MINUTES

CITY OF COCOA
REGULAR MEETING OF THE CITY COUNCIL

July 12, 2016

A Regular meeting of the Cocoa City Council was held on Tuesday, July 12, 2016 in City Council Chambers, located in Cocoa City Hall, 65 Stone Street, Cocoa, Florida, as publicly noticed.

I. OPENING MATTERS:

Mayor Parrish called the meeting to order at 6:03 p.m.

Councilman Blake provided the invocation and Mayor Parrish led the assembly in the Pledge of Allegiance to the Flag of the United States of America.

The City Clerk took the roll.

PRESENT:	Henry U. Parrish III	Mayor
	Don Boisvert	Deputy Mayor
	Michael Blake	Councilman
	Brenda Warner	Councilwoman
	Anthony Garganese	City Attorney
	John Titkanich, Jr.	City Manager
	Matt Fuhrer	Assistant City Manager
	Carie Shealy	City Clerk
ABSENT:	Tyler Furbish	Councilman

OTHER STAFF PRESENT:

Jack Walsh, Utilities Director; Tammy Gemmati, Administrative Services Director; Steve Belden, Community Services Director; Ed Wegerif, Public Works Director; Michael Cantaloupe, Chief of Police; Jonathan Lamm, Acting Fire Chief; Jason McCuen, Desktop Support Technician; Trevious Folston, Desktop Support Specialist; Claude Goncalves, Systems Administrator; Lora Howell, Deputy Finance Director; Lea Taylor, Accounting/Budget Analyst.

II. APPROVAL OF AGENDA AND MINUTES:

1. Agenda: Regular Meeting of July 12, 2016 (16-279)
2. Minutes: (a)Regular Meeting of June 14, 2016 (16-281)
   (b)District 3 Town Hall Meeting of June 21, 2016 (16-282)

City Manager Titkanich requested that the agenda be amended to add City Business VIII.4, Short Term Lease for 6 Forrest Avenue.

* **MOTION by Deputy Mayor Boisvert; Seconded by Councilman Blake, to approve the Agenda as amended for the Regular meeting of July 12, 2016, the Minutes as written for the Regular meeting of June 14, 2016, and the District 3 Town Hall meeting of June 21, 2016.**

AYES: Parrish, Boisvert, Blake, Warner

THE MOTION CARRIED UNANIMOUSLY (4-0)

III. AWARDS AND PRESENTATIONS:

1. BBQ & Blues Update. (16-276). (Community Services Director)

Emma Kirkpatrick, HCVA, provided a brief presentation[1]provided a presentation on the BBQ & Blues Event that was held June 3rd and 4th in Cocoa Village. She provided a detailed report of the various ways the event was advertised, thanked the sponsors, spoke about the surveys taken by visitors, and the entertainment.

Ms. Kirkpatrick noted that there were 49 teams (38 were outside of Brevard). There were six judges which included 33 from outside of Brevard. Musicians were also brought in from all over.

She advised that people were coming to Cocoa and staying. She further noted that they received $300 from ice sales that went to Send a Kid to Camp for the Fiske Boulevard Church of Christ youth group. Additionally, she thanked Brevard Community Kitchen for catering the VIP event.

She advised that all of the figures were not complete but the approximate profit right now was about $6,000-$7,000.
Council members felt this was the best event and thanked her for her presentation. She thanked them and said it was great weather and that Friday night was fantastic.

[1] EXHIBIT A: BBQ & Blues recap

Councilman Blake advised that he did his own survey and the feedback he received correlated with what she provided. He believed this was a family friendly event and shows the impact that HCVA was having on the area.

Mayor Parrish acknowledged Ms. Kirkpatrick and thanked her and the others for what they do. He claimed these events were hard to pull off and they did it very well. He asked that all members in attendance from HCVA be recognized. They all stood for a round of applause.

HCVA provided everyone in attendance with a BBQ & Blues T-shirt.

IV. DELEGATIONS:

Brad Whitmore, 351 Rockledge Drive, HCVA, thanked Council and staff for the derelict vessel removal. He advised that wonderful things were happening and their removal made a big difference.

Ruth Collins, 742 Bernard St., Cocoa, spoke about the blighted area in her neighborhood. She asked what the next step would be as she had already spoken with Code Enforcement.

City Manager Titkanich explained the Code process noting they had to follow a legal process. He assured her that he would get with Mr. Belden after the meeting about the situation. He stressed that first and foremost that one's property rights could not be infringed upon, so reasonable time had to be given.

She thanked him and advised that she understood the process.

V. CONSENT AGENDA:

1. To Approve a Resolution Waiving the Competitive Bidding Process for the Purpose of Making a Sole Source Purchase of a Lime Slaker from Integrity Municipal Systems (IMS), Poway, California and the Installation of the Slaker through Water Treatment and Controls, Pensacola, Florida. (16-272). (Utilities Director)

* **MOTION by Councilman Blake; Seconded by Deputy Mayor Bosivert, to approve the Consent agenda.**
AYES: Parrish, Boisvert, Blake, Warner

THE MOTION CARRIED UNANIMOUSLY (4-0)

VI. PUBLIC HEARINGS:

None.

VII. COUNCIL BUSINESS:

1. Approve a Resolution No. 2016-67 establishing the Rolled-back Rate, adopt a Proposed Millage Rate, and set the date, time, and place for the first Public Hearing to consider the FY2017 Budget. (16-280). (Finance Director)

City Manager Titkanich provided a presentation[2] on the Truth in Millage (TRIM). He noted that providing a presentation was a statutory requirement, and it would be to establish the rolled back rate, adopt a proposed millage rate, and set the first public hearing.

He reminded Council that the rate voted for tonight could be reduced when voting on an adopted rate, but could not be increased.

City Manager Titkanich provided a historical review of the ad valorem tax base and hoped that the City would continue to see a growth in the base. Additionally, he spoke about the historical millage ad valorem revenue history.

He mentioned that there was about a 4.2% of change since FY 2008 and pointed out that they have remained at this level without furloughs, layoffs, or stopping of services.

City Manager Titkanich discussed the 2017 TRIM rate options, and reminded Council that the current adopted rate was 5.9790.

He provided options for 2017 which were to adopt the current rate, which is 5.9790; select the rolled back rate at 5.8759; or adopt the majority rate which is 8.9180. Staff was proposing to maintain the current rate.

He spoke about money that had to be paid out to the CRA's, and explained how the proposed rate would affect a single family property owner. With this proposed rate, they would only see a $4.00 annual increase. A home value of $200,000 the annual increase would be $8, and with a $300,000 value, the annual increase would be $12.

[2] EXHIBIT B: TRIM Presentation

City Manager Titkanich compared Cocoa with the other cities in Brevard County, and the City stands 7th. For the most part, all cities were trying to stay at their current rate.

He advised that there would be a Budget/CIP Workshop on August 4, 2016 at 5:30 p.m.

The 1st Public Hearing for the budget would be on Tuesday, September 6, 2016 at 6 pm. This is where they would vote for a proposed millage and proposed budget.

The 2nd Public Hearing would be on Wednesday, September 14, 2016 at 6 pm. This is where the budget and millage would be adopted.

He noted that the dates do not coincide with other meeting dates because by law you cannot have a meeting on the same date as other taxing authorities, such as Brevard County and the School Board.

City Attorney Garganese read the resolution in to the record, by title only, as follows.

