



**CITY OF DEERFIELD BEACH
BUDGET WORKSHOP MEETING MINUTES
Monday, June 21, 2021 at 6:00 PM**

The meeting was called to order on the above date by Mayor Bill Ganz at 6:05 p.m. at the Hillsboro Community Center, Deerfield Beach, Florida.

ROLL CALL

Present: Commissioner Todd Drosky
Commissioner Michael Hudak - arrived at 6:18 p.m.
Commissioner Bernie Parness
Vice Mayor Ben Preston
Mayor Bill Ganz

Also Present: David Santucci, City Manager
Anthony Soroka, City Attorney
Samantha Gillyard, CMC, City Clerk

Absent: None

MOMENT OF SILENCE AND PLEDGE OF ALLEGIANCE

There was a moment of silence, followed by the Pledge of Allegiance.

FY22 BUDGET WORKSHOP

David Santucci, City Manager, explained that the administrative departments will be discussed this evening and the operational departments tomorrow; thereafter, he outlined the agenda.

Budget Message - Mr. Santucci said this year's budget message is community: revive, recover and renew. Staff is looking to revive local economy, organizational capacity, community services and programs; recover community organizations, businesses and residents; and renew service delivery methods, infrastructure and public facilities. He explained that many positions were frozen in FY20 and staff is looking to bring them back. Further, staff is looking to move forward with maintenance, repair and infrastructure projects.

Continuing, Mr. Santucci said the mission and vision statements have been revised based on staff, community and commission input; the mission is to serve our diverse community with dignity and integrity, provide exceptional customer service and excellence in delivery of services, and engage the community in the decisions that impact their lives. The City's vision is to provide a vibrant, safe, and resilient smart city, providing excellent value in local government services, and achieving economic redevelopment while working collaboratively with our community and visitors.

Budget Process/Calendar - Mr. Santucci explained that the budget process is year-round. Currently, staff is receiving preliminary revenue information and in July, staff will begin receiving final values from the State and County, which will be matched with the City's expenditures. The proposed budget will be presented to the Commission on August 12th and provided on August 15th.

FY22 BUDGET WORKSHOP - CONTINUED

Economic Indicators - Mr. Santucci stated that the City is above the State and County average for population over 65. Persons per household is relatively low, persons with health insurance coverage is relatively high, which is a good sign, and the labor force is lower than the County average but above the State which is 58.5%. Further, he said the City and County's employment rate is relatively high compared to the rest of the State. In April 2020, the unemployment rate was 14.8% due to the pandemic but has significantly decreased. The median household income for the City is significantly lower than the County and State by more than \$10,000. Lastly, the poverty level is relatively high compared to the County and State. Thereafter, a graph was displayed outlining the unemployment rate throughout the years.

Continuing, Mr. Santucci said the consumer price index (CPI) has a 4.2% annual increase. The COVID consumer sentiment has seen a decrease since the pandemic and has been slow and bumpy ever since. Per the Broward County Property Appraiser's Office, the City's assessed values indicate that there has been a 6.9% increase in single-family home values, which is above the County's average; however, the City still has the 10th lowest assessed value in the County. Thereafter, Mr. Santucci displayed a photograph outlining the market sales, whereby, the City is one of the top 5 cities with the most sales.

FY22 Millage Rate - Mr. Santucci said a change to the millage rate is not being recommended, as it has been consistent over the past three (3) years at 6.0018.

AD Valorem Tax Revenue Projection - Mr. Santucci said it is anticipated that the City will receive \$48,500,000 in property tax revenue, which is exclusive of the CRA fund. He explained that the total citywide estimated tax collections are \$51.2 million with \$2.7 allocated to the CRA. Further, he stated that the City receives around \$8 million for each mill the City generates, which is a 7.27% increase in property tax values.

FY22 Revenue Forecast - Mr. Santucci displayed a photograph depicting the City's revenue forecast for FY22; however, as new information is received, the numbers may change. He explained that there will be an increase in sales & use taxes; communication service taxes have decreased throughout the years; public services tax will be increased; franchise fees will have a slight increase; local option gas tax is significantly lower because the local option gas tax revenue was comprised of the surtax funded projects; increase in licenses & permits; major increase in intergovernmental due to ARP funds; charges for services and fines & forfeitures are ticking up; interfund transfers and cash carryover is an estimation; and miscellaneous revenues will increase by 5%.

Revenue Forecasts (General Fund) - Mr. Santucci displayed a graph outlining the revenue forecasts for the General Fund: property taxes - 45%; fire assessment fee - 12%; etc.

