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**CITY OF TAVARES  
MINUTES OF REGULAR COUNCIL MEETING  
AUGUST 19, 2009  
CITY COUNCIL CHAMBERS**

**COUNCILMEMBERS PRESENT**

**ABSENT**

Nancy Clutts, Mayor  
Robert Wolfe, Vice Mayor  
Bob Grenier, Councilmember  
Lori Pfister, Councilmember  
Norb Thomas, Councilmember

**STAFF PRESENT**

John Drury, City Administrator  
Robert Q. Williams, City Attorney  
Nancy Barnett, City Clerk  
Lori Houghton, Finance Director  
Jacques Skutt, Director of Community Development  
Bill Neron, Director of Economic Development/Grants  
Chief Richard Keith, Fire Department  
Chief Stoney Lubins, Police Department  
Chris Thompson, Interim Public Works Director  
Tamera Rogers, Director of Community Services  
Brad Hayes, Director of Utilities  
Lori Tucker, Director of Human Resources

**I. CALL TO ORDER**

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

**II. INVOCATION AND PLEDGE OF ALLEGIANCE**

David Treadway, Union Congregational Church, gave the invocation and those present recited the pledge of allegiance.

**III. APPROVAL OF AGENDA**

1 Mr. Drury suggested that the Renaissance Faire be moved to the first item of business  
2 to accommodate individuals representing the Educational Foundation.

3  
4 **MOTION**

5  
6 **Lori Pfister moved to approve the August 19, 2009 City Council Agenda as**  
7 **amended, seconded by Bob Grenier. The motion carried unanimously, 4-0**  
8 **[Councilmember Thomas was out of the room during the vote].**

9  
10 **IV. APPROVAL OF MINUTES**

11  
12 The minutes of August 5, 2009 were deferred until the September 2, 2009 City Council  
13 meeting.

14  
15 **V. PROCLAMATIONS/PRESENTATIONS**

16  
17 **Tab 4) Renaissance Faire Presentation**

18  
19 Mr. Neron stated that in the proposed budget \$7500 had been budgeted for the  
20 Renaissance Faire along with other in kind services. At the last budget workshop the  
21 majority of the Council voted to remove the cash funding and keep the in kind services  
22 for next fiscal year to support the Faire. He stated Carmen Cullen was present from the  
23 Foundation.

24  
25 Mayor Clutts acknowledged that at the last Council meeting there was not a request to  
26 hear additional information, however the Foundation did make a request and she  
27 agreed to have it put on the agenda.

28  
29 Lake County School Superintendent Dr. Susan Moxley stood to speak. Dr. Moxley  
30 stated she understood the difficult budgetary decisions before Council. She said she  
31 wished to share some information about the Faire and the impact on the students. Dr.  
32 Moxley stated there are 3,098 students in the Tavares schools or about 8% of the  
33 student body. She said the three schools represent about 7% of the total schools in the  
34 school district. She listed the items and services and percentages/dollar amounts that  
35 the Foundation had provided to the students such as backpacks, the homework hot line,  
36 supplies, Grants for Great Ideas (an initiative that awarded funds to Tavares teachers),  
37 special programming funding, etc. Dr. Moxley expressed appreciation to the City for its  
38 past sponsorship and requested that the city consider keeping its support intact.

1 Mayor Clutts asked what other in kind services are being provided by other  
2 municipalities and if any other partnerships exist.

3  
4 Dr. Moxley asked Ms. Cullen to speak.

5  
6 Ms. Cullen, Executive Director of the Foundation, said the Foundation has been the  
7 host of the Faire for the past four years. She then read from a report detailing statistical  
8 information. She said that 14,183 patrons attended the Faire in 2008 and out of that  
9 2,224 were students which left 11,953 patrons. Out of those patrons 6,578 came from  
10 outside of Lake County. She reported that the local hotels had indicated substantial  
11 increases in room occupancy and revenues as a result of the Faire. She also reported  
12 on support received from other entities and other fund raising events that are held in  
13 neighboring cities apart from the Renaissance Faire.

14  
15 Ms. Cullen requested that the City revisit any possible hard dollar donation and keep  
16 intact the in-kind services.

17  
18 Discussion followed regarding the 50% cut in overtime that is in the budget and the  
19 decline in the reserves.

20  
21 **Tab 3) Auditor Presentation – Fiscal Year 2007-2008**

22  
23 Ms. Houghton gave the background regarding Florida Statutes' requirements for an  
24 annual audit. She said the independent auditors' report has been included in the CAFR.  
25 She invited Elden McDermitt to present the audit.

26  
27 (Mayor Clutts noted she wished to acknowledge some of the public officials in  
28 attendance. She noted Roseanne Brandeburg, School Board Member and Judge Terry  
29 Neal were present.)

30  
31 Mr. McDermitt noted it had been a difficult financial year for the cities. He said Tavares  
32 has fared well but the process is ongoing. He said the auditors have encouraged their  
33 city clients in the past to accumulate reserves so that they can get through hard times.

