



**AGENDA
TAVARES CITY COUNCIL**

**AUGUST 17, 2011
4:00 P.M.
TAVARES CITY HALL COUNCIL CHAMBERS
201 E. MAIN STREET, TAVARES, FL 32778**

I. CALL TO ORDER

II. INVOCATION & PLEDGE OF ALLEGIANCE

Enrique Calandra, Chaplain, Florida Hospital Waterman

III. APPROVAL OF AGENDA

(The City Council Agenda is subject to change at the time of the Tavares City Council Meeting)

IV. APPROVAL OF MINUTES

Tab 1) July 13, 2011 City Council Budget Workshop Mayor Wolfe

V. PROCLAMATIONS/PRESENTATIONS

Tab 2) Presentation from Osprey Lodge – Groundbreaking Joyce Ross

Tab 3) Introduction of Scott Blankenship, Lake County
Economic Development Director Bill Neron

Tab 4) Presentation from BESH Engineering on 30% Design
Completion of Alfred Street Project Jacques Skutt

VI. SWEARING IN BY CITY ATTORNEY AND DISCLOSURE OF EXPARTE CONTACTS

VII. READING OF ALL ORDINANCES/RESOLUTIONS Nancy Barnett

VIII. CONSENT AGENDA

The Language of Local Government
Definition of Terms

agenda – A list of items to be brought up at a meeting.

annexation – The process by which a municipality, upon meeting certain requirements, expands its corporated limits.

bid – Formal quotation, based on common specifications, for the provision of goods or services. Opened at public for meeting consideration and award.

budget – A comprehensive financial plan to sustain municipal operations during a given year with related explanation

buffer – A strip of land, vegetation and/or opaque wall that sufficiently minimizes the physical or visual intrusion generated by an existing or future use.

call for the question – Term used to end the discussion and vote on the motion.

capital outlay – Expenditures made to acquire fixed assets or additions to them usually made from the general fund or utility fund where the assets are to be used.

conflict of interest – A term used in connection with a public official's relationship to matters of private interest or personal gain and which prohibits participation in the discussion under decision.

consent agenda – A policy of the governing body to approve, in one motion, routine and/or non-controversial items, which can be determined prior to the meeting

contiguous – Sharing a common boundary.

contingency – An appropriation of funds to handle unexpected events and emergencies which occur during the course of the fiscal year.

DCA – Department of Community Affairs

density – The number of families, individuals, dwellings units, or housing structures per unit of land.

development – A physical change, exclusive of new construction and substantial improvement, to improved or unimproved real estate, including, but not limited to mining, dredging, filling, grading, paving, excavating or drilling operations.

easement – An interest in land owned by another that entitles its holder to a specific limited use or enjoyment

emergency measure – An ordinance recognized by the legislative body as requiring immediate passage.

FDOT – Florida Department of Transportation

general fund – The general operating fund of the municipality used to account for all financial resources except those required to be accounted for in a special fund.

impact fees – Set aside fees collected from developers to pay for infrastructure improvements. Monies used as new development further impacts the municipalities.

infrastructure – The facilities and systems shared or used by all citizens such as transportation, water supply, wastewater and solid waste disposal systems.

intergovernmental agreements – Contract between two or more public agencies for the joint exercise of powers common to the agencies.

intergovernmental revenues – Revenues from other governments in the form of grants, entitlements, shared revenues, or payments in lieu of taxes.

line item – A specific item or group of similar items defined by detail in a unique account in the financial records. Revenue, expenditure and justifications are reviewed, anticipated and appropriated at this level.

non-conforming – A use which does not comply with present

zoning conditions but which existed lawfully and was created in good faith prior to the enactment of the zoning provisions.

ordinance – An enforceable municipal law, statute or regulation which applies to all citizens within that municipality; penalty provisions may apply.

public hearing – Provides citizens the opportunity to express their position on a specific issue, both pro and con, as mandated by either statute or by order of proper authority after due notice.

PUD – Planned Unit Development

quasi-judicial – A governmental body that hears sworn testimony, obtains evidence and provides for cross examination of witnesses, with the decision based solely on the evidence presented.

quorum – The prescribed number of members of any body that must be present to legally transact business.

request for proposals – RFP – Notice and related information from a municipality requesting proposals for professional services.

resolution – A decision, opinion, policy or directive of a municipality expressed in a formally drafted document and voted upon.

right-of-way – Strip of land owned by a government agency over which the public has right of passage such as streets, parkways, medians, side walks, easements and driveways constructed thereon.

Sunshine Law – Legislation providing that all meetings of public bodies shall be open to the public (a/k/a open public meeting law).

vacate – To annul; to set aside; to cancel or rescind.

variance – Modification from the provisions of a zoning ordinance granted by a legislative body upon submission of an application and a hearing.

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CITY OF TAVARES
MINUTES OF CITY COUNCIL BUDGET WORKSHOP
JULY 13, 2011
CITY COUNCIL CHAMBERS

COUNCILMEMBERS PRESENT

ABSENT

Robert Wolfe, Mayor
Lori Pfister, Vice Mayor
Bob Grenier, Councilmember
Sandy Gamble, Councilmember
Kirby Smith, Councilmember

STAFF PRESENT

John Drury, City Administrator
Nancy Barnett, City Clerk
Lori Houghton, Finance Director
Joyce Ross, Director of Public Communications
Tammey Rogers, Director of Community Services
Jacques Skutt, Director of Community Development
Richard Keith, Fire Chief
Stoney Lubins, Police Chief
Bill Neron, Director of Economic Development
Brad Hayes, Director of Utilities
Chris Thompson, Director of Public Works

I CALL TO ORDER

Mayor Wolfe called the meeting to order at 4:00 p.m.

Presentation of Budget

Mr. Drury stated the purpose of the workshop is to deliver the FY 2012 budget and begin the budgeting process. He noted the budget is provided in different ways; i.e. pictures, numbers, graphs, etc. He reminded those present of the dates for the remaining budget meetings (July 20, July 27, August 3, August 17, September 7 and September 21) and commented that the tentative maximum millage rate would be set on July 27. He said on July 20th the Five Year Capital Budget and Special Revenue Budgets will be presented He reviewed the components of the General Fund; Water, Wastewater and Reclamation Fund; Stormwater Fund; Solid Waste Fund; Seaplane Base & Marina Fund and Capital Program and commented that the funds have to stand alone. He provided an overview of the FY 12 Budget:

- Current millage rate is 6.95 mils; rollback rate is 7.673 mils

- 1 • Proposed millage rate is 6.89 mils
- 2 • List provided of how the budget has been balanced in recent years, positions deleted
- 3 and positions added
- 4 • Outlined factors in Tavares that impact the millage rate: significant number of properties
- 5 exempt from taxes which all require city services (county buildings, state buildings,
- 6 hospitals, schools, churches, not for profits); significant number of homes with a
- 7 threshold below that of paying any property taxes; and unbalanced
- 8 residential/commercial ratio which used to be 80/20-- with the Economic Development
- 9 program the ratio has changed to 75/25 – the goal is 60/40. Noted for every dollar that a
- 10 commercial enterprise pays to a General Fund, only .80 is utilized in services.
- 11 • Total General Fund Budget will be reduced from 12 million to 11.5 million
- 12 • Tax revenues will decrease by about \$300,000 from \$4.5 million to \$4.2 million
- 13 • Budget cuts for all enterprises total about \$6.5 million which is shown in Exhibit A and
- 14 identifies existing items in the budget that were cut and proposed items that were cut
- 15 • General Fund Reserve Balance is proposed at about \$1.2 million, which is about 10.8%
- 16 of the budget. Recommendation is being made to appropriate about \$433,000 of
- 17 reserves to balance this budget. In addition, the proposal is being made to set up a line
- 18 of credit for \$1.5 million which will cost about \$3,000. That line of credit will only be used
- 19 for FEMA reimbursable disasters.
- 20 • Not recommending any pay increases to any employees except for nine employees that
- 21 are in the Hartford retirement program. Recommendation is made that those employees
- 22 contribute to their retirement program. Previously Council approved requiring the other
- 23 employees to contribute but approved an adjustment in pay of 3%. The similar
- 24 recommendation is being made for the Hartford employees to create equity among all of
- 25 the employees.
- 26 • The health insurance plan rate will increase the contribution from the employee from
- 27 48% to 50% of the premiums. It also calls for splitting any increase in cost between the
- 28 employee and the employer. Recognizing that this will add significant costs to all of the
- 29 employees, an HMO plan will also be offered at a lower cost to the employee.
- 30 • Several unfilled positions will remain: Executive Administrative Assistant to the City
- 31 Administrator; Planning & Zoning Administrative Assistant, one IT position, one police
- 32 officer; public works supervisor; GIS tech; and a library youth services coordinator.
- 33 • Recommending to fund the Chamber of Commerce its annual contribution of \$10,000.
- 34 The city developed a partnership with the Chamber from an original request of \$20,000
- 35 that has gone down to \$10,000 and has remained at that level.
- 36 • The 4th of July is funded at \$29,000 and annual winter light up event is funded at
- 37 \$14,000
- 38 • Recommended millage rate is 6.89 mils: a \$150,000 home, homesteaded would pay
- 39 \$57.42 a month to fund the General Fund (911, COM Center, Code Enforcement, Fire
- 40 Department, Police Department, Parks, Recreation , Library, Planning & Zoning,
- 41 Procurement, City Clerk, Public Works, Cultural Affairs, Legal Services, Liability,
- 42 Property Insurance, etc.)
- 43 • Water, Wastewater, and Reclaimed: Budget is \$6.5 million with 28% in reserves

- 1 • Stormwater: budget is \$488,000 with 1% in reserves
- 2 • Solid Waste Collection: Budget is \$2.4 million with 5.7% in reserves
- 3 • Seaplane Base & Marina: Budget is \$568,000 comprised of \$281,000 from seaplane
- 4 operations; \$63,476 from TIF District and \$224,163,000 from General Fund. Included in
- 5 the budget is Renaissance Faire Event for \$4,000, the Dragon Boat Event funded at
- 6 \$5,000, African American Festival at \$1,000; Bass Open event at \$25,000 from the
- 7 County and \$10,000 from the City; Bass Pro Crappie event funded at \$10,000 from the
- 8 County and \$10,000 from the City; Planes Trains and BBQ event with the air show at
- 9 \$30,000 and two Jet Ski events at \$5,000 each
- 10 • Capital Improvement Program will be provided at next meeting. Included are the Pier &
- 11 Pavilion; Woodlea Sports Park; the Public Safety Complex; the Alfred Street One Way
- 12 Pair; and the Dora Canal Bridge replacement and a few others being finalized.
- 13

14 Mr. Drury commented on the minutes included from the March meeting which shows the goals
15 from each councilmember that were identified. He noted that the Finance Director's summary
16 will highlight other information that will provide assistance in reviewing the budget. He said the
17 data pertaining to the assessed value of the downtown properties shows that those values did
18 not drop as much as the rest of the blended city properties which the city believes is a reflection
19 of its focus on economic development in the downtown. He discussed other facets of the budget
20 such as organization chart; charts, budget line items, department data; goals, etc.

21
22 Mr. Drury requested Ms. Houghton to make the power point presentation of the budget.

23
24 Ms. Houghton reminded Council and those in attendance that the budget is developed and
25 implemented with the City's vision in mind. She discussed a list of city initiatives:

- 26
- 27 • Downtown Master Plan implementation
- 28 • Economic development for job growth and community prosperity
- 29 • Hoped for relocation of ICON aircraft to Tavares
- 30 • Alfred Street Realignment & Construction
- 31 • Wooton Park Seaplane Base Pavilion on the Lake
- 32 • Water & sewer line replacements in the downtown CRA funded through USDA loan
- 33 • Phases 1-3 of the water reclamation project
- 34 • Woodlea Sports Project development
- 35 • Police & fire public safety facility
- 36 • Nostalgic downtown train service
- 37

38 Ms. Houghton discussed sources of revenue and growth trends (which appear to be constantly
39 going forward based on the 2010 census). She discussed budget constraints, the millage rate
40 and the increased CIP rate.

41
42 **Summary**

1 Ms. Houghton summarized the proposed budget as follows:
2

- 3 • Reduce the millage rate from 6.95 to 6.89
- 4 • Do not fund two positions – GIS and police officer
- 5 • No COLA for employees
- 6 • CIP is 2.17 which is included in the water, wastewater and solid waste rates. She
7 pointed out that solid waste rates change in February of 212 while water and wastewater
8 rates change October 1st of every year
- 9 • No merit increases for employees
- 10 • Health insurance increases budgeted at a blended rate of 7% (50% for employees for
11 family coverage; employee share 50% in the increased cost for single coverage)
- 12 • FRS contributions for employees budgeted at the blended rates
- 13 • 3% for the FRS offset; 3% for the Hartford offset included
- 14 • Fire Pension contributions decreased but still constant
- 15 • Police Pension contributions are constant
- 16 • General Liability Insurance assume 5% increase
- 17 • Workers Compensation assume 5% increase

18
19 Ms. Houghton thanked Council, Mr. Drury, all the departments, and the Finance Department
20 staff for their assistance in compiling the budget.

21
22 Mr. Drury said that staff will be prepared to answer any questions and provide further
23 information for Council. He encouraged council to review the items he had cut from the budget.

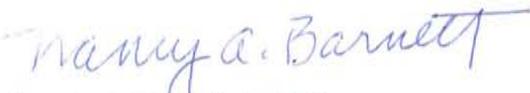
24
25 Mayor Wolfe asked Council if they had questions. Councilmember Gamble noted he had further
26 research he wished to do.

27
28 Mayor Wolfe asked if the audience had comments.

29
30 **Adjournment**

31
32 There was no further business and the meeting was adjourned at 5:47 p.m.

33
34 Respectfully submitted,

35
36 

37
38 Nancy A. Barnett, C.M.C.
39 City Clerk
40

**AGENDA SUMMARY
TAVARES CITY COUNCIL
AUGUST 17, 2011**

AGENDA TAB NO. 2

SUBJECT TITLE: Presentation/Ground Breaking for Osprey Lodge Assisted Living & Dementia/Alzheimer's Care Home

OBJECTIVE: To welcome Osprey Lodge to Tavares and to hold an official "ground breaking" ceremony

SUMMARY: The developers of Osprey Lodge have been working very closely with the City to bring a \$30 million assisted living facility to Tavares. In the past few months they have been able to take advantage of the City's economic incentives through the waiver of impact fees and the sales of Florida Revenue Bonds. The project has just received its building permit and the developers and staff would like to celebrate with an official "ground breaking" ceremony.

