



TOWN OF GOLDEN BEACH

One Golden Beach Drive
Golden Beach, FL 33160

**Official Minutes for the September 14, 2010
First Budget Hearing & Special Town Council Meeting called for 7:00 P.M.**

A. MEETING CALLED TO ORDER

Mayor Singer called the meeting to order at 7:04 pm

B. ROLL CALL

Councilmembers Present: Mayor Glenn Singer, Vice Mayor Bernard Einstein, Councilmember Judy Lusskin, Councilmember Amy Rojas

Councilmembers Not Present: Councilmember Kenneth Bernstein
(conferenced in via telephone)

Staff Present: Town Manager Alexander Diaz, Interim Town Clerk Lissette Perez, Finance Director Maria D. Camacho, Police Chief Jim Skinner, Town Attorney Steven Helfman, Building Director Linda Epperson, Support Service Clerk Cynthia Garcia

C. PLEDGE ALLEGIANCE

Police Chief Led the Pledge of Allegiance.

D. PRESENTATIONS / TOWN PROCLAMATIONS

Mayor Singer congratulated the following employees for their recognition as employee and officer of the month:

Recognition of Town Employee of the Month for August 2010: None

Recognition of Town Officer of the Month for August 2010: Edsel Carrasco

Mayor Singer Swore-In New Part-Time Officers Javier Diaz and Edward Lopez de Uralde.

E. MOTION TO SET THE AGENDA

ADDITIONS/ DELETIONS/ REMOVAL OF ITEMS FROM CONSENT
AGENDA/ AND CHANGES TO AGENDA

Town Manger Diaz requested to move items Q6 and Q7 to immediately follow the ordinance for second reading.

The Mayor requested to add a discussion item related to the town's publicists.

A motion to approve was made by Councilmember Lusskin and seconded by Vice Mayor Einstein.

Concensus vote was 5 Ayes and 0 Nays. The Motion passed.

F. TOWN BOARD/COMMITTEE REPORTS

Beach Committee - None

Beautification Committee – Presentation made by Chairperson Beth Geduld. Committee met this morning and she discussed what was decided. Approved on a pilot basis, so long as its affordable, replacing the sod on Golden Beach Drive. Gave Town Manager a few options for park benches and trash receptacles. Unanimously approved added small garbage receptables to all dog stations and spoke on the need for a heightened maintenance of the dog stations. Also spoke on maintaining the Town and making sure that the Town is kept clean.

Comprehensive Planning Board – None

Recreation Committee – None

Security/Public Safety Committee – None

G. GOOD AND WELFARE

Allison and Jillian Samowitz, 250 South Island Drive

The girls gave an update on the Proceed 2 Green project they introduced to the Town in the Summer. They thanked the Town Manager for meeting with them and treating them like adults. The residents requested a date in January from the Town to host a Going Green event, an opportunity to meet with the Town's recycling and waste management representatives and permission to post an article in the Town's newsletter and website announcing the project and what they are going to be doing in January.

The Town Manager interjected that once the Town enters into its new contract with the new waste services company, there will not be a need to separate recyclables. Trash cannot be combined in those bins, but recyclables can be combined and are later sorted at the recycling plant.

H. MAYOR'S REPORT

Mayor mentioned that he has been getting a lot of questions regarding resident's individual tax statements. He discussed the Town's operating budget and millage rate, and how the Council was about to approve a millage rate that has not risen in 3 years. The Council and staff have done their part to cut back and keep the millage rate from rising. He gave a brief explanation of the tax roll and all the different elements residents are taxed on.

He gave an update on North Park. A custom gazebo is being made and will be inserted in North Park.

School has started and he advised residents to drive slowly. He also commented on a letter that was sent out to about 30% of the residents and his response letter that was sent out to all of the residents. He stated that the letter was regarding the police department and town management and the Mayor wanted to set straight that the rumors and accusations are made in the letter were not true and were outright rude. He also welcomed everyone back from the Summer break.

