**MINUTES (Amended)**
**City of Cocoa**
**Regular Meeting of The City Council**

**January 26, 2021**

A Regular City Council Meeting was held on Tuesday, January 26, 2021, in Cocoa City Hall, in City Council Chambers, located at 65 Stone Street, in Cocoa, Florida, 32922, as publicly noticed.

## I. Opening Matters:

Mayor Blake called the meeting to order at 6:00 p.m.

Ms. Tammy Findlay-Bell Jenkins provided the invocation and Mr. Derrick Jenkins led the assembly in the Pledge of Allegiance to the Flag of the United States of America.

The City Clerk took the roll.

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| PRESENT: | Michael C. Blake | Mayor |
| | James Goins | Deputy Mayor |
| | Rip Dyal | Councilmember |
| | Lavander Hearn | Councilmember |
| | Lorraine Koss | Councilmember |
| | Anthony Garganese | City Attorney |
| | Stockton Whitten | City Manager |
| | Carie Shealy | City Clerk |

OTHER STAFF MEMBERS PRESENT:

Matthew Fuhrer, Assistant City Manager; Tammy Gemmati, Administrative Services Director; Jack Walsh, Utilities Director; John Hankins, Interim Chief of Police; Jonathan Lamm, Fire Chief; Bryant Smith, Public Works Director; Rebecca Bowman, Finance Director; Nancy Bunt, Community Services Director; Jason McCuen, Helpdesk Support Tech; Rob Beach, Chief Technology Officer; and Samantha Senger, Assistant to the City Manager/PR Specialist.

## II. Approval of Agenda and Minutes:

1. **Agenda:** Regular Meeting of January 26, 2021 (21-75)

2. **Minutes:** N/A

* **MOTION by Deputy Mayor Goins; Seconded by Councilmember Dyal, to approve the Agenda as presented for the regular meeting of January 26, 2021.**

**AYES: Blake, Goins, Dyal, Hearn, Koss**

**THE MOTION CARRIED UNANIMOUSLY (5-0)**

## III. Awards and Presentations:

1. Historic Cocoa Village Main Street Annual Update. (21-47). (HCVMA)

Ms. Emma Kirkpatrick with Historic Cocoa Village Mainstreet provided a presentation[1] and provided an annual update on the organization. She reviewed various events and mentioned that even with the Covid shutdown they had a lot of success with their projects.

She thanked Public Works staff for their help on a few of their projects and spoke about the fall and holiday seasons.

Mr. Allen Chapman provided their mission statement as well as financials. He pointed out that they are 95% self-funded.

Over 1,200 volunteer hours were donated this year and he provided examples as to how HCVMA gives back to the community.

In closing, Mr. Chapman advised that HCVMA was recently recognized for having been a Main Street community for over twenty-five years and they accept that recognition proudly.

Mayor Blake recognized all of the HCVMA members in the audience.

2. Informational Annual Investment Report for FY2020. (21-93). (Finance Director)

Ms. Bowman noted that the City has an investment policy where excess funds are invested and Mr. John Grady was in attendance to provide an update as to where the plan was at as of September 30, 2021.

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1 EXHIBIT A: HCVMA Annual Update

Mr. Grady provided a presentation[2] regarding the City's investments. He showed several charts regarding investments and noted that hopefully in the next year we would see more economic growth.

He discussed each of the City's portfolios in detail and advised that he works very closely with Ms. Bowman throughout the year.

The portfolios discussed were the Operating Portfolio, Reserves Portfolio, and the Restricted Portfolio.

In closing, he provided a breakdown of the Aggregate Asset Allocation as of December 31, 2020.

Mayor Blake thanked him and advised that he liked being accountable and transparent with our funds. He voiced his support for the diverse investments and the AAA rating, but wanted to stay ahead of the curve too.

City Manager Whitten thanked Ms. Bowman and Mr. Grady for the detailed presentation. Mr. Grady added that his firm only handles public funds and they recognize the importance of that.

## IV. Delegations:

Jennifer Riggs, 1629 N. Indian River Drive, Cocoa, spoke about the Mayor's Fitness Challenge and that the path they were walking would be opened up. She mentioned that by having parks and other green assets we attracts residents. ~~Two gates need to be opened still.~~ She further mentioned ~~that this could increase safety and having more people in that area is a good thing~~[3] that having people and activity in the area will increase safety. In closing, she believes this makes Council look better by having public space opened up.

Jo Shim, 4010 Dakota Avenue, advised that she was a member of the Sustainability Advisory Board. She pointed out that they were going to start having a member of the board at every meeting. Equity and empowerment is a big part of their plan and if they are promoting those then they need to promote themselves. One of the initiatives of the Sustainability Plan is participation in the Mayor's Fitness Challenge. This also encompasses health and safety. She explained what the Mayor's Fitness Challenge was and that the next challenge will be February 6, 2021. She asked if the City could help with publicity and advised that they had cards that could be handed out. She thanked Council for their support.

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2 EXHIBIT B: Economic Update and Investment Strategy Review

3 Amendment to Minutes made by Councilmember Koss at the 2/23/2021 meeting

Rev. J.B. Dennis, 3710 Catalina Drive, Cocoa, advised that he has an oral petition for a loud music ordinance and requests that this be placed on an agenda for further discussion. He read from Florida Statute 318 regarding car music.

Marisol Lanza, 436 Satsuma St., Cocoa, asked for help with her neighbors, nothing is being done and it has become a hazard. She provided more information along with photos of the problems.

Mayor Blake apologized for what she is enduring and he asked the City Manager if there was anyway to have a meeting with those living in the cul-de-sac. Mayor Blake promised that they would help her.

## V. Consent Agenda:

1. Approval to apply for the Victims of Crime Act (VOCA) Grant in the amount of $117,841 and to commit $29,460 toward the match requirement in the application in order to provide victim advocate services to crime victims. The total amount equals $147,301. (21-64). (Interim Chief of Police)

2. Approve the First Amendment to Purchase Agreement to RFQ-17-16-COC, Continuing Service Agreements with Bussen-Mayer Engineering Group, Inc., Mead & Hunt, Inc., and Hazen & Sawyer, P.C. for Engineering Services for Design, Permitting and Services During Construction of Utility Conveyance System Upgrades & Expansion. (21-72). (Utilities Agreement)

3. Award Bid B-21-05(A)-COC, Contract Laboratory Services, to Pace Analytical Services LLC, Ormond Beach, Florida; To Authorize the City Manager to Execute the Contract and approve future renewals. (21-74). (Utilities Director)

4. Approve a Resolution Amending the FY21 Budget, BAF #21-045-A, through the use of General Fund Balance Reserves, for the Contribution to School Board of Brevard County, for Improvements to Cocoa High Schools Track. (21-84). (Finance Director)

* **MOTION by Deputy Mayor Goins; Seconded by Councilmember Dyal, to approve the Consent Agenda.**

**AYES: Blake, Goins, Dyal, Hearn, Koss**

**THE MOTION CARRIED UNANIMOUSLY (5-0)**

## VI. Public Hearings:

**None.**

## VII. Council Business:

1. Approve the appointments of Tammy Findley-Bell, Michael Klug, and Kathy Hamilton-Brown to the Police Community Relations Advisory Board. (21-76). (Administrative Services Director)

* **MOTION by Deputy Mayor Goins; Seconded by Councilmember Dyal, to approve the item.**

Councilmember Koss asked if Mr. Klug was a retired police officer as it was her understanding he was a security officer and not a police officer. In response, Councilmember Dyal stated that he was in charge of security for several casinos in Las Vegas.

**AYES: Blake, Goins, Dyal, Hearn, Koss**

**THE MOTION CARRIED UNANIMOUSLY (5-0)**

2. Approve a Resolution adopting Resilient Cocoa, the City's Resiliency Action Plan to address resiliency issues and develop strategies to strengthen the City's capacity to withstand and recover quickly from natural hazards. (21-82). (Community Services Director)

Mayor Blake asked if when the City originally committed to the Sustainability Advisory Board and its members, how often they met. In response, Ms. Bunt advised that the Board meets monthly and an agenda is posted and a recording secretary is provided to take minutes. Mayor Blake asked if they meet privately. In response, Ms. Bunt answered no, however, they have Working Group meetings which are advertised and minutes are taken.

Ms. Bunt further noted that as part of the Sustainability Advisory Board resolution, they were to begin a Resiliency Action Plan. She provided a further background and what the plan entailed. She advised it was ready for adoption by Council.

Councilmember Koss pointed out a few things about Resilient Cocoa and the plan. She further noted that the organization they worked with was going around the State to help others with these plans as well. The whole idea is to look at your vulnerabilities and not to succumb to them but alleviate them.

She provided slides[3] of maps to show the following:

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[3] EXHIBIT C: Maps regarding the Resiliency Action Plan

- NOAA "High" Sea Level Rise Projection
- Hurricane Storm Surge Zone
- FEMA 100-Year and 500-Year Flood Zones

Jennifer Riggs, 1629 N. Indian River Drive, Cocoa, Chairperson of the Sustainability Advisory Board, felt that this was a really good plan and a lot of good things are going on. She provided a presentation on the Resiliency Action Plan[4].

Ms. Riggs provided a brief synopsis of what the "Peril of Flood" was and pointed out that this was passed in 2015 by the Florida Legislature.

She explained why it was so important to proactively improve resiliency and spoke in detail about the financial risks for the City.

Ms. Riggs spoke about property values and what will happen in the future with flooding, cliff erosions, etc.

She advised that this Plan aligns well with Cocoa's Sustainability Plan Priorities and she mentioned the five main areas of alignment:

- Pursue Funding Mechanisms for Resiliency Projects
- Living Shorelines and Green Infrastructure
- Greenspace and Mitigation
- Update City Codes
- Communication and Education.

Lastly, Ms. Riggs stressed that building resilience is important for Cocoa's prosperity.

* **MOTION by Councilmember Koss; Seconded by Councilmember Dyal, to approve the item.**

**AYES: Blake, Goins, Dyal, Hearn, Koss**

**THE MOTION CARRIED UNANIMOUSLY (5-0)**

Mayor Blake thanked them and the members of the Sustainability Advisory Board.

3. Consider the Reappointment of Sylvia Thomas as Seat #1 on the Diamond Square CRA through January 30, 2022. (21-92). (Administrative Services Director)

* **MOTION by Deputy Mayor Goins; Seconded by Councilmember Hearn, to approve the item.**

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4 EXHIBIT D: Resilient Cocoa: Resiliency Action Plan

**AYES: Blake, Goins, Dyal, Hearn, Koss**

**THE MOTION CARRIED UNANIMOUSLY (5-0)**

**VIII. City Business:**

**None.**

**Multi-Year Contracts:**

1. Award Bid #B-21-06-COC, City of Cocoa for Pond Maintenance Services, to Future Horizons, LLC, in the amount of $17,910.85; Approve a Resolution Authorizing the City Manager to execute change orders and other contract related purchases in an Amount Not To Exceed the budgeted amount. Authorize the City Manager to Execute the Original One Year Contract and Subsequent Four One-Year Renewals. (21-78). (Public Works Director)

Mr. Smith noted this was a citywide pond maintenance program and this helps with keeping the stormwater system clean.

Councilmember Koss asked if was a mechanical removal. In response, Mr. Smith advised that it was chemical but they have the option for mechanical as well as fish stocking. This includes any City owned ponds.

* **MOTION by Councilmember Koss; Seconded by Councilmember Dyal, to approve the item.**

**AYES: Blake, Goins, Dyal, Hearn, Koss**

**THE MOTION CARRIED UNANIMOUSLY (5-0)**

2. Approve a multi-year contract with SageView Advisory Group for financial consulting services for the City's 457(b) and 401(a) retirement plans from February 1, 2021 to January 31, 2024 with two two-year renewal options and authorize the City Manager to negotiate and sign city attorney approved agreement and any renewal terms. (21-80). (Administrative Services Director)

Ms. Gemmati noted this was a new service that the City was adding to make sure our plans are managed responsibility. There are several different record keepers and the next project will be to consolidate all of those keepers. This consultant will help the City throughout that process.

* **MOTION by Mayor Blake; Seconded by Councilmember Dyal, to approve the item.**

**AYES: Blake, Goins, Dyal, Hearn, Koss**

**THE MOTION CARRIED UNANIMOUSLY (5-0)**

3. Approval of a multi-year professional services agreement with Pauley Management Inc. for federal lobbying services on behalf of the City of Cocoa effective February 1, 2021 through January 31, 2022 and authorize City Manager to sign City attorney approved agreement and any executed renewal terms. (21-95). (Administrative Services Director)

Ms. Gemmati advised that this was brought at the request of the City Manager for a new federal lobbying consultant.

City Manager Whitten added that Mr. Pauley was a generalist and his area of success is fund rating. He had an excellent record of bringing dollars to the cities he represents. He lives in Cocoa Beach and answers anytime you call.

Councilmember Koss mentioned that over the last few years she has felt well informed by the report they receive each week and with that report she identified about four to five grants. She wanted to ensure that someone would be watching the federal register. City Manager Whitten stated that they could write that into the scope of services.

* **MOTION by Mayor Blake; Seconded by Councilmember Dyal, to approve the item.**

**AYES: Blake, Goins, Dyal, Hearn, Koss**

**THE MOTION CARRIED UNANIMOUSLY (5-0)**

## IX. Informational Agenda:

1. FY 2021 Budget Adjustment Report. (21-68). (Finance Director)

2. Approved change orders to construction contracts that the City Council has authorized the City Manager, by resolution, to approve in excess of the City Manager's spending authority. (21-69). (Finance Director)

3. Data showing the relation between the estimated and actual income and expenses to date. (21-70). (Finance Director)

4. Cumulative purchase approvals over $35,000 and under $50,000 for period 10/01/2020 to 12/31/2020. (21-71). (Finance Director)

## X. Reports:

Mr. Walsh reminded all that there would be a Utilities Advisory Board meeting on Wednesday, January 27, 2021 at 6 p.m. in City Hall, Council Chambers.