RESOLUTION NO. 2016-67

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF COCOA, FLORIDA, ESTABLISHING THE ROLLED-BACK RATE; ADOPTING A PROPOSED TENTATIVE MILLAGE RATE; AND SETTING THE DATE, TIME AND PLACE OF A PUBLIC HEARING TO CONSIDER THE PROPOSED TENTATIVE MILLAGE RATE AND TENTATIVE BUDGET FOR FISCAL YEAR 2017; PROVIDING FOR THE REPEAL OF PRIOR INCONSISTENT RESOLUTIONS; AND PROVIDING FOR AN EFFECTIVE DATE.

Councilman Blake asked the City Attorney if, under Roberts Rules of Order, the Mayor could make a motion if he wanted to. City Attorney Garganese agreed that he could if he needed to.

Councilman Blake liked the current rate and did not want a tax increase.

* **MOTION by Councilman Blake; Seconded by Deputy Mayor Boisvert, to establish the rate of 5.9790, where they can go less but cannot supersede the rate.**

City Manager Titkanich pointed out that staying with the current millage rate, it would keep the rate the same, but by law it does represent a minor tax increase.

AYES: Parrish, Boisvert, Blake, Warner

THE MOTION CARRIED UNANIMOUSLY (4-0)

City Manager Titkanich thanked staff for all of their hard work.

2. Consider a Code Enforcement Lien Reduction in the amount of $500 for the property located at 1056 Mitchell Street, CE 14-334, owner Peter Vojtech. (16-285). (Community Services Director)

Mr. Belden presented the item noting that the Code Enforcement Board held apublic hearing on August 21, 2014 and found the owner, Stewart Spence, in violation of the following: Section 6-1003(o), Doors; Section 6-900(b)(4)a-c-Maintenance to a Structure; Section 6-900(b)(1)a-d-Accumulation of Trash & Debris; and Section 6-1003(c)-Premises Identification.

The Board provided the owner sufficient time to correct said violations. Therefore, consistent with the Board's order, a lien was recorded against the property effective October 2, 2014. The lien ran at $100 per day from October 2, 2014 until compliance was achieved on May 10, 2016. The lien is $58,600 and the current owner, Peter Vojtech, is requesting that the lien be forgiven, due to the fact that the violations were imposed against the previous owner and he was not aware of the liens at the time he purchased the property.

Mr. Belden noted that based on all of the factors staff was recommending that the lien be reduced to $500.

The Code Enforcement Board, at its regular meeting on June 16, 2016, recommended that the lien be reduced to $500.

City Manager Titkanich commented on the lien reduction request and spoke about administrative costs associated with these and that both the hard costs and personnel costs were being brought back to Council and the Code Board.

He mentioned that he has discussed a few comments that he has received from the public with the City Attorney. If you are getting a code lien reduction, then an equal amount should be invested back to into the property.

The City Attorney is looking into this and also into identifying the future use of the property. If the property is residential there is a possibility of doing a lien forgiveness investigation. One complaint that had been heard was that properties are being flipped and people are living in substandard conditions.

Additionally, this property owner was not aware of liens when they purchased this property. The property was bought via quit claim deed for $100. He did not feel that the lien being reduced to $500 was fair. Many members of the public have voiced their concerns that this was unfair. He fully respected the decisions of the Code Enforcement Board but did not feel that this was a warranted amount. Violations have incurred and the current lien amount was $58,600. He did not feel that reducing it to $500 was fair and equitable.

Councilwoman Warner noted that some of the repairs made were done without proper permits. She did not feel that liens should be forgiven if property owners were not following the law.

Councilwoman Warner requested that the item be tabled until July 26th so that information can be provided on improvements that have been done and whether or not they were permitted.

* **MOTION by Councilwoman Warner; Seconded by Deputy Mayor Boisvert, to table the item until July 26, 2016, so that improvements on the property can be provided and whether or not they were permitted.**

AYES: Parrish, Boisvert, Blake, Warner

THE MOTION CARRIED UNANIMOUSLY (4-0)

3. Consider a Code Enforcement Lien Reduction in the amount of $1,000 for the property located at 229 Smith Lane, CE 16-177, owner Wanda D. Betourd. (16-286). (Community Services Director)

Mr. Belden presented the item and noted that at a Code Enforcement Board hearing held on June 21, 2007, the Board found the owner in violation of the following: Section 6-900(b)(4)a-c-Maintenance to a Structure.
The Board provided the owner sufficient time to correct the said violations. Therefore, consistent with the Board's order a lien was recorded against the property effective June 21, 2007. The lien ran at $250 per day from June 21, 2007 until compliance was achieved on January 18, 2013. The lien is $509,520 and the current owner, Wanda D. Betourd is requesting that the lien be forgiven.

Mr. Belden advised that based on all of the factors, staff recommended that the lien be reduced to $1,000.

The Code Enforcement Board, at its regular meeting on June 16, 2016, recommended that that the lien be reduced to $1,000.

Councilman Blake asked if this satisfied administrative cost.

* **MOTION by Councilman Blake; Seconded by Deputy Mayor Boisvert, to approve the Code Enforcement Lien Reduction in the amount of $1,000 for the property located at 229 Smith Lane, CE 16-177, owner Wanda D. Betourd.**

AYES: Parrish, Boisvert, Blake, Warner

THE MOTION CARRIED UNANIMOUSLY (4-0)

4. Consider a Code Enforcement Lien Reduction in the amount of $500 (for Administrative Cost) plus $3,976.63 (for cost of Demolition) for the property located at 1043 Japonica Lane, CE 12-689, owner American Mutual Fund LLC. (16-287). (Community Services Director)

Mr. Belden presented this item and noted that at a Code Enforcement Board public hearing held on August 16, 2012, the Board found the owner in violation of the following: Section 6-900 (b)(5)-Boarded up Building and Section 6-900(b)(4) a-c-Maintenance to a Structure.

The board provided the owner sufficient time to correct the said violations. Therefore, consistent with the Board's order, a lien was recorded against the property effective September 4, 2012. The lien ran at $50 per day from September 4, 2012 until compliance was achieved on August 28, 2015. The lien is $54,450 and the current owner, American Mutual Fund LLC, is requesting that the lien be forgiven, due to the fact that the violations were imposed against the previous owner and they were unaware of the liens at the time the property was purchased.
Mr. Belden advised that based on all of the factors, staff recommended that the lien be reduced to $500 for Administrative Cost plus $3,976.63 for Demolition cost.

The Code Enforcement Board, at its regular meeting held on June 16, 2016, recommended the same.

City Manager Titkanich understood that these tools were useful, however, when new owners acquire properties with liens, the tax payer ends up having to pay for the liens. This should be done by the owner. Buyers have the responsibility to do due diligence and research before buying properties. He supports the buyers and those fixing up homes, but wanted to send a message that if you buy without doing due diligence it was not fair.

* **MOTION by Deputy Mayor Boisvert; Seconded by Councilwoman Warner, to approve the Code Enforcement Lien Reduction in the amount of $500 (for Administrative Cost) plus $3,976.63 (for cost of Demolition) for the property located at 1043 Japonica Lane, CE 12-689, owner American Mutual Fund LLC.**

AYES: Parrish, Boisvert, Blake, Warner

THE MOTION CARRIED UNANIMOUSLY (4-0)

5. Consider the Cancellation of the August 9, 2016 Regular City Council meeting. (16-295). (Administrative Services Director)

City Manager Titkanich explained the reason for this item, and pointed out the list of meetings provided in the agenda item.