OPTIONS:

N/A

STAFF RECOMMENDATION:

N/A

FISCAL IMPACT:

N/A

FUNDING SOURCE:

N/A

LEGAL SUFFICIENCY:

N/A

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**AGENDA SUMMARY
TAVARES CITY COUNCIL
AUGUST 17, 2011**

AGENDA TAB NO. 3

**SUBJECT TITLE: Introduction of Scott Blankenship, Lake County
Economic Development Director**

OBJECTIVE:

Bill Neron will introduce Scott Blankenship, Lake County Economic Development Director

SUMMARY:

N/A

OPTIONS:

N/A

STAFF RECOMMENDATION:

N/A

FISCAL IMPACT:

N/A

LEGAL SUFFICIENCY:

N/A

County Manager completes his senior leadership team with hiring of two key staff positions

RELEASE DATE: May 16, 2011

TAVARES — County Manager Darren Gray announced today, his final selections for two key leadership positions within the Lake County Board of County Commissioners. David Heath, formally with the Orange County Board of County Commissioners, will start this week as the Deputy County Manager and Scott Blankenship will be heading-up the Office of Economic Development & Tourism.

"It was very important to me that I select individuals who can help me carry out the Board's vision for the County, and my goals for the organization," said Gray. "I'm excited to bring these two very talented individuals on board to complete my leadership team."

Heath comes to Lake County with over 28 years of County government experience, including 11 years as a Deputy County Administrator for Orange County. He has extensive knowledge of overall government operations, with a strong focus on growth management, planning, budget, public works and transportation. Heath played a key role in the establishment of "Innovation Way", a high-tech corridor located between the University of Central Florida/Central Florida Research Park and the Orlando International Airport.

He is a member of the American Institute of Certified Planners (AICP), has a Bachelor's degree from Florida State University and a master's degree in Public Policy from the University of Central Florida.

Blankenship has been tapped as the Director of the recently formed Office of Economic Development & Tourism. Formerly spread across two different departments, the economic development and tourism functions were recently combined into one office, which will focus on tourism initiatives and the implementation and management of the County's new Economic Action Plan. The plan outlines nine key goals related to economic development, with a vision of making Lake County, "A prosperous local economy supported by a wide range of career opportunities, a diversified tax base, and an exceptional quality of life."

Blankenship has served on numerous boards and committees relating to Economic Development, such as Lake County's Economic Development Advisory Council and the South Lake Chamber of Commerce's Economic Development Committee. He has a very broad knowledge and understanding of business development, planning and marketing. For the past 6 years, he served as President of Blankenship Consulting, where he assisted clients with new business development, operations management, sales and marketing. Blankenship previously worked for the United States Postal Service for 21 years in executive leadership positions in marketing, sales and customer service.

He has a bachelor's degree from the University of Central Florida and a master's degree from the Kellogg Graduate School of Business.

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Lake County media contact:

Kelly Lafollette

Information Outreach Director

Office: (352) 343-9603; Cell: (352) 455-0445

klafollette@lakecountyfl.gov

**AGENDA SUMMARY
TAVARES CITY COUNCIL
AUGUST 17, 2011**

AGENDA TAB NO. 4

SUBJECT TITLE: Alfred Street Project - Presentation by BESH Engineering-30% Design

OBJECTIVE:

To update Council on the progress of this project. BESH Engineering will make a brief presentation that corresponds with the completion of 30% of their design contract.

SUMMARY:

On March 8th, City Council selected BESH Engineering as the top ranked firm to perform the design of the Alfred Street project and a contract was executed. BESH has now completed 30% of the work and they will make a brief presentation to update City Council. Details of the final configuration of Alfred and Caroline Streets and how they will converge in our newly acquired Gateway Property will be shown. The 5 year County Transportation Budget that is scheduled for approval in August by the County Commission allocates \$4,070,000 for property acquisition and construction of this project.

OPTIONS:

No Council action required.

STAFF RECOMMENDATION:

That City Council receives the update and provides comments and recommendations.

FISCAL IMPACT:

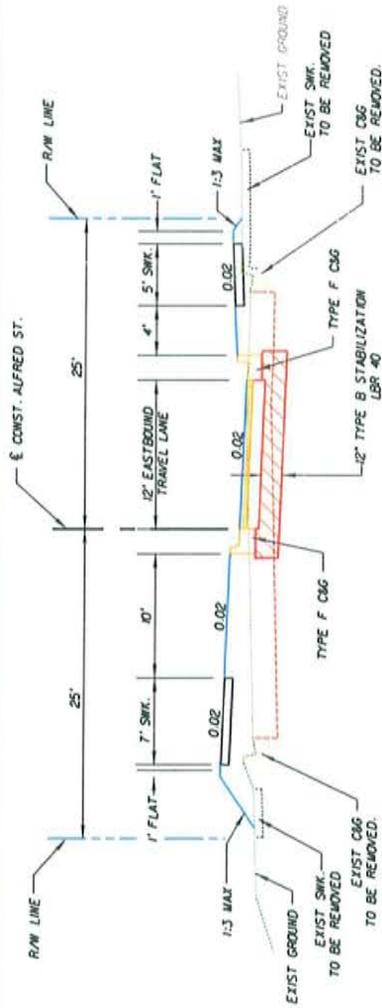
N/A

LEGAL SUFFICIENCY:

This contract has been reviewed by our City Attorney and approved for legal sufficiency.

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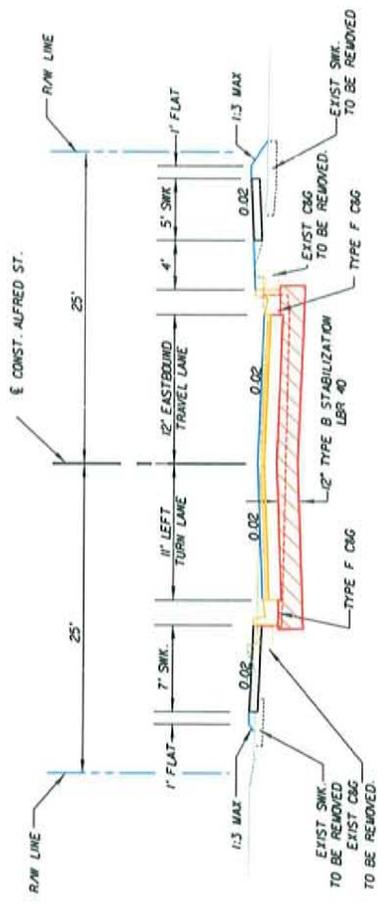




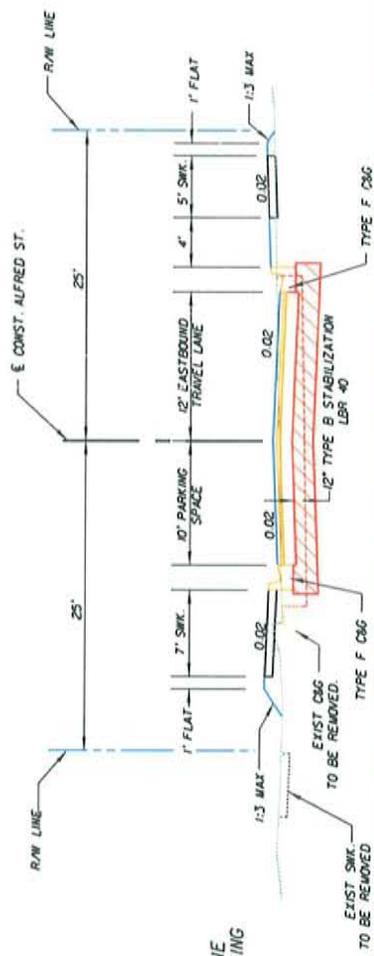
ALFRED STREET
TYPICAL SECTION #1
SINGLE EAST BOUND TRAVEL LANE

NEW CONSTRUCTION

OPTIONAL BASE GROUP 09 WITH
TYPE SP STRUCTURAL COURSE (2.5" TRAFFIC C/12")
AND FRICTION COURSE FC-9.5 (17" RUBBER)



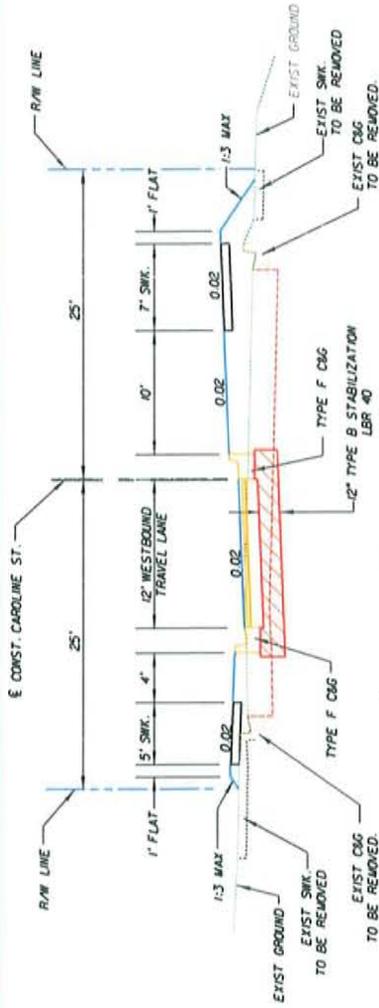
ALFRED STREET
TYPICAL SECTION #2
SINGLE EAST BOUND TRAVEL LANE
WITH LEFT TURN LANE



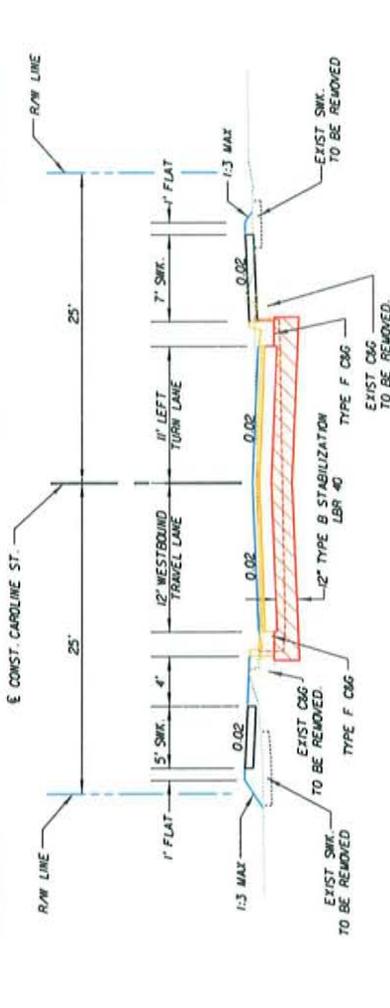
ALFRED STREET
TYPICAL SECTION #3
SINGLE EAST BOUND TRAVEL LANE
WITH ON-STREET PARALLEL PARKING

REVISIONS		STATE OF FLORIDA CITY OF TAVERES LAKE COUNTY		TYPICAL SECTIONS		SHEET NO.	
DATE	DESCRIPTION	DATE	DESCRIPTION			2	

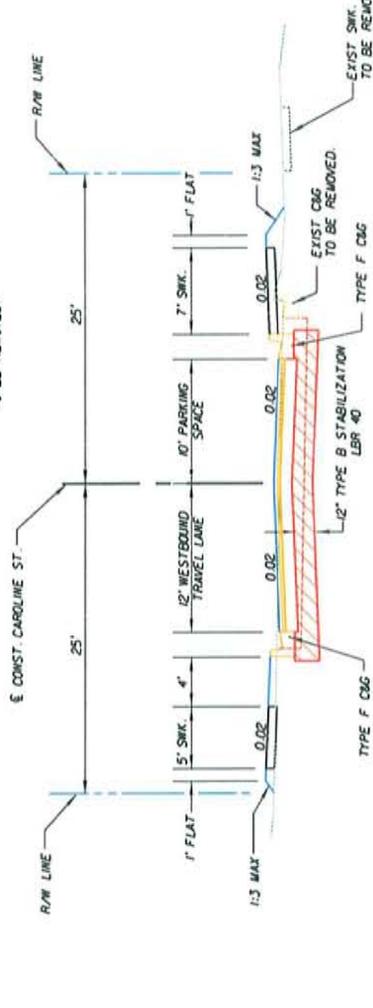




CAROLINE STREET
TYPICAL SECTION #1
SINGLE WEST BOUND TRAVEL LANE



CAROLINE STREET
TYPICAL SECTION #2
SINGLE WEST BOUND TRAVEL LANE
WITH LEFT TURN LANE



CAROLINE STREET
TYPICAL SECTION #3
SINGLE WEST BOUND TRAVEL LANE
WITH ON-STREET PARALLEL PARKING

NEW CONSTRUCTION

OPTIONAL BASE GROUP 09 WITH
TYPE SP STRUCTURAL COURSE 12.5 (TRAFFIC C112")
AND FRICTION COURSE FC-9.5 (1" RUBBER)

REVISIONS		TYPICAL SECTIONS	
DATE	DESCRIPTION	STATE OF FLORIDA CITY OF TAVERES LAKE COUNTY	SHEET NO. 3
		 <p>DRMP DESIGN, CONSTRUCTION & MAINTENANCE CORPORATION 1000 W. UNIVERSITY BLVD., SUITE 100 LAKE TAVERES, FL 32053 PH: 386.366.1111 FAX: 386.366.1112 WWW.DRMP.COM</p>	<p>DATE PLOTTED: 08/12/18 BY: JSM</p>

**AGENDA SUMMARY
TAVARES CITY COUNCIL
AUGUST 17, 2011**

AGENDA TAB NO. 5

SUBJECT TITLE: Approval of Ranking for Code Enforcement Special Magistrate Services

OBJECTIVE:

To consider the ranking committee selection of Rick Joyce as the City of Tavares Code Enforcement Special Magistrate.

SUMMARY:

The previous Special Magistrate resigned from providing Special Magistrate services effective June 15, 2011. The City subsequently went out for Request for Proposals to solicit applications for Special Magistrate services. Two submitted proposals were ranked by the committee on August 5, 2011. The ranking considerations included cost of services as well as experience in the following: quasi judicial proceedings, Special Magistrate or judge, mediation and arbitration. The ranking committee comprised of the City Attorney, Chief Lubins, Jacques Skutt and Susie Novack. The ranking committee made the following selection:

Rick Joyce, Esq.	Hourly Rate: \$200.00 per hour (2 hour minimum per meeting) or \$400.00
Joy P. Ewertz, P.A.	Hourly Rate: \$130.00 per hour (plus 2 hours driving time) or \$390.00

Note: The Code Enforcement Special Magistrate meets approximately every other month.

OPTIONS:

- 1) Move to approve the ranking committee recommendation of Rick Joyce to be Special Magistrate for Code Enforcement Hearings and authorize the City Administrator to negotiate and sign a contract.
- 2) Do not approve the recommendation.

STAFF RECOMMENDATION:

Move to approve the ranking committee recommendation of Rick Joyce to be Special Magistrate for Code Enforcement Hearings and authorize the City Administrator to negotiate and sign a contract.

FISCAL IMPACT:

The Code Enforcement budget includes \$5,000.00 for Special Magistrate Hearings. The hourly rate for the previous Special Magistrate was \$130.00 per hour (2 hour minimum). The recommended proposed rate is \$200.00 per hour (2 hour minimum per meeting).