Chief Lamm provided an update on Covid-19. There are currently 1,667,763 cases in Florida, with 28,147 in Brevard County. In Cocoa there are 2,556 and in the city limits there are 111 active cases. There have been 620 deaths in Brevard County. We are still trending with the State average. He mentioned that about 35,000 residents in Brevard County have received the vaccination.

He advised that as soon as shots are received a notification is sent out that they are available. Shots are not being held back, there is a supply/demand problem. Chief Lamm assured Council that he remains vigilant in keeping up with vaccination distribution, etc. Ms. Senger also continuously puts out information for the community on the website.

Mayor Blake asked how many Councilmembers had been vaccinated, of which none have. The Mayor is willing to be vaccinated and was in support of whatever they can do as a legislative body to get the vaccines.

Chief Lamm advised that the City Manager has been very instrumental and supportive of that and as soon as he has more information he will share that with Council.

Attorney Garganese reminded Council that at the last meeting they approved the Project Sunshine Development Agreement and after that meeting they received some additional revisions which were all technical. However, he wanted to advise Council of one change.

The change was in regards to if they hypothetically did not go forward with the project, they added the landscaping plan to the agreement. In the event there was land clearing and in the event that after the land clearning the project did not proceed, they would have to compensate the City for the landscaping that they would have put in during the project. They had no objection, he just wanted to make Council aware.

In response to a question posed by Councilperson Koss, Attorney Garganese explained that there is a landscaping code and he explained how they would have to compensate the City.

Councilmember Dyal advised of his attendance at the Manufacturer's Tour yesterday and really enjoyed it. They toured Brightline, Brevard Robotics, Walmart Distribution Center and Erdman Toyota.

**IT WAS A CONSENSUS OF COUNCIL TO MOVE FORWARD WITH THOSE CHANGES RECOMMENDED BY THE CITY ATTORNEY.**

City Manager Whitten pointed out that they have been going through a series of workshops which are about three hours each. There are a number of items coming before them and they will keep moving forward with these. They may need additional time which would result in expanding the workshop hours and possibly place a few of the items on council agendas. There may be more frequent items for direction on upcoming agendas.

He further reminded Council that in Article III, Section 15 of the Charter it speaks about adjustments to council's single member districts each year after the Census. They will have to adopt a five member board and would have to be done at least one year before the next general election. This timeline would place that in November 2021. They would need to have a board set up and ready to go at least four months prior to that date. He asked for their nominations to be submitted in the next month or so.

City Manager Whitten commended Interim Chief Hankins for a policy change in their department. He took the initiative to change the policy to further recruitment efforts. He did not want that to go unnoticed and was proud of him for doing that.

Councilmember Koss asked if one of the workshops would be on the evolving night life in the Village. In response, City Manager Whitten stated that was on his list.

Councilmember Koss mentioned the Virtual Breakfast for the Boys and Girls Club at 7:45 a.m. Thursday morning. You can go to their website and join.

She spoke in regards to the Mayor's Fitness Challenge and thanked Ms. Riggs and Ms. Shim for coming forward to speak about that.

Councilmember Koss announced that Cocoa Rotary adopted Provost Park and they would be doing a clean up on Saturday, February 6, 2021 from 9 a.m. until 12 p.m.

In closing, she thanked the Sustainability Advisory Board for all of their work.

Deputy Mayor Goins asked for approval by Council to join the Florida Black Caucus and to attend the Spring Conference in Orlando, March 18-19, 2021. He explained what the organization was and noted it was in conjunction with the Florida League of Cities.

**CONSENSUS AMONG COUNCIL FOR DEPUTY MAYOR GOINS TO BECOME A MEMBER AND TO ATTEND THE FLORIDA BLACK CAUCUS SPRING CONFERENCE, MARCH 18-19, 2021 IN ORLANDO, FLORIDA.**

Deputy Mayor Goins thanked the police and fire departments for the hand sanitizers at the Community Game Night Event at the Joe Lee Smith Center. A lot of kids showed up and it went well. The next event is at the end of February. The goal is to be there for the kids and to give them something to do, as many of their parents work and the kids are home by themselves.

He reminded all of the District 1 Town Hall Meeting on Tuesday, February 16, 2021 at Emma Jewel Charter Academy, starting at 6 p.m.

Lastly, he asked Mr. Smith if he could look into the safety at some of the ponds in the community. He had to get a child from the pond at Barbara Jenkins last week. Mr. Smith agreed to evaluate some of the ponds.

Councilmember Hearn thanked staff for setting up the tour of the manufacturer's yesterday and felt it was important to highlight and appreciate businesses in Cocoa.

Secondly, he asked for a consensus from Council on enhancing security for council meetings. He feels it is important that both Council and citizens are well protected at meetings.

**CONSENSUS AMONG COUNCIL TO ENHANCE SECURITY MEASURES DURING COUNCIL MEETINGS.**

Councilmember Hearn concurred with the Deputy Mayor regarding safety at the ponds and offered a quick suggestion which would be to designate a float with a rope in case of an emergency.

Mayor Blake asked if anyone was in the audience from the Citizens Academy and if they were to stand. He suggested that anyone wanting to learn more about local government to sign up and attend the academy.

Mayor Blake advised that February 27, 2021 was a Day of Prayer in the City of Cocoa and invited all churches located in the City to attend. He played a message regarding the event for the assembly from Ms. Tammy Findlay-Bell.

The event will be at City Hall, 65 Stone Street, Cocoa, beginning at 10 a.m. and they asked that anyone interested to please RSVP no later than January 30, 2021. The number for RSVP's is 321-433-8685.

Mayor Blake asked all Council to attend.

In closing, he reminded all to buy local, spend local, and keep it local.

**XI. Adjournment:**

* **MOTION by Mayor Blake; Seconded by Deputy Mayor Goins, to adjourn the Regular meeting of January 26, 2021.**

**AYES: Blake, Goins, Dyal, Hearn, Koss**

**THE MOTION CARRIED UNANIMOUSLY (5-0)**

**The meeting adjourned at 7:59 p.m**

**Michael C. Blake, Mayor**

**ATTEST:**

**Carie Shealy, MMC, City Clerk**




# Historic Cocoa Village Main Street

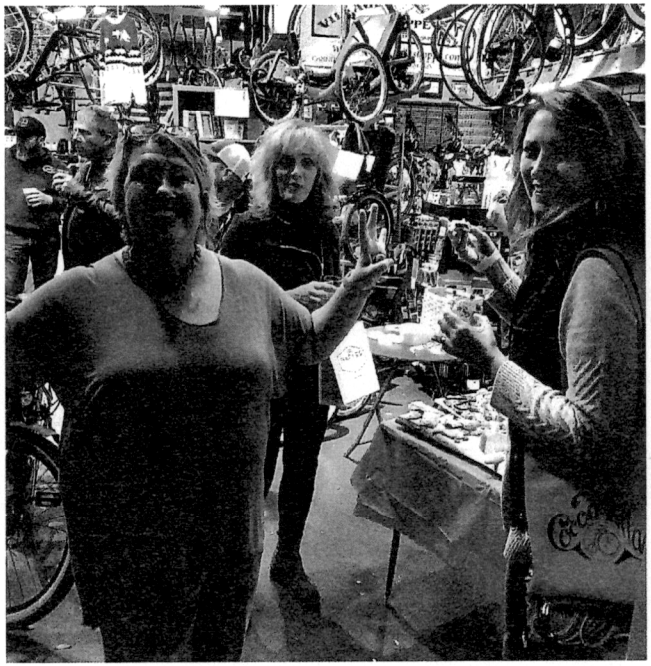
Let's Get Back. Together.

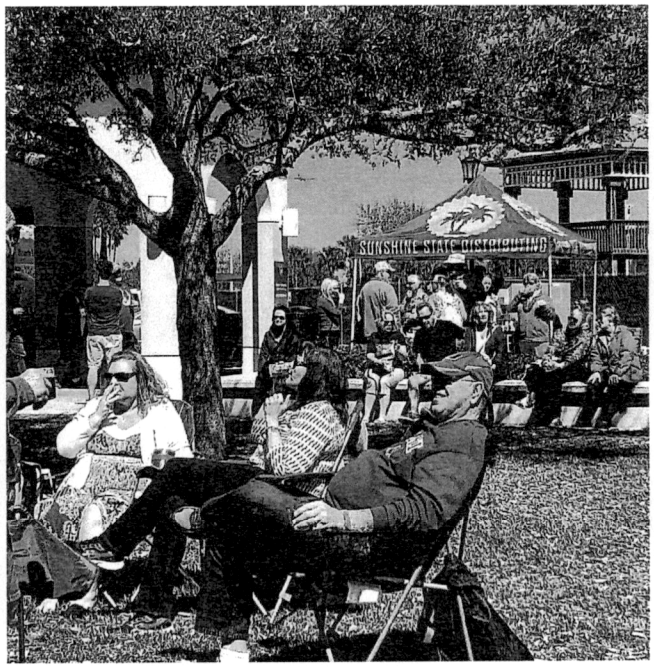
EXHIBIT A: HCVMS PRESENTATION

# Starting out with a Bang!

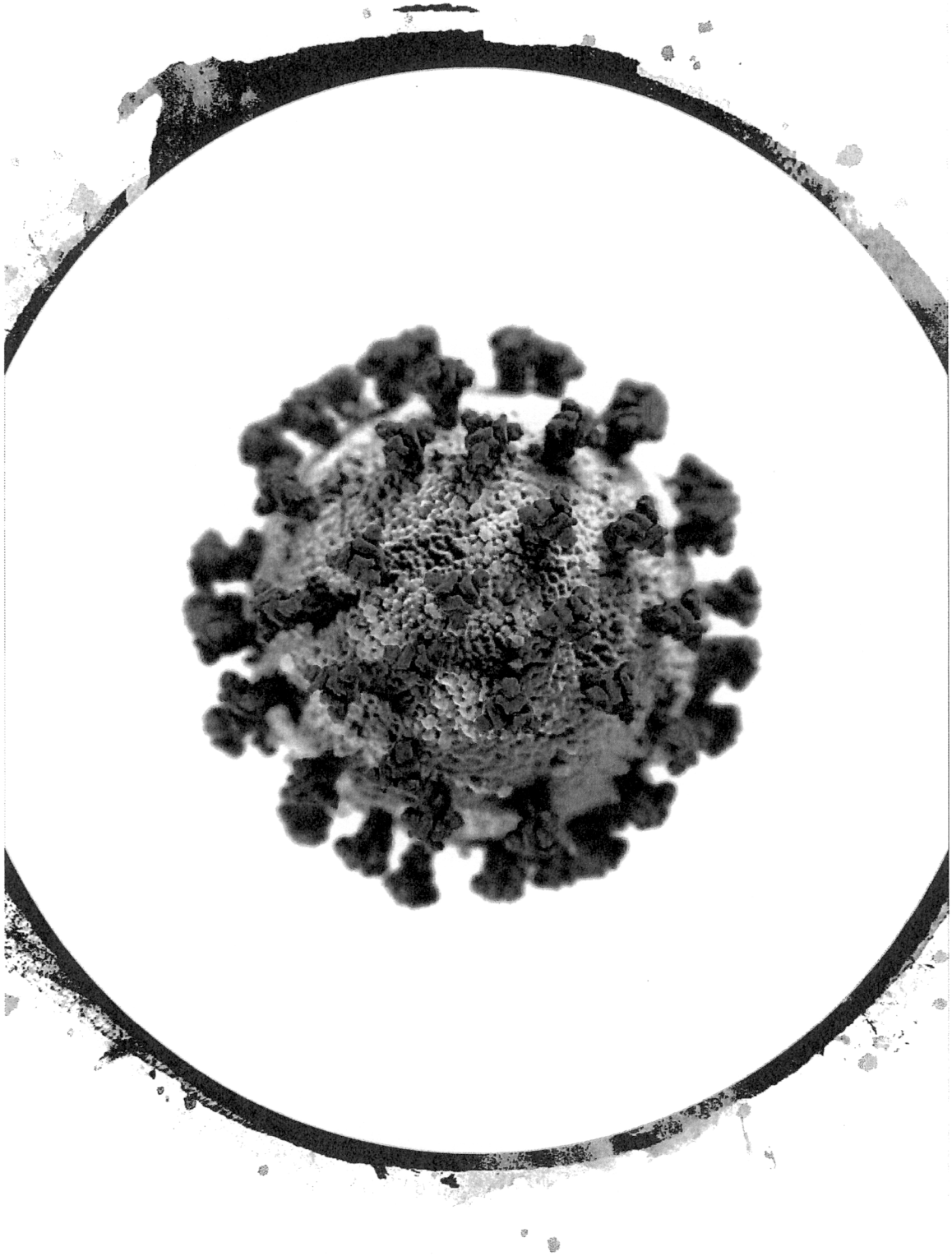







# Spring in to 2020!









# KBB Matching Grant

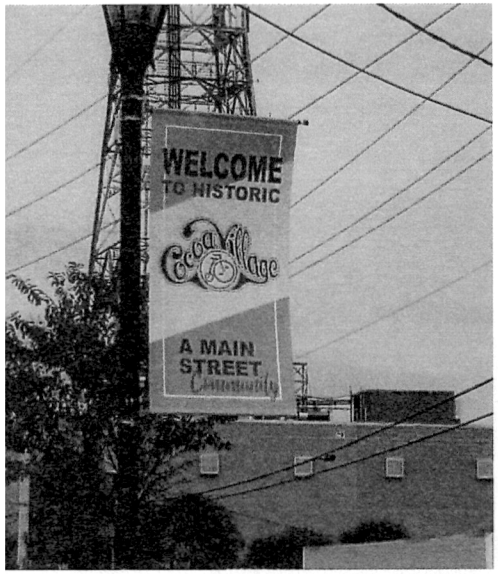

Thank you for making this possible
Keep Brevard Beautiful
Florida Friendly Grant
2020
Historic Cocoa Village Main Street
City of Cocoa
St. Mark's Episcopal Academy