* **MOTION by Deputy Mayor Boisvert; Seconded by Councilman Blake, to approve the item.**

AYES: Parrish, Boisvert, Blake, Warner

THE MOTION CARRIED UNANIMOUSLY (4-0)

VIII. CITY BUSINESS:

1. Ordinance No. 13-2016/1st reading: Amending Chapter 2, Administration, Article VII Police Officers' Retirement Plan of the Code by amending Section 2-191, Definitions; Section 2-194, Finances and Fund Management; Section 2-198, Disability; Section 2-200, Optional Forms of Benefits; Section 2-205, Maximum Pension; Section 2-206, Minimum Distribution of Benefits; Section 2-217, Prior Police Service; Section 2-218, Deferred Retirement Option Plan. (16-268). (Administrative Services Director)

City Attorney Garganese read Ordinance No. 13-2016 into the record by title only as follows, advising that this was the first reading of the ordinance.

ORDINANCE NO. 13-2016

AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF COCOA, BREVARD COUNTY, FLORIDA, AMENDING CHAPTER 2, ADMINISTRATION, ARTICLE VII, POLICE OFFICERS' RETIREMENT PLAN, OF THE CODE OF ORDINANCES OF THE CITY OF COCOA BY AMENDING SECTION 2-191, DEFINITIONS; AMENDING SECTION 2-194, FINANCES AND FUND MANAGEMENT; AMENDING SECTION 2-198, DISABILITY; AMENDING SECTION 2- 200, OPTIONAL FORMS OF BENEFITS; AMENDING SECTION 2-205, MAXIMUM PENSION; AMENDING SECTION 2-206, MINIMUM DISTRIBUTION OF BENEFITS; AMENDING SECTION 2-217, PRIOR POLICE SERVICE; AMENDING SECTION 2-218, DEFERRED RETIREMENT OPTION PLAN; PROVIDING FOR CODIFICATION; PROVIDING FOR SEVERABILITY OF PROVISIONS; REPEALING ALL ORDINANCES IN CONFLICT HEREWITH AND PROVIDING AN EFFECTIVE DATE.

Ms. Gemmati advised that this was brought about last year and was in regards to changes for both fire and police. It was recommended to bring this back under separate ordinances to address the changes.

Councilman Blake clarified that the City was being proactive in regards to the ordeal with the Corby situation. He does not want another scenario like that.

In response, Ms. Gemmati clarified that this was for the police pension. City Manager Titkanich agreed with Councilman Blake and noted that these changes were recommended by the pension board and none of these changes would be in regards to what happened with the Fire Pension Board and the Corby's. He stressed that these changes were reviewed by both the pension attorney and our attorney.

* **MOTION by Councilman Blake; Seconded by Deputy Mayor Boisvert, to approve Ordinance No. 13-2016 on first reading.**

AYES: Parrish, Boisvert, Blake, Warner

THE MOTION CARRIED UNANIMOUSLY (4-0)

2. To Approve Change Order No. 1 to Purchase Order No. 66907 with H&H Liquid Sludge Disposal, Inc., Branford, Florida, for Transportation and Disposal of Biosolids, Bid #B-13-13-COC; To Approve a Resolution Amending the FY2016 Budget. (16-274). (Utilities Director)

Mr. Walsh mentioned that this was necessary because the amount of sludge that will be needed is not predictable.

* **MOTION by Councilman Blake; Seconded by Deputy Mayor Boisvert, to approve the item.**

AYES: Parrish, Boisvert, Blake, Warner

THE MOTION CARRIED UNANIMOUSLY (4-0)

3. Approve the proposed FY 2017 benefit renewal for medical, dental, vision, flexible spending, and life insurances with associated providers and authorize the City Manager to sign related agreements. (16-290). (Administrative Services Director)

Ms. Gemmati presented the item and noted that she provided each member of Council a handout with a change regarding the supplemental life insurance renewals. The annual amount was lowered.

City Manager Titkanich thanked Administrative Services and Shawn Fleming with the Gehring Group, along with all of the employees who serve on the Insurance Task Force. They all collaborated and there was a unanimous vote by the committee. He noted while they were not all thrilled that costs were going up, they did their work and agreed.

Councilman Blake commended everyone for their work, but pointed out that the City was known for having a competitive benefit package and it was greatly due to the health plan. He questioned the increase for the buy-up plan, and the effect it would have on many employee's paycheck. He was trying to help the 400+ employees get the best bang for their buck. He asked if there was something that could be done to offset the costs.

In response to his concerns, both Ms. Gemmati and City Manager Titkanich noted that the buy up and premier plans were having more claims. They stated that doing it this way they could spread it out and these are just two components of the plan. While there was an increase it was not as severe as it could have been.

Ms. Gemmati advised that all of these things were discussed with the committee and they had met twice.

Councilman Blake asked about the deductibles. Ms. Gemmati noted that the deductible does not apply to all services. Councilman Blake agreed that Care ATC was helping a lot but was looking at this from a financial perspective.

City Manager Titkanich agreed and noted that it was a calendar year deductible.

* **MOTION by Deputy Mayor Boisvert; Seconded by Mayor Parrish, to approve the item.**

AYES: Parrish, Boisvert, Blake, Warner

THE MOTION CARRIED UNANIMOUSLY (4-0)

4. Short Term Lease for 6 Forrest Avenue. (City Manager)

City Manager Titkanich provided background information regarding this item. He mentioned that it was approved on May 24, 2016; however, the current tenant requested extra time to move out of the building. Closing would be done on Friday, July 15th, at 10 a.m., hence the need to get this approved.

* **MOTION by Councilman Blake; Seconded by Deputy Mayor Boisvert, to approve the item.**

AYES: Parrish, Boisvert, Blake, Warner

THE MOTION CARRIED UNANIMOUSLY (4-0)

MULTI-YEAR CONTRACTS:

5.~~4.~~ To approve Task Order No. 2016-26 with Wade Trim, Inc. for Engineering Services during construction of the East Peachtree Street Water Main Improvements, Project No. WS1505; to Approve as a Multi-Year contract from FY2016 through FY2017; pending approval of the FY 2017 budget. (16-273). (Utilities Director)

Mr. Walsh briefly spoke about the item, reminding Council that this was for Indian River Drive in front of the elevated tank.

* **MOTION by Councilman Blake; Seconded by Deputy Mayor Boisvert, to approve the item.**

AYES: Parrish, Boisvert, Blake, Warner

THE MOTION CARRIED UNANIMOUSLY (4-0)

6.~~5.~~ Approve a Multi-Year Staff recommendation and Award the Design-Build Contract for Fire Station Number 1 to the Design-Build Team of W & J Construction Corporation, Architects RZK, Inc., MK Structural Engineering and

DDC Engineering (W&J/RZK/MK/DDC) based on RFQ #Q-16-07-COC; Authorize the City Manager to negotiate and execute a multi-year and multi-phase design-build contract with W&J/RZK/MK/DDC, for design and construction services for Fire Station #1, Headquarters Building (CP16F1) located on Dixon Boulevard for a Guaranteed Maximum Price (GMP) not to exceed $3,737,689 and in a form acceptable to the City Attorney. (16-278). (Public Works Director)

Mr. Wegerif presented the item and noted the process that was taken for awarding the design build contract for the station. He pointed out that this was a culmination design effort, but also the price and qualifications. They were short listed and the team narrowed it down to three teams. All of the teams were very competitive. Additionally, there was room to trim the budget in areas if needed.

He advised that they were proposing to issue a two part contract. This first one is for the design, permitting, and engineering. The next contract would be next fiscal year for ground breaking and construction.