34  
35 Mr. McDermitt made the following points:

- 36  
37
- An unqualified opinion has been issued
  - The city's assets are about 83 million which is an increase from the previous year of about 10 million.
- 38  
39

- 1 • Debt increased to 38 million (increase of 8 million related to the bond issue for
- 2 the Wooton Park Seaplane base and some unpaved road improvements)
- 3 • The unreserved fund balance for the General Fund was 26% of the total GF
- 4 expenditures. This fund was 33% last year.
- 5 • The GF had 10 million in revenues and 12.3 in expenditures resulting in about a
- 6 one million loss in the GF fund for the year. Reserves were utilized by one million
- 7 dollars. He said he would not be concerned unless he sees another major
- 8 decline next year. He said his recommendation is that the City should be within
- 9 20-40% of unreserved fund balance for the GF which would keep it below the
- 10 20%.
- 11 • Enterprise funds revenues were fairly stagnant; there were higher expenses and
- 12 fewer impact fees collected for the year
- 13 • Stormwater fund fared better; fees were increased and net income was higher
- 14 • He noted there were reports in the back of the report: One report states that
- 15 there is no area of noncompliance with regard to laws and the second states
- 16 there were no difficulties or misunderstandings in relation to the audit in
- 17 communicating with management.
- 18 • Auditor General Report – Ms. Houghton distributed the report to Council. Mr.
- 19 McDermitt noted that the firm must write a letter to the Auditor General every
- 20 letter related to management comments and any suggestions for the current
- 21 year. He said they had five comments related to the current year which involved
- 22 a lock box in the recreation department, some procedures related to the utility
- 23 system, payroll controls, and other minor concerns. He said management will
- 24 respond to the comments and those comments will go to the Auditor.

25

26 Ms. Houghton noted she had responded to these suggestions in writing.

27

28 Mayor Clutts asked if Council had questions. She thanked Mr. McDermitt for his

29 report.

30

### 31 **Tab 3) Stormwater Pollution Presentation**

32

33 Mr. Hayes stated the objective of this Public Awareness Presentation is to present

34 information on how the public can help to keep the water bodies clean and safe and

35 help ensure the city carry out its DEP compliance

36

37 Mr. Hayes made a power point presentation and discussed how stormwater debris can

38 get into the water system. He discussed potential pollution substances. He said polluted

39 runoff is the nation's greatest threat to clean water. He said homeowners can help

40 assist by keeping pesticides, pet waste, automotive fluids, and grass clippings off the

1 ground and out of the stormwater system. He discussed in detail healthy household  
2 habits to contribute to clean water such as washing the car on the lawn instead of  
3 pavement, etc. He emphasized using recyclable products whenever possible and to  
4 properly dispose of excess paints through a hazardous waste collection program.

5  
6 Mr. Drury noted that by having a presentation it will assist in obtaining credits from DEP  
7 for its stormwater permit.

8  
9 Mayor Clutts asked if this information will be available on the web site. Mr. Hayes  
10 confirmed.

11  
12 **Mayor Clutts said she would like to deviate from the agenda and asked if anyone**  
13 **in the audience had anything to say about the Renaissance Faire who is not with**  
14 **the Foundation. There were no further comments.**

15  
16 **VI.SWEARING IN BY CITY ATTORNEY AND DISCLOSURE OF EX-PARTE**  
17 **CONTACTS**

18  
19 Attorney Williams stated that items 14 [Ordinance #2009-13, Future Land Use  
20 Amendment, Fisherman's Cove; Ordinance #2009-14 – Future Land Use Amendment –  
21 Hammock Citrus Property; and Ordinance #2009-15 – Comprehensive Plan Text  
22 Amendment] were quasi-judicial. He then swore in those who wished to speak on this  
23 issue. He asked Council if they wished to declare any ex parte contact they might have  
24 had on these ordinances.

25  
26 **VII.READING OF ALL ORDINANCES/RESOLUTIONS INTO THE RECORD**

27  
28 Ms. Barnett read the ordinances into the record by title only:

29  
30 **ORDINANCE 2009-24**

31  
32 **AN ORDINANCE OF THE CITY OF TAVARES, FLORIDA AMENDING THE**  
33 **LAND DEVELOPMENT REGULATIONS; AMENDING CHAPTER 8**  
34 **PERTAINING TO SETBACKS IN THE COMMERCIAL DOWNTOWN**  
35 **ZONING DISTRICT AND THE MIXED USE ZONING DISTRICT ON ALFRED**  
36 **STREET, SUBJECT TO THE RULES, REGULATIONS AND OBLIGATIONS**  
37 **ORDAINED BY THE CITY OF TAVARES COUNCIL; PROVIDING AN**  
38 **EFFECTIVE DATE.**

39  
40 **ORDINANCE 2009-25**

1  
2 **AN ORDINANCE OF THE CITY OF TAVARES, FLORIDA AMENDING THE**  
3 **LAND DEVELOPMENT REGULATIONS BY AMENDING CHAPTER 19,**  
4 **ENTITLED STREETS AND SIDEWALKS; SIDEWALK WIDTHS ALONG**  
5 **RUBY STREET, MAIN STREET AND ALFRED STREET AND ALLOWING**  
6 **FOR AN ADMINISTRATIVE ADJUSTMENT OF THE STANDARD WHERE**  
7 **OBSTACLES EXIST; SUBJECT TO THE RULES, REGULATIONS AND**  
8 **OBLIGATIONS ORDAINED BY THE CITY OF TAVARES COUNCIL;**  
9 **PROVIDING AN EFFECTIVE DATE.**