City Tax Assessment - Mr. Santucci explained that a condo unit within the City having an assessed value of \$75,000 may have an annual ad valorem tax of \$159. The average property on the assessed side would have an annual tax of \$806 and a higher value property may bring in \$2,225 in taxes. He explained that the daily tax bill on these properties vary differently depending on values, exemptions, etc.

Budget Initiatives and Recommendations - Mr. Santucci stated that budget structure adjustments, fund consolidation, creation of the Department of Community Services, redistribution of Department of Active Aging operations, consolidation of public safety functions will be discussed, followed by City Commission input.

Budget Structure Adjustments - Stephanie Tinsley, Chief Financial Officer, explained that the City currently has over 50 funds, but staff is working with an outside entity to restructure and consolidate those funds to create better efficiencies and be more in line with the annual report. Currently, the City has over nine (9) capital project funds, but the annual report focuses on one, the general construction fund; therefore, three (3) capital project funds are being proposed. She explained that there are over 31 funds for grants, but will be consolidating them; therefore, three grant funds are being proposed: SHIP, CDBG and miscellaneous. Lastly, Ms. Tinsley said there are currently nine debt service funds; the annual report focuses on the general obligation debt service funds which incorporates nine funds. The two funds being proposed are general obligation and other.

COMMUNITY SERVICES

Proposed Organizational Chart - David Santucci, City Manager, displayed the organizational chart that consists of a Director and Assistant Director of Community Services to oversee the following divisions: administration, grants, housing and health and social services. He explained that all these functions and operations within these four divisions exist today but would be reorganized to this Department. This reorganization would also transfer the recreational and transportation components of the Department of Active Aging into Parks and Recreation.

Current Active Aging Services - Mr. Santucci outlined the current Active Aging services: administration - management, grant coordination and administrative support. The Center for Active Aging provides information and referral services, education & training resources, counseling, volunteer coordination, etc. He stated that the services outlined in blue will be moved to Parks & Recreation. Further, he said the Alzheimer's & Adult Day Care Services provides respite services and specialized programs and activities for dementia, Alzheimer's disease, multi-cultural [activities], which will remain in Community Services. Mr. Santucci said a current position will be reclassified to a special needs' recreation coordinator; thereafter, he provided a brief background of a former special needs program offered by the City. He said the Alzheimer's & Adult Day Care also provides case management and support services. Lastly, he said transportation oversees the community bus shuttle, on-demand services, afterschool care, etc.

Current Legislative and Community Affairs Services - Mr. Santucci outlined the current Legislative and Community Affairs services: grant management services for federal and state entitlement grants, specialized grant administration and city-wide grant support and management; neighborhood support programs - housing assistance services, home rehabilitation and repair program, etc.; intergovernmental affairs - federal and state legislative agenda, lobbyist activities and governmental liaison; community outreach and events - volunteer coordination, community philanthropic events and community participation grants; and educational assistance - Education Advisory Board, student mentor programs and local school partnerships.

Operational Benefits - Mr. Santucci outlined the operational benefits in transportation: vehicles stored at a more secure facility; consolidates employee activities, i.e. clock-in/out, fueling, etc.; and transportation responsibilities - senior center programs, after school, special events, etc. The operational benefits for grants and administration will consist of consolidating grant staff, increasing federal opportunities, ability to seek and manage more grants, etc.

Community Benefits - Mr. Santucci outlined the community benefits: increased resources for senior/adult day care programming, recreation programming for all ages, reestablishes and enhances special needs programming, expand information and referral services, etc.

Personnel Changes - Mr. Santucci outlined the changes that would occur if the Community Services Department was created: eliminate the Director of Legislative and Community Affairs, change the Director of Active Aging to Director of Community Services, the Assistant Director of Active Aging would move to the Assistant Director of Parks & Recreation position, reclassify the Health Support Manager to the Health Support Coordinator, which is a cost decrease. He said two (2) recreation coordinator positions would be moved to Parks & Recreation and would be reclassified to a Parks Manager I and a Special Needs Recreation Coordinator, both of which would remain the same grade. The Information and Referral Coordinator would be reclassified and retitled to the Social Services Coordinator. The Active Lifestyle Instructor and two (2) Recreation Leaders will be eliminated and the Volunteer Coordinator would become a full-time position, which would be an increase; however, overall personnel changes would see a decrease in cost.