Deputy Mayor Boisvert asked if this contract would do all three stations. In response to his question, City Manager Titkanich stated that this was for the satellite station only, but bid requests were out now for the other two.

Councilman Blake asked what Mr. Wegerif meant by negotiations. In response, Mr. Wegerif meant that there were areas that could be altered and would result in savings.

City Manager Titkanich explained the reasoning behind the multi-year contract. He mentioned that while in the process of preparing the budget there had to be revenue available. After many conversations, they decided to do it this way and are identifying reasonable project phases by fiscal year. Contracts would be entered into with identified phases. He advised they were trying to true it up in the first year so that they were aware of what the expenses would be.

* **MOTION by Councilman Blake; Seconded by Deputy Mayor Boisvert, to approve the item.**
AYES: Parrish, Boisvert, Blake, Warner

THE MOTION CARRIED UNANIMOUSLY (4-0)

IX. INFORMATIONAL AGENDA:

1. Cocoa Police Department District Event statistics. (16-288). (Chief of Police)

2. New Local Business Tax Receipts. (16-289). (Community Services Director)

X. REPORTS:

Mr. Walsh announced that the 2015 Water Quality Report was on the website. There was also a notice going out on the water bill noting that it was available on the website.

Mr. Wegerif mentioned that on June 29th they received notice from FDOT that the CAF was accepted for Cocoa's proposal to paint the letters "COCOA" on the bridge. They were now working with the contract to get a cost estimate for the work they want done. Letters would be about 4 foot tall. He believed it would look good.

He further spoke about the Peachtree Street ribbon cutting on July 8th and announced that the Florida Avenue Complete Streets project would now begin.

Mayor Parrish asked for an update on U.S. 1. In response, Mr. Wegerif stated the finishing date was still August. They were working on the street lights and noted that soon they would be lit for 7 days straight, so if someone sees this, the lights should be this way.

Lastly, Mr. Wegerif advised that recycling carts were out and a pickup had been done.

Councilman Blake asked why the directions were not placed on the cart. Mr. Wegerif stated he would check with Waste Management.

City Manager Titkanich advised that Thursday, July 14th, a meeting with the Ministerial Alliance would be held at the Greater St. Paul Missionary Baptist Church, and topics being discussed were the Consent Decree, Stone Street, and Fire Station #2.

Additionally, he announced that budget books would be delivered by the end of this week or early next week to each Council member.

Councilwoman Warner congratulated Mr. Wegerif and staff for the fabulous job done on Peachtree Street. She noted that she was seeing some wonderful things in Atlanta and would have a great report for the next meeting.

Councilman Blake congratulated Mr. Wegerif and staff for the great work on Peachtree Street. He thought the contractors did a phenomenal job and citizens were very happy. He noted next would be Florida Avenue then Fiske Blvd.

He spoke about a recent issue on Berkshire Avenue, adding that Ms. Shealy had conveyed that the problem was handled. Mr. Wegerif concurred and stated that it was being handled.

Councilman Blake mentioned his attendance at the retirement celebration of Pastor P.L. Jones and pointed out that it was a wonderful party. He had pastored for 52 years total, with 42 years being in the City of Cocoa. Mayor Parrish did a dynamic job of presenting the Key to the City and Councilman Blake read a proclamation.

Lastly, he reminded all to buy local, and asked everyone to pray for all.

Deputy Mayor Boisvert stated that the electronic sign on the corner of Dixon and Indian River Drive was not working and believed it was time to pull it back in.

He advised he would be attending the TPO meeting this Thursday and they would hear recommendations for SR 520 and Fiske Blvd.

Mayor Parrish spoke about his attendance to the Peachtree Street ribbon cutting, and noted it was a grand day for the City. He believed it was a historical and significant day and thanked former Councilman Clarence Whipple, Jr. for pushing that project during his tenure. Mayor Parrish stated it was imperative that project continue to keep moving.

Furthermore, he thanked TPO Director Bob Kamm for attending and speaking at the ribbon cutting.

He spoke about the event on July 4th and thought it was the most people that he had ever seen. He figured there were about 20,000 plus in attendance at the time of fireworks. Mayor Parrish also thought it was neat that Ms. Florida contestants showed up. It was a great day.

In closing, Mayor Parrish advised that the City has a vision and a plan. There was a list of priorities that were about to be rolled out and Cocoa would be reinvented,

along with many waterfront projects coming up. There is a strategy and Cocoa will continue to be improved equally throughout the City.

XI. ADJOURNMENT.

* **MOTION by Councilman Blake; Seconded by Deputy Mayor Boisvert, to adjourn the regular meeting of July 12, 2016.**

AYES: Parrish, Boisvert, Blake, Warner

THE MOTION CARRIED UNANIMOUSLY (4-0)

The meeting adjourned at 7:53 p.m.