10  
11 **ORDINANCE 2009-12**  
12

13 **AN ORDINANCE OF THE CITY OF TAVARES, FLORIDA, PERTAINING TO**  
14 **PUBLIC SCHOOL CONCURRENCY; AMENDING THE LAND**  
15 **DEVELOPMENT REGULATIONS; ADDING SECTION 10.25 ENTITLED**  
16 **“SCHOOL CONCURRENCY” TO CHAPTER TEN; PROVIDING FOR**  
17 **CONFLICTS; PROVIDING FOR SEVERABILITY; SUBJECT TO THE**  
18 **RULES, REGULATIONS AND OBLIGATIONS ORDAINED BY THE CITY OF**  
19 **TAVARES COUNCIL; AND PROVIDING FOR AN EFFECTIVE DATE.**

20  
21 **ORDINANCE 2009-27**  
22

23 **AN ORDINANCE OF THE CITY OF TAVARES, FLORIDA AMENDING THE**  
24 **LAND DEVELOPMENT REGULATIONS BY AMENDING SECTION 21-19,**  
25 **“LED SIGNS”; REMOVING RESTRICTIONS ON LED SIGNS; SUBJECT TO**  
26 **THE RULES, REGULATIONS AND OBLIGATIONS ORDAINED BY THE**  
27 **CITY OF TAVARES COUNCIL; PROVIDING AN EFFECTIVE DATE.**

28  
29 **ORDINANCE 2009-28**  
30

31 **AN ORDINANCE OF THE CITY OF TAVARES, FLORIDA AMENDING THE**  
32 **CITY CODE OF ORDINANCES BY AMENDING CHAPTER 10.5, LICENSES**  
33 **AND BUSINESS REGULATIONS BY ADDING ARTICLE X, REGULATIONS**  
34 **FOR THE DOWNTOWN WATERFRONT ENTERTAINMENT DISTRICT;**  
35 **AMENDING CHAPTER 3, SECTION 3-6, CONSUMPTION OF ALCOHOLIC**  
36 **BEVERAGES AND POSSESSION OF OPEN CONTAINERS PROHIBITED**  
37 **IN CERTAIN PLACES; SUBJECT TO THE RULES, REGULATIONS AND**  
38 **OBLIGATIONS ORDAINED BY THE CITY OF TAVARES COUNCIL;**  
39 **PROVIDING AN EFFECTIVE DATE.**  
40

1 Ms. Barnett stated the following three ordinances pertained to the  
2 Comprehensive Plan. She said there was a form at the entrance to the  
3 room for anyone to sign who wished to receive information from the  
4 Department of Community Affairs on these amendments:  
5

6 **ORDINANCE 2009-13**  
7

8 **AN ORDINANCE OF THE CITY OF TAVARES, FLORIDA, AMENDING THE**  
9 **TAVARES COMPREHENSIVE PLAN AND FUTURE LAND USE MAP 2010,**  
10 **PROVIDING FOR A CHANGE OF FUTURE LAND USE DESIGNATION ON**  
11 **APPROXIMATELY 50 ACRES OF PROPERTY FROM COUNTY URBAN**  
12 **EXPANSION TO CITY COMMERCIAL WITH AN ASSOCIATED**  
13 **COMPREHENSIVE TEXT AMENDMENT RESTRICTING THE INTENSITY**  
14 **OF THE DEVELOPMENT AND PROHIBITING RESIDENTIAL USE OF THE**  
15 **SITE FOR PROPERTY GENERALLY WEST OF NORTH EICHELBERGER**  
16 **ROAD, SOUTH OF LANE PARK ROAD AND NORTHWESTERLY OF**  
17 **STATE ROAD 19; PROVIDING FOR SEVERABILITY AND CONFLICTS;**  
18 **PROVIDING FOR TRANSMITTAL; AND PROVIDING FOR AN EFFECTIVE**  
19 **DATE.**  
20

21 **ORDINANCE 2009-14**  
22

23 **AN ORDINANCE OF THE CITY OF TAVARES, FLORIDA, AMENDING THE**  
24 **TAVARES COMPREHENSIVE PLAN FUTURE LAND USE MAP 2010,**  
25 **PROVIDING FOR A CHANGE OF FUTURE LAND USE DESIGNATION**  
26 **FROM LAKE COUNTY URBAN EXPANSION TO CITY OF TAVARES**  
27 **COMMERCIAL FOR PROPERTY LOCATED ON THE EASTERN SIDE OF**  
28 **STATE ROAD 19, APPROXIMATELY 600 FEET NORTH OF THE**  
29 **INTERSECTION OF STATE ROAD 19 AND LANE PARK CUTOFF ROAD;**  
30 **PROVIDING FOR A TEXT AMENDMENT TO THE FUTURE LAND USE**  
31 **ELEMENT PROHIBITING RESIDENTIAL DEVELOPMENT IN PERPETUITY**  
32 **ON SAID PROPERTY; PROVIDING FOR SEVERABILITY AND**  
33 **CONFLICTS; PROVIDING FOR TRANSMITTAL; AND PROVIDING FOR AN**  
34 **EFFECTIVE DATE.**  
35

36 **ORDINANCE 2009-15**  
37

38 **AN ORDINANCE OF THE CITY OF TAVARES, FLORIDA, AMENDING THE**  
39 **TAVARES COMPREHENSIVE PLAN FUTURE LAND USE ELEMENT,**  
40 **REMOVING THE RESIDENTIAL DENSITY ASSOCIATED WITH THE**



1 resolution. She said the cities unanimously supported the resolution because there is a  
2 need for more scientific identification of water bodies.