OFFICE OF PUBLIC SAFETY

Commissioner Drosky said he proposed the creation of the Office of Public Safety for coordination of events within the City, emergency management coordination and to have a better understanding of the BSO contracts. He explained that 60% of the City's budget is for public safety, i.e. police and fire and many expenses are being paid without being verified. Further, he explained that these contracts need to be thoroughly investigated to assure that the City is receiving the proper services and to assure transparency. Commissioner Drosky also stated that consolidating these departments will provide a central command for public safety.

OFFICE OF PUBLIC SAFETY - CONTINUED

David Santucci, City Manager, said the City has a population of over 80,000 and is a coastal community, so this department and a dedicated staff member overseeing it is extremely important moving forward. He explained that the creation of this department would not change anything from a structural standpoint within the individual departments, whereas, it would only provide coordination of the efforts amongst them.

Benefits - Mr. Santucci outlined the benefits: increased fiscal accountability by providing a services delivery analysis, aggressive pursuit of grants, contractual cost reductions; increased operational accountability by increased reporting and metrics, city mission alignment, capital outlay and equipment usage; coordinated city-driven effort through public safety capital project coordination, increase community engagement, community advisory board and others.

Emergency Management Coordination - Mr. Santucci stated that emergency management is not only needed when a hurricane hits but is needed year-round to mitigate and prepare for these type events. He explained that when the City is well prepared, staff is in a better position to assist businesses and residents. Further, the City is more likely to receive grant funding when better prepared.

Capital Project Planning - Mr. Santucci said obtaining capital projects is a process, whereby, the planning and analysis stage will impact the design and delivery and provide for successful construction projects.

Budget and Function Oversight - Mr. Santucci displayed a graph outlining that 60% of the General Fund budget is public safety.

In response to Vice Mayor Preston's questions, Mr. Santucci replied that currently, law enforcement, fire rescue and ocean rescue report to him. Code Compliance reports directly to Planning & Development Services, parking authority reports to finance, but Parking Enforcement reports to BSO - Law Enforcement, and the park rangers report to Parks and Recreation. Further, he said should the Office of Public Safety be created, all these departments would report to that director.

Vice Mayor Preston said the coordination of city events is extremely important and not having proper communication puts the City at risk; therefore, he expressed concerns with staff being involved in these events and not having a background in public safety. Further, he said whoever is put in this position must be able to anticipate issues and present a plan to provide better communication and save money. Vice Mayor Preston spoke in support of this proposal as it would make the City better.

Commissioner Hudak stated that he does not think the City will be able to have one (1) person be responsible for reviewing the BSO contracts, capital project planning, and overseeing emergency management. Further, he understands the concept but is unsure how the City will be able to find someone with skillsets as a CPA, capital project planning manager and emergency management.

Mr. Santucci said he has reviewed the role and responsibilities for this position and is highly confident that there are individuals with a long tenure in fire or law enforcement that would be able to fulfill this position.

Commissioner Parness said there are individuals who can foresee a problem and assure that it is handled proficiently. Further, he said the creation of a community advisory board is an important step in getting the community involved by pinpointing issues in their areas that need to be addressed, i.e. low-lying areas that get flooded easily. He said planning ahead and knowing what to do is important for the safety of the City; therefore, he spoke in support of the proposal.

Mayor Ganz said a goal for management and the Elected Officials should include looking for blind spots within the organization, areas that need improvement, and areas that the City excels in; nevertheless, he hopes that all the duties mentioned are currently being done but if they need to be done better then a reorganization and creation of this department makes sense. Further, he spoke in favor of it being revenue neutral, and agreed that it is a specialized position. Mayor Ganz said he hopes that the current BSO contracts are being investigated but likes the concept of someone with a law enforcement or fire rescue background reviewing them as it would provide better insight of what improvements are needed, cost saving measures, etc.

OFFICE OF PUBLIC SAFETY - CONTINUED

Continuing, Mayor Ganz stated that the organizational chart recommends beach ambassadors, who would help with community outreach at the beach and to improve and maintain the beach area.

Commissioner Hudak agreed with the position being cost neutral but disagreed with it being a director level position because these duties should already be performed. He expressed concerns with developing another director position that will oversee contracts, parking authority, park rangers, fire rescue, law enforcement, ocean rescue, emergency management as it seems to be a very broad position.

Commissioner Drosky said as elected officials, they owe public safety to the residents, and the duties that this position will oversee are not being done properly. Further, he thanked the City Manager for this presentation and helping him bring this forward. Commissioner Drosky said the proposed position is highly specialized and a lot of research has been done on what the qualifications are and what the job responsibilities will be. He reiterated that the duties are not being done properly and stated that the community deserves better. Lastly, he said the duties are extreme, but he does not think it's asking a lot for what is required from the position.