Henry U. Parrish III, Mayor

ATTEST: CITY OF COCOA FLORIDA SEAL

Carie Shealy, City Clerk

6TH ANNUAL HISTORIC COCOA VILLAGE



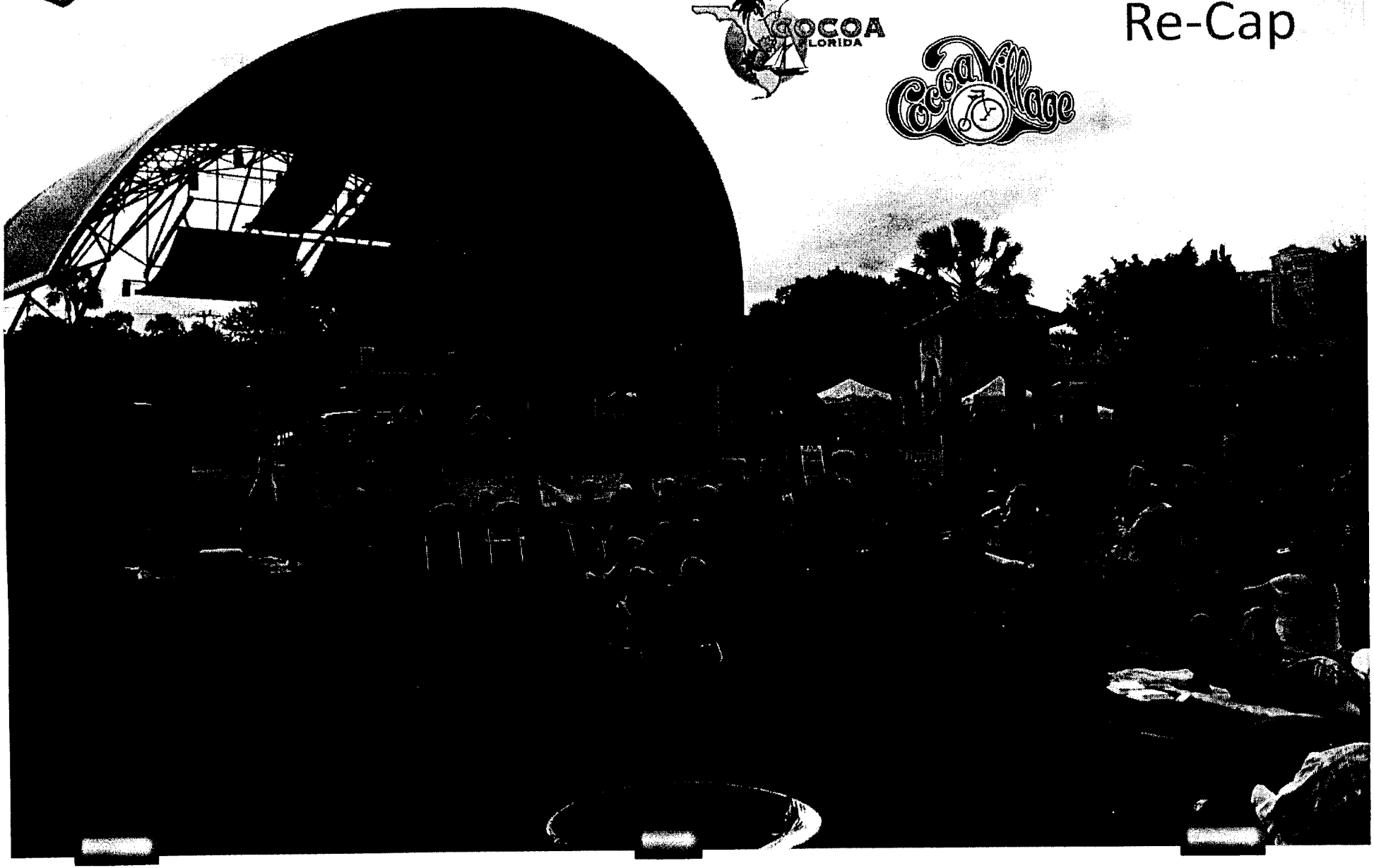
BBQ & BLUES

2016 Florida State Championship

EXHIBIT A: BBQ & BLUES RECAP

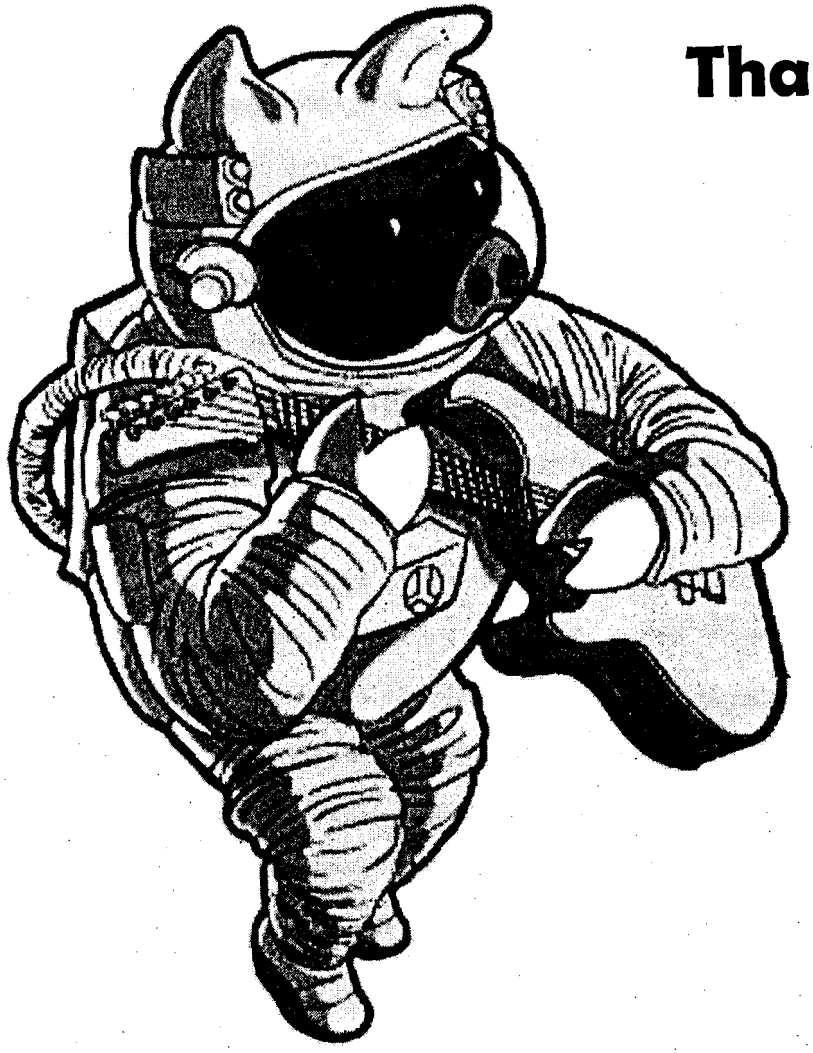
Historic Cocoa Village's BBQ & Blues

Re-Cap




TV Advertising
Thank you Bright House Networks!

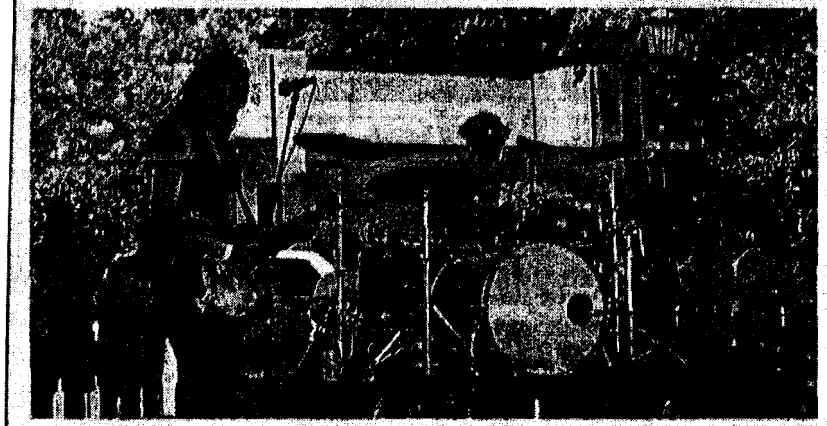
Digital Billboards



Thank you VisitSpaceCoast & City of Cocoa



Print Media



CHRIS BONANNO/FLORIDA TODAY

The Balkun Brothers, Steve (on guitar and vocals) and Nick "The Hammer" (on drums and vocals) perform on Saturday afternoon at BBQ & Blues in Cocoa.

BBQ & Blues in Cocoa touts more than 10,000 attendees



CHRIS BONANNO FLORIDA TODAY

Forty-five professional barbecue teams and 65 judges from all over the southeast converged on Cocoa Village over the last couple of days at the 2016 Florida State BBQ Championship, otherwise known as the sixth annual edition of Cocoa Village's BBQ & Blues.