LEGAL SUFFICIENCY:

N/A

ORIGINAL



America's Seaplane City™

REQUEST FOR PROPOSAL (RFP)

Special Magistrate Services

RFP Number: 2011-0016 Contracting Officer: J Rumble
 Pre-Proposal
 Proposal Due Date: 6-23-2011 Conference Date: None
 Proposal Due Time: 2:00 p.m. RFP Issue Date: 5-29-2011

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SECTION 2: Submission Requirements	3
SECTION 3: Insurance Requirements	4

At the date and time specified above, all proposals that have been received in a timely manner will be opened, recorded, and accepted for consideration. The names of the vendors submitting proposals will be read aloud and recorded.

VENDOR IDENTIFICATION

Company Name: Central Florida Mediators, LLC Phone Number: 407.697.6056
 E-mail Address: rick@centralfloridamediators.com Contact Person: Rick Joyce



Richard F. Joyce, Esq.

President
Central Florida Mediators

CITY OF TAVARES, CODE COMPLIANCE SPECIAL MAGISTRATE PROPOSAL

Submitted this 22nd day of June, 2011 by:

Richard F. Joyce, Esq.

Central Florida Mediators, LLC

26336 State Road 19, Suite 2

Howey in the Hills, FL 34737

407 697 6156; rick@centralfloridamediators.com

LETTER OF TRANSMITTAL

I appreciate the opportunity to be considered to serve in this capacity. I have been a practicing attorney for thirty years with considerable experience in municipal, county and land use law. More to the point, I currently serve in a similar capacity for the City of Alachua and have done so for the past three years. As such, I have presided over identical Code Compliance hearings and therefore have familiarity with state statutes governing same. I look forward to establishing a working knowledge of those Ordinances and Regulations germane to the City of Tavares.

VENDOR PROFILE

Central Florida Mediators LLC has its principle office in Howey in the Hills. As its name implies, my practice is limited to the mediation of Commercial Disputes. I no longer practice law, per se, but rather devote my entire practice to Alternative Dispute Resolution. This is one of the primary reasons I was engaged by the City of Alachua in February of 2008 to serve as its Special Magistrate for Code Enforcement. As I explained then, although the position carries with it enforcement authority and the necessity of legal knowledge, in many cases, common sense negotiating and mediating skills best serve the property owner as well as the City. I believe my CV best describes for you my wide and varied legal and business experience so I will not repeat it here. I would point out, however, that I also serve as an Adjunct Professor at the Crummer Graduate School lecturing on Negotiation. In 2010 I was named Professor of the Year by the EAMBA students. I believe this is significant in that the ability to engage and cause others to learn by their experiences is an underappreciated aspect of being a successful Code Enforcement Magistrate. I also invite you to peruse my new (under construction) website at www.centralfloridamediators.com.

As for work I've done for government, the former City Manager of Alachua hired me as their Special Magistrate and would, I'm sure, recommend my services. Since our last hearing, however, Mr. Watson has left that position and appears to be getting to run for office. I, therefore, do not have current contact info for him but hope to within the next week. I am sure, however, that City Attorney, Marian Rush could attest to my qualifications. Her number is 352 373 7566.

I have also twice served as a Special Master for Lake County and worked both with Sandy Minkoff and Melanie Marsh. Either attorney could comment on their experience with my work. 352 343 9787.

Items 3 e. and f. are not applicable to my response as there have been no actions as described.

VENDOR QUALIFICATIONS and PROPOSED COSTS

Resume attached

I propose to perform this work at the rate of \$200/hour, with a two hour (\$400) minimum per meeting.

I am happy to provide numerous attorney references for whom I have provided mediation services in the event you wish to pursue my application further. I thank you for your consideration.

RICK JOYCE, ESQ.

MEDIATION EXPERIENCE AND QUALIFICATIONS

*Conducted hundreds of mediations throughout Central Florida. Subject matter includes commercial transactions, employment, contracts, partnership and business disputes, banks and borrowers, construction, real estate, intellectual property, supplier contracts, family, personal injury, probate, condominium, securities, franchise disputes and product liability.

*Certified Circuit Civil Mediator, Supreme Court of the State of Florida

*Certified Family Mediator, Supreme Court of the State of Florida

*Certified Appellate Mediator, Fifth District Court of Appeals

*Qualified Arbitrator

*Qualified Mediation Assistant Trainer

*Special Magistrate, Code Compliance, City of Alachua

*Special Master, Lake County

LEGAL EXPERIENCE

* President, Central Florida Mediators, LLC November 2008 through present

*Akerman Senterfitt, Orlando, Fl. 2005 through November 2008

*Dixon Ticonderoga Company General Counsel, Heathrow, Fl. 1990 through February 2005

*Conn, Joyce and Christine, St. Augustine, Fl. 1984 through 1990

*Bell, Boyd and Lloyd, Chicago, Il. 1981 through 1984

TEACHING EXPERIENCE

*Adjunct Professor for "Negotiation and Managing the Dispute Resolution Process", Crummer Graduate School of Business, Rollins College, Winter Park, Fl.

*Instructor in Circuit Civil Mediation Certification Training Program, Mediation Training Center (Perry Itkin)

BUSINESS EXPERIENCE

*CEO and Vice Chairman of the Board of the Dixon Ticonderoga Company

*OFB Commercial Properties, Managing Member

PROFESSIONAL AFFILIATIONS/ CIVIC SERVICE/ PROFESSIONAL RECOGNITION

*Florida Bar

*Seminole County Bar Association Board Member

*Lake County Bar Association

*Citrus County Bar Association

*Former Chairman, Metro Orlando International Affairs Commission

*Metro Orlando Economic Development Commission Board Member

*Seminole Regional Chamber of Commerce Board Member

*Lake County Industrial Development Authority Board Member

- *Lake County Economic Development Advisory Council Board
- *City of Tavares Community Redevelopment Authority Advisory Committee
- *Pop Warner Football Coach
- *Leadership Florida Class XXVII
- *Recipient of the 2005 International Community Award (Orlando)

EDUCATION

- *St. Louis University School of Law J.D. 1981 (President of Student Bar Association, Alpha Sigma Nu Honor Society, Academic Service Scholarship Recipient)
- *University of Delaware, Bachelor of Science in Business Administration 1977

BAR ADMISSIONS

- *Florida 1983 through present
- *Illinois 1981 through 2003

BIO

A native of Wilmington, Delaware, Rick Joyce began his legal career in 1981 with the Chicago office of Bell Boyd and Lloyd. He graduated from the University of Delaware in 1977 with a degree in Business Administration, and earned his J.D. from the St. Louis University School of Law in 1981 where he earned membership in the Alpha Sigma Nu Honor Society and was elected President of the Student Bar Association.

An existing Florida client prompted a move to the Jacksonville area in the mid '80's where, after a brief association with a prominent local firm, he joined with one of the other partners to form the firm of Conn and Joyce, P.A. (eventually Conn, Joyce and Christine P.A.) The firm's main offices were in St. Augustine and its practice served clients throughout the state primarily in the areas of corporate, business, land use and transactions, municipal and commercial litigation.

In 1990, he joined the Dixon Ticonderoga Company in Central Florida as General Counsel. Dixon was a 210 year old international public manufacturing company engaged in diversified businesses including the writing instrument and art product markets as well as two graphite related industrial markets. It is best known in the USA for the #2 Ticonderoga pencil. He remained with the Company for 15 years until its sale and privatization in February 2005.

While continuing to serve as General Counsel throughout his entire tenure, he accepted the opportunity to expand his business experience in progressively more responsible management positions within the Company – ultimately being named Co-CEO and Vice Chairman of the Board in 1998. He served in these multiple roles through the Company's sale referenced above. These combined duties as CEO and General Counsel gave him ultimate responsibility for all aspects of the Company's operations and legal challenges on a global scale with facilities in the USA, Canada, Mexico, China and the UK and nearly two thousand employees worldwide.

Upon the sale of the Company, he joined the Orlando and Tavares offices of Akerman, Senterfitt where, in addition to serving his business client base, he devoted his practice primarily to the mediation and resolution of myriad commercial and family disputes. That affiliation ended on November 1, 2008 when he founded Central Florida Mediators to focus exclusively on Alternate Dispute Resolution.

He is certified by the Florida Supreme Court in both Circuit Civil and Family Mediation and is a Qualified Arbitrator having completed both the Basic and Advanced Training programs. He has been approved by the Fifth DCA as an Appellate Mediator and is also a Qualified Assistant Mediation Trainer who routinely works with Perry Itkin, Esq. in conducting his Mediation Certification Programs. He has served as a Special Magistrate in both Lake and Alachua Counties. He serves as an Adjunct Professor of Negotiation at the Crummer Graduate School at Rollins College and is a frequent speaker on the art of negotiation and mediation.

Rick Joyce

From: Weber, Dianne
Sent: Friday, February 29, 2008 11:46 AM
To: Joyce, Rick
Subject: Joyce in High Spring Herald story on Special magistrate decides fines for code violators in Alachua
Attachments: HSHAKr2_28_08.pdf
Follow Up Flag: Follow up
Flag Status: Flagged

For your records.

*Article from High Springs Herald
regards Special Magistrate Appointment*

<http://www.highspringsherald.com/articles/2008/02/28/news/news10.txt>

Special magistrate decides fines for code violators in Alachua
By Rachael Anne Ryals
Herald Staff Writer

ALACHUA -- He sits alone in the center of the desk that stretches the length of the vast Alachua City Commission chambers.

As the city staff interviews witnesses and describes code offenses, from trash in a yard to a dilapidated house, he leans back in his chair with a contemplating look on his face.

He has no one sitting next to him to deliberate with, to hash things out with, so it must be done in his head and this shows on his face.

Although he does ask questions of the staff -- clarifications of city rules, further explanation of how many notices a resident has received -- at the end of the hearing, it is he alone that will decide the fines and fate for the residents in question.

Richard F. Joyce is the city's new special magistrate, a one man judge and jury so to speak, who has replaced the previous, resident-filled Code Enforcement Board, a board that determined what fines to impose on somebody who does not comply with city codes.

Fines as much as \$250 per day for a first violation and as much as \$500 a day for subsequent violations can be ordered, as can a lien on a violator's property.

Joyce was hired because the city had trouble keeping residents on the non-paid Code Enforcement Board, Alachua Mayor Gib Coerper said.

Coerper said that because Alachua is growing and the code issues are becoming more complex and frequent, having an impartial, legal opinion is beneficial.

"This is an attempt to try to be fair to everyone and also to enforce the city's rules and regulations," Coerper said.

Because the board has not had enough members to hold a meeting for nearly two years, code violators have been able to escape punishment during that time. There were 25 pending cases when Joyce started, and he is working through those cases by hearing a few at each meeting.

"I think the intention was to put some teeth in it," Joyce said about his hiring.

Thursday was only Joyce's second meeting, but he said he already feels at home in the city.

Maybe that's because he and his wife Debbie, married 30 years, are familiar with small towns.

"I live in a town smaller than this," he said.

While he works in Orlando, he lives in a town called Howey-in-the-Hills, where he and his wife have a working orange grove and chickens on 18 acres.

Joyce said he found out about the job from an ad in the Florida Bar News.

In the application Joyce submitted to the city, he states that him being from out of town is an advantage to the city because he has no history or ties to the community and can be completely impartial.

The drive from his home to Alachua is pleasant, Joyce said, adding that he brought his wife along this time because she enjoys antique shopping in the area.

Joyce is paid \$150 an hour, with a minimum of two hours per hearing, and does not charge for driving time.

The cost is justified because the city needs to be able to deal with code violations in a quick, fair and legal way, Coerper said.

"He is a very intelligent guy who knows the law backward and forward," he said.

Joyce seemed to be at ease at the meeting and open to both staff and audience members.

Before the meeting, he joked with city staff, explaining that he was not joining the military, only that his barber mistakingly cut his too short.

He also walked around the chambers, shaking everyone's hands in the audience asking, "Are you a resident with a code violation?"

But no one with a code violation being heard that night showed up for the hearing. Joyce said he hopes residents will show up to hear their cases because it helps him make a better decision to hear from both sides.

In fact, finding common ground in a legal setting is something that Joyce is accustomed to, as he currently is a mediator for the largest Florida-based law firm, Akerman Senterfitt.

He said that job and also his previous jobs, from legal counsel to CEO for the company that invented the yellow #2 pencil, helped to prepare him for his duties as a special magistrate.

"I can relate to the client," he said. "This is to me a part of that."

Joyce said he will approach each case on an individual basis, weighing the issues and trying to make the right decisions.

He said it is important to find a balance between fining someone

enough to get their attention and remedy the problem but not so much that the person is overwhelmed by the fines and decides to do nothing.

"You have to bring a lot of common sense to this thing, too," he said.

At Thursday's meeting, Joyce chose to order fines of \$25 a day for one case involving a dilapidated home and \$50 a day for a property overrun with trash and debris.

Joyce said he hopes that his experience will help the city of Alachua achieve its goals of having a nice community.

He said residents should not fear him because of the fines he can hand out, but should instead take pride in their community.

"This city has a vision and I like to think that this {being a special magistrate} is a small part of that vision -- to see to it that everyone takes the pride they need to," he said.

----- End of Forwarded Message



the law offices of · joy p. ewertz · p.a.

THE CITY OF TAVARES

REQUEST FOR PROPOSAL

RFP # 2011-0016

SPECIAL MAGISTRATE SERVICES

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REQUEST FOR PROPOSALS CITY OF TAVARES SPECIAL MAGISTRATE RFP #2011-0016



the law offices of · joy p. ewertz · p.a.

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the law offices of • joy p. ewertz • p.a.

Joy P. Ewertz, Esq.
Email: jewertz@ewertzlaw.com

Post Office Box 547381
Orlando, Florida 32854
Main Telephone: (407) 481-0966
Facsimile: (407) 481-0995

City of Tavares
Purchasing Department
201 East Main Street
Tavares, FL 32778
Attn: J. Rumble

RE: RFP # 2011-0016 Special Magistrate Services

To Whom It May Concern:

The Law Offices of Joy P. Ewertz, P.A., is pleased to present this response for the City of Tavares Request for Proposal for RFP # 2011-0016, Special Magistrate Services.

Enclosed for your review please find the information and qualifications of the firm and for the person who will be performing the duties, Ms. Joy P. Ewertz. Ms. Ewertz is a Florida licensed attorney, a Special Magistrate, a Florida Supreme Court Certified Circuit Civil Mediator and an Adjunct Professor. Ms. Ewertz also serves as counsel to the City of Deltona and provides legal services for the federal Neighborhood Stabilization Program. The firm takes pride in servicing its clients in a timely and professional manner and is committed to servicing the City of Tavares in this position.

It would be an honor and a privilege to provide support for the City of Tavares.

Sincerely,


Joy P. Ewertz

545 Delaney Avenue • Building 9 • Orlando • Florida • 32801

RFP # 2011-0016 Special Magistrate Services

Firm Profile

The Law Offices of Joy P. Ewertz, P.A.