Vice Mayor Preston said Commissioner Hudak's concerns are legitimate but agreed with the Mayor that having a specialized individual overseeing the contracts will be beneficial to the City. Further he explained that overview of the organizational chart wherein the advisory board would provide input to the Emergency Management Coordinator who would then bring it to the Director of Public Safety to draft up a plan. Lastly, he reiterated his support for the position.

Commissioner Hudak said the City recently entered five-year contracts with BSO for police and fire rescue services and based on Commissioner Drosky's comments he asked if they have been reviewed and monitored.

Mr. Santucci said he cannot speak on behalf of another commissioner's comment but provided a brief overview of the contracts. Further, he said he consistently receives metrics from both police and fire rescue, as well as line items budgets, which he questions; however, at the end of the year he is unsure what money was spent, if funds owed to us, etc. Mr. Santucci said these issues are what need to be monitored thoroughly to provide transparency.

FINANCIAL SERVICES

David Santucci, City Manager, explained that personnel changes will be outlined through net change, as, union negotiations are ongoing, so numbers have yet to be finalized.

FY21 Achievements - Mr. Santucci outlined the FY21 achievements: hired key positions; GFOA Excellence in Financial Reporting; updated procurement and parking codes, travel policy, job responsibilities; enhanced collection activity, etc.

Future Considerations - Mr. Santucci outlined the future considerations: process improvements for year end audit and report; procuring and implementing an ERP system; bill payment enhancements, etc.

Operating Budget - Finance - Mr. Santucci said there is a decrease in personnel services due to the elimination of the part-time cashier (\$22,101) and full-time receptionist (\$49,941), both of which are frozen, and create a full-time receptionist/cashier - \$45,559; reclassify the Revenue Collections Manager - \$23,413, as they will now be responsible for all revenue collections. He said the bank service charges are increasing to \$90,000 and the increase in capital is due to the bill pay kiosk - \$104,500, which is a potential ARP fund item.

Operating Budget - Budget & Performance - Mr. Santucci said the Program and Innovation Manager will be moved to Finance, which is net neutral in the General Fund; there is a decrease in strategic planning (\$30,000) and advised that OpenGov - \$19,925, which is the budget transparency portal, will be budgeted under this division moving forward.

Operating Budget - Purchasing & Contract Administration - Mr. Santucci said there are no changes within this division.

FINANCIAL SERVICES - CONTINUED

Operating Budget - Parking Authority - Mr. Santucci stated that \$75,000 is needed for meter upgrades; whereas, some were completed last year, so this will cover the remaining meters.

Operating Budget - Crossing Guards - Mr. Santucci said there is an \$31,000 increase due to summer school crossing guards.

Operating Budget - Utilities, Customer Service - Mr. Santucci said there is a \$23,000 increase in administration but a \$19,000 decrease from this division due to the reallocation of the Revenue Collections Manager. The postage rate increase is \$9,000 and new smart phone meter reader devices are needed at a cost of \$6,000.

In response to Mayor Ganz's question, Mr. Santucci replied that the smart phone meter reader devices are for the utility meter readings.

HUMAN RESOURCES & RISK MANAGEMENT

FY21 Achievements - David Santucci, City Manager, outlined the FY21 achievements: 27% increase in wellness participation; converted training to an online environment, completed workers' compensation policy and procedure training and incident investigation training; creation of numerous policies due to COVID-19 to include CIE and EFMLA/EPFL policies which were federal work-related programs; etc.

Future Considerations - Mr. Santucci outlined the future considerations: seeking three (3) year contracts with the unions; update the risk and employee rules and regulations manuals; pay and class study; implementation of tuition reimbursement; paid family medical leave, etc.

Amanda Robin, Director of Human Resources and Risk Management, stated that there may be adjustments to paid family medical leave versus using sick or vacation leave; however, currently the only impact to the City is bereavement leave, as three (3) days is required and the City complies, per the collective bargaining agreements.

Operating Budget - Risk Management - Mr. Santucci said the Risk Management Division does not have any changes to personnel, but will have a decrease in the operating budget.

Mr. Robin explained that the insurance decrease is due to changes and corrections for the over 65 retirees; the remaining changes are due to fluctuations in various insurance services costs and enrollment in health benefits.