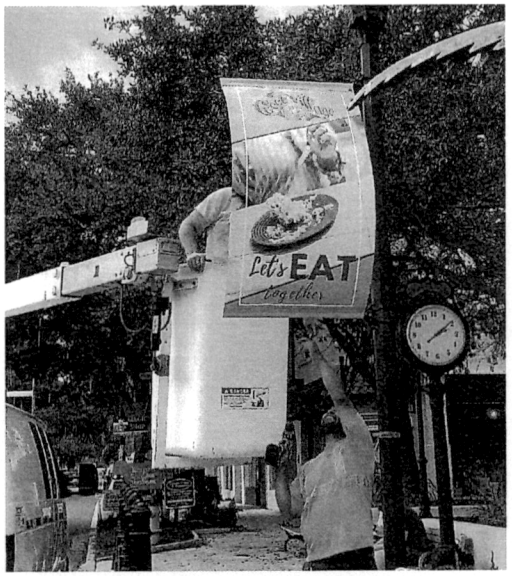








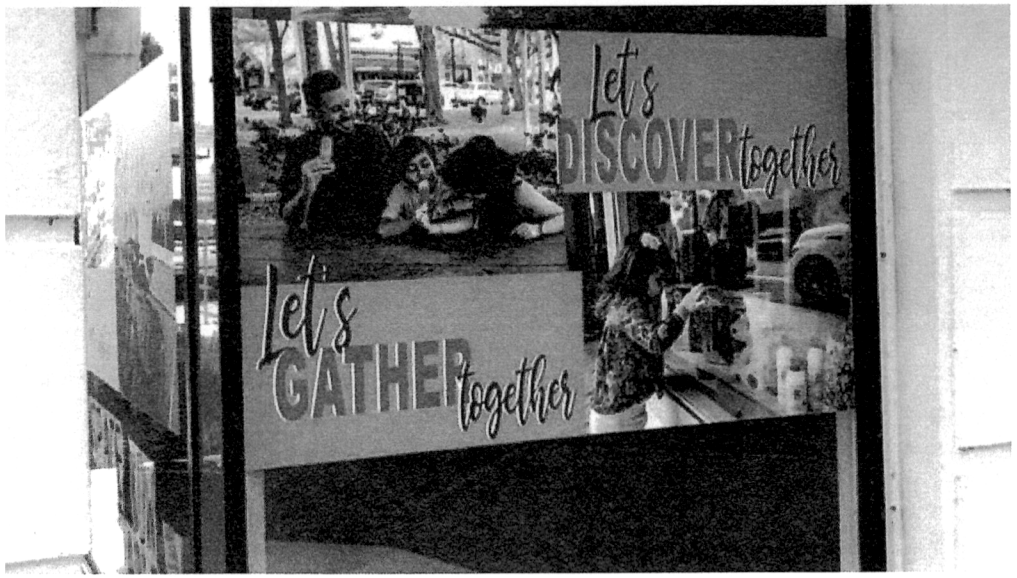









- Pole Banners
- Window Films


HISTORIC
Cocoa Village
MAIN STREET
WE ARE OPEN!
WE'RE OPEN FOR BUSINESS
#CocoaReadytoLaunch
www.ChooseCocoa.org
NEW Online Marketplace
VisitCocoaVillage.com
321-631-9075


WE'RE
OPEN FOR
BUSINESS
www.ChooseCocoa.org
HISTORIC
Cocoa Village
MAIN STREET
Cocoa businesses are safely re-opening. #ShopLocal #ShopCocoa #CocoaReadytoLaunch

Cocoa Village

# This or That

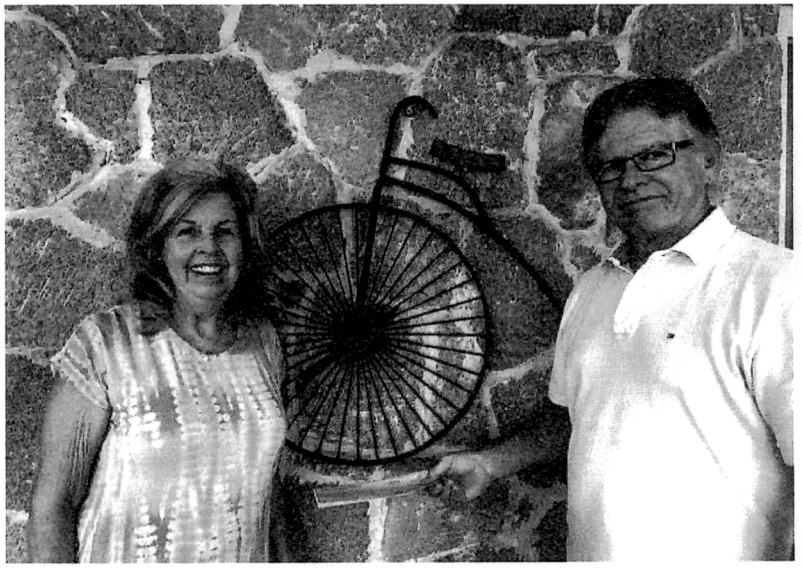
**NO MATTER YOUR ANSWER, WE HAVE IT ALL!**

| | |
|---|---|
| Antique | Boutique |
| Gourmet Burgers | Vegan Food |
| Pubs and Taverns | Bars and Craft Beer |
| Walk along the River | Bike along the River |
| Ice Cream | Gourmet Popsicles |
| Record Shop | Book Store |
| Spas, Salons, and Barbershops | Yoga, Pilates, and Personal Training |

**...and so much more!**




Gift Certificate
$25.00
THE AMOUNT OF: TWENTY FIVE
DIRTY OAR
BEER COMPANY
GIFT CERTIFICATE
Universal Energy Massage LLC
Patricia H. Krause, LMT, CVSMT
321-480-2765
FINE LINE
SPORTS BAR
Shop Here to Win
HISTORIC
Cocoa Village
MAIN STREET
ONE THOUSAND DOLLARS
$1000 in Summer Cash!!
A Gift for You
Jan's YOU FRAME IT
23 STONE ST.
Cocoa, FL 32922
The Historic Cocoa Village PLAYHOUSE
BROADWAY ON BREVARD
Contemporary Concepts
Handcrafted Jewelry
Gift Card
20.00
Ossorio Federal Reserve
20.00




Shop Here to Win
HISTORIC
Cocoa Village
MAIN STREET
ONE THOUSAND DOLLARS
$1000 in Summer Cash!!







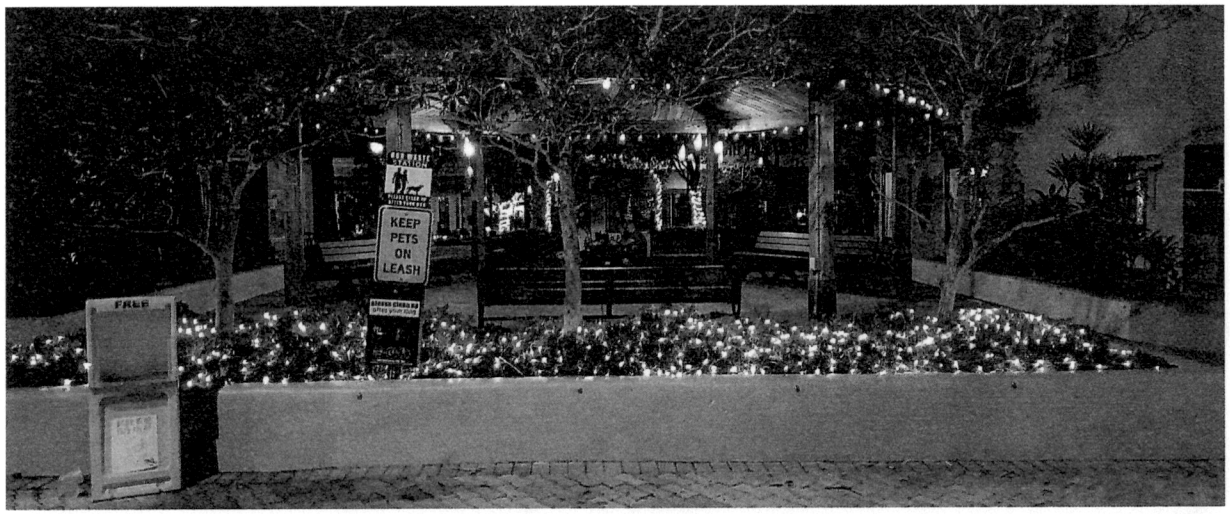




Safely Restarted Events
Following all City
Ordinances







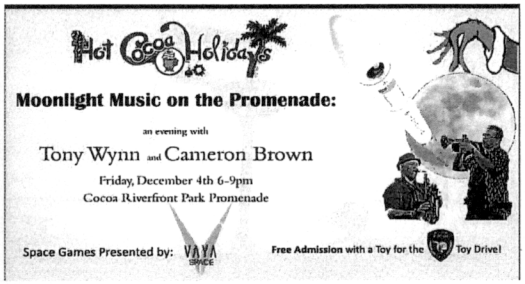

Enhance the Holiday Feel!


Hot Cocoa Holidays


Shop Small
Then Sip
Saturday
November
28th,
11am-5pm

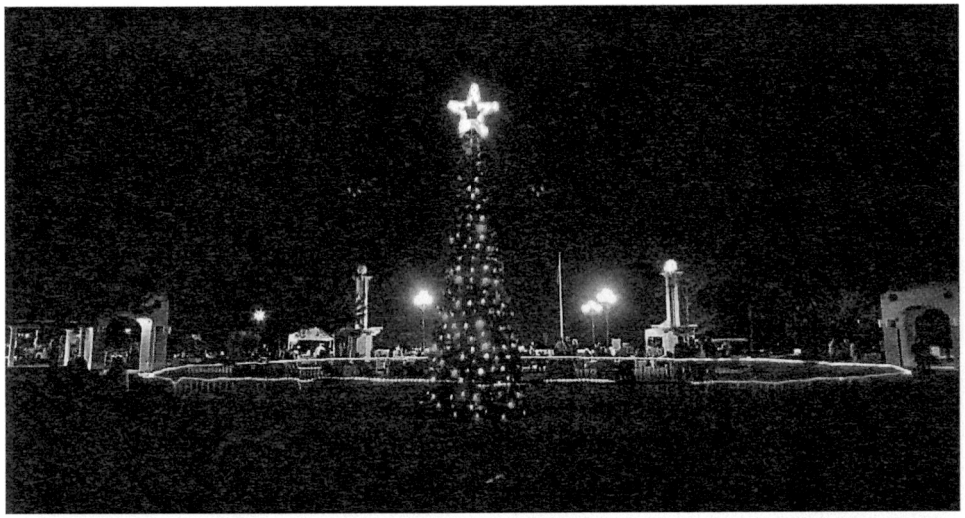

Holiday Bicycle Parade
Friday, Dec 18
6:30pm - 8:30pm
Historic Cocoa Village
Hot Cocoa Holidays
*Registration & Check-in open at 5:30pm
at the Cocoa Village Riverfront Park Amphitheater
Entertainment
Food Vendors
Prizes to be awarded for:
Best decorated Individual Adult Bike
Best decorated Individual Child Bike
Best decorated Family (with children) Bike
Best decorated Team Adult Bikes
Best use of neon in bike decoration
*You can pre-register and view the parade route at VisitCocoaVillage.com

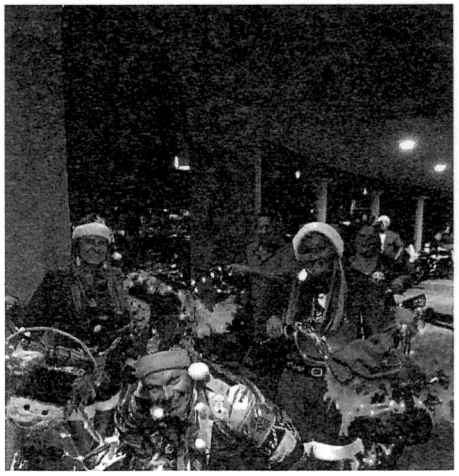

Cocoa Village
Holiday Boat Parade
Sharing Center
Hot Cocoa Holidays
BOATERS EXCHANGE
Real Estate
PASTERMACK

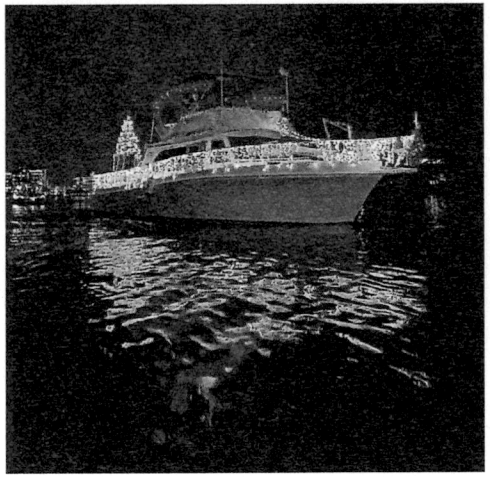

Hot Cocoa Holidays
Moonlight Music on the Promenade:
an evening with
Tony Wynn and Cameron Brown
Friday, December 4th 6-9pm
Cocoa Riverfront Park Promenade
Space Games Presented by: VAYA SPACE
Free Admission with a Toy for the Toy Drive!