"[illegible] competitive," said Emma Kirkpatrick

- Brevard Live
- Home Town News
- Florida Today



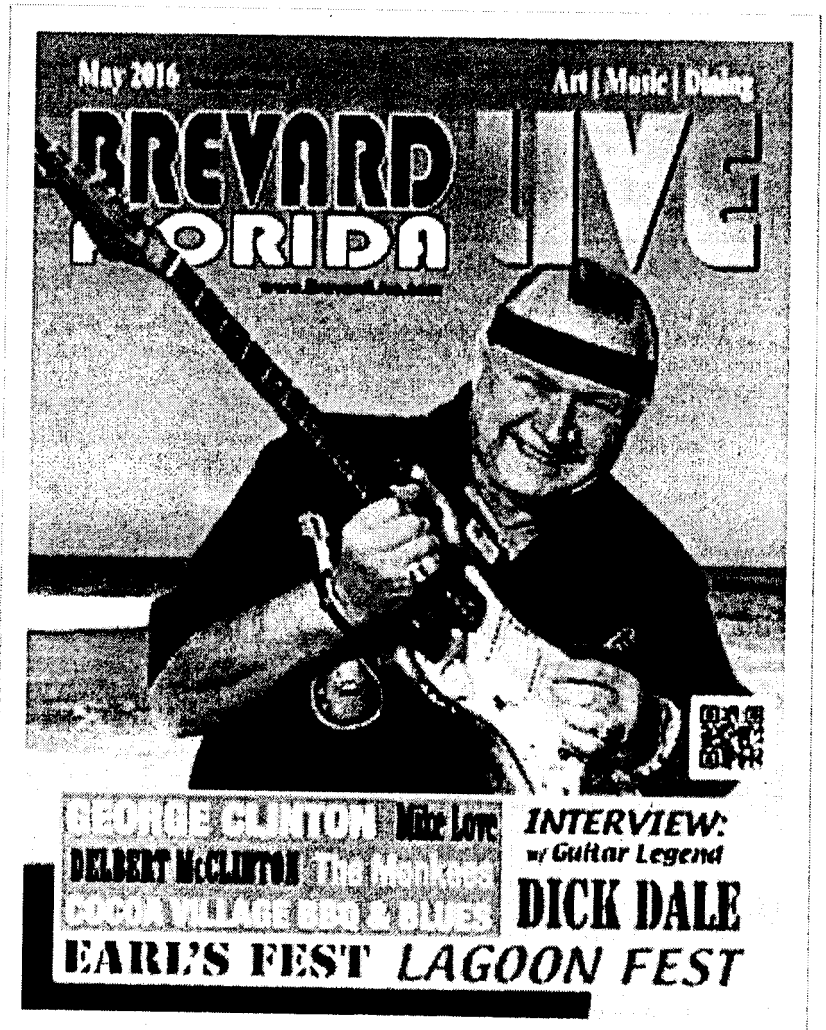
CHRIS BONANNO/FLORIDA TODAY

Dennis Caves, of Nantoosee, prepares beef brisket on Saturday at the sixth annual BBQ & Blues in Cocoa.

Blues Band.

"It's original music, blues, little bit of funk, but mainly blues," said A.J. Kelly of Miami, just before he performed onstage with Josh Rowand in The Pitbull of Blues Band. "The hospitality has been phenomenal."

Contact Bonanno at 321-242-3662. cbonanno@floridatoday.com or follow Chris on Twitter @FTChrisBonanno.



Radio

- WFIT
- 98.5 The Beach
- Lite Rock 99.3



Social Media



- **TDC**
  - **Facebook 257,536 reach**
- **Us**
  - **Facebook**
    - **BBQ Page 2500**
      - **$100, 17,696 reach**
      - **138 event responses**
    - **HCVA Page 9000+**
  - **Eventbrite**
  - **Instagram**

Other Advertising

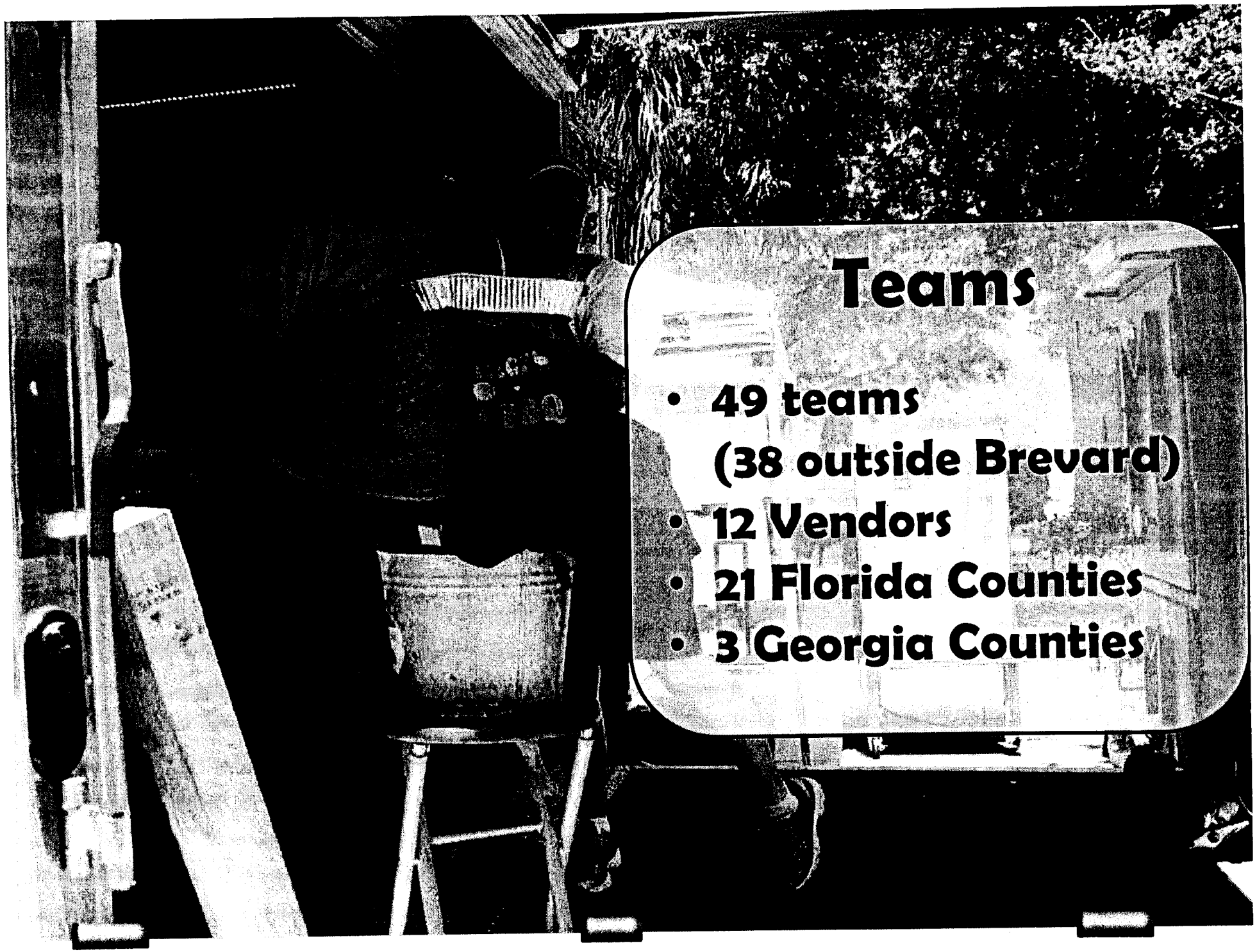
- 300+ Posters Distributed
- 1000+ Flyers Distributed
- Banners
- Yard Signs
- News Coverage