INFORMATION TECHNOLOGY SERVICES

FY21 Achievements - David Santucci, City Manager, outlined the FY21 achievements: migration from Click2Gov to Paymentus which is a more secure system; centralized and linked city camera systems to BSO; VPN update and multi-factor authentication deployment; intercepted over 4,275 security threats; and prevented over 700 attacks on laptops and blocked two (2) critical infections. He stated that there is no guarantee to security, but IT has put multiple systems and software in place to monitor our environment to ensure the City does not become vulnerable to an attack.

Future Considerations - Mr. Santucci outlined the future considerations: working with regional partners, i.e. the County to develop collaborations on the City's GIS data; procurement and implementation of the ERP system; creation of electronic fillable forms for automation efficiency; centralize phone system; and constant evaluation of cyber-security environment.

Operating Budget - IT Services - Mr. Santucci said there are no changes to personnel; however, there is a significant increase to operations due to new security monitoring tools - \$116,780.

Ron McKenzie, Chief Information Officer, outlined tools needed: access rights manager, which outlines who and when files/folders are accessed; networking monitor tool, which will show who is trying to target a server, etc. Additional tools such as security and event managing will provide a more thorough investigation on the City's systems when audited.

INFORMATION TECHNOLOGY SERVICES - CONTINUING

Mr. Santucci continued outlining the operations budget: a cyber security forensic audit is conducted biannually - \$27,500; ESRI Advantage Program, which is related to GIS and cancelled in FY21 due to COVID but is being brought back - \$57,300; a 5% annual increase on various city software systems - \$42,630; and current ERP consulting and integration professional services - \$100,000.

Capital Program Budget - Mr. Santucci outlined the capital projects that will be funded through the General Fund: city-wide phone system, which currently costs over \$500,000 and is through a State of Florida contract; a cost of service component, leasing component, and others are included; therefore, staff is looking to gain more efficiency by implementing a city-wide phone system with an initial cost of \$325,000 and an annual reoccurring cost for the service lines and maintenance at approximately \$150,000. Thereafter, he continued outlining the capital projects: switch replacement - \$22,000; dell server replacement - \$14,000; upgrade the Commission Chambers camera system - \$30,000; replacement vehicles - \$32,687; and computer replacement program - \$114,400, which was previously in the central services fund.

In response to Mayor Ganz's questions, Mr. McKenzie replied that PCI compliance is completed during the audit with Finance and passes on a regular basis. He said staff assures that the City's merchants are rated at a high compliance level, so user data is protected. Further, he said one of the goals for the new ERP system is to ensure users accounting information can be updated/changed online.

In response to Mayor Ganz's question, Mr. Santucci replied that staff is looking to procure and implement the new ERP system in the coming year, which was budgeted last year; however, the system has not been purchased yet.

Mayor Ganz said the security projects are a high priority, but expressed concerns with budgeting new projects, when ones from last year have not been completed.

Mr. Santucci clarified that the ERP system is budgeted for FY21.

Mayor Ganz reiterated that security is a high priority, so if other projects need to be pulled in order to maintain that level of security, he asked that staff advise the Commission accordingly.

In response to Commissioner Parness' question, Mr. McKenzie replied that passwords are changed every three (3) months, which is standard.

Thereafter, there was a brief discussion regarding changing passwords and multi-factor authentication.

Vice Mayor Preston commended IT staff. Further, he hopes that IT was not conservative with their budget requests because business must continue at a high, safe, functional level.

OFFICE OF THE CITY CLERK

FY21 Achievements - David Santucci, City Manager, outlined the FY21 achievements: creation of an electronic candidate election process and reporting; remediation and update of the City Clerk webpage; and implementation of Zoom virtual meeting software to enhance public engagement.

Future Considerations - Mr. Santucci outlined the future considerations: municipal election costs due to the new cost allocation methodology; enhance advisory board process with the onboarding, training and creation of a handbook; citizen and business enhanced web access.

Samantha Gillyard, City Clerk, explained that the goal for enhanced web access is to provide the public with a one-stop shop instead of them having to go to different locations to find information, i.e. adding a link to the webpage that directs them to a district map.

Mr. Santucci continued outlining the future considerations: adding new public services - passport services, electronic notarization, online public record payments and lobbyist registration payment portal.

Operating Budget - Mr. Santucci said there are no changes to the budget.

OFFICE OF THE CITY CLERK - CONTINUED

In response to Mayor Ganz's question, Ms. Gillyard replied that the office could use additional staff, whereby, having someone attend the advisory board meetings and transcribe the minutes would be beneficial.

