

OCTOBER 18, 2011

The Board of County Commissioners, Manatee County, Florida, met in JOINT SESSION with the Town of Longboat Key Commissioners in the Administrative Center, Manatee Room, Fourth Floor, 1112 Manatee Avenue West, Bradenton, Florida, at 1:30 pm.

MANATEE COUNTY COMMISSIONERS

Carol Whitmore, Chairman
John Chappie, First Vice-Chairman
Lawrence Bustle, Jr., Second Vice-Chairman
Michael Gallen, Third Vice-Chairman
Robin DiSabatino
Joe McClash

TOWN OF LONGBOAT KEY COMMISSION

Jim Brown, Mayor
David Brenner, Vice Mayor
Jack Duncan
Lynn Larson
Hal Lenobel
Phil Younger
Pat Zonz

Absent was: Donna Hayes (vacation)

Also present were:

Ed Hunzeker, County Administrator
James Minix, Chief Deputy County Attorney
Susan G. Romine, Board Records Director,
representing R. B. Shore, Clerk of Circuit Court
Patricia J. Granger, Town of Longboat Key Clerk

AGENDA

Agenda of October 18, 2011.

[BC20111018DOC001](#)

CELL TOWER/COQUINA BEACH MARINE RESCUE FACILITY

Mayor Jim Brown, Town of Longboat Key, stated Longboat Key is working with a consultant to develop a telecommunication plan. A cell tower application is under consideration. He noted opposition to cell towers, as well as complaints regarding poor reception (particularly the north end of the Key). Numerous high-rise condominiums on the south end of the Key have provided antennas for cell communication. He suggested Coquina Beach Marine Rescue Facility as a good location for a cell tower; however, it was noted that a tower in that area may not benefit the cities of Bradenton Beach and Anna Maria, due to the lack of density. Longboat Key is struggling to improve cell phone service and welcomed suggestions and/or direction. A flag pole design (150 feet) is being contemplated, but finding a location would be difficult.

Discussion: Limited reception in Anna Maria; do not rule out Jewfish Key; etc.

Karen Wlndon, Deputy County Administrator, stated staff will be working with the City of Bradenton regarding feasibility, and if economics are defined, a tower would be outsourced.

Mayor Brown noted Longboat Key is in the process of a Request for Qualifications (RFQ) to provide direction for a future solution of telecommunication issues. He suggested sharing this process and information regionally.

Michael McLaughlin, County Information Technology Director, indicated a cell tower in Holmes Beach would provide better coverage for the north end of the island. A tower, if located around the Marine Rescue Facility, would provide coverage to the northern part of Longboat Key, southern Anna Maria Island, and the majority of Bradenton Beach would see an improvement in cell coverage. The initial requirement for that area was the 800 MHz public safety radio, which was accommodated by placing towers on the existing water towers on Cortez Road and 75th Street. A cell tower at Coquina would provide service to law enforcement and marine rescue personnel for data connectivity in motor vehicles to access the Florida Department of Law Enforcement.

Discussion: Longboat Key and Bradenton Beach should meet to discuss the issue; City of Bradenton Beach addressed cell tower location at the police department; current Mayor is opposed to a cell tower in that location; support for the RFQ process; cell towers may soon be outdated; etc. [BC20111018DOC002](#)

TOURIST DEVELOPMENT COUNCIL SEAT

David Brenner, Town of Longboat Key Commissioner, stated Longboat Key is interested in a seat on the Tourist Development Council (TDC).

Jim Minix, Chief Deputy County Attorney, reviewed the *Florida Statute* stating the TDC is comprised of nine members appointed by the Board of County Commissioners. The Chairman of the Governing Board (the County Commission) or any other member of the Governing Board (as designated) shall serve on the TDC. Two members of the TDC shall be elected municipal officials (at least one of whom shall be from the most populated municipalities in the County); and six members involved in the tourist industry who have demonstrated an interest in tourist development. All members of the TDC shall be electors of the County.

Elliott Falcione, Convention and Visitors Bureau Director, stated the Holmes Beach City Councilwoman appointment expires in June 2012, and applications for that seat could begin in April. Longboat Key is represented by Tom John (General Manager, Courtyard Marriott in Bradenton and Hilton Longboat Key properties), and Ed Chiles (owner/operator of Mar Vista). He suggested Longboat Key have dialogue with those individuals.

Discussion: Could a seat be added to TDC; the Ordinance is governed by *Florida Statute*; the State law could be changed; prefer a Longboat Key participant on TDC; encourage a Longboat Key interested citizen appointment in June 2014; participate at TDC meetings during citizens' comments; etc. [BC20111018DOC003](#)

CONSOLIDATION OF SERVICES

Mayor Brown stated in an effort to become more efficient, Longboat Key is exploring sharing services and resources with all local governments.

Jack Duncan, Town of Longboat Key Commissioner, discussed the concept of a bottom-up exercise (not top-down) to explore employees' ideas of how to become more efficient and fiscally responsible. He suggested a team to listen to employees ideas of how to enhance efficiencies in areas such as Information Technology (IT), EMS, etc.

Discussion: County Commission support for Longboat Key to explore this idea and report results; start with IT; IT storage in the Emergency Operation Center; etc.

Ed Hunzeker, County Administrator, agreed with the IT concept stating the County has discussed this issue with the City of Bradenton and the Constitutional Officers. One example is to consolidate to one email system and data storage, which could reduce costs. County IT staff will be advised to explore the idea with Longboat Key.