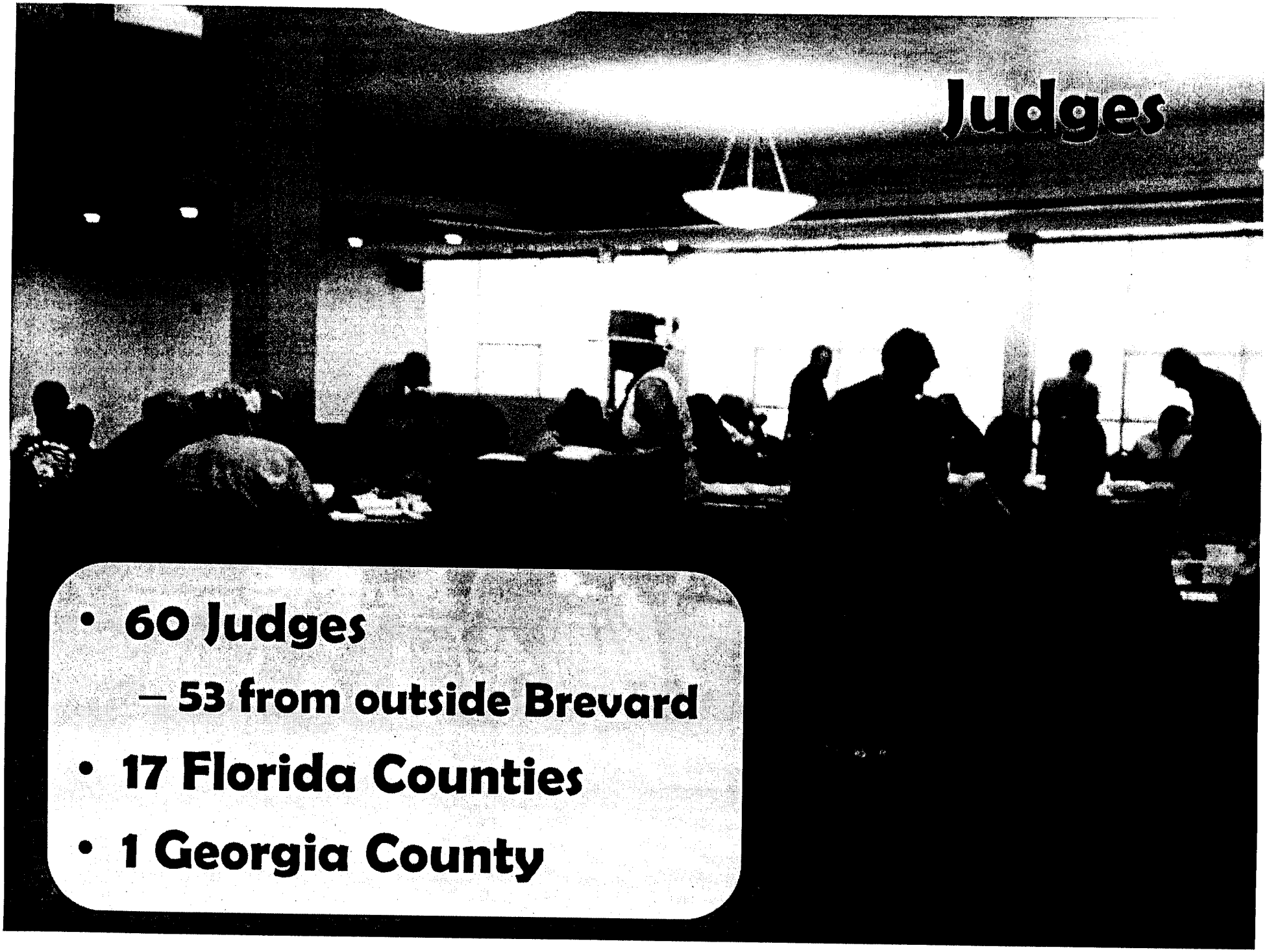


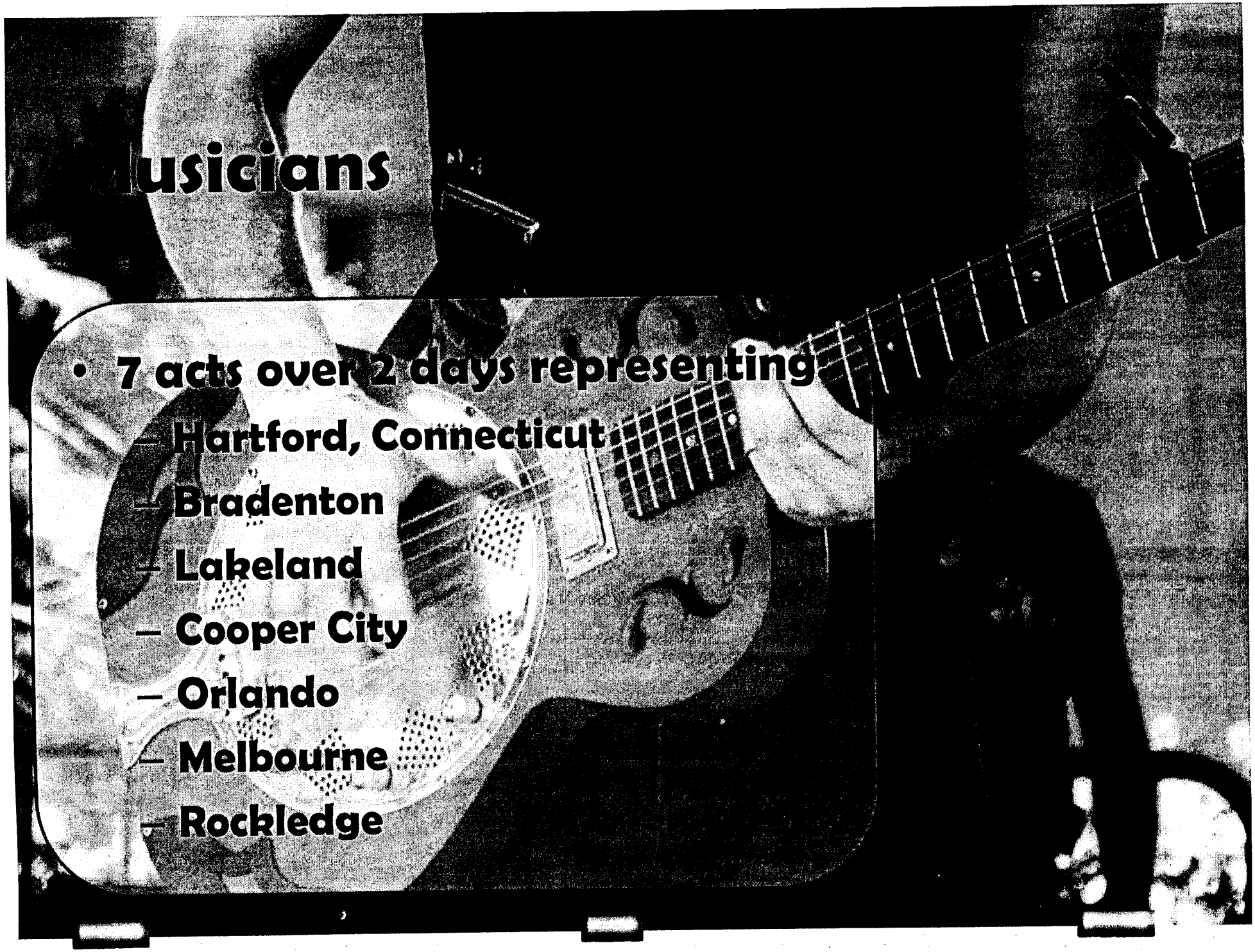
Advertising results

- **TV 3%**
- **Radio 5%**
- **Print 10%**
- **Social Media 25%**
- **Word of Mouth 38%**
- **Flyer or Billboard 19%**




Teams
• 49 teams
(38 outside Brevard)
• 12 Vendors
• 21 Florida Counties
• 3 Georgia Counties


Judges
• 60 Judges
– 53 from outside Brevard
• 17 Florida Counties
• 1 Georgia County


usicians
• 7 acts over 2 days representing
– Hartford, Connecticut
– Bradenton
– Lakeland
– Cooper City
– Orlando
– Melbourne
– Rockledge