Mr. Santucci advised that due to hybrid meetings, it now takes the City Clerk and Assistant City Clerk to run the meetings. Further, if passport services are implemented, additional resources would be needed.

Commissioner Parness spoke in support of additional staffing due to the heavy workload.

Vice Mayor Preston agreed. Further, he commended the Office of the City Clerk for their customer service.

PLANNING & DEVELOPMENT SERVICES

David Santucci, City Manager, thanked various staff for their hard work and dedication during the pandemic.

FY21 Achievements - Mr. Santucci outlined the FY21 achievements: kept building and planning customer lobbies open during COVID-19; implemented virtual inspections for building permits; launched Gov-Easy; completed the evaluation and appraisal report; created the neighborhood improvement program; and completed the NW area study with FAU.

Future Considerations Beyond FY21 - Mr. Santucci outlined the future considerations: county rezoning changes to the annexed areas; code changes to the business districts (B-1, B-2 and B-3), seawalls, four corners and central corridor; updates to the comprehensive plan for the EAR implementation; major redevelopment opportunities for public/private partnerships; and continue with the study and improvement for the NW area plan, as money is set aside to move that plan forward.

Operating Budget - Planning - Mr. Santucci said there is a request to unfreeze a planner position - \$76,715 and two intern positions - \$61,239; move forward with the NW area improvement plan - \$55,000; county zoning changes - \$20,000.

Eric Power, Director of Planning & Development Services, stated that FAU did a study in recognizing some of the issues and concerns for the NW area; however, that study did not recognize rights-of-way, park improvements, etc. Currently, staff is working on a continuous walking path to all parks within the area, as well as the shopping areas, which will help address missing links and approve the area.

Operating Budget - Building Services - Mr. Santucci said building services is projected to increase to \$5.6 million which is an increase of \$765,000 or 16%.

Operating Budget - Code Compliance - Mr. Santucci said there is a slight reduction in code compliance due to a position being filled, which was budgeted at \$80,000, but only \$75,000 was used.

In response to Mayor Ganz's question, Mr. Power replied that the additional planner will assist with reviewing site plan development, variances, administration revisions, etc. Currently, there is only one planner and staff has assisted with these duties; therefore, the additional planner is needed. Thereafter, he outlined the credentials for the planning position.

Mayor Ganz asked for clarification on salaries for the planning position - \$76,000 and code compliance office assistant position - \$75,000.

Mr. Santucci said the planning position includes salary, FICA and benefits; whereby, the code compliance office assistance includes the all-in costs for the positions outlined in the contract.

Mayor Ganz asked that staff investigate the salary positions because they do not add up.

Thereafter, there was a brief discussion regarding the turnaround time and process for issuing permits; whereby, GovEasy software will be helpful.

PLANNING & DEVELOPMENT SERVICES - CONTINUED

In response to Mayor's Ganz's question, Mr. Power explained that registration within the building department is available for Broward County.

Commissioner Drosky said code compliance takes up a vast majority of Mr. Power's time; whereas, the future considerations are necessary. He explained that studies were performed by the ULI for the central corridor and FAU for the four corners, which were great starting points but both studies outlined zoning as a concern and should be the department's main priority. Further, he said he understands that there's a lot of different pieces that go into these projects, but residents are asking for it and deserve it and makes these two projects high priorities.

Vice Mayor Preston agreed and advised that he will be presenting some ideas to the City Commission on how to get these projects moving forward. Thereafter, he commented on phone calls he's had with Mr. Power regarding issues within the City.

In response to Mayor Ganz's question, Mr. Power replied that the additional planner and two intern positions would assist with accomplishing the department's goals.

PUBLIC AFFAIRS & MARKETING

FY21 Achievements - David Santucci, City Manager, outlined the FY21 achievements: the redesign of the website and app will be completed in September; provided training to web content creators; underwater camera upgrades and improved reliability; 8 million YouTube views, with 23,000 additional subscribers with monthly recap.

Rebecca Medina-Stewart, Director of Public Affairs & Marketing, explained that the monthly recap was created specifically for the YouTube community who views the underwater camera and captures photographs. Those photographs, along with the ones captured by PAM are outlined in the monthly recap, which increases the numbers.

Mr. Santucci continued outlining the FY21 achievements: almost 400 videos produced from October 1st to January 1st; hurricane ADA crisis; marketing campaigns, etc.