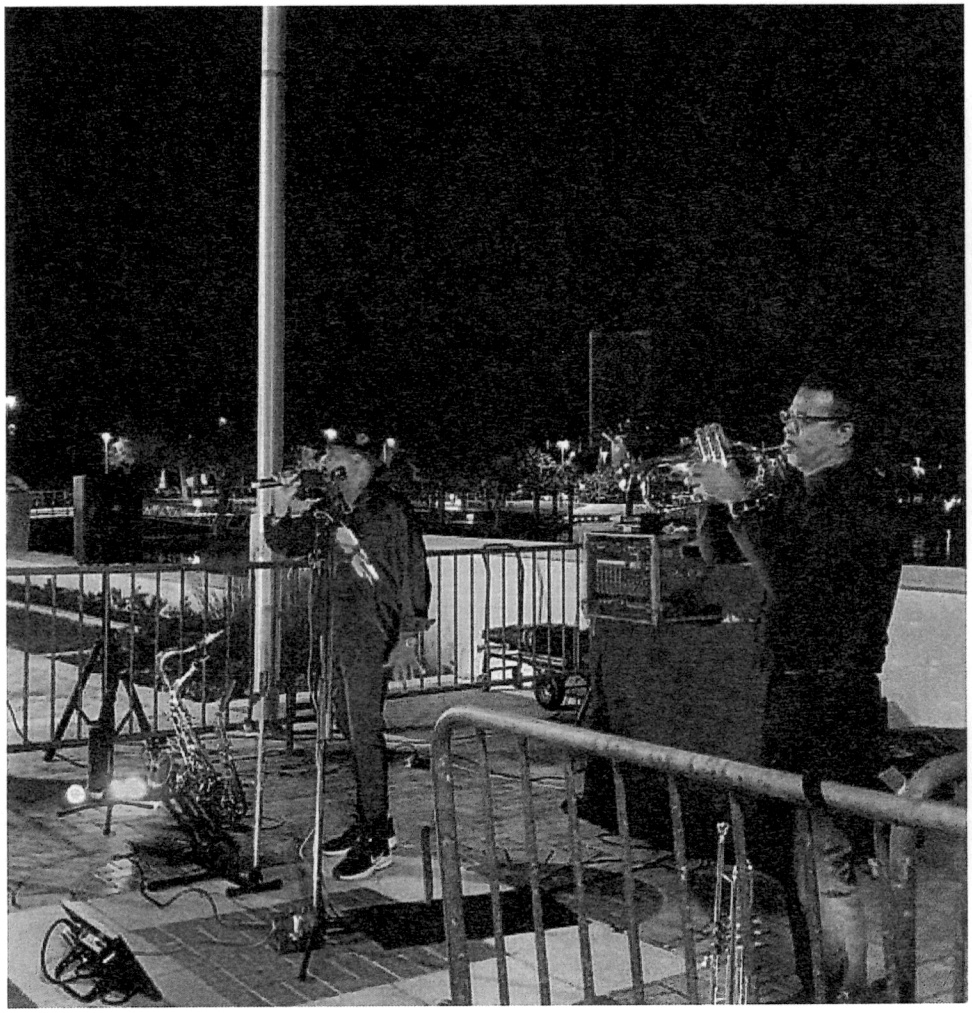

DISCOVER
Cocoa Village
FOR THE HOLIDAYS!
St.Mark's
EPISCOPAL ACADEMY
TRADITION. INNOVATION. INSPIRATION.
HISTORIC
MAIN STREET


Holiday Bazaar
Sat. Dec. 5th 10 - 5 &
Sun. Dec. 6th 10 - 4





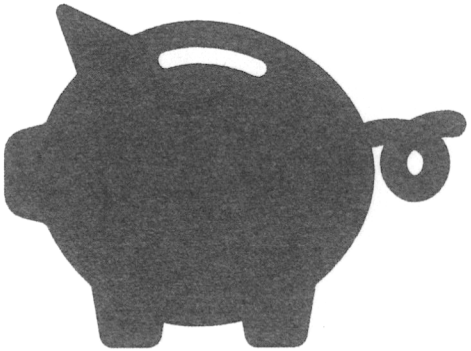


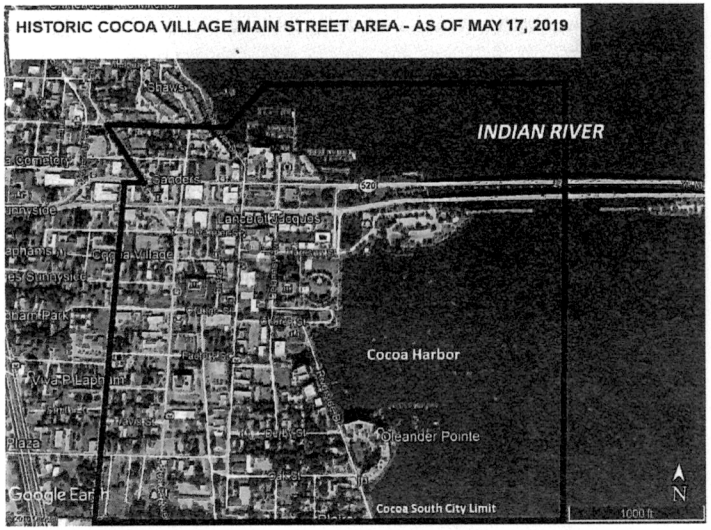


Mission: The mission of Historic Cocoa Village Main Street is to continue to create a vital, inviting commercial district in the Village. We are dedicated to historic preservation, promoting the shops, restaurants and businesses in the Village and offering a vibrant civic gathering place for all to enjoy.

- Vision: We envision Historic Cocoa Village to be a unique and thriving regional destination offering a diverse mix of business, cultural, entertainment and leisure/sports activities to residents and visitors of all ages.

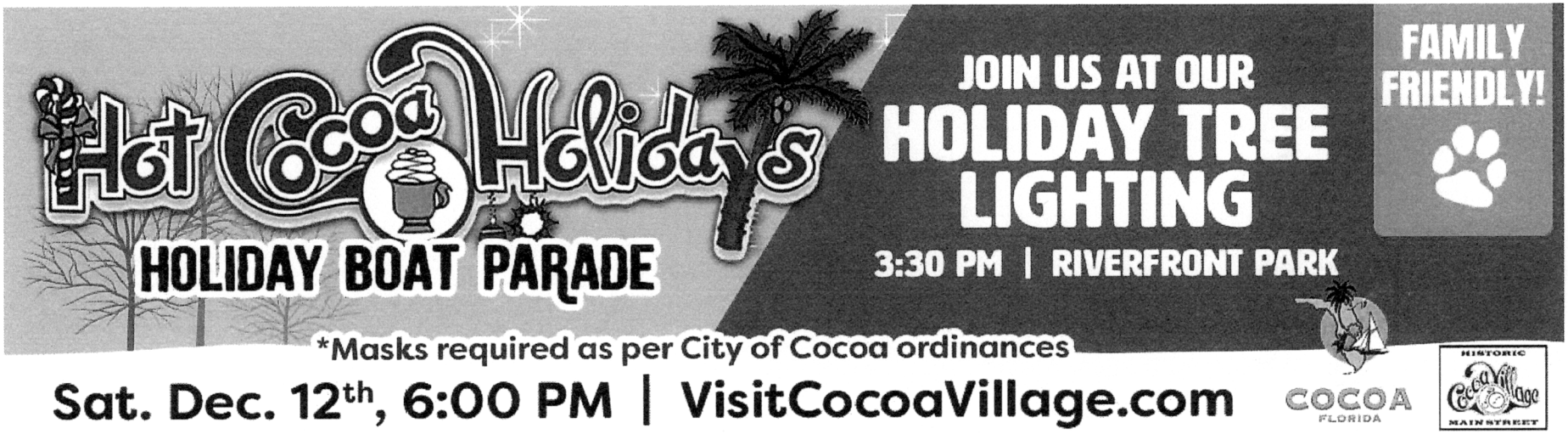







# Funding and budget

- 95% Self funded
- 2020 Income of $176,115.53
  - +PPP $21,457
  - +Brevard Cares $10,000
  - Total $207,572.23
- 2020 Expenses of $190,333.04



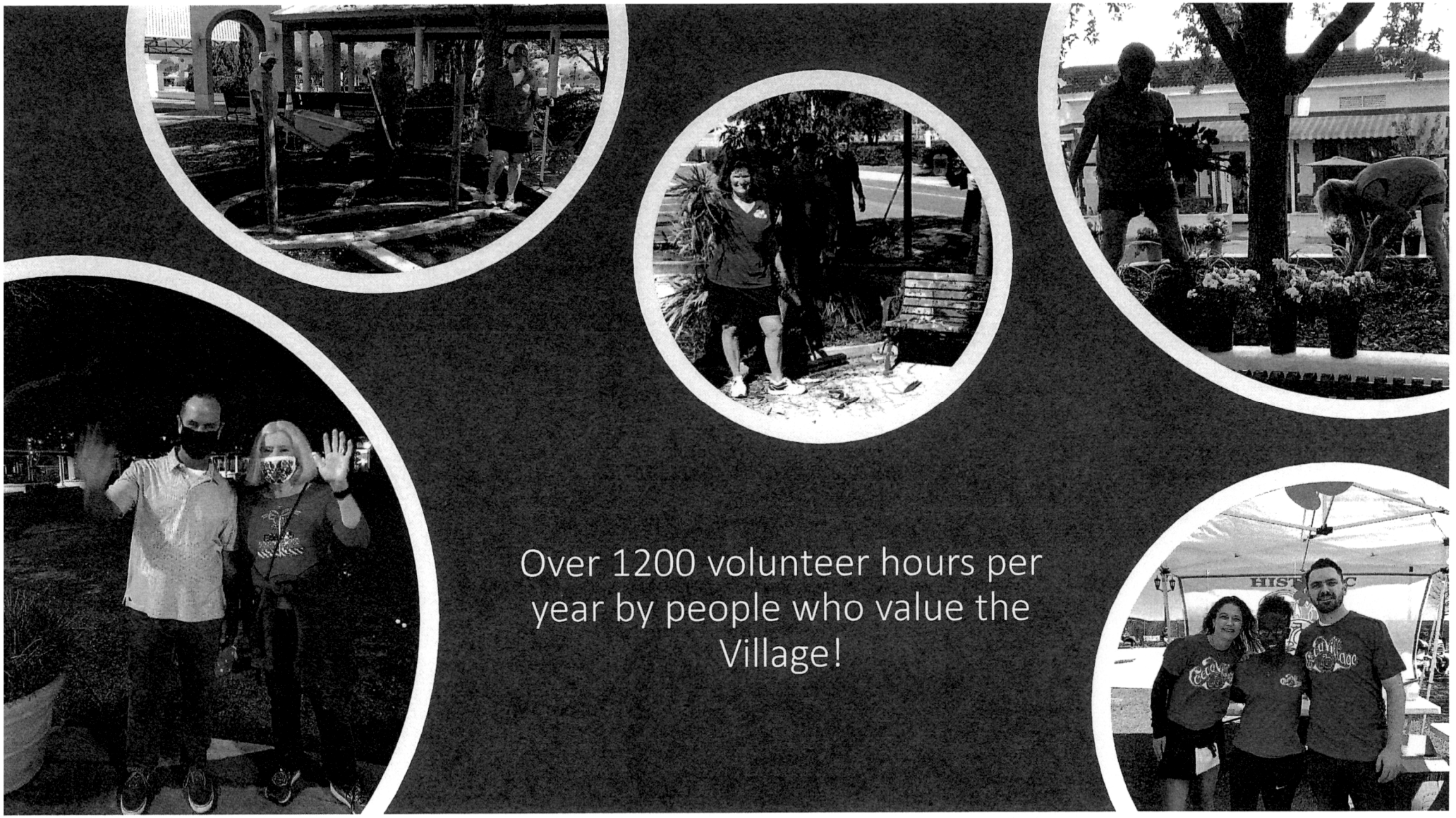

**Advertising Impact**

**Advertising Value $29,880**

6,145,975 Impressions

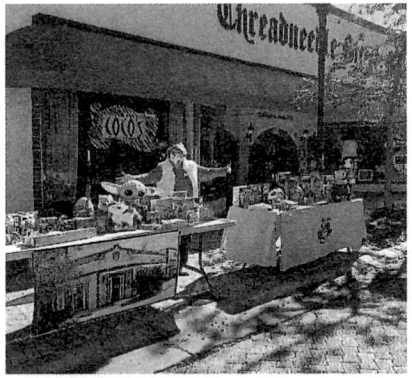
- Radio
- Billboards
- Print
- Facebook
- Instagram
- Spectrum TV


Historic Cocoa Village Main Street
Community Impact
Event Visitors
48,000
Craft Fair
Economic Impact
$1,447,127


Over 1200 volunteer hours per year by people who value the Village!





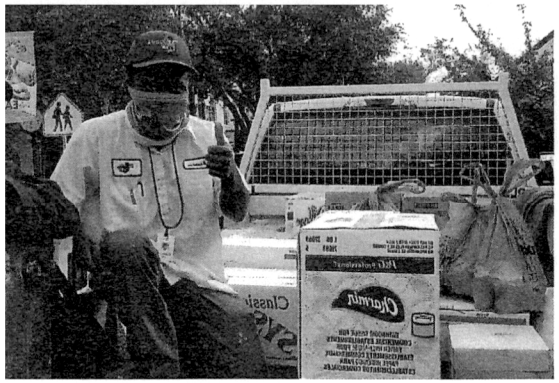


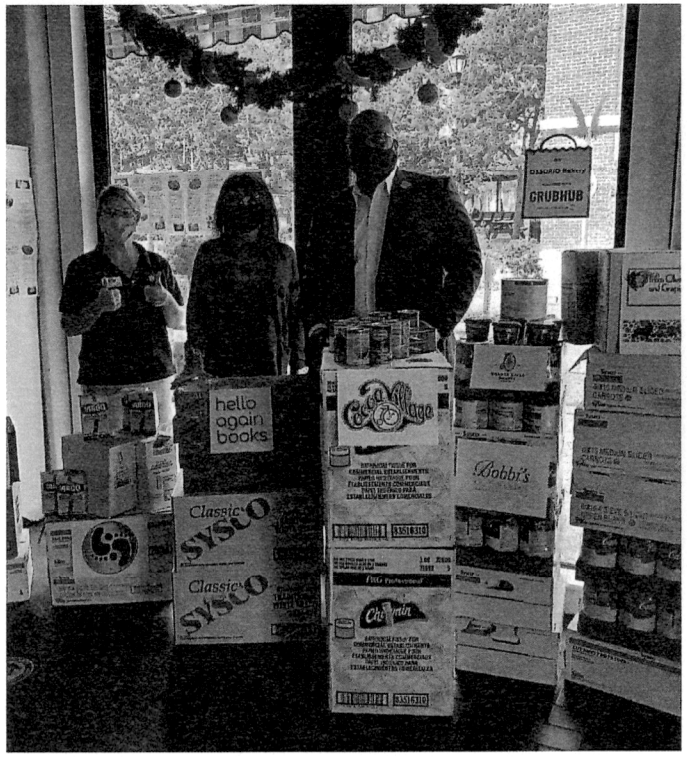
# Main Street Gives Back!