3  
4 Mayor Clutts asked if there were comments or if the audience members wished to  
5 comment.

6  
7 **MOTION**

8  
9 **Norb Thomas moved to support Resolution #2009-12 for the Florida Stormwater  
10 Association to revise the existing water body classification system in order to  
11 provide a new and more appropriate beneficial use utilizing improved science and  
12 technology to restore the water sheds, seconded by Bob Grenier.**

13  
14 Mayor Clutts noted that Florida League of Cities is requesting a copy of the signed  
15 resolution.

16  
17 **The motion carried unanimously 5-0.**

18  
19 **XI – FINAL ADOPTION HEARING – COMPREHENSIVE PLAN AMENDMENTS**

20  
21 Mr. Skutt stated that the following three ordinances constitute the Large Scale  
22 Comprehensive Plan Amendments for the second cycle of 2009. The City has received  
23 notification from DCA that it will not be reviewing these amendments and that the City  
24 may proceed to adoption.

25  
26 **Tab 14) Ordinance #2009-13 – Future Land Use Amendment – Fisherman’s Cove**

27  
28 Mr. Skutt said this property is approximately 50 acres in size, west of SR 19. The  
29 property was annexed into the city last December. The applicant is seeking a  
30 Commercial Future Land Use designation. The owner has indicated they will be seeking  
31 a Planned Development zoning to allow development of the property as a tourist resort.  
32 On May 21, the Planning & Zoning Board recommended approval. Council approved  
33 this Commercial Land Use in June for transmittal to DCA and staff is recommending  
34 approval for adoption and final transmittal.

35  
36 Mayor Clutts asked if Council had questions and then invited the applicant to speak.  
37 She then asked if there was comments from the audience. The public hearing was  
38 closed.

39  
40 **MOTION**

1  
2 **Robert Wolfe moved to approve Ordinance #2009-13, seconded by Bob Grenier.**  
3 **The motion carried unanimously 5-0.**  
4

5 **Tab 15) Ordinance #2009-14 – Future Land Use Amendment – Hammock Citrus**  
6 **Property**  
7

8 Mr. Skutt advised this was an amendment for property located on the east side of SR 19  
9 that is 25 acres in size. The applicant is seeking a Commercial Future Land Use  
10 designation. This property was annexed into the City in 2005. At that time an application  
11 for Commercial Future Land Use was made however it was never completed. This  
12 same application was resubmitted this year. On May 21, the Planning & Zoning Board  
13 recommended approval and June of 2009 Council approved transmittal to DCA. Staff  
14 recommends approval and final transmission to DCA.  
15

16 Mayor Clutts asked if there were questions from Council and if anyone in the audience  
17 had questions. The public hearing was closed.  
18

19 **MOTION**  
20

21 **Bob Grenier moved to approve Ordinance #2009-14 for final transmittal to DCA,**  
22 **seconded by Norb Thomas. The motion carried unanimously 5-0.**  
23

24 **Tab 16 – Ordinance #2009-15 – Comprehensive Plan Text Amendment –**  
25 **Removing Residential Density from Commercial Designation**  
26

27 Mr. Skutt advised this is a staff initiated text amendment to the Comprehensive Plan  
28 that removes the 10 dwelling units per acre residential component that is presently  
29 associated with the Commercial Land Use designation. The city's Commercial Future  
30 Land Use areas are the two major commercial corridors of US 441 and SR 19. Since a  
31 Comprehensive Plan amendment must be analyzed for the worst case scenario the city  
32 has been forced to consider school concurrency for every new commercial future land  
33 use. The local schools are nearing capacity so having a residential component attached  
34 could limit the city's ability to develop commercial uses. Through this amendment the  
35 city will be removing residential density from locations that are not appropriate for  
36 residential action. This amendment could theoretically give the capacity for more  
37 residential density in the downtown core. On May 21, the Planning & Zoning Board  
38 recommended approval and in June Council voted to transmit it to DCA. Staff  
39 recommends approval for transmittal.  
40

1 Mayor Clutts asked if there were questions from Council and if anyone in the audience  
2 had questions.

3

4 T.J. Fish, 1110 Juniper Court, stated it appeared that the mixed use that Tavares has  
5 embraced is in the downtown core as opposed to the commercial corridors. He said if  
6 that is the intent behind the amendment he would support it. Mr. Skutt confirmed.