Future Considerations - Mr. Santucci outlined the future considerations: NatureScape cameras, i.e. bee apiary, arboretum, surf/sport; trends and changes in social media; exploring alternative communication methods, i.e. direct marketing, quarterly DFB magazine, text notifications. He explained that direct marketing and text notifications were suggestions made by the community during the ULI; so, if the Commission decides to move forward with quarterly magazines, additional resources would be needed. Other future considerations include: centralized public programs and special events communications; enhance internal marketing and communications; and tourism marketing.

Operating Budget - Mr. Santucci said there is a request to reclassify the multi-media production specialist to public affairs manager since the duties of this position have expanded.

Ms. Medina-Stewart said currently, the multi-media production specialist oversees all the City's videos, manages social media platforms, assists with marketing, promotions, administrative duties, and stands in during the director's absence; whereby, the responsibilities have outgrown the position.

Vice Mayor Preston commended Ms. Medina for a job well done; thereafter, he provided a brief overview of the help she has provided during media interviews and comments he's received regarding our underwater camera.

Commissioner Hudak commended Ms. Medina and her staff for a job well done, especially during the parades and events.

Commissioner Parness commented on the underwater camera and thanked PAM for a job well done.

Commissioner Drosky said PAM is great at getting news alerts and videos out but asked what the mission of the department will be moving forward. He said there are many stories from residents and businesses

PUBLIC AFFAIRS & MARKETING - CONTINUING

within the City that aren't being told and should. Thereafter, he commented on a prominent District 4 resident who recently passed.

Ms. Medina-Stewart said most of her time has been spent on building processes and putting things in place so there could be a seamless distribution of information to the public. She explained that crisis communication is extremely important and when things occur, i.e. COVID-19, everything else must stop and that crisis becomes the main concern, taking up every resource in the office. Further, she said her, and her team come from the news business and are story tellers, so that side of their job is extremely important, but unfortunately, they have not had time to tackle these type tasks. Ms. Medina-Stewart said there are many stories within the City that must be told, i.e. community heroes, businesses, events, etc. but would need additional staffing.

Mayor Ganz asked why the request for additional staffing is not outlined in the budget.

Mr. Santucci replied that the website redevelopment, graphic design and webcam maintenance - \$67,500, are services currently being done inhouse; however, the person in that position will be leaving soon but will continue to perform the duties as a contractual employee.

In response to Mayor Ganz's question, Ms. Medina-Steward replied that she does need more than three people.

Mayor Ganz said stories are an essential marketing tool for this City and the marketing done thus far has paid huge dividends; therefore, if something must be eliminated somewhere else to provide these additional resources then so be it. He said each department must be investigated to see where our resources are going and if they are paying dividends; if not, the money must be taken out and invested into departments that will pay bigger dividends.

ECONOMIC DEVELOPMENT

FY21 Achievements - David Santucci, City Manager, outlined the FY21 achievements: business assistance, support and entrepreneurship development - assisted 278 individual businesses, administered 34 DFB CARES Act grants at approximately \$600,000, five small business webinars and 475 new businesses; business recruitment, retention and expansion; and completion of ULI study.

Future Considerations - Mr. Santucci outlined the future considerations: implementation of the ULI study, public-private partnerships, and incentives.

Kris Mory, Director of Economic Development, explained that the incentives for the Qualified Targeted Industries Program was not funded in the State of Florida, which was an important tool that the City was able to offer businesses. Also, the Deerfield Beach Hires Incentive Program assures that Deerfield beach residents are being hired. Further, she explained that she is looking to expand the City's incentives, i.e. commercial façade programs, value added programs, etc.

Mr. Santucci stated that another future consideration is regional economic development organization relationships; whereas, the City has partners and wants to continue making those interconnections.

Operating Budget - Mr. Santucci said the ULI study recommended a redevelopment specialist - \$59,711 as well as central city rezoning, marketing and community engagement - \$45,000. Further, there is a request for a business partnership with the Greater Fort Lauderdale Chamber of Commerce - \$15,000 and Economic Development Council (EDC) - \$30,000.

In response to Mayor Ganz's question, Ms. Mory replied that the budget for the EDC was \$40,000, but due to COVID, it was reduced to \$30,000 to assist with the budget.

Mayor Ganz suggested that it be increased to \$40,000; whereas, the EDC should be viewed as a public private partnership and clear expectations must be provided to assure the partnership is functioning properly. Further, he asked that clarification be provided later regarding the business partnership with the Greater Fort Lauderdale Chamber of Commerce.

