

**FORT MYERS BEACH  
TOWN COUNCIL WORKSHOP  
MARCH 24, 1999  
Holiday Inn Bell Tower  
13051 Bell Tower Road  
FORT MYERS, FLORIDA**

**I. CALL TO ORDER**

Vice Mayor John Mulholland opened the meeting on Monday, March 24, 1999 at 9:00 a.m. Mayor Murphy joined the meeting at 9:30 a.m. Present at the meeting were: Mayor Ray Murphy, Vice-Mayor John Mulholland; Council Members Daniel Hughes, Garr Reynolds and Anita Cereceda; Town Manager Marsha Segal-George, Deputy Town Manager John Gucciardo, Assistant Town Manager Ron Himmelmann and Town Attorney Richard Roosa.

The council agreed to proceed with the prepared agenda with two additional items brought forward by Councilman Hughes which were upcoming meeting schedules and Town Charter amendments

**II. UPCOMING MEETING SCHEDULES**

The consensus was that the Town Council does not need to meet all of July and August. The staff will look into regulations on setting tentative millage and check League of Cities and Leadership Lee County meeting dates. The Council is hoping to meet once in early July and once in late August.

**III. DISCUSSION OF STRATEGIC PLANNING ISSUES**

A. Dialogue with our external neighbors

Councilwoman Cereceda wants to rekindle the passions of the interested entities. Mayor Murphy thinks that we are, and should continue to be, proactive and be a leader. Councilman Reynolds wants to reach out to others to let them know that they need to help us address our issues regarding water and backbay issues. Vice Mayor Mulholland has a problem with just working with the formal agencies/groups because of their tendency to over analyze and how it sometimes leads to inaction. He questioned who are our partners and how do we reach them (not just Lee County, but Naples and other non-municipal groups such as civic associations, etc.). The Council questioned what issues are viable for open discussion and sharing of ideas and approaches (back bay regulation, environment, tourism, traffic and over development, and philosophy of government). Consensus seemed to be that the outreach that we instigated should be continued. Council members questioned whether it was time to turn more introspective or keep pushing outward. It was the consensus that we have a reputation for involvement and council members did not want to lose it.

B. Developing a policy on internal neighborhood requests.

The staff questioned the policy relative to citizens coming forward with neighborhood requests. Is it the Town's obligation to solve (i.e. pay for) existing problems or an opportunity for partnership? Mayor Murphy stated that the Town should have "direct participation". Councilman Hughes disagreed with the concept of obligation. He felt that there was no need for all to enhance the value of few, but he recognizes that repair is different than improvement. Councilwoman Cereceda would like to see something similar to Orlando's "Mayor's Improvement Program" in which the town would set aside money each year and applicants are judged and awarded funds and helped. Vice Mayor Mulholland did not agree with setting money aside first. He would like to see participants come to council and judge them without the preconceived idea that there is money there for them. Councilman Hughes agreed not to set a policy that allows for general funds to pay for non-essential items unless you are willing to pay for all that might come forward. The council agreed that the first need is to set policy for what "beautification" means versus what is "enhancement" versus what is an "essential/infrastructure"

health or safety issue. The council also felt the need to break down long-term versus short-term issues. Discussion centered around when does the Council need to do something versus expedite it getting done versus encouraging others to do it. One way to look at it is that infrastructure issues should be done by the Town, and the presumption is that Town money would do it. Enhancement issues should be expedited by the Town with the presumption that some percentage should come from property owners. Beautification issues should be encouraged by the Town with the presumption that no Town funds would be used. All of these presumptions as to funding could be overcome depending on the particulars of any request.

### **III. POLICY AND PROCEDURES MANUAL**

Councilwoman Cereceda brought up that the Council and staff's policy and procedures manual needed to be updated. Subjects that needed to be addressed included how meetings are run and when and also the issue of what an essential infrastructure is. Marsha Segal-George may address this internally.

### **IV. CAPITAL BUDGET ISSUES AND TRANSPORTATION ISSUES**

The Council reviewed the scope of projects on the table and the discussion moved on to how to pay for them. The utility tax was talked about as an option for paying for (as an example) the streetscape project. There was little support for the utility tax without very stringent restrictions. A suggestion was made by Mr. Roosa to use the utility for the portion of the project regarding undergrounding of the lines. There is a natural nexus there that the public may understand and agree to. This could cover the bulk of the cost. On the gas tax issue, an idea was floated that the County may be willing to turn over Estero Boulevard to the Town with an increase in gas tax revenue beyond the money for lane miles. They have suggested something more than the (approximate) \$100,000 that the lane miles gives us, but less than the (approximate) \$500,000 that the Town is asking for. The council agreed that the take over of Estero sounds like a positive move, but numbers need to be refined. The bridge takeover also has support if numbers and logistics can be worked out. Tolls did not have huge support from the council.

### **XII. ADJOURNMENT**

The meeting was adjourned at 2:00 P.M.

Respectfully submitted,

Janeen A. Paulauskis  
Recording Secretary