The Law Offices of Joy P. Ewertz, P.A., was established in April, 2006, by Joy P. Ewertz, Esq. It is a local firm located only in Orlando, Florida. Ms. Ewertz decided to open her own law firm in order to provide her clients with more specialized service. The firm staff currently consists of Ms. Joy P. Ewertz, serving as the principal and attorney and Ms. Lisa Mosier, a part-time contract assistant.

The Law Offices of Joy P. Ewertz, P.A. concentrates its practice in the area of Real Estate Law. Ms. Ewertz is well versed in all aspects of Real Estate and primarily represents developers, companies and individuals in areas including: representation in front of governmental entities, complex commercial and residential contract negotiation, real estate acquisitions, residential and commercial loan transactions, mezzanine financing and condominium advice and document preparation. In addition, she advises clients on real estate sales, leasing and development; and manages commercial and residential closings including title review, survey review and document preparation. Her clients include many central Florida developers, companies and individuals as well as developers and apartment owners located throughout the United States and the world.

In addition to providing legal services to individuals, developers and various entities, Ms. Ewertz has served as a Special Magistrate to the Orange County Value Adjustment Board in 2008, 2009, 2010 and was recently appointed again as Special Magistrate for 2011. Ms. Ewertz also served as Special Magistrate to the Osceola County Value Adjustment Board in 2009 and an alternate Special Magistrate to the Lake County Value Adjustment Board in 2010. In all of these positions, she was appointed to hear and consider petitions pertaining to the issues of real property exemptions and classifications. Her duties also include making recommendations to the Value Adjustment Boards, including proposed findings of fact, conclusions of law, and reasons for upholding or overturning the determination of the Property Appraiser.

Ms. Ewertz is current counsel to the City of Deltona under the Federal Department of Housing and Urban Development Neighborhood Stabilization Program. Ms. Ewertz is providing legal counsel to the City of Deltona in all aspects of the implementation of this program.

Ms. Ewertz is very adept in working with governmental entities and has represented clients in front of numerous agencies. Examples of such representation include: representing the owner of a 208 unit apartment complex with over 600 code violations; representing the owner of a 532 unit apartment complex seeking a zoning code variance; representing a condominium developer seeking approval of a conditional use under the planning code; representing a

developer seeking amendment to the approved Plan Development; and representing various condominium developers in negotiating final approval of condominium documents with the Division of Florida Condominiums, Timeshares and Mobile Homes.

Prior to forming her own firm, Ms. Ewertz worked for the law firms of Winderweedle, Haines, Ward and Woodman, P.A. and Gronek and Latham, LLP. She graduated from Florida State University School of Law and became licensed to practice in Florida in 2002. Prior to becoming an attorney, Ms. Ewertz spent many years as a consultant in the Credit Card Industry where she assisted major financial institutions and private label companies in their system conversions. She also owned and operated a gourmet coffee shop.

The firm is located in Orlando, Florida. The current physical address and contact information is:

545 Delaney Avenue
Building 9
Orlando, Florida 32801
Telephone (407) 956-4122
Facsimile (407) 956-5265
www.ewertzlaw.com
jewertz@ewertzlaw.com

References for Governmental Legal Work

The Law Offices of Joy P. Ewertz, P.A.

1. Agency City of Deltona
Address 2345 Providence Boulevard
City, State, Zip Deltona, FL 32725
Contact Person Mr. Chris Bowley
Telephone (386) 878-8602
Date(s) of Service February 2010 through present
Type of Service Legal Services, Neighborhood Stabilization Program
Contact email cbowley@deltonafl.gov

2. Agency Orange County Value Adjustment Board
Address Post Office Box 38
City, State, Zip Orlando, FL 32802
Contact Person Ms. Katie Smith
Telephone (407) 836-5447
Date(s) of Service 2008 through present
Type of Service Special Magistrate Value Adjustment Board
Contact email Katie.smith@occompt.com

3. Agency Lake County Value Adjustment Board
Address 315 West Main Street, Suite 416
City, State, Zip Tavares, FL 32778
Contact Person Ms. Susan Dugan
Telephone (352) 343-7417
Date(s) of Service October 2010 – February 2011
Type of Service Alternate Special Magistrate Value Adjustment Board

Statement Of Claims

A claim was filed against the Law Offices of Joy P. Ewertz, P.A. and Joy P. Ewertz Esq., by Miller Consultants, Inc. ("Miller"), citing malpractice. It should be noted that neither the Law Offices of Joy P. Ewertz, P.A. or Joy P. Ewertz represented Miller, offered legal advice to Miller or invoiced or collected any payment from Miller. Further, Miller failed to state any specific claim of malpractice or provide any proof of representation by either the Law Offices of Joy P. Ewertz, P.A. or Joy P. Ewertz, Esq. The lawsuit was dismissed in March, 2011.

There are no other current, pending or anticipated claims.

Neither The Law Offices of Joy P. Ewertz, P.A. or Joy P. Ewertz, Esq. has ever been disbarred, suspended, the subject of a complaint or has received any other disciplinary actions filed with or received by the Florida Bar or any other bar.

Resume
Joy P. Ewertz, Esq.

EDUCATION

Florida State University
Tallahassee, FL

Charles University Law School
Prague, Czech Republic

Florida International University
Miami, FL

Juris Doctor

Cum Laude

Summer Study Abroad Program

Bachelor of Arts, Political Science

Magna Cum Laude

PROFESSIONAL EXPERIENCE

The Law Offices of Joy P. Ewertz, P.A. - Attorney
Orlando, FL

April 2006 – Present

Advise clients and provide legal counsel in all areas of commercial, retail, and residential real estate contract negotiations, acquisitions, sales, leases, due diligence, land use issues, closing and development issues. Negotiate and draft leases and provide counsel on purchase loan transactions for commercial retail centers. Manage complex commercial loan transactions including acquisition loans, construction loans and mezzanine financing. Collaborate with developers to devise specific condominium documents for each project. Advise clients on all types of condominiums, including residential, commercial, conversions, mix-use and land condominiums. Advise clients and draft all required corporate documents, including Articles of Incorporation, By-Laws, Articles of Organization and Operating Agreements. Negotiate with state and local agencies to ensure condominium and land compliance with statutes and ordinances. Represent clients in front of government entities including, Orange County Code Enforcement Board, Orange County Municipal Planning Board, Orange County Board of County Commission, Winter Park Planning and Zoning Board and Division of Florida Condominium, Timeshares and Mobile Homes. Attorney for City of Deltona's Neighborhood Stabilization Program under Housing and Urban Development; providing legal services for program compliance, negotiated contracts and provide closing services. Instrumental in helping the city reach goal of committing all allocated funds within the required timeframe. Florida Supreme Court Certified Circuit Civil Mediator in all areas of civil disputes and specifically in the areas of real estate disputes. www.ewertzlaw.com

Special Magistrate - Orange County Value Adjustment Board 2008 - 2011 appointment
Orange County, FL

Special Magistrate - Osceola County Value Adjustment Board 2009 - 2010 appointment
Osceola County, FL

Special Magistrate (Alternate) Lake County Value Adjustment Board 2011 appointment
Lake County, FL

Appointed to hear and consider petitions pertaining to the issues of real property exemptions and classifications. Make recommendations to the Value Adjustment Board, including proposed findings of fact, conclusions of law, and reasons for upholding or overturning the determination of the Property Appraiser.

Winderweede, Haines, Ward & Woodman, P.A. - Associate May 2004 – April 2006

Winter Park, FL

Real Estate associate. Managed and assisted clients in complex commercial loan transactions. Negotiated and drafted commercial retail leases. Solely responsible for the development of the firm's condominium practice area. Collaborated with developers to devise specific condominium documents for each project. Advised clients on all types of condominiums, including residential, commercial, conversions, mix-use and land condominiums. Negotiated with state and local agencies to ensure condominium compliance with statutes and ordinances. Advised clients on commercial and residential real estate acquisitions, sales, leasing and development. Managed commercial and residential closings including title review, survey review and document preparation.

Gronck & Latham, LLP - Associate

May 2002 – May 2004

Orlando, FL

Real Estate associate responsible for advising clients on commercial and residential real estate acquisitions, sales, leasing and development. Prepared letters of intent and contracts for multi-lot acquisitions for Centex and other local developers. Assisted in the closing of complex commercial real estate transactions for major corporations including Universal Studios and the Florida Citrus industries. Negotiated and prepared complex commercial and residential real estate contracts. Managed commercial and residential closings including title review, survey review and document preparation.

Bogart's Coffee Bistro – Owner

April 1992 – September 1996

Newark, CA

Planned, designed and implemented specialty coffee shop concept. Devised monthly marketing campaigns, including direct mail and promotional events. Prepared monthly budget and cost of sales analysis. Negotiated and maintained vendor agreements. Managed daily operations and directed staff of ten to twelve employees.

Consultant – Self Employed

January 1990 – August 1999

Researched and prepared product analysis on credit card processing software and services for financial institutions and private label companies such as Coldwater Creek. Negotiated contracts and prices. Developed conversion project plans. Reviewed and ensured compliance with government and Visa/Mastercard regulations. Developed marketing promotional plans for cardholder and merchant programs.

**First Data Resources – Team Leader
1990**

January 1987 – January

San Mateo, CA

Provided project management to financial institutions for custom software programs for credit card processing, marketing, collections and security. Designed programming specifications and managed implementation. Participated in processor conversion and de-conversions and governmental and Visa/Mastercard compliance upgrades. Provided consultation, at executive level, to ensure governmental regulatory compliance and growth of credit card programs. Supervised team of account representatives who managed clients generating over twelve million dollars in annual revenues.

Similar Special Magistrate Services

Ms. Ewertz has served as a Special Magistrate to the Orange County Value Adjustment Board in 2008, 2009, 2010 and was recently appointed again as Special Magistrate for 2011. Ms. Ewertz also served as Special Magistrate to the Osceola County Value Adjustment Board in 2009 and an alternate Special Magistrate to the Lake County Value Adjustment Board in 2010. In all of these positions, she was appointed to hear and consider petitions pertaining to the issues of real property exemptions and classifications. Her duties also include making recommendations to the Value Adjustment Boards, including proposed findings of fact, conclusions of law, and reasons for upholding or overturning the determination of the Property Appraiser.

Ms. Ewertz is very adept in working with governmental entities and has represented clients in front of numerous agencies. Examples of such representation include: representing the owner of a 208 unit apartment complex with over 600 code violations; representing the owner of a 532 unit apartment complex seeking a zoning code variance; representing a condominium developer seeking approval of a conditional use under the planning code; representing a developer seeking amendment to the approved Plan Development; and representing various condominium developers in negotiating final approval of condominium documents with the Division of Florida Condominiums, Timeshares and Mobile Homes.

ADDITIONAL EXPERIENCE

Valencia Community College – Adjunct Professor for Paralegal Studies Program,
Business Organizations
Member Florida Bar - Admitted 2002, License #0609791
Teaching Assistant, Basic Real Estate, Legal Writing and Intellectual Property – Florida State
University College of Law
Member - Commercial Real Estate Women Organization
Volunteer - Central Florida Red Cross, Valentines Rendezvous Event Committee
Volunteer - American Cancer Society, Relay for Life
Volunteer - Return to Respect Gala Event Committee
Law Clerk Intern - Florida Supreme Court - Justice Major Harding
Summer Law Clerk - Legal Department - Hard Rock International
Executive Editor - Journal of Transnational Law and Policy

Business and License Information

Type of Business:

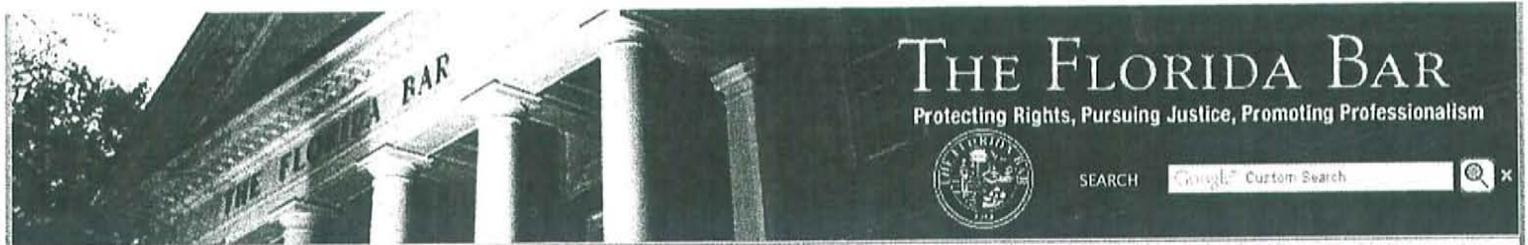
The Law Offices of Joy P. Ewertz, P.A., is a professional association (corporation) incorporated in and registered with the Florida Department of Corporations. The law firm is 100% woman owned.

Federal Employer Identification Number:

43-2102880

Licenses: Membership in the Florida Bar Association:

Attorney Joy P. Ewertz has been a member of the Florida Bar Association since 2002 (Florida Bar # 0609791 see attached).



Monday, June 20, 2011

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The Florida Bar
651 E. Jefferson Street
Tallahassee, FL 32399-2300
(850) 561-5600



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Joy P. Ewertz

Member in Good Standing
Eligible to practice in Florida

ID Number:	609791
Address:	The Law Offices of Joy P. Ewertz, P.A. PO Box 547381 Orlando, Florida 328547381 United States
Phone:	407.9564122
Fax:	407.9565265
E-Mail:	jewertz@ewertzlaw.com
vCard:	 ?
County:	Orange
Circuit:	9
Admitted:	10/24/2002
Sections:	Real Property Probate and Trust Law
10-Year Discipline History:	None
Law School:	The Florida State University College of Law
Graduation Year:	2002
Degree:	Doctor of Jurisprudence/Juris Doctor
Firm:	The Law Offices of Joy P. Ewertz, P.A.
Website:	www.ewertzlaw.com
Firm Size:	One
Occupation:	Private Law Practice
Practice Areas:	Real Estate

The Find A Lawyer directory provides limited basic information about attorneys licensed to practice in Florida and is provided as a public service by The Florida Bar. The information contained herein is provided "as is" with no warranty of any kind, express or implied. The Florida Bar, its Board of Governors, employees, and agents thereof are not responsible for the accuracy of the data. Much of the information is provided by the attorney and it is the attorney's responsibility to review and update the information. Publication of attorneys' contact information within this listing should not be construed as their consent to receive unsolicited communications in any form. Certain unauthorized uses of this data may result in civil or criminal penalties. The Find A Lawyer directory is not a lawyer referral service.

[Revised: 05-13-2011]

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RFP # 2011-0016 Special Magistrate Services

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Proposed Cost

The Law Offices of Joy P. Ewertz, P.A., proposes an all-inclusive hourly rate of \$130.00 per hour, including travel time. Fees will be based on actual billable hours and will be submitted monthly. If there is additional work required to be performed that is beyond the scope of the contract, the additional services would be billed at the same all-inclusive hourly rate of \$130.00.