7

8 The public hearing was closed.

9

10 **MOTION**

11

12 **Robert Wolfe moved to approve Ordinance #2009-15 for final transmittal to DCA,**  
13 **seconded by Bob Grenier. The motion carried unanimously 5-0.**

14

15 **Tab 17) Community Back Yard Phase I Site Plan**

16

17 Ms. Rogers stated that the Community Back Yard project is underway and the city has  
18 contracted with DMC to provide engineering for the first phase of the plan which is to  
19 include a dog park. Ms. Rogers stated the dog park will be in the uplands area of the  
20 park. She said she had provided two maps to Council. She said the recommendation is  
21 to build a 75' x 200' divided area for small dogs and large dogs to be located in the  
22 northeast corner of the property. Ms. Rogers said Ms. Pfister is on the Horizon Team  
23 and meetings have been held with her and with the DMC engineers to discuss the  
24 design and elements of the park. She said the location will allow some primitive parking  
25 off Esther Avenue at a later time. She said this first phase will also include restrooms  
26 and improved parking at the entrance to the park and a conceptual plan for the entire  
27 park.

28

29 Councilmember Pfister said it has been an exciting process and she thanked Ms.  
30 Rogers for her work on the project.

31

32 Councilmember Thomas asked about the proposed water line. Ms. Rogers said Mr.  
33 Hayes had agreed to install the water line. She said there is an existing water supply.  
34 Connection will be made to the water supply eventually for a bathing station, water  
35 fountains for people and for dogs. Eventually there will be walking trails and the plan is  
36 to install a water fountain on the trails.

37

38 Vice Mayor Wolfe asked why the water line couldn't run off Disston Avenue.

39

1 Mr. Patel answered that this is a conceptual plan and one of the items listed is a  
2 restroom which will require a water supply. He said this route will serve many other  
3 aspects: community garden, children’s playground, etc.  
4

5 Mayor Clutts asked about the dog park’s proximity to water. Mr. Patel said he is past  
6 president of the Florida Lakes Management Society and he is aware of the DEP’s  
7 requirements, and this area was chosen to be in compliance with those regulations.  
8

9 Mayor Clutts asked if there were questions and then opened the issue for public input.  
10

11 Norman Hope, Fox Run Subdivision  
12

13 Mr. Hope asked where the funding was coming from for the park. He said it would be  
14 hard sell to tell residents the city cannot afford the rest of the stormwater project in Fox  
15 Run if the city is building a dog park.  
16

17 Ms. Houghton stated the money for this project is coming from the park impact fees.  
18 She said this revenue source is restricted to increasing the level of service for parks and  
19 recreation. She said it cannot be used for operating needs.  
20

21 Mr. Drury added that the Council has indicated its support to Fox Run through  
22 addressing its stormwater problems through the General Fund and a contract has been  
23 awarded for \$120,000 from that fund. He acknowledged that there is a Phase 2 that will  
24 need to be reviewed because the solution was more extensive than originally thought  
25 and it will be looked at in the next year. He said the Community Back Yard project is a  
26 downtown community project that is part of the whole master plan and visioning which is  
27 to attract people to move into the downtown area and have a place to live, work and  
28 play. He said it is important to have a park built in today’s standards in order to attract  
29 people to invest in the downtown. He noted there had been donations and volunteer  
30 work going on in support of the project.  
31

32 Mr. Hope said he understands the funding issue personally but he was not sure the  
33 general public understands the differentiation between funding sources.  
34

35 Mayor Clutts pointed out that the plans for the waterfront and the downtown will be  
36 economic development drivers. She said the city has been recognized for its  
37 comprehensive economic development strategy and for its plan to generate new  
38 business and reverse the current tax base.  
39

40 Sandy Gamble, 112 S. Lake Avenue

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Mr. Gamble asked about the path from the proposed parking area to the park.

Ms. Rogers said it is a grassy walk path but in the near future the plan is to build primitive parking off of Esther. She said the improvements to the existing parking will be part of Phase II and the city has applied for additional CDBG funds for Phase II.

Mr. Gamble said he wanted to support Mr. Hope’s comments that people often do not understand the different funding sources. He noted there was no one in the audience from the press to properly present the project and the city may receive some phone calls from the public.

Mayor Clutts noted that Council had debated this proposal some months ago, including whether or not to fund the project, and that what was before Council tonight was approval of the site plan.

Denise Laratta, Lake Huron Drive

Ms. Laratta stated although the conversation took place some months ago, people forget and residents need to be reminded as to the funding source. She asked about the bathing station for dogs.

Ms. Rogers said it will be something simple and installed by staff. It will be a crushed stone base with an automatic shut on/shut off valve.

Ms. Laratta questioned providing a “doggie car wash” at no charge to the public although she supported the park in general and the city’s position on moving forward with projects. Mr. Drury responded that it will amount to a small hose and the city will be sensitive to it being of minimal use.

Councilmember Pfister suggested the city may want to attend homeowners meetings to explain how the different funds operate. She said she sees both sides of the issue.

Mayor Clutts expressed support for Ms. Pfister’s position. She discussed her own initiatives on attending homeowner meetings in the past to garner support for the city’s downtown redevelopment projects. She encouraged Council to reach out to the community and be ambassadors for the city.

T.J. Fish, Chamber of Commerce

1 Mr. Fish offered the Chamber’s newsletter as another vehicle to communicate  
2 information about projects and topics.

3  
4 Mayor Clutts suggested that Mr. Hope and Ms. Laratta provide point of contact  
5 information for their homeowners groups and noted that Mr. Abbey is the contact for  
6 Imperial Terrace East.