Resident Jane Caswell posed a question regarding her tax bill and some confusion she had with it. The Town Manager interjected that on a tax bill there are 8 other taxing districts and that the Town is only responsible for the Golden Beach line.

I. COUNCIL COMMENTS

Vice Mayor Einstein

Commented on police notices on his door and how he is seeing them almost every other day and police presence is a lot more evident. Commented on the newspaper delivery man and how he has begun hanging the newspapers on a nob on the mailboxes. The Town Manager advised that the Town is working on having them do a more efficient job by placing it in the mailbox instead of hanging it off the nob.

Councilmember Lusskin

Commented on how great the Town looks. Commended the Town Manager and his staff on the great job on the budget. Recommended that the Chief of Police and Town Manager advise people of where guests should park. Spoke on resident Linda Kropp, who is moving out of Town, but she was very complimentary on the Town and the uniqueness of the Town. Commended resident Dina Nicolella on taking on a more active role with the Golden Beach Youth Leadership. She also commended the building department, specifically Building Director Linda Epperson and Permit Clerk Erik Fuste and how she has received phone calls from several residents about the cooperativeness of working with both of them.

Councilmember Rojas

Commented on two items: wants someone to go look at the grass that is planted in the swale area between the sidewalk and the street that seems to have a disease that's spreading.

Other issue was a response to the beautification committee's recommendation on the gates and that the Town should consider recoating them because gates are very expensive.

Councilmember Bernstein

Joined the meeting at this point in time. Had no comments.

J. TOWN MANAGER REPORT

Spoke on the landscaping companies and why the Town has decided to no longer allow landscape companies to dispose their clipping in the back of the Town's truck and in the Town's facilities. This will go into affect October 1st because of the abuse the Town has been suffering by the landscapers.

The Town has also become more aggressive in enforcing the Town's code of ordinances.

Work in North Park is about 90% complete. The wine social has been cancelled this month due to Yom Kippur. The next social will be in the month of October.

The Mayor and Town Manager are looking into the possibility of recoating A1A to give the road that black coat feeling, that will be brought before the Council at the second meeting in September if not in October.

The Town Manager spoke on the bridges, stating that the Mayor and him are preparing a letter to go out to the members of Golden Beach's congressional delegation.

He also spoke on the Town receiving the budget award last year for the first time, due to the hard work of the staff and how this year's budget is much of the same and it could not have been accomplished without the hard work of the staff.

K. TOWN ATTORNEY REPORT

None

L. CAPITAL IMPROVEMENT PROJECT PROGRESS REPORT & UPDATE

The Town Manager offered a quick update stating that everything is moving fast, the stormwater is going in on Center Island, and Verona will be delivered before the end of December.

More comprehensive update will be presented at the second September meeting.

M. ORDINANCES – SECOND READING

None

N. ORDINANCES - FIRST READING

None

O. QUASI JUDICIAL RESOLUTIONS

None

P. CONSENT AGENDA

1. Minutes of August 17, 2010 Budget Workshop
2. Minutes of August 17, 2010 Regular Town Council Meeting
3. **A Resolution of the Town Council Approving a New Agreement with David T. Caserta Government Relations, Inc.**

A RESOLUTION OF THE TOWN COUNCIL OF THE TOWN OF GOLDEN BEACH, FLORIDA, APPROVING A NEW AGREEMENT WITH DAVID T. CASERTA GOVERNMENT RELATIONS, INC. FOR CONSULTING SERVICES FOR THE PERIOD BEGINNING OCTOBER 1, 2010 THROUGH SEPTEMBER 30, 2012; PROVIDING FOR IMPLEMENTATION AND AN EFFECTIVE DATE.

Exhibit: Agenda Report No. 3
Resolution No. 2111.10

Sponsor: Town Administration

Recommendation: Motion to Approve Resolution No. 2111.10

4. A Resolution of the Town Council Authorizing the Purchase of One(1) New Pick-Up Truck for the Public Works Department

A RESOLUTION OF THE TOWN COUNCIL OF THE TOWN OF GOLDEN BEACH, FLORIDA, AUTHORIZING THE PURCHASE OF ONE (1) NEW PICK-UP TRUCK FOR THE PUBLIC WORKS DEPARTMENT; PROVIDING FOR IMPLEMENTATION; PROVIDING FOR AN EFFECTIVE DATE.