Discussion: No costs incurred by County; work together to explore reducing costs; the word "consolidation" scares employees; the focus is to solicit ideas for efficiencies within services; review IT programs for permitting process and field employee reporting; include this issue at the Island Elected Officials meeting; beach renourishment collaboration should be explored from a regional approach; reharvesting sand; consider a joint approach for beach renourishment which may tie into City of Sarasota; etc. [BC20111018DOC004](#)

PATROL OF GREER ISLAND

Ms. Windon stated patrol of Greer Island (fka Beer Can Island) has been discussed at meetings, which included all law enforcement agencies, and action plans have been reviewed.

Captain Ron Couch, Manatee Sheriff's Office, stated the new Marine Rescue Facility is approximately 1,000 feet from Greer Island. Due to erosion, much of the Island must be accessed via the water. Increased boat/people traffic on holidays and weekends creates obstacles for law enforcement access from land and water. The Marine Unit Rescue has three fulltime deputies on the water. Marine units have designated zones, and the vessels will have onboard computer equipment to document the 12-hour shift(s). Most responses to Greer Island are in response to calls as opposed to citing an issue.

Discussion: Proximity/visibility of the marine unit is helpful; designate a non-recreational area off limits to pleasure boats; All Terrain Vehicle (ATV) patrol is active; ladder trucks have been used to access emergency situations; the north-end was recently renourished making patrol easier; popular area which spreads beyond the north end of the island and causes complaints from condo owners toward the north; delineate an area for patrol vessels; Longboat Key and the Marine Unit patrol the area; other islands are reimbursed for law enforcement; law enforcement report of the management of all waterways; floating dock for jet skis; County owns Greer Island, but it is under the jurisdiction of the Town of Longboat Key; include reimbursement from County for law enforcement in the budget; etc.

Captain Couch noted the Sheriff's Office report on the management of waterways (including zones) will be complete by the end of the year.

Mayor Brown noted the purchase of a six-wheel vehicle to pull jet skis will provide another means of access to Greer Island waterway. [BC20111018DOC005](#)

TRANSPORTATION SERVICE – ROUTE 18

Mr. Hunzeker stated an agreement (12/10) with Manatee County, Sarasota County, and Town of Longboat Key indicated funding for the trolley for this calendar year. The trolley was budgeted with the understanding that a marketing plan would be generated by the Town of Longboat Key, as well as an advertising campaign and promotional activities to increase ridership.

Ron Schulhofer, Public Works Director, distributed graphs illustrating net cost per passenger trip, number of passengers, and ridership statistics. Net cost per trip decreased from \$7.01 to \$6.31 per trip due to the increased one-hour headway. Passenger trips decreased from 41,782 to 37,722. The survey indicates 72 percent of riders start in Sarasota and 75 percent end in Sarasota; 28 percent start in Manatee and 25 percent end in Manatee. A recent survey of 91 persons from Manatee County indicated 49 persons use the trolley four or more days a week, 17 for work, and 25 for occasional doctor appointments. The trolley drivers indicated that 95 percent of the riders are going to work.

Commissioner Brenner stated the marketing effort began after last year's season, noting a marketing plan is also in place for this season. Schedules and brochures have been distributed and posted throughout the islands, as well as on St. Armand's Circle.

Mr. Hunzeker stated staff will work with Sarasota County and bring back a joint plan for all parties regarding the transit system before the end of the year.

Discussion: Service should not stop as it closes the loop for transit in Manatee County; increasing the headway caused less ridership; continue service for the tourist season; enhancing advertising on the trolleys; majority voiced support of maintaining the trolley; consider reducing the headway time to promote trolley ridership; Sarasota recently raised rates; Manatee County rate study is planned; agreement to fund this service and end the disparity of tolls; post regional trolley maps; discuss with the Island Chambers of Commerce; consider business funding; persons over the age of 80 ride free in Manatee County; post trolley information at Coquina Beach; Longboat has budgeted its portion of funding; etc.

Commissioner Duncan stated tourist awareness needs to be promoted as part of the marketing. He requested a committee to coordinate marketing to include newspaper ads, trolley information at the airport, and the collaboration of all the islands, communities, and chambers.

Mr. Hunzeker stated staff will meet with Sarasota County Transit officials and will talk with Anna Maria and Longboat Key Chambers of Commerce regarding collaborating on a map advertising businesses and the trolley schedule for visitors. Following these efforts, a proposal will be presented to the Board of County Commissions regarding funding. [BC20111018DOC006](#)

LONGBOAT KEY TAX DOLLARS

Mayor Brown requested future discussions regarding issues such as the community center, which will be built on the Manatee County line and may require some support from the County.

Discussion: Tax dollars from the barrier islands; future meetings to discuss/resolve issues; five percent increase in island tourism; landside issues are different; Longboat Key has an open door policy to review County issues; Whitney Beach shopping area renovation; Longboat Key is creating an overlay district for Whitney Beach; the Colony issue; Key Club project shows some positivity; Avenue of the Flowers will be leveled and redeveloped by Publix after Easter; etc. [BC20111018DOC007](#)

MEETING ADJOURNED

There being no further business, the meeting was adjourned.

Adj: 3:20 p.m.
/njh

Minutes Approved: December 6, 2011