7  
8 **MOTION**

9  
10 **Robert Wolfe moved to approve the design of Phase I of the Community Back  
11 Yard Project as submitted, seconded by Norb Thomas.**

12  
13 **The motion carried unanimously 5-0.**

14  
15 **Tab #18) Award of Bid for Auditor**

16  
17 Ms. Houghton noted the CAFR is on the city’s web site line on the Finance page and  
18 staff will add additional information to the finance page to help assist the public.

19  
20 Ms. Houghton stated that on May 24, 2009 an RFP for auditing services for FY 2009-  
21 2010 and 2011 was issued and advertised. On June 18 the bid opening was held and  
22 responses were received from three firms. On July 1, 2009 Council approved an audit  
23 committee for rank and selection of responding firms. For purposes of selection each  
24 member was asked to review and evaluate each firm independently. The Audit  
25 Committee ranking results were McDemitt Davis as the first ranked audit firm.

26  
27 Mayor Clutts asked if there were questions from Council or comments from the  
28 audience.

29  
30 **MOTION**

31  
32 **Robert Wolfe moved to approve the Audit Committee ranking of the audit firms as  
33 presented and as well as to direct staff to execute a contract with the top ranked  
34 firm for a three year period 2009, 2010, and 2011, with two additional optional one  
35 year renewals, seconded by Norb Thomas. The motion carried unanimously 5-0.**

36  
37 **Tab #19 – Discuss Way Finding Signage Program**

38  
39 Mr. Drury discussed the science of way finding noting it is a program to help people get  
40 around in a community.

1  
2 The City recently hired Wilesmith Advertising and Design Inc. to develop a “City of  
3 Tavares Branding Campaign” to implement its vision and Master Plan. Included in the  
4 scope of services among many other things is the “Design of Public Way finding  
5 System.”  
6

7 The City’s position thus far has been to wait until the Branding Campaign is complete  
8 before spending any time, resources or money towards branding initiatives so that no  
9 money is wasted on programs that are inconsistent with the results of the branding  
10 recommendations.  
11

12 It is expected that the branding campaign recommendations will be completed within  
13 one year and that implementation would occur over the following years. The City’s  
14 Capital Improvement program includes funding to implement this program.  
15

16 The Downtown business community, through the Chamber of Commerce is interested  
17 in improving way finding to their establishments sooner rather than later. Currently,  
18 many downtown businesses place “snipe signs” in public rights of way and on private  
19 property to direct people to their establishments. These signs are in violation of the city  
20 sign ordinance and are therefore removed by city code enforcement on a regular basis.  
21 The downtown business community has been working on a way finding program as  
22 well. They have been directed to work with the City’s Branding team and vice versa to  
23 collaborate on this initiative.  
24

25 Mr. Drury invited T.J. Fish to speak.  
26

27 Mr. Fish noted various individuals from the business community who were present. He  
28 distributed an example of a proposal to illustrate the direction that the business  
29 community wishes to see implemented by working with staff and the consultants.  
30

31 He said some of the “snipe” signs have been put up by members of the Chamber that  
32 are different than the signs put up by businesses that do not actually exist in Tavares.  
33 He said one of the concepts is to put up menu signs that would show all the businesses  
34 on that street. He said the Committee is looking for something more immediate than  
35 waiting until the Branding process is complete. He said they would like their project  
36 agreed to by the City Council and be incorporated into the CRA plan. He said it would  
37 amount to less than \$5,000. He said this was an attempt for the business community to  
38 police itself but also to work with the consultants and staff and make this a formal  
39 initiative.  
40

1 Mayor Clutts discussed the concept of branding and asked how investing in this sign  
2 would create a distinction in Tavares. She said this was a suggestion to get something  
3 up quickly by utilizing the brand before it has been approved by Council. Mr. Fish said  
4 the business community is not comfortable waiting until 2011. Mayor Clutts questioned  
5 the date. Mr. Fish said when the consultants were hired it was stated it would be two to  
6 three years before the project was implemented. Mayor Clutts said that the  
7 implementation period is up to Council and noted the funds were designated for specific  
8 implementation of the downtown master plan. She said this would be the job of the  
9 downtown partners to keep the city focused in the future.

10  
11 Mr. Fish said this is a request to make the signage a priority.

12  
13 Councilmember Pfister said she was upset about the signs and said she had removed  
14 them personally recently. She said she understood the problem facing the business  
15 owners. She said she wanted something to be done now, using the current logo or  
16 whatever needed to be done. She said she did not want the ordinance to be changed.

17  
18 Mr. Drury noted that the Branding consultant is on a fast track and will be returning to  
19 Council in the near future. He discussed the way finding program and how it will be  
20 addressed through working with the consultant.

21  
22 Mayor Clutts stated she did not believe it was Council's job to remove snipe signs.

23  
24 **MOTION**

25  
26 **Vice Mayor Wolfe moved to make sure that if the City goes with the branding and**  
27 **way finding, that the signage should be top priority and should be done in a quick**  
28 **manner starting with the downtown first, seconded by Bob Grenier.**

29  
30 Councilmember Pfister said she felt it should be addressed sooner because people  
31 cannot find the businesses.