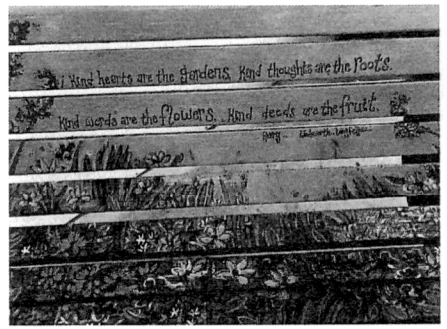
## $7772 In Support of our Community

- Non-profit Spaces at Craft Fairs
- Commemorative Bench Church at Viera
- Toy Drive
- Food Drive
- Fall Festival
- Sharing Center





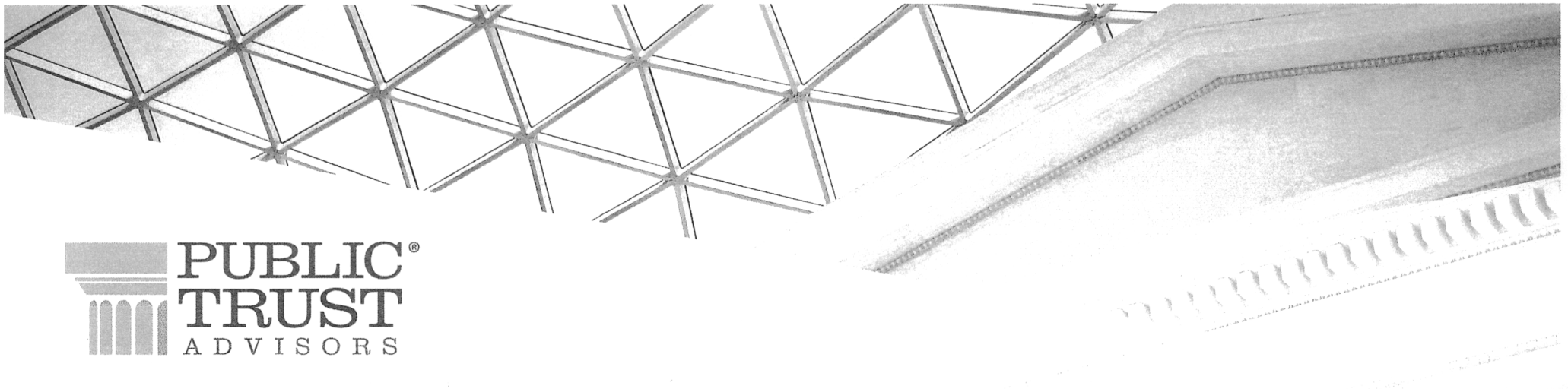
# How Main Street Partners with the City




25th
ANNIVERSARY
25 Years of Main Street In Cocoa Village!

If you love Cocoa Village,
there's a place for you on Main Street.





PUBLIC® TRUST ADVISORS

# Economic Update and Investment Strategy Review

John F. Grady, Managing Partner

January 26, 2021

COCOA FLORIDA

# Bloomberg Forecast – January 2021 Survey

| | Actual / Forecasts | | | | | | | Probability of Recession | | 20.0% |
|---|---|---|---|---|---|---|---|---|---|---|
| Indicator | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 |
| **Economic Activity** | | | | | | | | | | |
| ⊟ Real GDP (YoY%) | 1.8 | 2.5 | 3.1 | 1.7 | 2.3 | 3.0 | 2.2 | -3.5 | 4.1 | 3.4 |
| Consumer Spending ... | 1.5 | 3.0 | 3.8 | 2.8 | 2.6 | 2.7 | 2.4 | 41.0 | 4.9 | 3.7 |
| Government Spendin... | -2.4 | -0.9 | 1.8 | 1.8 | 0.9 | 1.8 | 2.3 | 1.1 | 0.1 | 1.0 |
| Private Investment (... | 6.9 | 5.6 | 5.5 | -1.5 | 3.5 | 6.3 | 1.7 | -5.6 | 8.0 | 4.6 |
| Exports (YoY%) | 3.6 | 4.2 | 0.4 | 0.3 | 3.9 | 3.0 | -0.1 | -13.1 | 6.9 | 5.5 |
| Imports (YoY%) | 1.5 | 5.0 | 5.2 | 1.7 | 4.7 | 4.1 | 1.1 | -9.9 | 9.7 | 4.1 |
| Industrial Production (Yo... | 2.0 | 3.1 | -1.0 | -2.0 | 2.3 | 4.0 | 0.8 | -7.0 | 4.6 | 3.2 |
| **Price Indices** | | | | | | | | | | |
| CPI (YoY%) | 1.5 | 1.6 | 0.1 | 1.3 | 2.1 | 2.5 | 1.8 | 1.2 | 2.1 | 2.1 |
| ⊟ PCE Price Index (YoY%) | | | | | | | 1.4 | 1.2 | 1.8 | 2.0 |
| Core PCE (yoy%) | 1.5 | 1.6 | 1.2 | 1.6 | 1.7 | 2.0 | 1.7 | 1.4 | 1.7 | 1.9 |

Source: Bloomberg

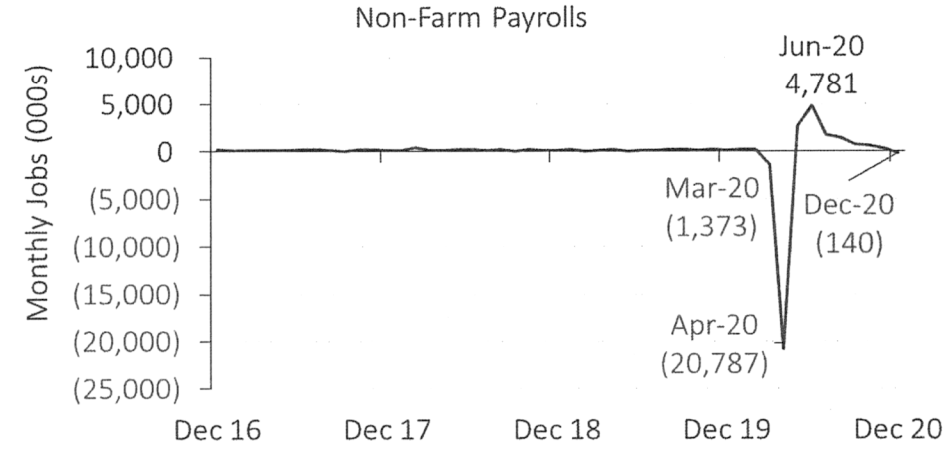
# The Labor Market

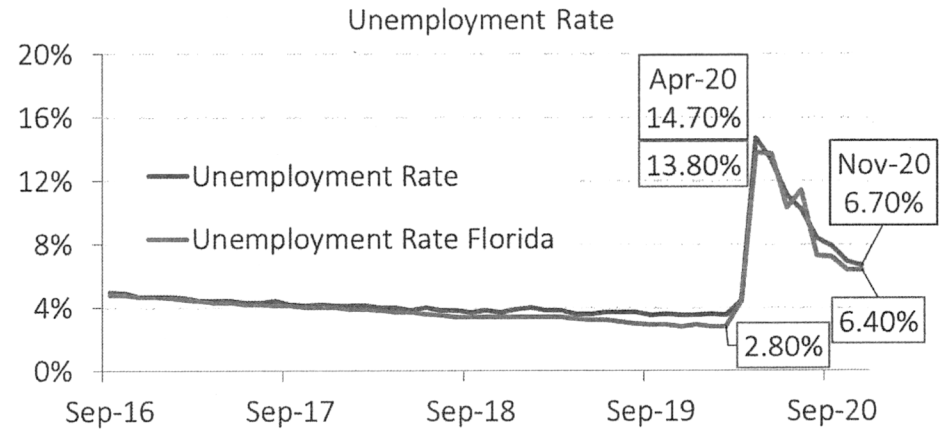
## Nonfarm Payrolls

- After more than 22 million job losses in March and April, the economy recovered 12.3 million of these jobs from May through November.
- For the first time in six months, the economy lost 140,000 jobs in December.
- While current forecasts predict record job growth during 2021 there remains considerable economic uncertainty.

## Unemployment Rate

- Unemployment continues to surprise in a good way. Nationwide the unemployment rate dropped to 6.7% in November – a full percentage point from September.
- Florida unemployment continues to improve as well, although there was a slight uptick to 6.4% in November from 7.2% in September.



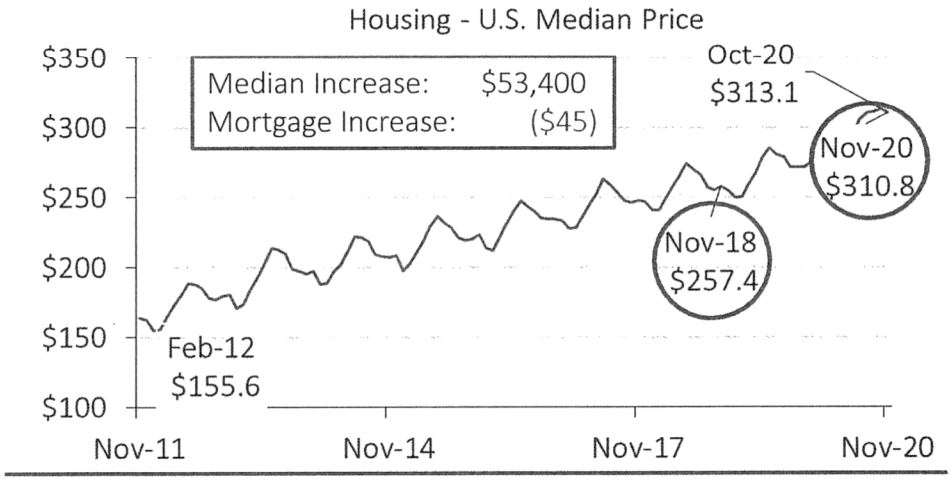




Source: Bloomberg

# The Housing Market

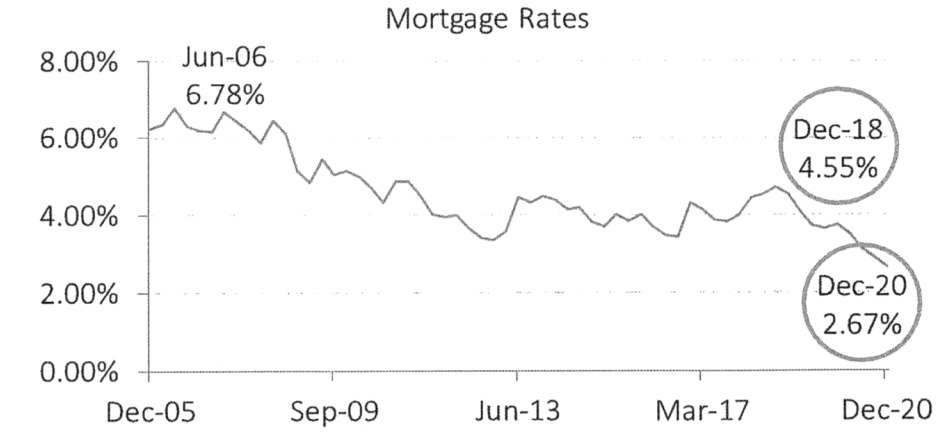
## Median Housing Prices

- Amazingly, even the COVID19 pandemic has not impacted housing demand and prices.
- The median home price increased 14.6% for the last 12 months ended November and has doubled since the low of $155k in January 2012.




## Mortgage Rates and Demand

- Historically low mortgage rates have encouraged buyers and helped maintain pricing trend.
- Rates were more than 1.8% lower from December 2018.
- This decrease in mortgage rates more than offsets the $53.4k price increase in housing during the same period.