Project Understanding

The Law Offices of Joy P. Ewertz, P.A.

An experience attorney, special magistrate, mediator and adjunct professor, Ms. Ewertz can provide superior legal services as Special Magistrate for the Code Enforcement hearings. Ms. Ewertz' experience as a special magistrate to various Value Adjustment Boards provides her with the unique insight as to how hearings are conducted on matters between a governmental entity and the general public. In addition, her experience with providing legal advice, including interpretation of Federal Housing and Urban Development regulations, to the City of Deltona, is closely related to the type of legal expertise required under this proposal.

Ms. Ewertz is experienced with and understands the complexities of code compliance violations. As Special Magistrate, Ms. Ewertz will ensure proper application of Chapter 162, Florida Statutes and of the City of Tavares' Municipal Code of Ordinances relating to code enforcement, including but not limited to: Tavares Zoning and Land Development Regulations Chapter 4 Animals; Chapter 5 Building and Building Regulations; Chapter 6 Fire Protection; Chapter 7 Flood Protection and Prevention; Chapter 8 Sanitation; Chapter 12 Mobile Homes; Chapter 13 Motor Vehicles and Traffic; Chapter 18 Streets, Sidewalks and other Public Places.

Ms. Ewertz has represented numerous clients before various government boards or councils and she is familiar with the various ordinary and complex issues that may be presented.

Insurance Information

Malpractice Insurance:

The Law Offices of Joy P. Ewertz, P.A., has a Professional Liability Policy through Florida Lawyers Mutual Insurance Company, Policy # 20060137
Limit of Liability: \$100,000, Per Claim
 \$300,000.00 Total Limit

Business Insurance:

The Law Offices of Joy P. Ewertz, P.A. has business insurance with the Hartford Insurance Company:

General Liability: \$2,000,000 General Aggregate
 \$2,000,000 Products & Completed Operations Aggregate
 \$1,000,000 Personal & Advertising Injury
 \$1,000,000 Liability and Medical Expenses
 \$ 300,000 Damages to Premises
 \$ 10,000 Medical Expenses

Automobile Liability: \$1,000,000 Hired Automobile Liability
 \$1,000,000 Non-Owned Automobile Liability

The Law Offices of Joy P. Ewertz, P.A., is a registered corporation with the Florida Department of State, Division of Corporations. Ms. Ewertz is listed as an Officer. Ms. Ewertz has elected to be exempt from workers compensation benefits. However, upon the awarding of the contract, Ms. Ewertz will secure workers compensation insurance if required.

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**AGENDA SUMMARY
TAVARES CITY COUNCIL
AUGUST 17, 2011**

AGENDA TAB NO. 6

SUBJECT TITLE: Financing Plan to Construct the Pavilion on the Lake

OBJECTIVE:

To accept the business plan and establish the Financing Plan and budget at \$3.36million for the Pavilion on the Lake

SUMMARY:

Attached is the Business Plan for the Pavilion On The Lake for review and acceptance. Community Services Director Tamera Rogers will provide a power point presentation highlighting the salient points of the project and the Business Plan, and in addition the Finance Director Lori Houghton will review the financial projections for facility operations.

The estimated cost to construct the Pavilion on the Lake is \$3.36 million (see attached Architects estimate). The City has approximately \$1.38 million available from its Wooton Park Redevelopment project for the Pavilion on the Lake and has made an application to the County's Tourist Development Board for \$750,000 grant. If the grant is awarded the city would need \$1,250, 000 to construct this facility. If the grant is not awarded then \$2 million is needed.

Staff is recommending that the city borrow \$2 million from its Utility Reserve Funds at 1.5% interest to get this project going. The combined Utility Reserve Funds are estimated at \$7,187,553 for Fiscal Year 2012 (next budget Year). As these funds represent reserve and restricted fund balances that are un-appropriated, this scenario provides a safe investment opportunity alternative for the Water and Wastewater utility.

The interfund loan/investment is proposed as a 20 year investment period with the Pavilion paying interest only payments to the utility for the first five fiscal years of operations. In the sixth year, principal payments will commence.

Preliminary estimates for revenues and expenditures are proposed at conservative levels with achievable milestones.

- Fiscal Years 2012 & 2013 – Construction Period
- Fiscal Year 2014 – Revenues estimated at 60% of rental capacity.

- Fiscal Years 2015 – 2018 – Revenues are estimated to increase as capacity rentals increase at a rate of 5% per year until Fiscal Year 2018 and thereafter where capacity rentals are proposed at 80%.
- Staffing levels are proposed at moderate levels with 3 full-time employees with an additional budgeted amount for contingency staffing (\$19,000).
- Operational costs are estimated at reasonable levels, slightly higher than actually anticipated.
- A contingency amount for needed equipment in the first two years is anticipated and proposed.
- Depreciation/Capital Renewal & Replacement is included in determining net income although the expense is a non-cash item. This allows the newly created enterprise to build reserve funds for unanticipated events/needs.
- The General Fund will contribute start-up funding for pre-opening activities, with reimbursement transfers to the General Fund from Pavilion revenues anticipated each year thereafter, but with transfer forgiveness (net effect 0 to the General Fund) until fiscal year 2016.
- Cash reserves are anticipated to grow to an estimated \$1,218,297 by fiscal year 2019 which will allow early extinguishment of the interfund loan.

If the grant is received from TDC then it would go towards paying back that loan and the remainder of the debt (\$1,250,000) would be paid back from revenues derived from the facility per the business plan (Option A). If the grant is not received then the facility would be required to pay back the loan (\$2 Million) per the business plan (Option B).

OPTIONS:

- 1) Accept the proposed Business Plan; approve the Proposed Financing Plan to borrow \$2 million from Utility Reserve Fund at 1.5% interest and set the Pavilion on the Lake budget at \$3.36 million.
- 2) Delay building the project until and if TDC awards the \$750,000.00 and adjust the borrowing amount to \$1,250,000 at such time as the grant is awarded. (Note: The TDC has deferred a decision on all TDC Grant Applications indefinitely).
- 3) Do not build the project at this time

STAFF RECOMMENDATION: Move to accept the proposed Business Plan; approve the Proposed Financing Plan to borrow \$2 million from Utility Reserve Fund at 1.5% interest and set the Pavilion on the Lake budget at \$3.36 million

FISCAL IMPACT: Establishes the Pavilion on the Lake budget at \$3.36 million and develops a financing plan that utilizes the existing \$1.38 million that is appropriated for this project along with a \$2 million loan from the Utility Reserve Funds.

LEGAL SUFFICIENCY: All options are legally sufficient.



August 10, 2011

Tavares City Council
c/o Mr. John Drury, City Administrator
201 East Main Street
Tavares, Florida 32778

RE: TAVARES MULTI-MODAL PROJECT - PAVILION ON THE LAKE
ESTIMATE OF PROBABLE COSTS
Tavares, Florida

Dear Mr. Drury:

Blaise, Fiebach & Associates is pleased to provide our estimate of probable costs for the third phase of the Tavares Multi-Modal Project at Wooton Park. The attached estimate provided is our professional opinion of the anticipated scope of this phase in accordance with the preliminary plans provided and the finishes that were presented by the staff. We have reviewed recent projects that have similarities to the project, while understanding that there are no other projects like this being constructed today. The project, will be constructed with an experienced Construction Manager, Emmett Sapp Builders, Inc. who will assist the City in monitoring and controlling costs thru the design phase of the project.

The Pavilion has a first floor seating capacity of 148 in chairs in a Wedding Chapel arrangement. The second floor has a seating capacity of 152 at tables for dining, conference and reception, or can be arranged to hold approximately 300 for social "after-hours" functions. We have included a line item for fixtures, furnishings and equipment to accommodate the necessary items to complete the project.

Based on the above, it is our opinion that the total budget for this project is \$3,364,081.75 which includes all costs associated with this project including construction costs, architectural and engineering fees, construction management, sitework, utility extension costs, furnishings and fixtures.

Sincerely,
BLAISE, FIEBACH & ASSOCIATES, P.A.

A handwritten signature in black ink, appearing to read 'Robert E. Blaise, Jr.', is written over the typed name.

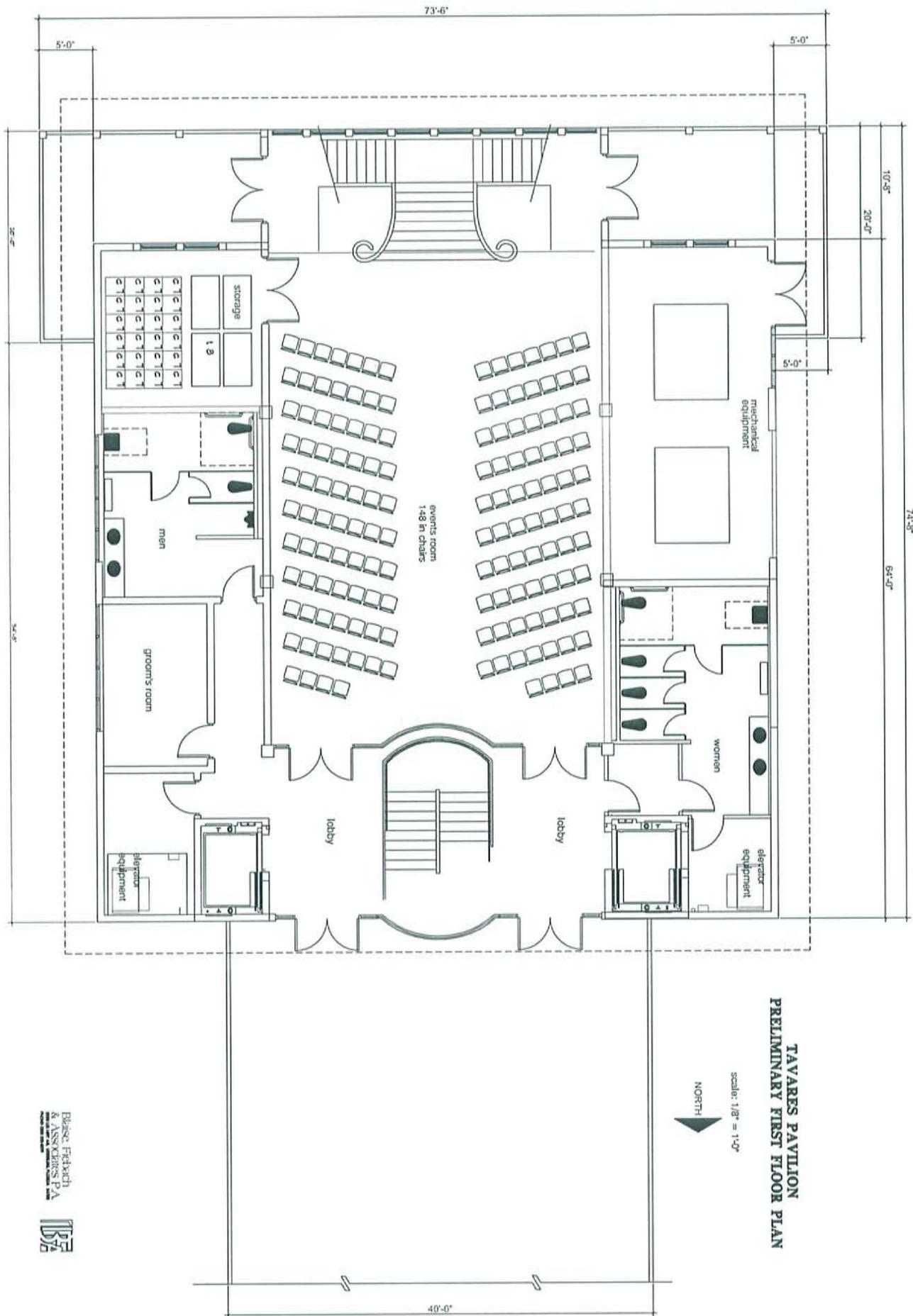
Robert E. Blaise, Jr.

CITY OF TAVARES MULTI-MODAL PROJECT
 PAVILION ON THE LAKE

Date: 8/10/11

ESTIMATE OF PROBABLE COST

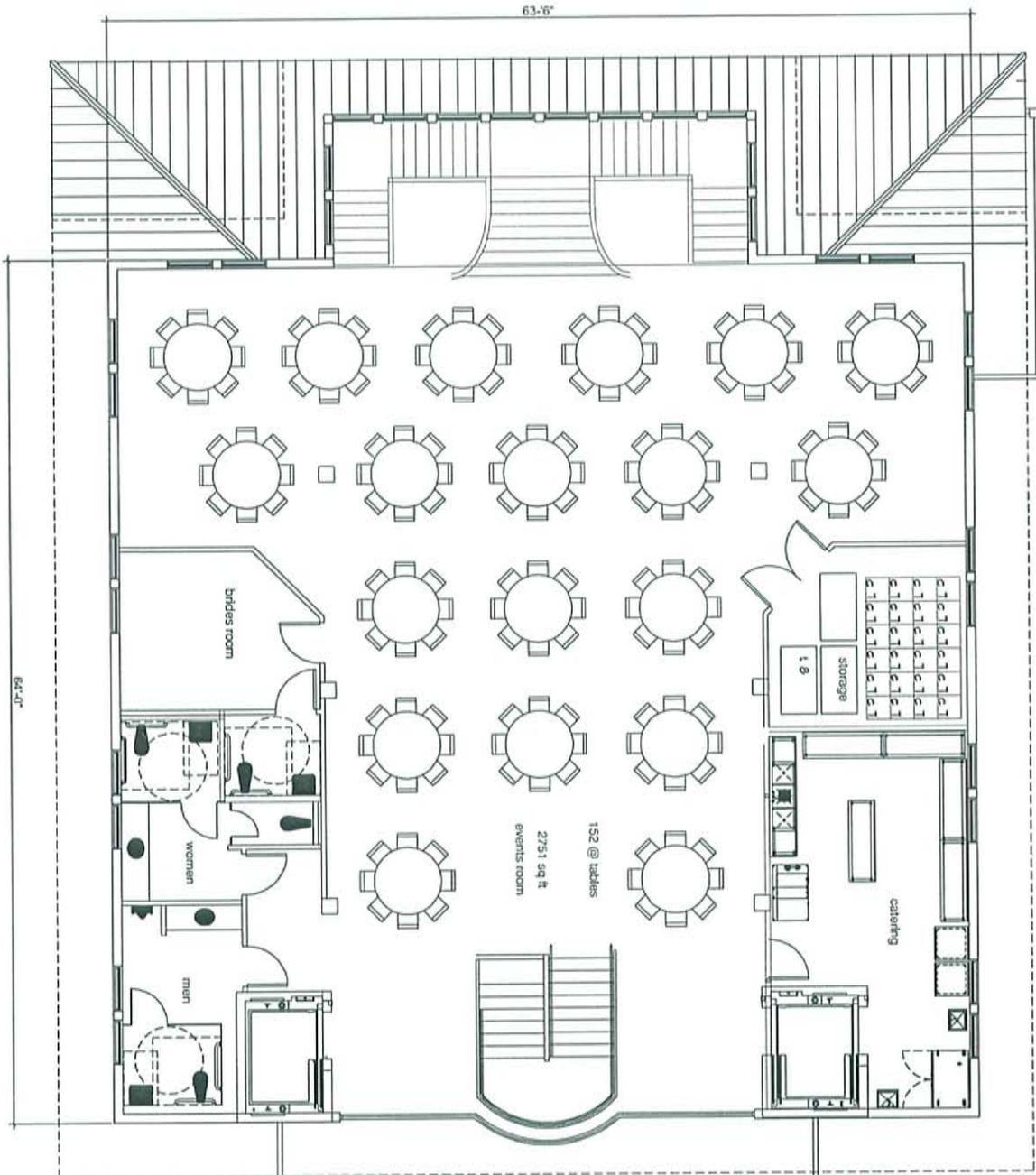
SPACE NAME	QTY	SQ. FT.	GSF	COST
Pier	7,750	S.F. @	\$45.00	\$348,750.00
Water Taxi Slips	1,708	S.F. @	\$76.81	\$131,191.48
Pier foundation for two story	4,453	S.F. @	\$76.81	\$342,034.93
Multi-use assembly space 1st floor	4,453	S.F. @	\$170.00	\$757,010.00
Multi-use assembly space 2nd floor	4,453	S.F. @	\$170.00	\$757,010.00
Deck area	532	S.F. @	\$90.00	\$47,880.00
Sitework (paving/pavers)	1	Job @	\$20,000.00	\$20,000.00
Sanitary Sewer Extension	1	Job @	\$25,000.00	\$25,000.00
Water line extension	1	Job @	\$20,000.00	\$20,000.00
Disston cul-de-sac/ Gazebo move	1	Job @	\$25,000.00	\$25,000.00
Total				\$2,473,876.41
Construction Manager		10% Fee		\$247,387.64
<i>Tax Savings afforded by City direct purchase</i>				(\$50,000.00)
Furnishings, Fixtures & Equipment				\$346,342.70
Total Construction Costs				\$3,017,606.75
Soft Cost - Architectural & Engineering				\$346,475.00
Total Project Cost				\$3,364,081.75