32  
33 **The motion carried unanimously 5-0.**

34  
35 Mayor Clutts asked if any Councilmember wished to set the tone for how code  
36 enforcement handles the downtown business owners—with reasonable care or strictly?

37  
38 Councilmember Pfister answered it is difficult to determine. Vice Mayor Wolfe asked if  
39 the Code Enforcement Officer goes out every week. Mr. Drury said that currently Code  
40 Enforcement has a schedule which is changed occasionally but the snipe sign schedule

1 is every second week. He noted it works fairly well but there is only one Code  
2 Enforcement Officer for the entire city.

3  
4 Councilmember Pfister asked Mr. Drury if he has instructed other staff to pick up signs.  
5 Mr. Drury answered in the affirmative. Mayor Clutts asked Council if they wished to  
6 instruct staff to pick up signs more than once every other week.

7  
8 Councilmember Thomas said police officers could pick up the signs if it is in their route.

9  
10 Mayor Clutts invited the business owners present to make comments.

11  
12 Mr. Fish asked if sandwich boards were legal. Mr. Drury said they are legal.

13  
14 Roger Kooser, Tavares Station, and president of the downtown business committee,  
15 stood to speak. He said it is obvious that the businesses know when code enforcement  
16 is going to remove signs and the business owners also agree they do not like the signs.  
17 The major concern is the amount of time it will take before the signage program is  
18 complete and he asked whether there could be some temporary leniency to businesses  
19 downtown in the meantime.

20  
21 Vice Mayor Wolfe, Councilmember Grenier, Mayor Clutts, and Councilmember Thomas  
22 said they are interested in being reasonable in terms of code enforcement.  
23 Councilmember Pfister said she wanted to come to an agreement but she did not want  
24 to change the ordinance. Mayor Clutts said she believed Mr. Drury has direction to be  
25 reasonable in terms of code enforcement and that staff has direction to expedite the  
26 branding process and make signage a priority.

27  
28 **Tab 20) Water Alliance Report**

29  
30 Mayor Clutts reported that the Water Alliance has been in existence for several years  
31 and she has served as the city's representative. She said Mayor Yeager of Minneola  
32 had called her to lobby her regarding the report. She said he has offered for Minneola to  
33 be the host city in coming year. She expressed concern that the same inherent  
34 problems will continue unless the City of Minneola commits to staffing the Alliance at  
35 100%.

36  
37 Mayor Clutts asked Attorney Williams if he had received any feedback from the other  
38 City Attorneys. Mr. Williams he had not received any feedback.

1 Mayor Clutts provided a background on the problems faced by the Water Alliance due  
2 to lack of a structure and staff support. She said the Technical Committee has  
3 continued to meet and generated results however. She said in the report provided she  
4 has provided a caveat through communicating to Council regarding the structure that is  
5 needed. She said that Mayor Yeager has indicated that the City of Minneola will be able  
6 to provide the staff support so he has asked that council give him some time. She said  
7 in her report she has suggested that the managers receive a report from the utility  
8 directors who meet once a month on initiatives regarding the Water Alliance, who could  
9 then place those issues on their respective city agendas.

10  
11 Mr. Drury noted that the City of Tavares has committed to \$4,000 to participate in the  
12 Alliance in the coming year. He said this may be an opportunity to pull out for a year and  
13 see if the City of Minneola is able to accomplish something with the Alliance. He said  
14 the other option is to appoint Vice Mayor Wolfe to continue to attend their meetings in  
15 the interim.

16  
17 Vice Mayor Wolfe said Mayor Yeager has great expectations and that although he  
18 would be willing to serve as the representative, he agreed with the suggestion made by  
19 the Mayor.

20  
21 **MOTION**

22  
23 **Robert Wolfe moved to withdraw from the Water Alliance, seconded by Norb**  
24 **Thomas.**

25  
26 **Mayor Clutts asked Mr. Hayes to confirm that by withdrawing this would not harm**  
27 **the city's Consumptive Use Permit in any way.**

28  
29 Mr. Hayes confirmed it would not affect the CUP process. He said the Technical  
30 Committee works diligently on a weekly basis with St. Johns Water Authority. Mr. Hayes  
31 said he attended a meeting yesterday with two utility directors from Lake County. He  
32 said they could not brain storm together to represent Lake County because of the  
33 Sunshine Law and this allow better communications and would be more beneficial to  
34 the City of Tavares as a community.

35  
36 **The motion carried unanimously 5-0.**

37  
38 **Tab 21 – Budget Workshop**

1 Ms. Houghton gave the background of the budget discussions including the capital  
2 improvement plan.

3  
4 Mayor Clutts noted that the Budget Workshop is for council deliberations and not open  
5 for public discussion. The Public Hearings will follow in September.

6  
7 Mr. Drury noted that the hard costs for the Renaissance Faire have been removed and  
8 the soft costs have been left in. He said the issue before Council is whether to put  
9 some of the hard costs back in and whether to leave the soft costs in or out.

10  
11 Councilmember Thomas said he would prefer to put \$5,000 back in and keep the soft  
12 costs in and work with Hickory Point on its covenant to annex.

13  
14 Attorney Williams said the city could still require annexation and the matter had gotten  
15 dropped in the previous years when the Water Authority had not wished to be annexed.  
16 He agreed there are some public concerns in that area.