Source: Bloomberg, bankrate.com

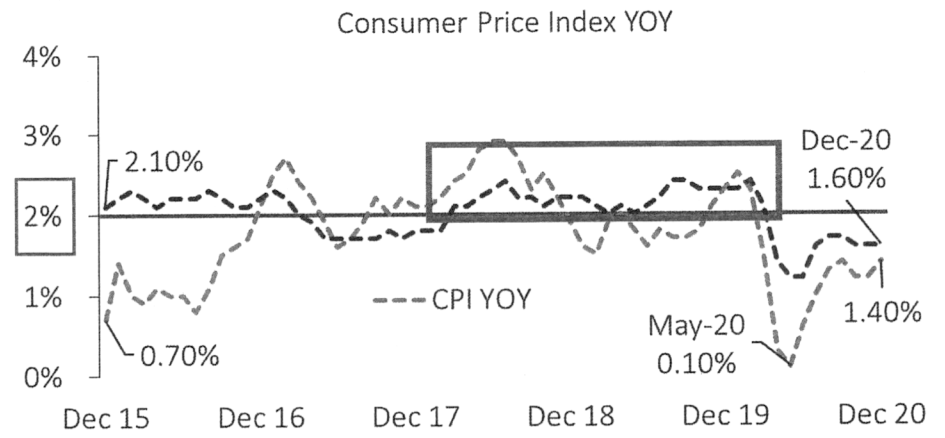
# Inflation and Growth

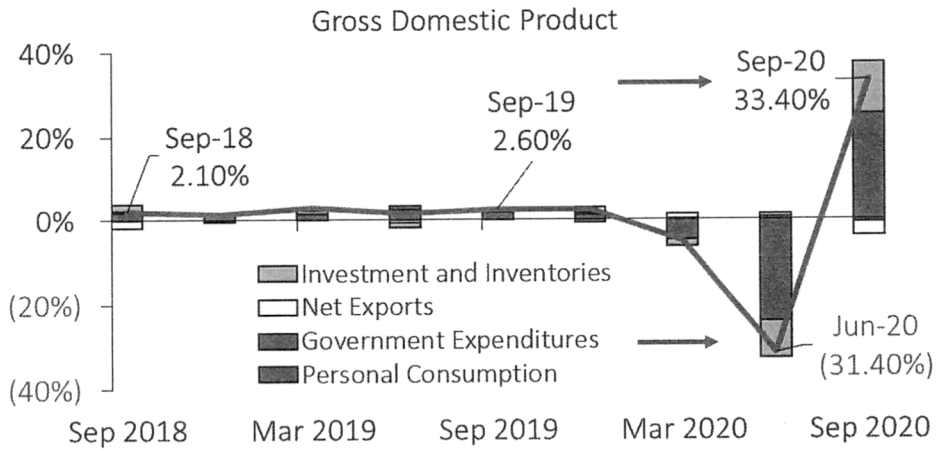
### Personal Consumption Expenditures

- PCE declined as demand dropped from economic closures across the globe in March and April.
- The PCE and Consumer Prices (CPI) indexes remained stubbornly below the FOMC's previous target of 2.0% long before the COVID-19 pandemic.
- Recently, the FOMC stated a change to the 2.0% inflation target approach since Chairman Bernanke put this in place in 2012.

### GDP Contracts at Historic Level

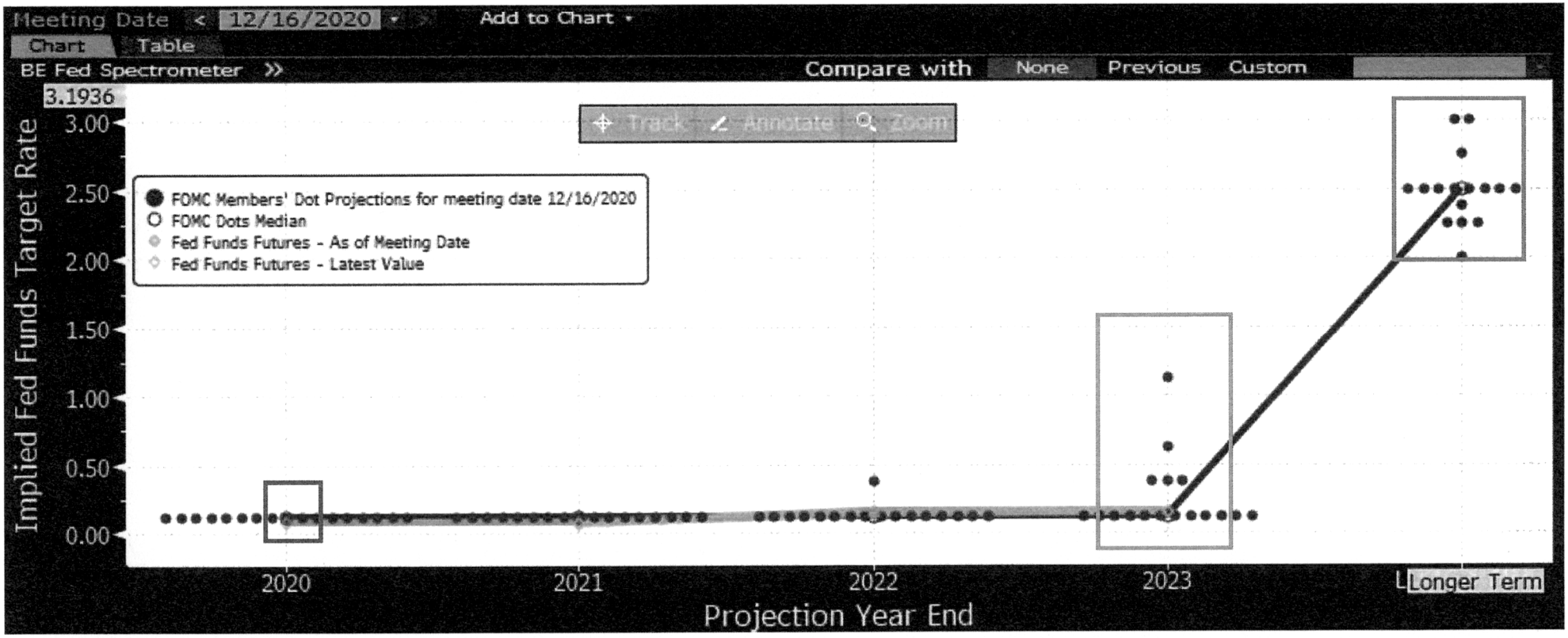
- Gross Domestic Product contracts by the most ever since being recorded in 1947…..Then rebounds by the most ever
- Personal consumption (-24.0%) and business investments (-8.8%) make up more than 85% of the economy.
- The strength and speed of the economic recovery will be dependent on consumer and business spending.




Source: Bloomberg

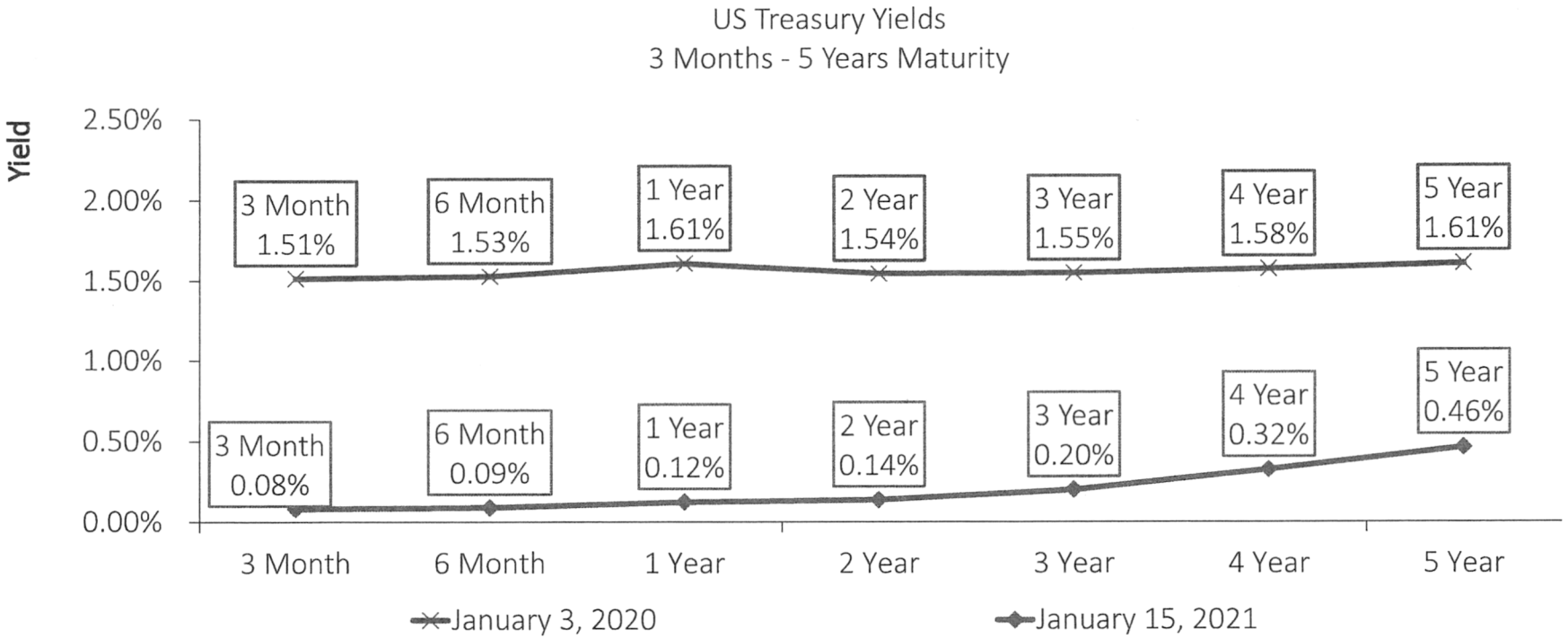
# Federal Open Market Committee Dot Plot – December 16, 2020




- The FOMC currently projects a longer term trend rate of 2.5%.

Source: Bloomberg

# Yield Curve Suggests Low Growth/Low Inflation




- The U.S. Treasury yield curve remains flat with yields at or near historical low rates.

Source: Bloomberg

# City of Cocoa's Investment Program Review

- ✓ Fiscal year 2020 was a very productive year in updating the City's overall investment program.
- ✓ Working closely with the City's Finance Director the overall program was restructured based on the following criteria:
  - ✓ Sources and uses of funds
  - ✓ Anticipated timing of expenditures
  - ✓ Investment policy statement objectives and parameters
  - ✓ Current market conditions and historical performance
- ✓ The new investment portfolio structure created a more efficient investment program that can be actively managed with a disciplined approach.
- ✓ The City utilizes bank deposits and AAA rated local government investment pools for daily liquidity and short term expenses and investment portfolios with a two year average maturity (duration) target for assets identified as reserves and for longer term expenditures.
- ✓ This multiple duration investment approach minimizes risks in rising and declining interest rate environments with the primary objective of safety of principal by investing in highly rated fixed income securities.
- ✓ The investment program is compliant with the City's investment policy and with Florida State Statutes.

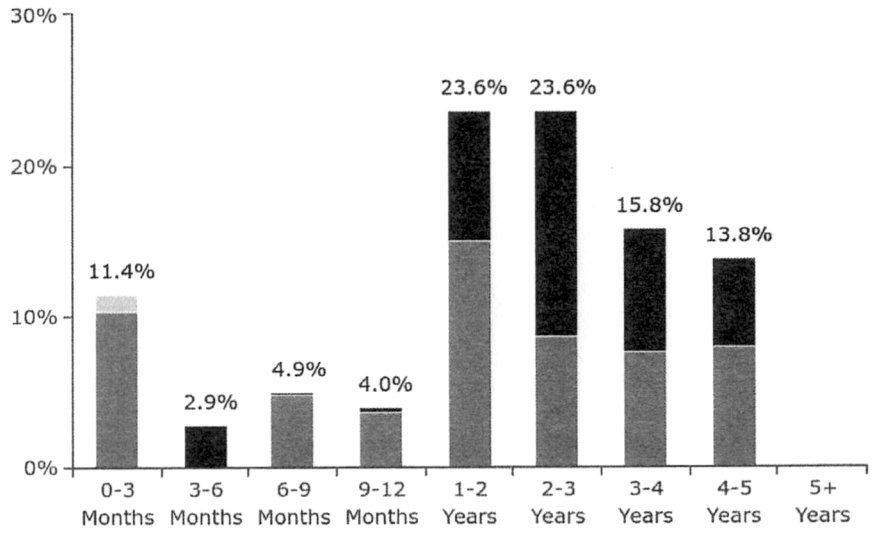


[redacted] [redacted] [redacted]

# Operating Portfolio

- The Operating Portfolio provides funding over multiple fiscal years. The portfolio is structured with maturities between one and five years. Funds are undesignated.
- Increased the portfolio balance by 45% during the year based on the overall restructuring of the City's investment program
- During September 2020 the proceeds from the City's Enhanced Cash account were transitioned to the Operating portfolio to allow for a longer term investment strategy.
- Invested new proceeds during the first quarter FY2021 to build out the portfolio duration and asset allocation.
- As of December 31st the portfolio duration was 2.17 years and the book yield was 0.60%.
- The portfolio is diversified with highly rated fixed income securities and compliant with the City's investment policy.

| Security Distribution | Sep 30, 2020 Ending Balance | Dec 31, 2020 Ending Balance | Dec 31, 2020 Portfolio Allocation |
|---|---|---|---|
| Cash | $46.68 | $8.63 | 0.00% |
| U.S. Treasury Notes | $3,805,560.11 | $12,011,224.40 | 47.95% |
| Federal Instrumentality (GSE) | 2,498,647.62 | 10,176,660.89 | 40.62% |
| Money Market Funds | $16,635,855.70 | $2,609,406.45 | 10.42% |
| Corporate Notes | 253,047.08 | 253,159.41 | 1.01% |
| **Portfolio Total** | **$23,193,157.19** | **$25,050,459.78** | **100.00%** |