**TAVARES PAVILION
PRELIMINARY FIRST FLOOR PLAN**

Blasec, Finkeln
& Associates P.A.
Architects





**TAVARES PAVILION
PRELIMINARY SECOND FLOOR PLAN**

scale: 1/8" = 1'-0"





Proposed Business Plan with Proposed Budget

Tavares Pavilion on the Lake (August 10, 2011)



OBJECTIVES

- To construct a Lake County waterfront conference center and wedding pavilion that will become a sought-after destination for conferences, weddings, reunions, and any special event requiring a unique and picturesque location. The Tavares Pavilion on the Lake, which will be publicly owned and operated, will be constructed in Wooton Park in downtown Tavares, and it will extend out over Lake Dora and provide a view and ambiance that will not be found anywhere else in the area.
- The two-story structure will have window walls offering unparalleled waterfront and sunset views, and inside will have flexible seating options that will provide conference room and event space for groups from 25 to 300.
- Marketing it individually, and in tandem with the Seaplane Base and Wooton Park, so that it will lend itself to a variety of packages that will combine options for meeting space, event space, seaplane travel, hotel rooms and local dining.
- Develop an entrepreneurial program that will provide a break-even financial environment

MISSION

It is the purpose and the mission of the City of Tavares to continue to develop its downtown waterfront district in an ambitious and revitalizing initiative that is in alignment with the vision of its people. This project will serve as a linchpin for this progression, as it provides a connection to this City's history as evidenced by the vision statement that was created and developed by this city's people, "*Tavares - the Capital Waterfront City of Lake County - Building on an Historic Foundation - Creating an Authentic, Accessible Community of Neighborhoods, Businesses, and Citizen Services - Distinguishing Itself as the Defining Vision of Where You Want to Be!*" As the Pavilion will be a replica of the original pavilion built in the same location that it was constructed in 1912 and then dismantled in 1961, it aligns perfectly with this vision statement.

KEYS TO SUCCESS

- Cultivate an identity (brand) for the Tavares Pavilion on the Lake.
- Develop and grow a customer base within the event and wedding planning community.
- Hire professional staff that will believe in and support the mission
- Acquire additional equipment to support future growth and offer greater flexibility, leading to expanded services to our user groups

COMPANY PROFILE

The City of Tavares, incorporated in 1880, is located in central Lake County. The City currently has a land area of 9.61 square miles and serves a population of more than 13,600. The City is located in a county that contains more than 1,000 lakes within a 1,156 square mile border.

The City provides a full range of municipal services as directed by the City Charter, including general government, public safety, public improvements, community development, community services, parks, recreation and library. The City also operates and maintains water, wastewater treatment, stormwater and sanitation utilities and services and a seaplane port, retail store, fuel farm, and a marina.



LEGAL ENTITY

The City of Tavares operates according to a Council/Administrator form of government, whereby the registered voters of the City of Tavares elect the city council who in turn select a mayor from the elected council to serve as mayor. The mayor chairs all meetings of the council, and represents the city and the council. The council appoints the city administrator who in turn appoints the department heads of the various departments. Council members are elected at large and serve two-year terms.

START-UP SUMMARY

Start-up expenses are based on the costs associated with the purchase of general office supplies (\$200.00) and for the marketing expenses needed to promote this new venue to a broad base within a 100-mile radius.

Additionally, the expenses include training for the events coordinator and travel to bridal shows and other related, essential activities so that staff remains relevant in the market place.

These expenses will not exceed \$15,000.00.

SERVICE SUMMARY

- The proposed Pavilion on the Lake will serve many purposes, none the least of which is the role of events center, whereby rental fees will be collected to generate revenues that will provide self-sufficiency for the facility.
- It will serve as a gathering place during certain community events
- It will serve as a host site for cultural and specialty events such as visual and performing art exhibits, concerts, art demonstrations, school choral and band performances, farmers' and free trade markets, antique shows, and exotic car shows.

The City staff will assess an appropriate rental/lease fee structure for use of the facility by outside parties, and that which is aligned with other comparable facilities. A draft fee schedule that may be implemented is illustrated on the following page.

FEE SCHEDULE (PROPOSED—a discounted fee for residents could be adopted)

	Monday-Thursday 8AM - 11PM	Fridays 8AM - 2PM
Grand Ballroom A (2 nd floor overlooking lake)	\$200/hr	\$250/hr
Grand Ballroom B (1 st floor)	\$150	\$200
Meeting Room A	\$100	\$150
Meeting Room B	\$ 75	\$110
Conference Room	\$ 30	\$ 30
Lakeside Ceremony Site/Event Lawn	\$350 2-hour rental fee	\$350 2-hour
<u>DAYTIME BLOCK RATES</u>	Monday-Thursday 8AM - 4:30PM	Fridays 8AM - 2PM
Grand Ballroom A (2 nd floor overlooking lake)	\$600	Same
Grand Ballroom B (1 st floor)	\$550	Same
Meeting Room A	\$300	Same
Meeting Room B	\$250	Same
Conference Room	\$155	Same
Full Building Rental	\$800	Same
<u>EVENING BLOCK RATES</u>	Monday-Thursday 6PM - 11PM	
Grand Ballroom A (2 nd floor overlooking lake)	\$395	
Grand Ballroom B (1 st floor)	\$275	
Meeting Room A	\$200	
Meeting Room B	\$150	
Conference Room	\$200	
Full Building Rental	\$800	
<u>WEEKEND BLOCK RATES</u>		Full Building Rental
<u>FRIDAY EVENING, SATURDAY, SUNDAY, OR *HOLIDAY RENTALS</u>		
	Friday Evening 5PM - 11PM	\$2000
	Saturday Any 8-hour block from 10AM - 11PM	\$3000
	Sunday or Holiday Any 8-hour block from 10AM - 11PM	\$2400
*Holidays include New Year's Eve, New Year's Day, Memorial Day, Independence Day, Veterans' Day, Labor Day, Thanksgiving Day and the Friday after, Christmas Eve and Christmas Day		

MARKET ANALYSIS SUMMARY

The Tavares Pavilion on the Lake will be marketed to and will appeal to a broad demographic and specifically, to three distinct audiences:

1. Corporate event planners
2. Community event planners
3. Brides-to-be

The targeted audiences will have the expendable income to afford a mid-range price point for a high-end events venue that will offer a distinctive atmosphere which appeals to those who enjoy waterfront vistas and seaplane adventures.

Once established, we will expand our focus to include a broad, national market.

TARGET MARKET SEGMENT STRATEGY

The Tavares Pavilion on the Lake's primary target market segment is user groups or persons looking for a unique events venue. We plan to target this group for several important reasons. First, we are a nonprofit government organization and we believe that by designing and building a unique facility over the water, we will be able to generate revenue that will create self-sufficiency for the facility.

Secondly, we believe that demand is high for a water-located facility that is co-located with a seaplane port and we know that the inventory for such a facility is low. This project will fill this disparity.

Additionally, this particular market segment is vast and will be a major driver for economic development in our government town.

And lastly, our secondary market segment is our community. Our desire to re-create an historically-significant, iconic building in the same location where it once existed, not only fulfills the vision of the community but also provides a valued gathering place to support the very community that it supports.

SERVICE PROVIDERS ANALYSIS

There is no known rental event facility in the tri-county area that will offer what the Tavares Pavilion on the Lake will offer. Although other facilities exist and can provide a similar level of service, the distinct environmental design of what will be an elegantly appointed, two-story structure located 150' off the shoreline with seaplanes landing and taking off nearby, provides something unique and rare.

It is anticipated that the Pavilion will serve as the host site to many small to medium conferences and training seminars as well as cultural activities, weddings, and parties. The City has received commitment statements from the Seaplane Pilots Association, United Southern Bank, the Antique and Classic Boat Society, the Home Builders Association of Lake County, the Florida Surety Agents Association, the Florida Airports Council, the Lake County Dental Society, and the Florida City and County Management Association that comment on the need for such a facility and the groups' willingness to use the facility for their conference needs. Also, the planned 40' wide x 150' concrete pier leading to the two-story facility will provide additional hardscape space that will lend itself to cultural events such as arts and crafts festivals and performing art programs such as blank canvas art demonstrations, small concerts, eco-

friendly events, and possibly Fair Trade activities in addition to exotic car shows, antique shows, farmers' markets and more.

ALTERNATIVES AND USAGES PATTERNS

Although a number of rental venues currently serve the Lake County market, the City of Tavares is in a unique position to provide its clients with all of the qualities listed below plus the benefit of knowing that we have revered the vision of our people by rebuilding an important part of this city's past.

Corporate customers and brides-to-be look for several qualities when renting a venue for their event including:

- Attractive and comfortable environment
- Reliable and consistently high-quality service
- Good value for money
- Reputation and location of facility
- Uniqueness

Because principles are very important to the City of Tavares, we believe that as long as we can maintain the above characteristics, we will have served our community well.

FUNDRAISING STRATEGY

Managing staff at the Pavilion on the Lake will be committed to balancing its operating budget while operating on a solid financial foundation. These efforts will be based on a mixture of revenues from rental fees, special events, and catering contracts. Just as revenues will be tracked, internal expenses will be closely monitored.

Staff will intentionally emphasize the need to reduce reliance on supplemental financial support from the City's General Fund and will look at all potential revenue-generating opportunities that may exist.

Indeed, our goal will be to become self-sustaining, while maintaining a profitable and competitive entrepreneurial venture that benefits our community. This is a considerable challenge, due to the number of local, event venues, the mid-size of the facility and any unpredictable associated maintenance costs.

MARKETING STRATEGY SUMMARY

Tavares Pavilion on the Lake will be a unique venue that will enhance the "niche and wow" experience that has been successfully created with the Tavares Seaplane Base & Marina. In its first year of operation, the Seaplane Base already brings in thousands of visitors from around the country and the world, with minimal marketing dollars spent. These visitors will greatly contribute to establishing the Pavilion as a destination venue.

Tavares intends to market the Pavilion to three distinct audiences:

- Business conferences
- Small and Medium-size community events
- Weddings



Business Conferences

- Market to small and medium-sized business groups offering a well-outfitted conference center with several breakout rooms
- Target a variety of professional groups statewide for training opportunities and conferences, such as American Business Women's Association, conservation groups, Seaplane Pilots Association, Association of Community Planners, trade shows and similar groups

Events

- The Pavilion and extended pier will offer opportunities to expand the City's existing major event schedule to include more art, culture, and the types of events that require space for static displays. Staff will work with local artisans, quilters, painters, and musicians to create unique regional events and craft fairs.
- Market events at the Pavilion and Pier as part of the City's yearly event schedule, which includes magazine ads, radio ads, posters, email blasts and Facebook postings

Weddings

- Partner with local churches, florists, formalwear outlets and hotels to offer a unique setting for weddings
- Advertise in bride magazines, religious newsletters and target graduating seniors at colleges around the state and region
- Advertise with, or host a tour for the Association of Bridal Consultants and Association of Wedding Planners

Marketing methods to be utilized:

- Create themed collateral items to include a website, advertisements, and a simple portfolio with customizable inserts. The inserts will be specific to the three audiences and also include information on facility layout, menus, seating arrangements, etc. (This information will also be utilized on the website and email blasts.)
- Insert ads in appropriate regional, state and national magazines
- Create a high quality video spotlighting the venue, local amenities and examples of event and travel packages. Mail DVD's or email video links to potential clients, in addition to posting on YouTube and City websites
- Work with local resorts and hotel chains to create travel packages and weekend getaways
- Network with event planners as well as groups and organizations that are looking for a unique meeting or event location
- Target professional organizations that are looking for corporate retreat venues
- Utilize social media, such as Facebook, Twitter and LinkedIn
- Work with the County Tourism Office to plan a travel writer's tour to highlight the Pavilion, Seaplane Base and downtown Tavares as a unique destination

MANAGEMENT TEAM

The initial, start up management team will consist of an Events Coordinator, two Event Support personnel, and a Tradesworker at 1/2 position (to be shared with General Services Division).

The Events Coordinator is hired by the Director of Community Services. Responsibilities include, but are not limited to:

- Advise the Community Services Director and carry out tasks assigned by the same.
- Develop and manage the annual budget for Administration approval including necessary revisions.
- Oversee the preparation of the annual report of activities as well as fiscal reports.
- Coordinate work on annual audits.
- Generate reservations by working closely with clients and maximizing venue attributes
- Measure effectiveness of marketing activities (program tracking).

The Event Support staff persons are hired by the Director of Community Services and the Events Coordinator. Responsibilities include, but are not limited to:

- Building, restroom, and kitchen cleanliness
- Unlocking and securing building during and after every event
- Event set-ups (tables, chairs, etc.)