Exhibit: Agenda Report No. 4
Resolution No. 2112.10

Sponsor: Town Administration

Recommendation: Motion to Approve Resolution No. 2112.10

5. A Resolution of the Town Council Authorizing the Sale of A Surplus 2001 Ford F-150 Pick-Up Truck, A 1998 72" Toro Groundmaster 345 Series Lawn Mower, and All Terrain Vehicle (ATV) From the Town's Vehicle Fleet and Equipment

A RESOLUTION OF THE TOWN COUNCIL OF THE TOWN OF GOLDEN BEACH, FLORIDA, AUTHORIZING THE SALE OF A SURPLUS 2001 FORD F-150 PICK-UP TRUCK, A 1998 72" TORO GROUNDMASTER 345 SERIES LAWN MOWER, AND All Terrain Vehicle (ATV) FROM THE TOWN'S VEHICLE FLEET AND EQUIPMENT; PROVIDING FOR IMPLEMENTATION; PROVIDING FOR AN EFFECTIVE DATE.

Exhibit: Agenda Report No. 5
Resolution No. 2113.10

Sponsor: Town Administration

Recommendation: Motion to Approve Resolution No. 2113.10

A Motion to approve Items P1 through P5 on the Consent Agenda was made by Vice Mayor Einstein, seconded by Councilmember Lusskin.

Concensus vote was 5 Ayes and 0 Nays. The motion carried.

Q. TOWN RESOLUTIONS

6. A Resolution of the Town Council Adopting the Proposed Millage Rate for the Fiscal Year Commencing October 1, 2010 through September 30, 2011

A RESOLUTION OF THE TOWN COUNCIL OF THE TOWN OF GOLDEN BEACH, FLORIDA, ADOPTING THE PROPOSED MILLAGE RATE OF THE TOWN OF GOLDEN BEACH FOR THE FISCAL YEAR COMMENCING OCTOBER 1, 2009 THROUGH SEPTEMBER 30, 2010 PURSUANT TO FLORIDA STATUTE 200.065 (TRIM BILL); SETTING A DATE FOR A FINAL PUBLIC HEARING TO ADOPT THE MILLAGE RATE; PROVIDING FOR AN EFFECTIVE DATE.

Exhibit: Agenda Report No. 6
Resolution No. 2114.10

Sponsor: Town Administration

Recommendation: Motion to Approve Resolution No. 2114.10
A motion to approve was made by Councilmember Rojas, seconded by Councilmember Bernstein.

The Town Manager spoke about the highlights of the millage and a bit of history behind the Town's combined millage rate. For F/Y 2010-2011 the Town will be operating with less than it did in F/Y 2005-2006 because market values have dropped significantly in the last four years. To prepare for this year's budget the Administration tightened their belts significantly in order to carry forward \$550,000. Recurring costs caused the Town to start the year with \$660,000 in the whole. The Administration did not want to effect the quality of life of the residents or cut back on staffing, and adding more dollars to the Recreation budget, retaining such events like the Summer Recreational Youth Events that will be in it's third year in F/Y 2010/2011. Instead it has continued to increase the staff levels of the police department, continuing to staff the crime suppression off-duty details, and keeping two officers detached in a special crime unit (the detached officers provide new revenues to the Town). Over the last three years the Town has been able to save \$3.8-million in operating expenditures to help offset costs.

It is the Administration's expressed goal to attain a \$700-thousand minimum savings in this year's operating budget to grow the General Fund and to move forward the \$550,000. The TRIM notice that residents received in the mail about two weeks ago, had the rate set at the 9 mill rate, that will not be what residents will pay on the Golden Beach rate of their tax bill. He encouraged residents to come to Town Hall and meet with Finance Director Maria D. Camacho for her to calculate the numbers.