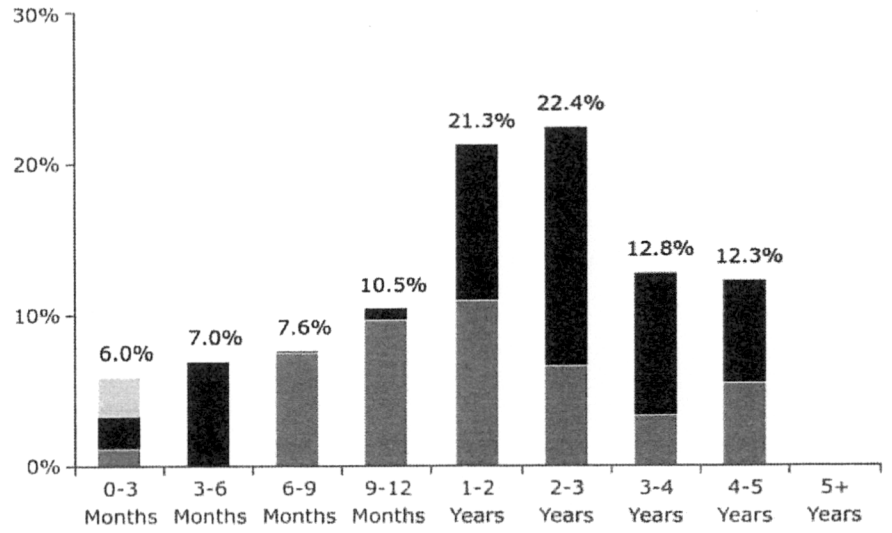



Source: Public Trust Advisors

# Reserves Portfolio

- The Reserves Portfolio is structured based on requirements defined in the bond indenture for the City's outstanding debt per debt issuance.
- Decreased the portfolio by approximately 30% during the year as the City identified reserves that were no longer required due to changes in the Master Bond Resolution.
- Invested new proceeds during the 1st quarter FY2021 to build out the portfolio duration and asset allocation.
- Invested money market funds balances from recent maturities during the first quarter of FY2021.
- As of December 31st the portfolio duration was 2.03 years and the book yield was 1.14%.
- The portfolio is diversified with highly rated fixed income securities and compliant with the City's investment policy.

| Security Distribution | Sep 30, 2020 Ending Balance | Dec 31, 2020 Ending Balance | Dec 31, 2020 Portfolio Allocation |
|---|---|---|---|
| Cash | $71.67 | $0.77 | 0.00% |
| U.S. Treasury Notes | $6,430,328.11 | $7,835,726.31 | 43.62% |
| Federal Instrumentality (GSE) | 4,521,401.03 | 9,457,857.19 | 52.65% |
| Money Market Funds | $8,246,963.18 | $207,772.87 | 1.16% |
| Corporate Notes | 463,749.44 | 463,749.44 | 2.58% |
| **Portfolio Total** | **$19,662,513.43** | **$17,965,106.58** | **100.00%** |

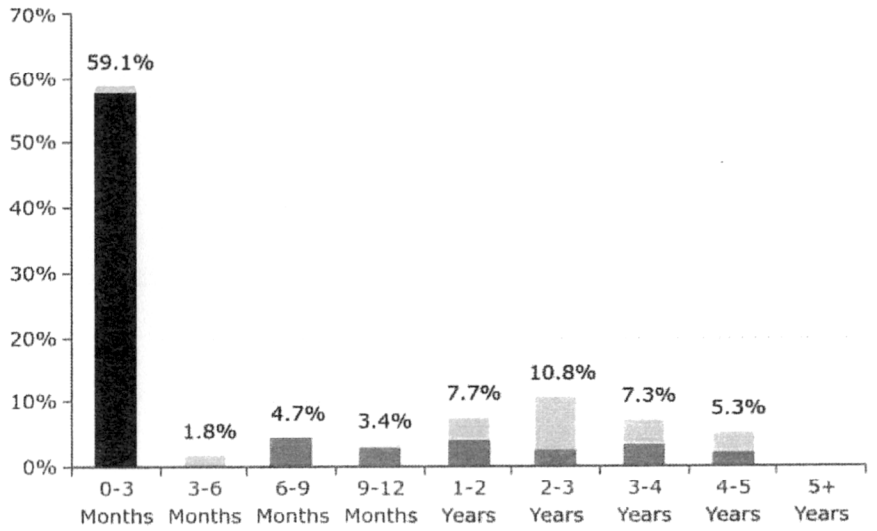



Source: Public Trust Advisors

# Restricted Portfolio

- The Restricted Portfolio is restricted cash that is held long-term. These funds are restricted and held long-term.
- Renamed this portfolio during the year to be consistent with the sources and uses of funds.
- Invested money market funds balances from recent maturities during the first quarter of FY2021.
- New proceeds ($5.5mm) were transferred into the portfolio during December.
- As of December 31st the portfolio duration was 2.24 years and the book yield was 0.94% (excluding the new cash transfer).
- The portfolio is diversified with highly rated fixed income securities and compliant with the City's investment policy.

| Security Distribution | Sep 30, 2020 Ending Balance | Dec 31, 2020 Ending Balance | Dec 31, 2020 Portfolio Allocation |
|---|---|---|---|
| Cash | $11.08 | $26.88 | 0.00% |
| U.S. Treasury Notes | $1,304,377.23 | $2,018,095.89 | 20.46% |
| Federal Instrumentality (GSE) | 687,880.49 | 2,117,094.15 | 21.46% |
| Money Market Funds | $2,383,740.45 | $5,729,124.59 | 58.08% |
| **Portfolio Total** | **$4,376,009.25** | **$9,864,341.51** | **100.00%** |




Source: Public Trust Advisors

Public Trust Advisors 2021 ©

# Aggregate Asset Allocation – December 31, 2020

| Security Distribution[1] | December 31, 2020 Ending Balance | Portfolio Allocation |
|---|---|---|
| Cash | $ 61,178,786.22 | 43.60% |
| LGIP | 599,422.34 | 0.43% |
| U.S. Treasury Notes | 21,978,870.94 | 15.66% |
| U.S. Agency Notes | - | 0.00% |
| FNMA | 4,063,673.28 | 2.90% |
| FHLMC | 9,651,280.94 | 6.88% |
| FFCB | 874,883.15 | 0.62% |
| FHLB | 7,251,738.78 | 5.17% |
| **Fed Instrumentality Subtotal** | **$ 21,841,576.15** | **15.57%** |
| Asset Backed Securities | - | 0.00% |
| Commercial Paper | - | 0.00% |
| Corporate Notes | 723,023.27 | 0.52% |
| Bankers Acceptances | - | 0.00% |
| Money Market Funds | 8,546,303.91 | 6.09% |
| Municipal Bonds | - | 0.00% |
| FLCLASS | 25,453,526.79 | 18.14% |
| Certificates of Deposit | - | 0.00% |
| **Total Portfolio Market Value** | **$ 140,321,509.63** | **100.00%** |

| Issuer Description[1] | Sec. Desc. | December 31, 2020 Ending Balance | Portfolio Allocation | Permitted by Policy[2] | Compliant |
|---|---|---|---|---|---|
| Cash | Cash | $ - | 0.00% | 100.00% | YES |
| FL PRIME (SBA)[2] | LGIP | 599,422.34 | 0.43% | 25.00% | YES |
| FLCLASS | Int Gov | 25,453,526.79 | 18.14% | 40.00% | YES |
| CBOS[2] | Cash | 2,101,669.43 | 1.50% | 100.00% | YES |
| SunTrust Master[2] | Cash | 59,077,116.79 | 42.10% | 100.00% | YES |
| Fidelity MMF | MMF | 8,546,303.91 | 6.09% | 100.00% | YES |
| U.S. Treasury Notes | UST | 21,978,870.94 | 15.66% | 100.00% | YES |
| U.S. Agency Notes | US Agy | - | 0.00% | 25.00% | YES |
| FNMA | GSE | 3,575,204.45 | 2.55% | 25.00% | YES |
| FHLMC | GSE | 7,509,393.29 | 5.35% | 25.00% | YES |
| FFCB | GSE | 874,883.15 | 0.62% | 25.00% | YES |
| FHLB | GSE | 7,251,738.78 | 5.17% | 25.00% | YES |
| Wells Fargo & Company | Corp | 723,023.27 | 0.52% | 5.00% | YES |
| FHLMC MBS | MBS | 2,141,887.65 | 1.53% | 5.00% | YES |
| FNMA MBS | MBS | 488,468.83 | 0.35% | 5.00% | YES |
| | MBS | - | 0.00% | 5.00% | YES |
| | Corp | - | 0.00% | 5.00% | YES |
| **Total Portfolio Market Value** | | **$ 140,321,509.63** | **100.00%** | | |

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Source: Public Trust Advisors, City of Cocoa

Public Trust Advisors 2021 ©

# Disclosures

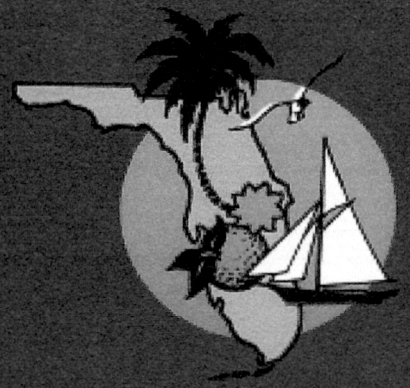
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**Public Trust Advisors**
717 17th Street, Suite 1850
Denver, Colorado 80202

# Resilient Cocoa



COCOA
FLORIDA

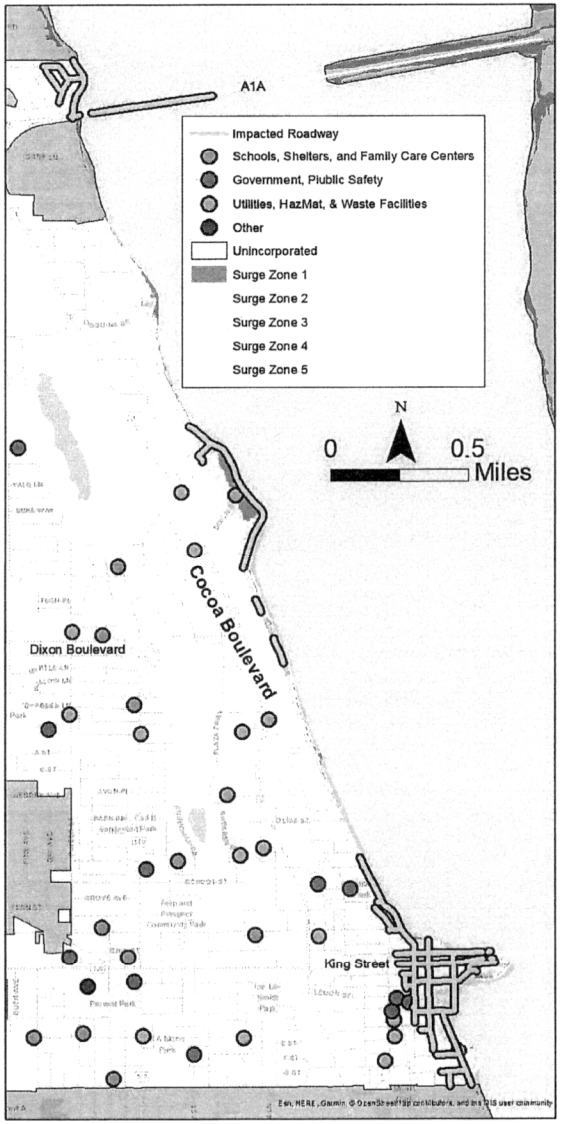
STORM SURGE | FLOODING | SEA LEVEL RISE | SEA LEVEL RISE + SURGE

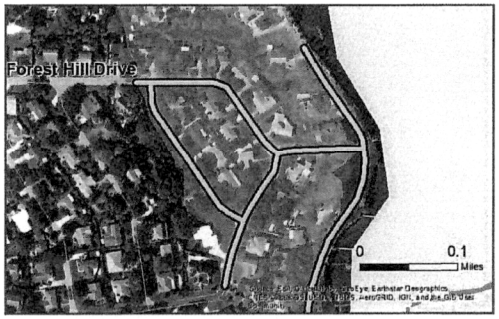
AUGUST 2020

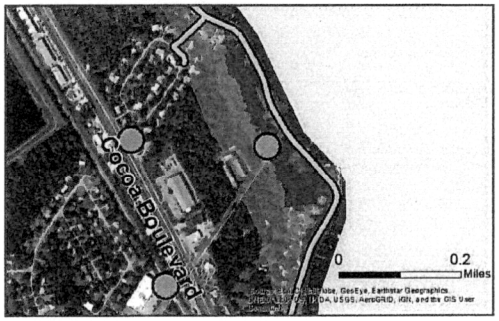
This report was prepared by the East Central Florida Regional Planning Council for the City of Cocoa, the Florida Department of Environmental Protection, and the National Oceanic and Atmospheric Administration.