The Tradesworker (1/2 position) is hired by the Director of Community Services and the Director of Public Works. Responsibilities include, but are not limited to:

- Building maintenance
- Equipment maintenance

PERSONNEL TABLE

Operations will continue 365 days per year and the hours of operation will vary based on events and reservations schedules.

The salaries and benefits of the positions listed below will be included in this operating budget.

*Event Coordinator

*Event Support Staff (2)

*Tradesworker (1/2 position)

ORGANIZATIONAL CHART



SALARY/BENEFITS TABLE (year 1)

*It should be noted that salaries and benefits are estimates and are used for illustrative purposes only.

Position	Base Salary	Benefits	Total	Total - All
Event Coordinator	\$ 45,000	\$ 18,315	\$ 63,315	\$ 63,315
Support Staff (2)	49,920	19,122	69,042	132,357
TOTALS	\$ 94,920	\$ 37,437	\$ 132,357	

FINANCIAL PLANNING

The basis for financial planning has been to look forward with conservative estimates for revenue and expenses. We are committed to the steady growth of revenues through tight control of services, through system efficiencies and by growing our reservations base. *Our financial plan focus* will be to attain solvency within a self-supporting financial environment while building adequate cash reserves for further stages of development.

Preliminary estimates for revenues and expenditures have been proposed at conservative levels with achievable milestones. The following represents an overview of the salient assumptions included in achieving the estimated financial results for operational expectations of the facility exhibited on the following pages (12-14).

- Fiscal Years 2012 & 2013 – Construction Period
- Fiscal Year 2014 – Revenues estimated at 60% of rental capacity.
- Fiscal Years 2015 – 2018 – Revenues are estimated to increase as capacity rentals increase at a rate of 5% per year until Fiscal Year 2018 and thereafter where capacity rentals are proposed at 80%.
- Staffing levels are proposed at moderate levels with 3 full-time employees with an additional budgeted amount for contingency staffing (\$19,000).
- Operational costs are estimated at reasonable levels, slightly higher than actually anticipated.
- A contingency amount for needed equipment in the first two years is anticipated and proposed.
- Depreciation/Capital Renewal & Replacement is included in determining net income although the expense is a non-cash item. This allows the newly created enterprise to build reserve funds for unanticipated events/needs.
- The General Fund will contribute start-up funding for pre-opening activities, with reimbursement transfers anticipated each year thereafter, but with transfer forgiveness (net effect 0 to the General Fund) until fiscal year 2016.
- Cash reserves are anticipated to grow to an estimated \$1,218,297 by fiscal year 2019 which will allow early extinguishment of the interfund loan.

Several schedules are provided to illustrate proposed operating results, loan/investment cash flow/amortization, capacity rentals, and staffing estimates. Below is an index of schedules provided.

Page

- 11 – General Assumptions
- 12 – Proposed Revenues and appropriations with net income or net loss projections
- 13 - Cash Flow overview for operations showing cumulative reserve milestones
- 14 – Amortization Schedule
- 15 – Amortization Schedule Continued
- 16 – Amortization Schedule Continued
- 17 – Amortization Schedule Continued
- 18 – Rental Occupancy Estimates
- 19 - Payroll Staffing Costs Details



**City of Tavares Pavilion on the Lake
 Five Year Plan - Conference Center Activities
 Model Inputs and Investor Scenario**

General Notes and Assumptions

*Assumes Rentals are realized at 60% of Capacity Rentals
 Assumes catering fees correlated to 8% of Rental Revenues*

Year One Model Inputs

1. Year One Revenue Expectancy

	<u>Base Rentals (Blks</u>	<u>Grand Ballroom B</u>	<u>Other Fees</u>
Annual revenue for Pavilion	\$330,720	\$124,800	\$21,840
Total year one product (noninterest) revenue	\$477,360		

2. Uncollectible Provision Factor

2%

3. Annual Tax Rate

0%

City of Tavares Pavilion on the Lake
Five Year Plan - Conference Center Activities
Profit and Loss Projections

1. Assumes at start-up - Revenues are at 60% of Maximized Revenue
2. Assumes that revenues will grow by year 7 to 80% of maximum
3. Assumes and provides for up to 20% pay increases to key P&R staff for additional duties
4. Assumes 1 Event Coordinator and two Event Support Staff
5. Includes transfer to General Fund for Maintenance, Administration, & other indirect costs provided by the primary government
6. Assumes pre-opening expenditures funded from General Fund
7. Assumes reimbursements due to General Fund in years 1 through 3 will be forgiven as contributed capital
8. Assumes internal loan from Water & Wastewater at 1.5% - higher yield than 30 year treasury



Year-by-Year Profit and Loss Assumptions	Year 1 2012	Year 2 2013	Year 3 2014	Year 4 2015	Year 5 2016	Year 6 2017	Year 7 2018	Year 8 2019
Annual cumulative price (revenue) increase	—	—	—	5.00%	10.00%	15.00%	20.00%	20.00%
Annual cumulative inflation (expense) increase	—	—	—	2.50%	2.50%	2.50%	2.50%	2.50%
Interest rate on ending cash balance	0.50%	0.50%	0.50%	0.50%	0.50%	0.50%	0.50%	0.50%

	2012	2013	2014	2015	2016	2017	2018	2019
Operating Revenues								
Income from catering contracts	\$0	\$0	38,189	40,098	42,008	43,917	45,827	45,827
Income from pavilion rentals	\$0.00	0	477,360	501,228	525,096	548,964	572,832	572,832
Miscellaneous fees	\$0.00	0	1,000	1,005	1,010	1,015	1,020	1,025
Other	\$0.00	0	0	0	0	0	0	0
Total Operating Revenues	\$0.00	\$0.00	\$516,548.80	\$542,331.24	\$568,113.71	\$593,896.20	\$619,678.71	\$619,683.81
Operating Expenses								
Salaries, wages and benefits	\$0	75,863	151,727	155,520	159,408	163,393	167,478	171,665
Contractual services	\$0	0	25,000	25,625	26,266	26,922	27,595	28,285
Travel & per diem (training, employee development)	\$0	650	1,300	1,333	1,366	1,400	1,435	1,471
Telephone & internet, etc	\$0	0	4,176	4,280	4,387	4,497	4,610	4,725
Postage (utilize FB, Newsletter, Email, etc)	\$0	1,500	1,000	1,025	1,051	1,077	1,104	1,131
Electric	\$0	2,577	10,307	10,564	10,828	11,099	11,377	11,661
Water, Sewer, Garbage	\$0	4,092	16,367	16,777	17,196	17,626	18,067	18,518
Rentals & leases (plant rental)	\$0	0	5,000	5,125	5,253	5,384	5,519	5,657
General Liability & Property Insurance	\$0	0	21,475	22,011	22,562	23,126	23,704	24,297
Repair & maint - building	\$0	0	500	513	525	538	552	566
Repair & maint - equipment	\$0	0	1,000	1,025	1,051	1,077	1,104	1,131
Repair & maint - pest control & termite	\$0	0	1,850	1,896	1,944	1,992	2,042	2,093
Printing & binding (copies)	\$0	0	2,000	2,050	2,101	2,154	2,208	2,263
Promotional activities (advertising)	\$0	750	3,000	3,075	3,152	3,236	3,326	3,421
Office supplies	\$0	50	200	205	210	215	221	226
Operating supplies	\$0	625	5,000	5,125	5,253	5,384	5,519	5,657
Durable goods	\$0	0	300	308	315	323	331	339
Fuel costs	\$0	600	1,215	1,245	1,277	1,308	1,341	1,375
Uniforms	\$0	500	513	525	538	552	566	580
Books, subs, memberships	\$0	200	205	210	215	221	226	232
Equipment (contingency for start-up)	\$0	5,000	5,125	0	0	0	0	0
Depreciation expense/Renewal & Replacement	\$0	0	64,000	64,000	64,000	64,000	64,000	64,000
Reimbursement to general fund	\$0	0	99,278	101,760	104,304	105,912	106,859	106,211
Other	\$0	0	0	0	0	0	0	0
Total Operating Expenditures	\$0	92,407	420,537	424,197	432,802	439,822	446,598	454,363
Net Income from Operations	\$0	(\$92,407)	\$96,012	\$118,134	\$135,311	\$154,874	\$173,081	\$165,321
Non operating revenue								
Interest income from	\$0	0	0	1,038	2,350	2,702	3,243	3,891
Contributed capital from General Fund	\$0	92,407	99,278	101,760	0	0	0	0
Total Non-operating Income	\$0	\$92,407	\$99,278	\$102,798	\$2,350	\$2,702	\$3,243	\$3,891
Non Operating Expenditures								
Debt Service - Interest	0	0	14,697	22,000	22,000	22,000	22,000	21,662
Debt Service - Principal	0	0	0	0	0	0	0	123,340
Total Non Operating Expenditures	0	0	14,697	22,000	22,000	22,000	22,000	145,002
Net Income or Loss	\$0	\$0	\$180,593	\$198,932	\$115,661	\$135,576	\$154,324	\$24,210
Net Retained earnings (not adjusted for depreciation)	\$ -	\$ 0	\$ 180,593	\$ 379,525	\$ 495,186	\$ 630,762	\$ 785,086	\$ 809,296
Debt Coverage (exclude depreciation)	n/a	n/a	6.53	5.37	6.15	7.04	7.87	1.14

City of Tavares Pavilion on the Lake
 Five Year Plan - Conference Center Activities
 Convention & Conference Center Rental Facility
 Cash Flow



	2012	2013	2014	2015	2016	2017	2018	2019	Total
Operating Activities									
Net income	\$0	\$0	\$180,593	\$198,932	\$125,661	\$135,576	\$154,324	\$24,210	\$809,296
Adjustments to reconcile net earnings to cash provided by operating activities									
Depreciation and amortization	0	0	64,000	64,000	64,000	64,000	64,000	64,000	384,000
Total Operating Activities	\$0	\$0	\$244,593	\$262,932	\$179,661	\$199,576	\$218,324	\$88,210	\$1,105,086
Investing Activities									
Total Investing Activities	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Financing Activities									
Total Financing Activities	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Annual Cash Flows	\$0	\$0	\$244,593	\$262,932	\$179,661	\$199,576	\$218,324	\$88,210	\$1,193,297
Beginning Cash Balance	\$0	\$0	\$0	\$244,593	\$507,525	\$687,186	\$886,763	\$1,105,086	
Ending Cash Balance (Cumulative)	\$0	\$0	\$244,593	\$507,525	\$687,186	\$886,763	\$1,105,086	\$1,193,297	

Tavares Pavilion Internal Loan - Int Only for 5 Yrs
 Compound Period: Semiannual
 Nominal Annual Rate: 1.100 %
 CASH FLOW DATA

Event	Date	Amount	Number	Period	End Date
1	Loan	03/01/2013	2,000,000.00	1	
2	Payment	11/01/2013	Interest Only	10	Semiannual 05/01/2018
3	Payment	11/01/2018	72,500.60	30	Semiannual 05/01/2033

AMORTIZATION SCHEDULE - Normal Amortization

	Date	Payment	Interest	Principal	Balance
Loan	03/01/2013				2,000,000.00
1	11/01/2013	14,696.93	14,696.93	0.00	2,000,000.00
2013 Totals		14,696.93	14,696.93	0.00	
2	05/01/2014	11,000.00	11,000.00	0.00	2,000,000.00
3	11/01/2014	11,000.00	11,000.00	0.00	2,000,000.00
2014 Totals		22,000.00	22,000.00	0.00	
4	05/01/2015	11,000.00	11,000.00	0.00	2,000,000.00
5	11/01/2015	11,000.00	11,000.00	0.00	2,000,000.00
2015 Totals		22,000.00	22,000.00	0.00	
6	05/01/2016	11,000.00	11,000.00	0.00	2,000,000.00
7	11/01/2016	11,000.00	11,000.00	0.00	2,000,000.00
2016 Totals		22,000.00	22,000.00	0.00	

8	05/01/2017	11,000.00	11,000.00	0.00	2,000,000.00
9	11/01/2017	11,000.00	11,000.00	0.00	2,000,000.00
2017 Totals		22,000.00	22,000.00	0.00	
10	05/01/2018	11,000.00	11,000.00	0.00	2,000,000.00
11	11/01/2018	72,500.60	11,000.00	61,500.60	1,938,499.40
2018 Totals		83,500.60	22,000.00	61,500.60	
12	05/01/2019	72,500.60	10,661.75	61,838.85	1,876,660.55
13	11/01/2019	72,500.60	10,321.63	62,178.97	1,814,481.58
2019 Totals		145,001.20	20,983.38	124,017.82	
14	05/01/2020	72,500.60	9,979.65	62,520.95	1,751,960.63
15	11/01/2020	72,500.60	9,635.78	62,864.82	1,689,095.81
2020 Totals		145,001.20	19,615.43	125,385.77	
16	05/01/2021	72,500.60	9,290.03	63,210.57	1,625,885.24
17	11/01/2021	72,500.60	8,942.37	63,558.23	1,562,327.01
2021 Totals		145,001.20	18,232.40	126,768.80	
18	05/01/2022	72,500.60	8,592.80	63,907.80	1,498,419.21
19	11/01/2022	72,500.60	8,241.31	64,259.29	1,434,159.92
2022 Totals		145,001.20	16,834.11	128,167.09	

20	05/01/2023	72,500.60	7,887.88	64,612.72	1,369,547.20
21	11/01/2023	72,500.60	7,532.51	64,968.09	1,304,579.11
2023 Totals		145,001.20	15,420.39	129,580.81	
22	05/01/2024	72,500.60	7,175.19	65,325.41	1,239,253.70
23	11/01/2024	72,500.60	6,815.90	65,684.70	1,173,569.00
2024 Totals		145,001.20	13,991.09	131,010.11	
24	05/01/2025	72,500.60	6,454.63	66,045.97	1,107,523.03
25	11/01/2025	72,500.60	6,091.38	66,409.22	1,041,113.81
2025 Totals		145,001.20	12,546.01	132,455.19	
26	05/01/2026	72,500.60	5,726.13	66,774.47	974,339.34
27	11/01/2026	72,500.60	5,358.87	67,141.73	907,197.61
2026 Totals		145,001.20	11,085.00	133,916.20	
28	05/01/2027	72,500.60	4,989.59	67,511.01	839,686.60
29	11/01/2027	72,500.60	4,618.28	67,882.32	771,804.28
2027 Totals		145,001.20	9,607.87	135,393.33	
30	05/01/2028	72,500.60	4,244.92	68,255.68	703,548.60
31	11/01/2028	72,500.60	3,869.52	68,631.08	634,917.52
2028 Totals		145,001.20	8,114.44	136,886.76	
32	05/01/2029	72,500.60	3,492.05	69,008.55	565,908.97

33	11/01/2029	72,500.60	3,112.50	69,388.10	496,520.87
2029 Totals		145,001.20	6,604.55	138,396.65	
34	05/01/2030	72,500.60	2,730.86	69,769.74	426,751.13
35	11/01/2030	72,500.60	2,347.13	70,153.47	356,597.66
2030 Totals		145,001.20	5,077.99	139,923.21	
36	05/01/2031	72,500.60	1,961.29	70,539.31	286,058.35
37	11/01/2031	72,500.60	1,573.32	70,927.28	215,131.07
2031 Totals		145,001.20	3,534.61	141,466.59	
38	05/01/2032	72,500.60	1,183.22	71,317.38	143,813.69
39	11/01/2032	72,500.60	790.98	71,709.62	72,104.07
2032 Totals		145,001.20	1,974.20	143,027.00	
40	05/01/2033	72,500.60	396.53	72,104.07	0.00
2033 Totals		72,500.60	396.53	72,104.07	
Grand Totals		2,288,714.93	288,714.93	2,000,000.00	

Last interest amount decreased by 0.04 due to rounding.