Council Comments

None

Public Comments

Roger Mimoun, 128 Ocean Blvd – commented that his taxes increased by 10% and feels that it is not normal. The Town Manager responded that the Counties portions of the taxes did increase, because the other taxing districts decided to roll up their rates, but the Town's portion of the taxes did not increase. The Town Manager invited Mr. Mimoun to call him tomorrow to discuss his taxes in further detail.

On roll call the following vote ensued:

Mayor Singer	<u>Aye</u>
Vice Mayor Einstein	<u>Aye</u>
Councilmember Bernstein	<u>Aye</u>
Councilmember Lusskin	<u>Aye</u>
Councilmember Rojas	<u>Aye</u>

The motion passed 5-0.

7. A Resolution of the Town Council Adopting the Tentative Budgets for the Fiscal Year Commencing October 1, 2010 through September 30, 2011

A RESOLUTION OF THE TOWN COUNCIL OF THE TOWN OF GOLDEN BEACH, FLORIDA, ADOPTING THE TENTATIVE BUDGETS FOR THE FISCAL YEAR COMMENCING OCTOBER 1, 2010 THROUGH SEPTEMBER 30, 2011 PURSUANT TO FLORIDA STATUTE 200.065 (TRIM BILL); PROVIDING FOR AN EFFECTIVE DATE.

Exhibit: Agenda Report No. 7
Resolution No. 2115.10

Sponsor: Town Administration

Recommendation: Motion to Approve Resolution No. 2115.10

A motion to approve was made by Councilmember Rojas, seconded by Councilmember Lusskin.

The Town Manager stated that there are no changes from the operating budget from the last time it was presented other than the health care item changes that were requested to be changed in the budget workshop by the Council's action. The Town Manager also commented on the capital budget and the allocations made to it, and how it has grown in the last three years. This administration and this council is doing everything it can to offset costs to the residents and bring in free money wherever it can.

On roll call the following vote ensued:

Mayor Singer	<u>Aye</u>
Vice Mayor Einstein	<u>Aye</u>
Councilmember Bernstein	<u>Aye</u>

Councilmember Lusskin Aye
Councilmember Rojas Aye

The motion passed 5-0.

8. A Resolution of the Town Council Re-Authorizing the Town's Schedule of Building Permit and Processing Fees

A RESOLUTION OF THE TOWN COUNCIL OF THE TOWN OF GOLDEN BEACH, FLORIDA, REAUTHORIZING THE TOWN'S SCHEDULE OF BUILDING PERMIT AND PROCESSING FEES; PROVIDING FOR IMPLEMENTATION; AND PROVIDING FOR AN EFFECTIVE DATE.

Exhibit: Agenda Report No. 8
 Resolution No. 2116.10

Sponsor: Town Administration

Recommendation: Motion to Approve Resolution No. 2116.10
A motion to approve was made by Councilmember Bernstein, seconded by Councilmember Rojas.

The Mayor commented that the permit and processing fees have not changed. The Town Manager mentioned that in the newsletter residents would see a top ten reason's list of why residents get hit with a permit fee.

On roll call the following vote ensued:
Mayor Singer Aye
Vice Mayor Einstein Aye
Councilmember Bernstein Aye
Councilmember Lusskin Aye
Councilmember Rojas Aye

The motion passed 5-0.

9. A Resolution of the Town Council Authorizing the Use of the Funds from the Town's Law Enforcement Trust Fund to Fund Expenditures for Organized Crime Task Force Officers

A RESOLUTION OF THE TOWN COUNCIL OF THE TOWN OF GOLDEN BEACH, FLORIDA, AUTHORIZING THE USE OF THE FUNDS FROM THE TOWN'S LAW ENFORCEMENT TRUST FUND TO FUND EXPENDITURES FOR ORGANIZED CRIME TASK FORCE OFFICERS, CERTAIN RESOURCES, AND EQUIPMENT; PROVIDING FOR IMPLEMENTATION; PROVIDING FOR AN EFFECTIVE DATE.