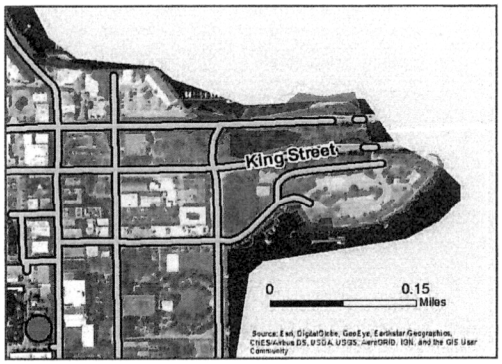
# NOAA "High" Sea Level Rise Projection



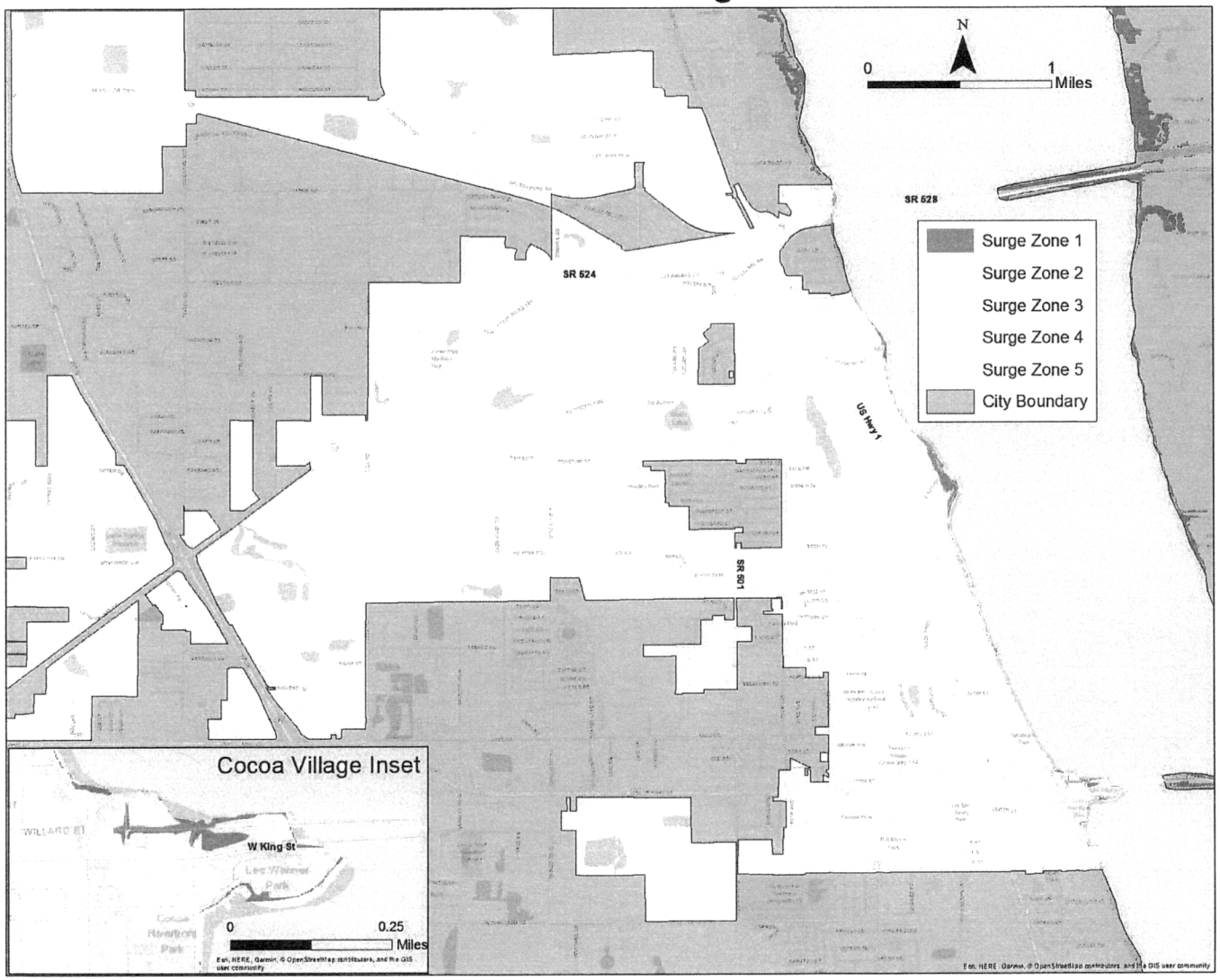

A1A
Impacted Roadway
Schools, Shelters, and Family Care Centers
Government, Piublic Safety
Utilities, HazMat, & Waste Facilities
Other
Unincorporated
Surge Zone 1
Surge Zone 2
Surge Zone 3
Surge Zone 4
Surge Zone 5
N
0
0.5
Miles
Cocoa Boulevard
Dixon Boulevard
King Street


Forest Hill Drive
0
0.1
Miles

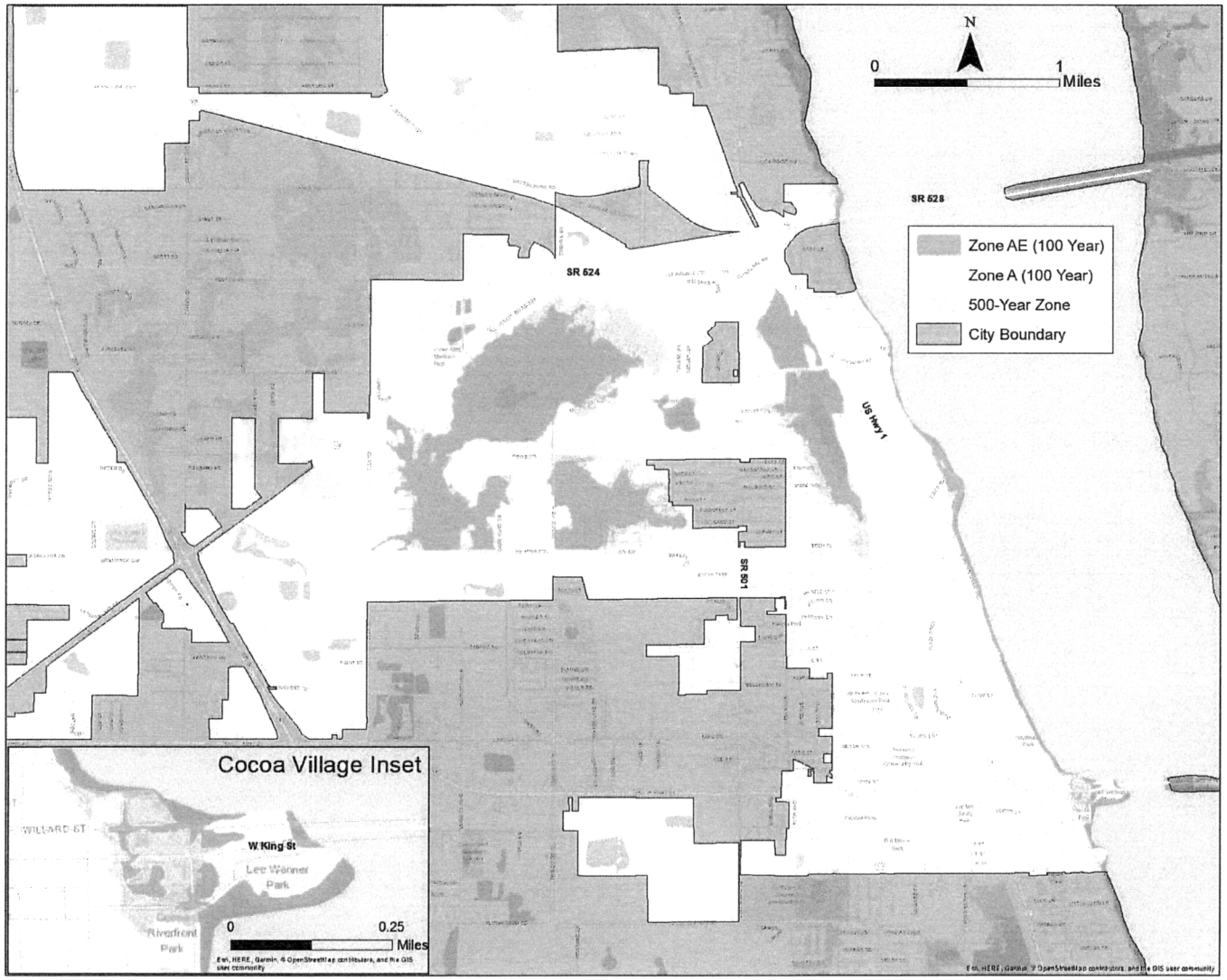

Cocoa Boulevard
0
0.2
Miles


King Street
0
0.15
Miles

# Hurricane Storm Surge Zone



# FEMA 100-Year and 500-Year Flood Zones



# Resilient Cocoa: Resiliency Action Plan

January 26, 2021

Presented by Jennifer Riggs as agenda item.

Cocoa City Council Meeting

EXHIBIT D: Resilient Cocoa: Resiliency Action Plan

# Why Did Cocoa Get Grants for a Resiliency Action Plan?

In 2015, the Florida Legislature passed Senate Bill 1094, titled "Peril of Flood." The new law, which became effective July 1, 2015, specifies new requirements for the coastal management element of a local government's comprehensive plan related to coastal flooding and the related impacts of sea level rise.

Why is this legislation is important:

1. FEMA is not going keep insuring built environments on known flood zones and at risk properties.
2. For communities to maintain their bond ratings they are going to have to show smart adaptations to reasonable risk profiles of flooding whether due to storm events or sea level rise.

# What does "Peril of Flood" Say?

Section 163.3178(2)(f), Florida Statutes as follows:

A redevelopment component that outlines the principles that must be used to eliminate inappropriate and unsafe development in the coastal areas when opportunities arise. The component must:

1. Include development and redevelopment principles, strategies, and engineering solutions that reduce the flood risk in coastal areas which results from high-tide events, storm surge, flash floods, stormwater runoff, and the related impacts of sea-level rise.
2. Encourage the use of best practices development and redevelopment principles, strategies, and engineering solutions that will result in the removal of coastal real property from flood zone designations established by the Federal Emergency Management Agency.
3. Identify site development techniques and best practices that may reduce losses due to flooding and claims made under flood insurance policies issued in this state.
4. Be consistent with, or more stringent than, the flood-resistant construction requirements in the Florida Building Code and applicable flood plain management regulations set forth in 44 C.F.R. part 60.
5. Require that any construction activities seaward of the coastal construction control lines established pursuant to s. 161.053 be consistent with chapter 161.
6. Encourage local governments to participate in the National Flood Insurance Program Community Rating System administered by the Federal Emergency Management Agency to achieve flood insurance premium discounts for their residents.

# Why is it Important to Proactively Improve Resilience?

Within 30 years Brevard County and Cocoa appear likely to experience flooding risks: increased frequency and intensity/volume of storms, storm surge, sea level rise.

Today flooding risks are masked. FEMA's flood maps only account for present day flood risks.

1. **There are risks to health and safety.**
2. **There are risks to real property and the built environment.**
3. **Cocoa's population has areas of high vulnerability: Look at Social/Vulnerability Analysis, Resilient Cocoa pg 5.**
4. **There are Financial Risks for City!!!**

# More on Financial Risks: Reasons to Proactively Improve Resilience

**1. Not a gentle glide path, but an abrupt cliff: property values**

As the real estate market adjusts its perception of risk, the shift is likely to happen abruptly and accompany an irreversible decline in the value of homes and commercial properties.

**2. Vicious Cycle: decline in tax revenues, decline in bond ratings, decline in ability to afford to become more resilient**

Declining property values will impact local tax revenues and the ability of communities to adapt their infrastructures. Communities may find it harder to raise funds for increasing their resilience to floods -- through the bond market, for instance -- if their credit rating is lowered because of flood risks.

For communities to maintain credit-worthiness and access to the capital needed for infrastructure adaptation/investment, they will need to increasingly show they have already made smart decisions and investments to adapt and build resilience. (Moody's Investors Services 2017).

**3. Insurability????**

Flood insurance for chronically inundated coastal properties could become increasingly expensive -- or not available at all (FEMA 2018; Dixon et al. 2017; Lieberman 2017; GAO 2017). A rash of coastal foreclosures and abandoned homes could ensue causing neighborhood blight. . . .even as new real estate wealth is potentially created further inland.

Excerpted from *Underwater: Rising Seas, Chronic Floods, and the Implications for US Coastal Real Estate,* Published Jun 18, 2018.

# Resiliency Recommendations
# Align Well with Cocoa's Sustainability Plan Priorities!

**The Sustainability Advisory Board reviewed the plan and identified five areas where recommendations align well. These fall in five main groupings. The following list is not exhaustive.**

**1. Pursue Funding Mechanisms for Resiliency Projects**

LS-2, 1: Identify possible funding mechanisms to finance resiliency projects

ES-4, 1: Apply for funding opportunities that help finance resiliency projects such as onsite stormwater management, living shorelines, acquiring land that serves as greenspace buffers.

**2. Living Shorelines and Green Infrastructure**

LS-3: Determine where living shorelines are appropriate and prioritize implementation.

**Strangely, there is nothing about canopy inventory, management and expansion.**

**3. Greenspace and Mitigation**

LS-2, 4: Work with stakeholders to assess process for acquiring properties for greenspace and mitigation purposes.

IE-3, 4: Assess properties for potential acquisition for greenspace, public space, and flood mitigation.

# Resiliency Recommendations
# Align Well with Sustainability Plan Priorities!

**4. Update City Codes**

LS-3, 1 and 6: Update City's Land Development Code to require onsite storm water management and adopt best practices to mitigate heat island effect.

IE-5, 4: Update land development code to require all new development to design for a net zero discharge of natural runoff.

ID5-1: Audit Comp Plan against other plans to ensure compatibility of addressing resiliency and future development based on future conditions.

IE-5, 5: Adopt urban design guidelines that could protect and buffer structures from the impacts of vulnerabilities such as sea level rise, storm surge, flooding, wind damage, and the urban heat island effect.

IE-6, 1: Update Comp Plan and code to ensure all affordable and low income housing is located outside the 100-year flood zone and (Coastal Community Services Area -???)

**5. Communication and Education**

LS-4, 2: Educate elected officials about the City's primary vulnerabilities and hazard mitigation strategies.

ES-1, 2: Work with the community to identify local business such as gas stations, food suppliers or other that provide specific services or resources vital for recovery (water, sandbag distribution).

ES-4, 6: Create an outreach plan to involve all communities in the City to engage in local decisions.

IE-1, 1: Create partnerships to educate property owners about the benefits of green infrastructure, living shorelines, oyster matts, etc.

HW-1, 6: Establish a community wide pre-hurricane protocol and alert for identifying and removing hazards (preparing, shelter, and evacuation).

# Building Resilience is Important for Cocoa's Prosperity

1. Cocoa has three distinct areas with high vulnerability to flood.
2. Cocoa has large areas with high Social Vulnerability Index scores.
3. FEMA is not going keep insuring buildings on known flood zones and at risk properties.
4. For communities to maintain their bond ratings they are going to have to show smart adaptations to reasonable risk profiles of flooding whether due to storm events or sea level rise.
5. Resilient Cocoa's recommendations align well with Cocoa's Sustainability Plan priorities!

Adopting "Resilient Cocoa" is a benefit for the residents and prosperity of Cocoa.