ECONOMIC DEVELOPMENT - CONTINUED

Commissioner Drosky said the City has assets for public private partnerships and the City must be more strategic in planning these partnerships; hence, strategic planning must be done now for the fire stations and parks, so staff is more informed when discussions ensue. Additionally, he spoke about the installation of a potential railroad station at Hillsboro and Dixie; however, parking would be an issue, so a public private partnership would be needed.

Commissioner Parness spoke about the dilapidated fire stations and said something must be done to assure that our firefighters and residents are protected. Further, he agreed that a plan must be done now as fire stations are essential.

PUBLIC INPUT

Katy Freitag, 418 SE 2nd Street, Deerfield Beach, expressed concerns with the number of people without insurance and how low the median housing level is; therefore, she suggested an insurance incentive plan. Further, she commented on the reasoning behind the increase in condo sales, the need to fill frozen positions, infrastructure maintenance on computer equipment and additional resources in PAM. Lastly, Ms. Freitag suggested that the City purchase the Observer.

Gwendolyn Clarke-Reed, 1430 SW 6th Way, Deerfield Beach, spoke in support for the Public Safety Department and suggested that Planning & Development Services be part of that department. Further, she agreed that additional staffing is needed in PAM because the events are not being publicized appropriately. She also agreed that a newspaper needs to be brought to the City because many people do not use or have access to computers.

Mayor Ganz said establishing plans must be done. He explained that there is a large amount of acreage in the westside of the City that can be utilized as athletic fields. The fire station upgrades are another necessity, so establishing plans on how that can move forward is needed. Further, he said law enforcement has done a great job with limited staffing, but traffic enforcement and beach enforcement must be expanded. Mayor Ganz said the beach area is the City's biggest economic driver and expressed his disappointment in how it looks; nevertheless, there are plans to fix some of the issues but has been slow moving forward. Thereafter, he commented on violations he has seen and the lack of enforcement, the condition of the bathrooms, and the garbage receptacles on the pier.

Continuing, Mayor Ganz said the stormwater fee was implemented to address the necessary infrastructure improvements and encouraged moving forward. He suggested that all projects, with costs, be provided to the Commission for review and prioritization. Further, he commented on the curb appeal of the City and stated that when people enter the City it should be an upgrade. Mayor Ganz commented on the City having the 10th lowest assessed value in Broward County; whereby, it is difficult to compete with other cities and deliver services at a high level. Thereafter, he commented on property taxes and how they are established. He stated that capital projects are a necessity for improving the City, to assure that our assessed value can be improved. He reiterated the need for a projects' list and associated costs, so they can be properly prioritized.

Moreover, Mayor Ganz said the beach ambassadors will assist with monitoring the beach and help people find what they need. Additionally, the pier looks terrible and understands that public art is forthcoming, but the condition is not up to par and upgrades are needed; therefore, he suggested having staff walk the pier to assure it is being properly maintained. Further, he said the overall curb appeal must be improved and prioritized, but should not be costly. Mayor Ganz suggested that the City Manager provide a clear direction on what his vision is based on, Commission input and how that vision/priorities will be accomplished moving forward. Lastly, he said if the departments have a need, it must be brought forward with an explanation on what the need is and the return. If the Commission deems the request as just, then it should be granted and money should be moved around.

Commissioner Parness commented on the increased value of apartments in Century Village.

Thereafter, discussion ensued regarding the costs and services provided to the Century Village community.

PUBLIC INPUT - CONTINUED

Vice Mayor Preston suggested that informational LED boards be installed in strategic locations within the community outlining our events. Further, he agreed with the addition of athletic fields and suggested inviting the FAU field maintenance staff to walk the fields and provide feedback on improving them. Vice Mayor Preston suggested implementing weekend fishing tournaments for adults and a bicycle riding club. Thereafter, he commented on conversations he had with residents during a cleanup event and stated that more must be done to attract families.

Commissioner Drosky said he also does not want to lose sight of the artificial reef; whereas, ecotourism is a huge industry and will resume once COVID subsides. He understands that the beach nourishment project is underway but wants clarification on whether the artificial reef can be done in conjunction with beach nourishment, since the funding for the artificial reef had to be given back to the County, and must be sought after again. Lastly, he asked that the City Manager set up a meeting with him and the consultant.

ADJOURNMENT

MOTION was made by Commissioner Parness, seconded by Vice Mayor Preston, to adjourn the meeting at 9:15 p.m. Voice Vote:

Yeas: 5 - Commissioner Drosky, Commissioner Hudak, Commissioner Parness, Vice Mayor Preston and Mayor Ganz

Nays: 0

BILL GANZ, MAYOR

Samantha Gillyard, CMC, City Clerk