Exhibit: Agenda Report No. 9
Resolution No. 2117.10

Sponsor: Town Administration

Recommendation: Motion to Approve Resolution No. 2117.10
A motion to approve was made by Councilmember Bernstein, seconded by Vice Mayor Einstein.

On roll call the following vote ensued:

Mayor Singer	<u>Aye</u>
Vice Mayor Einstein	<u>Aye</u>
Councilmember Bernstein	<u>Aye</u>
Councilmember Lusskin	<u>Aye</u>
Councilmember Rojas	<u>Aye</u>

The motion passed 5-0 .

R. DISCUSSION & DIRECTION TO TOWN MANAGER

Mayor Glenn Singer:

Cars with Tarps

Mentioned that there are more and more people putting tarps on their cars in the driveway, which is an eyesore if it's out in the open and not within the gates of an individual's home. The Town Manager stated that the Administration would work with Town Attorney Steve Helfman to bring this item before the Council before the end of the year. The Mayor thanked the Beautification committee for bringing it to his attention.

House Rentals for Parties

Mentioned that individuals cannot rent their houses out for outside parties, which is different from the film ordinance. The Town's code prohibits it and something will be placed in the newsletter to educate residents on it.

Town's Publicists

Spoke on his work with the Town Manager on the Town's hiring of Zakarin PR to promote the Town's image. Town's first objective was to have events that are internationally-related, aligning the Town with events such as ArtBasel Miami. Zakarin PR approached the Town a few months ago about joining forces with an organization called Oceana that promotes and tries to stop ocean pollution, promotes responsible fishing, the maintenance of marine wildlife, and climate control. Oceana approached the Mayor and Town Manager to hold a fundraiser during ArtBasel at the beach pavilion on Saturday, December 4th, 2010, with a maximum of 200 people, and an A-list celebrity to host. He stated that the pricing has not been set, but it would be anywhere from \$500 to \$1,000 a ticket. He mentioned that invitations would be sent out to the residents of Golden Beach and residents have the opportunity to be a part of the host committee should they choose to.

The Town Manager commented on the goals of the Town to promote the municipality as a whole, not an individual person. A resolution will be brought forth before the Council at the next September meeting or the October meeting to ratify an

official agreement with Zakarin PR as the trial period is over and the firm has proven itself to the Town.

The Mayor mentioned that the agreement with Zakarin PR does not have to be a set commitment; it could be a 12-month engagement.

Vice Mayor Bernard Einstein:

Brought up the question of how much money the Town would be fronting for the event with Zakarin PR. The Town Manager stated that through the ticket sales the Town will be reimbursed any of the costs that it might incur to prepare for the event. He mentioned that the Council had not had the opportunity to evaluate any firms, it was just the Mayor and Town Manager that had chosen a firm. The Town Manager stated that all of the firms that were met with would be presented to the Council before ratification.

Councilmember Judy Lusskin:

Commented on the Public Relations event and how exciting it sounds for the Town.

Councilmember Amy Rojas:

Mentioned that the Town should put something together in the newsletter about proper parking etiquette when they are having a party to coincide with the story on prohibition of house rentals.

Requested that the Town Manager include in the packet for the Council what Zakarin PR has already done for the Town.

Councilmember Kenneth Bernstein:

Commented that this event, which he is in complete support of, might open the door for other organizations to host events at Golden Beach. The Manager stated that this would be a Town-sanctioned event, sanctioned by the Town Council.

Town Manager Alexander Diaz

Reiterated that this company and its goal is to promote the Town, not an individual resident or person. He stated that the event is scheduled to be a clambake at the beach pavilion with renowned chefs cooking on site. It is the first time that the Town has been asked to partner with a big organization like that and it would be a great exposure for the Town of Golden Beach.

S. ADJOURNMENT:

A motion to adjourn the Council Meeting was made by Mayor Singer, seconded by Councilmember Lusskin.

Consensus vote 5 Ayes 0 Nays.

The meeting adjourned at 8:58 p.m.

Respectfully submitted,

Lissette Perez

Lissette Perez
Interim Town Clerk