Pavilion Staff Costs		48,929.00
Support Staff		\$ 24,000
Benefits:		
FICA tax	0.58%	1.56
Medicare tax	1.45%	0.35
Retirement	5.33%	1.28
Worker's compensation	2.30%	0.55
Long-term disability	0.26%	0.06
Life insurance	0.56%	0.13
Dental ins. - Single		0.12
Dental ins. - Dependent		0.24
Health ins. - Single		2.82
Health ins. - Dependent		2.08
Health & dental insurance		5.26
Total average cost per regular hour		33.39
Total regular hours provided		2,000.00
Total cost for regular hours provided		66,841.79
Overtime Hour Rate		
Benefits:		
FICA tax	0.58%	2.34
Medicare tax	1.45%	0.52
Retirement	0.85%	3.55
Worker's compensation	7.85%	2.54
Long-term disability	0.58%	0.21
Life insurance	0.58%	0.18
Total average cost per overtime hour		65.33
Total overtime hours provided		-
Total cost for overtime hours provided		-
Total Cost for Support Staff		\$ 69,041.79

Regular Hours Cost: 66,841.79
Overtime Hours Cost: -

Pavilion Staff Costs		45,000.00
Events Coordinator		\$ 21,033
Benefits:		
FICA tax	0.58%	1.41
Medicare tax	1.45%	0.31
Retirement	5.33%	1.15
Worker's compensation	2.30%	0.50
Long-term disability	0.26%	0.06
Life insurance	0.56%	0.12
Dental ins. - Single		0.12
Dental ins. - Dependent		0.24
Health ins. - Single		2.82
Health ins. - Dependent		2.08
Health & dental insurance		5.26
Total average cost per regular hour		38.44
Total regular hours provided		2,000.00
Total cost for regular hours provided		63,214.97
Overtime Hour Rate		
Benefits:		
FICA tax	0.58%	2.11
Medicare tax	1.45%	0.47
Retirement	0.85%	3.28
Worker's compensation	7.85%	2.29
Long-term disability	0.58%	0.19
Life insurance	0.58%	0.16
Total average cost per overtime hour		46.87
Total overtime hours provided		-
Total cost for overtime hours provided		-
Total Costs for Event Coordinator		\$ 63,314.97

Regular Hours Cost: 63,214.97
Overtime Hours Cost: -

Total Cost for Regular Hours	132,256.76
Total Cost for Overtime Hours	-
Total Finance Staff Hours Cost - Ball Registration	\$ 132,256.76
Additional amount for scaling adjustments	\$ 19,370.00
	\$ 151,726.76

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**AGENDA SUMMARY
TAVARES CITY COUNCIL
AUGUST 17, 2011**

AGENDA ITEM NO. 7

SUBJECT TITLE: FORECLOSURE OF PROPERTIES WITH LIENS

OBJECTIVE:

To obtain approval to implement a foreclosure policy that instructs city staff to review the economic viability of non-homesteaded properties having liens on them resulting from a code enforcement action.

SUMMARY:

There are properties within the city that have code enforcement liens placed against them as a result of non-payment of fines associated with a code enforcement action due to non-compliance with the various codes of the city.

The properties of concern are those that are not homesteaded and involve both residential and commercial parcels. The code enforcement department has a voluntary compliance rate of approximately 97%, therefore this program would involve approximately 3% of the total actions taken by the code enforcement officer.

Staff proposes that city council approve a program that instructs staff to determine the economic viability of foreclosing on a code enforcement lien. Any property that has an outstanding lien beyond ninety (90) days would undergo review. Recommended staff includes the City Administrator; City Finance Director; and City Code Enforcement Officer with consultation from the City Attorney. With staff recommendation, the proposed properties will be presented to city council for approval. Upon approval, the city council will instruct the city attorney to begin the foreclosure process.

It is not the intent to initiate a policy that is designed to generate revenue, instead this policy would be designed to promote compliance while protecting property values of surrounding property owners.

OPTIONS:

1. To authorize the city to organize the "foreclosure program" and begin determining the economic viability of all active code enforcement liens, ultimately foreclosing on those code enforcement liens recommended by the staff.

2. Do not pursue foreclosure proceeding on properties with code enforcement liens.

STAFF RECOMMENDATION:

Staff recommends the approval of option 1.

LEGAL SUFFICIENCY:

This has been reviewed by the City Attorney.

**AGENDA SUMMARY
TAVARES CITY COUNCIL
DATE OF MEETING: August 17, 2011**

AGENDA TAB NUMBER: 8

SUBJECT TITLE: PROPOSAL TO ADJUST WOOTON PARK GAZEBO RENTAL RATES

OBJECTIVE:

To consider approval of a proposal to adjust the Wooton Park Gazebo rental rates.

SUMMARY:

As part of the 2011-12 budget preparation process staff reviewed the various rates for services offered at the Seaplane Base & Marina.

It was found that the rental rates for the gazebos were last reviewed in 2002 and were based on the former smaller gazebos and covered picnic pavilion adjacent to the Prop Shop. Currently gazebo rentals account for 25% of the revenue generated at the Seaplane Base & Marina.

A new large gazebo was constructed next to the Splash Park and two new smaller gazebos were built as part of the Seaplane Base & Marina project. The covered picnic pavilion was renovated as part of the Trailhead Building construction project in 2008.

Staff reviewed gazebo/picnic pavilion rental rates currently being charged by Lake County, Mount Dora and Sanford. It was found that our current rates were below those being charged in these other communities.

Based on the fact that the Tavares gazebo/picnic pavilion rates have not been adjusted in nine years and that the current rates are well below those being charged in neighboring communities, it is being recommended that the Tavares gazebo/picnic pavilion rates be adjusted as shown on the attached Proposed Rate schedule.

OPTIONS:

- 1) Approve the four rate recommendations as contained in the attached Proposed Rate schedule.
- 2) Do not approve the four rate recommendations as contained in the attached rate schedule..

STAFF RECOMMENDATION:

It is recommended that Council approve the four gazebo/picnic pavilion rates as contained in the attached rate schedule.

FISCAL IMPACT:

The fiscal impact will be to enhance the gazebo/picnic pavilion revenues at the Seaplane Base & Marina.

LEGAL SUFFICIENCY:

This has been reviewed by the City Attorney.

City of Tavares Proposed Rates

City/County Current	Rate 1	Rate 2	Additional
Tavares	\$20 - 4 hours	\$30 - full day	
Mt. Dora	\$20 per hour - large pavilion	\$10 per hour - small pavilion	\$100 deposit, \$5 processing fee
Lake County	\$50 for 5 hours - large pavilion	\$20 for 5 hours - small pavilion	
Sanford	\$25 per hour - large pavilion	\$15 per hour - small pavilion	2 hour minimum

Rate 1 Recommendation	Rate 2 Recommendation	Rate 3 Recommendation	Rate 4 Recommendation
\$40 - 4 hour small pavilion	\$60 - full day small pavilion	\$60 - 4 hour large pavilion	\$90 - full day large pavilion

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**AGENDA SUMMARY
TAVARES CITY COUNCIL
DATE OF MEETING: August 17, 2011**

AGENDA TAB NUMBER: 9

SUBJECT TITLE: PROPOSAL TO ADJUST SPLASH PARK SCHEDULE OF OPERATIONS

OBJECTIVE:

To consider approval of a proposal to adjust the Splash Park schedule of operations.

SUMMARY:

The Splash Park operations at Wooton Park experienced its first full-scale seasonal operations from April 2010 through October 2010.

Based on a review of revenue and expenses for each of the several months, revenues exceeded expenses in the months April through August 2010 while expenses exceeded revenues in September and October 2010.

This is primarily due to children beginning school in mid-August of 2010 and Splash Park attendance dropping dramatically especially during weekday operations.

For example, in September 2010 total Splash Park attendance was 2,367 patrons based on a seven day a week operation (See Chart 1). Of that 1,595 or 67% were on weekend days of Friday and Saturday. In September 2010 the expenses exceeded revenues by \$3,442.

In October 2010 total Splash Park attendance was 802 patrons based on a four day a week operation (Thursday – Sunday). With the abbreviated opening schedule, total attendance for October dropped to 802 patrons, or 34% of the total for September 2010. In October 2010, expenses exceeded revenues by \$1,857.

For the two months of September and October 2010, expenses exceeded revenues by \$5,299.

It is anticipated that the months of September and October 2011 will closely monitor the experience for these same months in September and October 2011.

In order to minimize the losses for these two months in 2011, it is recommended that in September the Splash Park other than the Labor Day weekend be open

on Saturday and Sundays and that the Splash Park be officially closed as of September 30, 2011.

OPTIONS:

- 1) Approve the recommendation that other than the Labor Day weekend in September that the Splash Park only be open on Saturdays and Sundays and that the Splash Park be officially closed as of September 30, 2011.
- 2) Keep the Splash Park open seven days a week in the month of September and four days a week (Thursday – Sunday) during the month of October.

STAFF RECOMMENDATION:

It is recommended that Council approve the recommendation that other than the Labor Day weekend in September that the Splash Park only be open on Saturdays and Sundays and that the Splash Park be officially closed as of September 30, 2011.

FISCAL IMPACT:

The fiscal impact will be to reduce the potential operating losses for these two months.

LEGAL SUFFICIENCY:

This has been reviewed by the City Attorney.

**SPLASH PARK
ATTENDANCE, REVENUE & EXPENSES
SEPTEMBER & OCTOBER 2010**

MONTH	ATTENDANCE	REVENUE	EXPENSES	DIFFERENCE
SEPT	2,367	\$5,084	\$8,526	(\$3,442)
OCT	802	\$1,520	\$3,377	(\$1,857)
TOTAL	3,169	\$6,604	\$11,903	(\$5,299)

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**AGENDA SUMMARY
TAVARES CITY COUNCIL
AUGUST 17, 2011**

AGENDA TAB NUMBER: 10

**SUBJECT TITLE: CHANGE IN OPERATIONAL PROCEDURE AND DAY FOR
DOWNTOWN FARMER'S MARKET**

OBJECTIVE:

To consider approval of a proposal to have the Farmer's Market at Wooton Park coordinated by Seaplane Base & Marina staff and to change the date from Tuesday to Friday.

SUMMARY:

For the last two years the Tavares Farmer's Market at Wooton Park was held on Tuesday on the large event pad. The Market was coordinated by a third party operator and no revenue was derived by the City. Last year vendor participation was minimal.

Economic Development and Seaplane Base Marina staff has reviewed this situation and believes the Farmer's Market can be taken to a higher level. This would be accomplished by having existing City staff at the Seaplane Base & Marina coordinate the Farmer's Market event. It is also proposed that the day be changed from Tuesday to Friday and the location be moved from the large event pad to the grassy triangle area next to the Train Platform.

It is believed these changes will allow for the better recruitment and mix of vendor types and encourage greater patron participation by being held on Friday. It is believed that the operation will generate sufficient revenues through vendor space rentals to cover any City out-of-pocket expenditures.

OPTIONS:

- 1) Approve City staff coordinate the Tavares Farmer's Market to be held on Fridays during October – April in the triangle grassy area next to the Train Platform at Wooton Park.
- 2) To not approve that City staff coordinates the Tavares Farmer's Market to be held on Fridays during October – April in the triangle grassy area next to the Train Platform at Wooton Park.

STAFF RECOMMENDATION:

It is recommended that Council approve the recommendation that City staff coordinates the Tavares Farmer's Market to be held on Fridays during October – April in the triangle grassy area next to the Train Platform at Wooton Park.

FISCAL IMPACT:

The fiscal impact is to be at a minimum cost neutral potentially generating a small positive revenue stream for the Seaplane Base & Marina operation.

LEGAL SUFFICIENCY:

This has been reviewed by the City Attorney.

**AGENDA SUMMARY
TAVARES CITY COUNCIL
AUGUST 17, 2011**

AGENDA TAB NO. 11

SUBJECT TITLE: Fiscal Year Budget 2011-12 and Five Year Capital Plan Discussion

OBJECTIVE:

To hold a City Council Budget Workshop on the proposed Fiscal Year 2012 budgets and the Five Year Capital Improvement Plan.

SUMMARY:

The proposed FY 2012 budgets were delivered to Council at the July 13, 2011 Budget Workshop and discussed at the July 20, July 27 and August 3 Budget Workshops. The tentative maximum millage rate was set on July 27 at 6.95 mills. This is an additional opportunity for Council discussion, questions and direction to staff. There will be two subsequent public hearings on September 7 and September 21 to give the public any opportunity to provide comments on the City budgets and CIP for FY 2012.

OPTIONS:

N/A

STAFF RECOMMENDATION:

N/A

FISCAL IMPACT:

N/A

LEGAL SUFFICIENCY:

Legally sufficient

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**AGENDA SUMMARY
TAVARES CITY COUNCIL
AUGUST 17, 2011**

AGENDA TAB NO. 12

SUBJECT TITLE: City Administrator Report

OBJECTIVE:

To inform Council on city related matters.

SUMMARY: Will be presented at meeting

UPCOMING MEETINGS: (check with Susie Novack for any last minute changes)

- City Council Regular Meeting – September 7, 2011
& Setting of Tentative Millage Rate
- Code Enforcement Hearing – August 30, 2011, 5:00 pm
- Lake Sumter MPO – Board Meeting – August 24, 2011, 2 pm, MPO Board Room
- Lake County League of Cities – cancelled for August
- Library Board – August 12, 2011– 8:30 a.m. Library Conference Room, 314 N. New Hampshire
- Planning & Zoning Board - August 18, 2011, 3 pm, Council Chambers

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**AGENDA SUMMARY
TAVARES CITY COUNCIL
AUGUST 17, 2011**

AGENDA TAB NO. 13

SUBJECT TITLE: City Councilmembers Report

OBJECTIVE:

To inform Council on city related matters.

SUMMARY:

Council will be offered an opportunity to provide a report at the meeting. Attached is any additional supporting information.

OPTIONS:

N/A

STAFF RECOMMENDATION:

N/A

FISCAL IMPACT:

N/A

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