17  
18 Councilmember Pfister said she is willing to give the soft costs only and felt that was  
19 fair.

20  
21 Vice Mayor Wolfe said he agreed with providing the soft costs and after hearing the  
22 information from the Foundation's representatives as to the amount of money that is  
23 being raised for the students and the amount being spent in the local hotels, he felt the  
24 donation of \$7500 was justified but that he would be willing to keep it at \$5,000.

25  
26 Councilmember Grenier said he supported the soft costs but still had issues with  
27 contributing the \$5,000.

28  
29 **MOTION**

30  
31 **Robert Wolfe moved to support the Faire with the soft costs and a hard cost of**  
32 **\$4,000, seconded by Norb Thomas. The motion carried 3-2 as follows:**

33  
34 **Nancy Clutts**                      **No**  
35 **Bob Grenier**                      **Yes**  
36 **Norb Thomas**                    **Yes**  
37 **Lori Pfister**                      **No**  
38 **Robert Wolfe**                    **Yes**  
39

1 Mayor Clutts said she would like Council to consider moving the way finding program  
2 into the capital improvement fund. John confirmed that the branding implementation  
3 funds in 2011 into the will be moved into the FY 2010 budget which supports the  
4 commitment discussed earlier.

5  
6 Ms. Houghton summarized the elements of the budget and the corrections that will be  
7 made. She said the reductions from state revenues reported recently will not require  
8 further reductions to the budget at the current time however staff will monitor the  
9 situation.

10  
11 Mr. Drury asked if Council had further questions and noted the Public Hearing dates of  
12 September 2<sup>nd</sup> and the 16<sup>th</sup>. He summarized the state of the budget and the anticipated  
13 economic conditions for the upcoming year.

14  
15 Vice Mayor Wolfe proposed that the garbage service holiday pickup should be  
16 eliminated for the next fiscal year which should save considerable overtime. Mr. Drury  
17 concurred and noted it had been added as a benefit recently and would be appropriate  
18 as a cost savings.

19  
20 **MOTION**

21  
22 **Robert Wolfe moved to eliminate holiday trash pickup, seconded by Norb**  
23 **Thomas.**

24  
25 **The motion carried unanimously 5-0.**

26  
27 Mayor Clutts asked when this would take place. Mr. Drury said it could be done  
28 October 1<sup>st</sup> when the new budget starts. **Consensus to stop the holiday pickup**  
29 **effective October 1<sup>st</sup>.**

30  
31 **XII. OLD BUSINESS**

32  
33 None.

34  
35 **XIII. NEW BUSINESS**

36  
37 None.

38  
39 **XIV. AUDIENCE TO BE HEARD**

40

1 Mayor Clutts asked if there are any audience members who would like to speak to  
2 Council on any matters not included in the agenda.

3  
4 **XV. REPORTS**

5  
6 **Tab 10) City Administrator**

7  
8 Mr. Drury noted he had provided upcoming meeting dates in his report.

9  
10 Mr. Drury stated there will be another commuter railroad meeting in Apopka at 7:00 p.m.  
11 on August 31 and Council is invited to attend. He said there is an initiative to look at  
12 commuter rail in Central Florida in the future and Apopka was proposed to be one of the  
13 stations, He said he will attend the meeting and if Council wishes to attend he will  
14 publicize it if more than one member wished to attend.

15  
16 **Tammy Rogers**

17  
18 Ms. Rogers announced that tomorrow would be the grand opening of the Splash Park.  
19 She thanked Mr. Neron and Ms. Smith for all their work on the project. She said the soft  
20 opening had gone well that day.

21  
22 **Councilmember Pfister**

23  
24 Councilmember Pfister thanked all the city boards such as the Planning & Zoning  
25 Board, Library Board, etc. She said their work and input helped her with her decisions  
26 making and she appreciated all they did.

27  
28 **Councilmember Thomas**

29  
30 Councilmember Thomas stated that although he understood the Mayor's reasoning for  
31 deciding not to run for Council but he wanted to say that it had been a pleasure to work  
32 with Mayor Clutts all these years and that she has been a powerful force for the City of  
33 Tavares. He said she will be sorely missed on Council.

34  
35 **Councilmember Grenier**

36  
37 Councilmember Grenier said there are very few visionaries in the order of St. Clair  
38 Abrams (the founder of Tavares) but that Mayor Clutts has been a visionary in the stead  
39 of St. Clair Abrams.

1 Councilmember Grenier added that he had not planned on being at this meeting as he  
2 was to have been out of town visiting his father in Chicago. He said he wished to say  
3 “Happy Birthday” to his father who is 80 years old in Chicago. He also expressed a  
4 Happy Birthday to Mrs. Doris Ragan whose birthday was yesterday.

5

6 **Vice Mayor Wolfe**

7

8 No report.

9

10 **Mayor Clutts**

11

12 Mayor Clutts thanked each one in attendance for all their efforts and hard work.

13

14 **Adjournment**

15

16 There was no further business and the meeting was adjourned at 6:57 p.m.

17

18 Respectfully submitted,

19

20

21

22

23 \_\_\_\_\_  
Nancy A. Barnett, C.M.C.

24 City Clerk