures. 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

SUMMARY OF EXENDITURES BY FUND

TOTAL EXPENDITURES & OTHER OUTFLOWS

General Fund	32.7%	13,301,549
Stormwater Fund	22.6%	9,193,348
Archibald Park Fund	13.8%	5,618,635
Parking Fund	9.9%	4,010,094
Local Option Sales Tax Fund	7.0%	2,830,000
Sanitation Fund	5.3%	2,154,865
Building Fund	4.3%	1,746,069
Marina Fund	3.2%	1,305,147
Debt Service Fund	0.8%	330,000
Gas Tax Fund	0.3%	134,000
Total Expenses & Other Outflows	100.0%	40,623,707
Fund Balance/Net Postion Available		3,029,068
Total Uses		\$ 43,652,774

Gulf Beaches Public Library



In addition to various eResources, databases, books, and other available materials, our Gulf Beaches Library also offers Notary services for \$5.00 per stamp. To schedule an appointment for Notary services please call Monday – Friday, 727-391-2828. Of course, libraries still continue to loan out materials, please take a look at the loan periods, item limits, and length of check-out for the below items.

Loan Periods

Items	Item Limit	Due Dates
New Books	50	14 days
Books	50	28 days
DVD	25	7 days
CD Books	25	28 days
CD Music	25	14 days
Sunshine States	2	14 days

You may check out a combined total of 50 items.

If you do not already have a library card, please stop by to obtain one, items needed to obtain one:

Provide the following identification with your name and current local address. A current valid Florida Driver's License/Florida Identification Card -OR- An alternate picture ID -AND- Your current TRIM notice or tax bill – A current utility bill (including cable television) – A long-term lease on property in the Cooperative area – A deed to property in the Cooperative area – Vehicle registration or title-current year – Voter's registration – Other appropriate identification

A unique identification number is needed for each library card. You may provide a social security number or a passport number for all family members applying for a card. Alternatively, a library may use a combination of the last three letters of the name and the birth date. Complete and sign the application and begin borrowing materials.

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 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>

As in prior months thousands of visitors to our City with many enjoying a few events including a life jacket giveaway day, the July 3 fireworks, various beach clean-ups, softball tournaments at our R.O.C. park softball fields, and

Please read below for additional events in August including our monthly Commission meetings on Aug 9 and Aug 23 that will also include a budget workshop beginning at 4 pm on the 23rd, MB beach clean-up on Saturday, August 5; Breakfast with the City Manager on Saturday, Aug 12, beginning at 10 am, at the Holiday Isles Elks, and Final Friday on Friday, August 25 beginning at 6 pm.

UPCOMING SPECIAL EVENTS/ACTIVITIES

- (1) **Trash Pirates monthly clean up** at Johns Pass, Sat, Aug 5, 8 am.
- (2) **Breakfast with the City Manager**, Saturday, August 12, 10 am, Holiday Isles Elks Club

(3) **Final Friday** Music Event, Friday, August 25, 6 pm to 9 pm, John's Pass Bell Tower area



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 say hello:

rgomez@madeirabeachfl.gov

727.580.8014