Attendees



- Estimated 14,000 over two days
- 25% Visited from out of Brevard County
- 61% Stayed Overnight in Brevard County

BBQ & Blues and the Community



- Fiske Blvd Church of Christ Youth Group "Send a Kid to Camp" receives $300 for Ice Sales
- Brevard Community Kitchen Caters VIP Tent
- Music in Schools receives donation $1,372

Feedback from Participants

- Just wanted to let you know I had a blast, you and your staff are amazing, and it was even better than last year. thanks again for the experience. Scott, wackadoos

- Hi Emma, Just a note to let you know that the contest was great. Thank you for all your hard work. We sold out of food at the end. Vending was great this year. Loved our spot. I will make sure to get there early next year to get the same spot. We stayed at the Econo Lodge Saturday night and it was great. Everyone was very nice. We went down to the Island Grill for a late dinner and enjoyed the food. Overall great weekend. Janet and Big Papa

- You did such a wonderful job and I had such a good time. You really treat your judges well and we all appreciate the fine work you do. Take care and plan to see you next year-Donna Kendall

- My wife and I stayed 2 nights had a great time and look forward to next year. Thanks for your hard work, Rodney Higginbotham, Jax Fl

- Great Event and you and your staff did A great job making the judges feel comfortable. Looking forward to seeing you again in 2017.

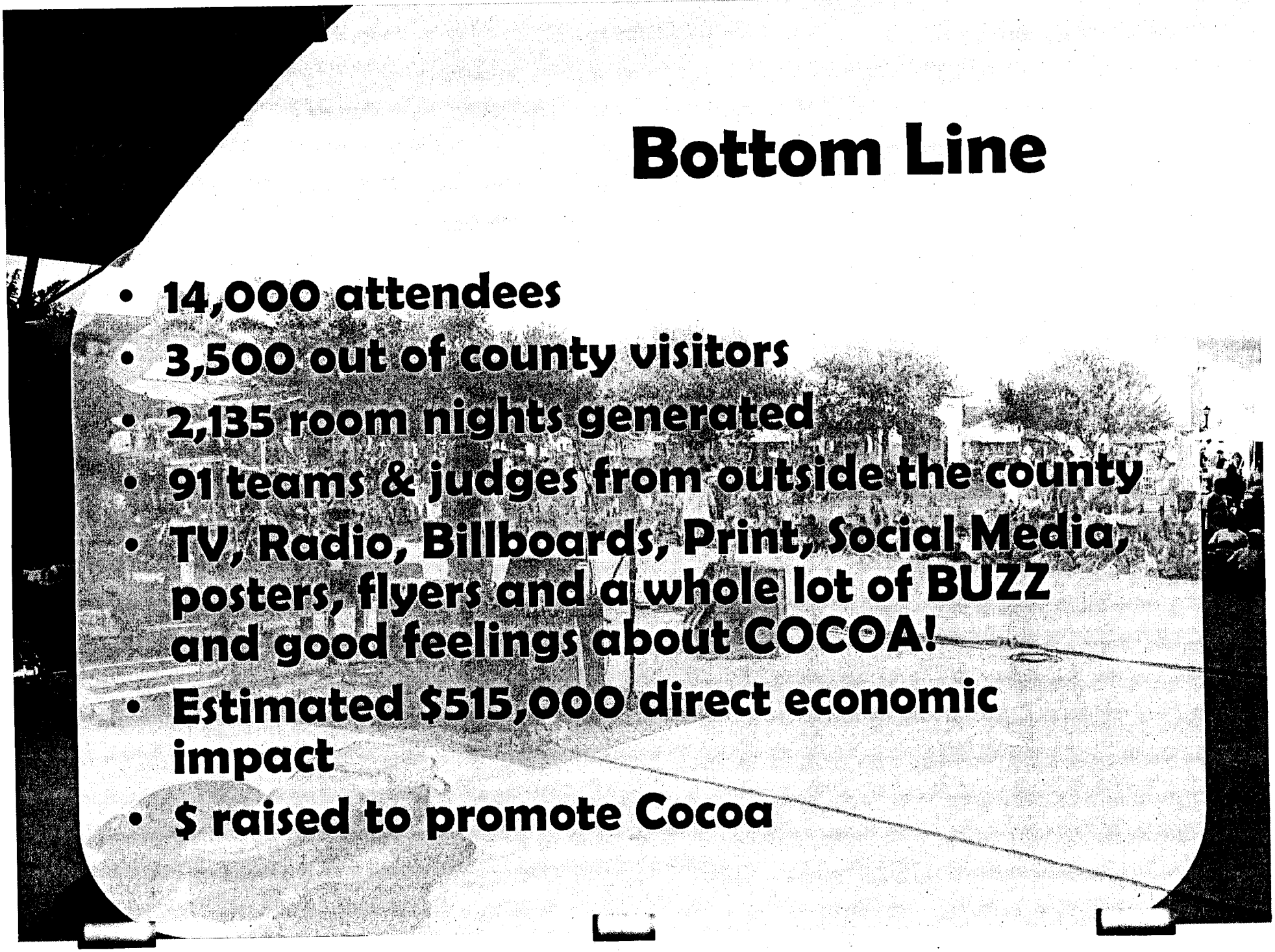
- Great contest, Thanks for giving us the opportunity to judge again this year!!!!! Cathy and Stephen

- You absolutely hit a home run last weekend! It gets better every year and I appreciate your allowing me to judge the BBQ contest. Thanks.....L=

- Good morning Emma! My wife, Lori and I, Richard Ware, would like to thank you inviting us to judge the Cocoa Village BBQ and Blues Contest yesterday as BBQ judges. The music, BBQ, support of the neighboring businesses, and the fellowship amongst the crowd was spectacular. We had a great time, and it appears most, if not all other attendees, did as well. We would be honored to be inviting again to the 2017 version of The Cocoa Village BBQ and Blues Festival. Have a wonderful weekend! Thank you, Richard Ware, MS

- ...I am very impressed with the organization and preparation you arranged for the contest and how smoothly everything was conducted. I hope I get to work with you again next year on this very special contest. Thanks for all the support and hospitality. Gary Washam FBA Rep

Bottom Line



- 14,000 attendees
- 3,500 out of county visitors
- 2,135 room nights generated
- 91 teams & judges from outside the county
- TV, Radio, Billboards, Print, Social Media, posters, flyers and a whole lot of BUZZ and good feelings about COCOA!
- Estimated $515,000 direct economic impact
- $ raised to promote Cocoa

Thank you to our Sponsors!



















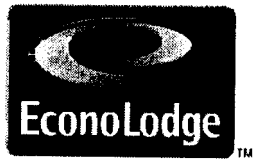




















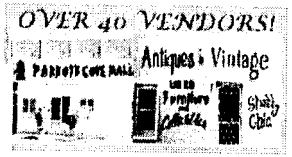














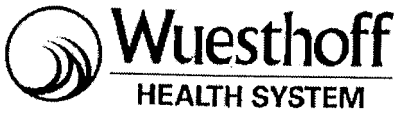


























Truth In Millage (TRIM) Presentation

Regular Council Meeting
July 12, 2016

EXHIBIT B: TRIM Presentation

Objectives

❖ **Approve a resolution establishing the Rolled-Back Rate**

❖ **Adopt a Proposed Millage Rate**

To be in compliance with FS 200.065, the City must establish a proposed millage rate by August 4th (within 35 days of TRIM Compliance Process) for the 2017 Fiscal Year.

- Minimum Requirement – 3 of 5 Votes

❖ **Set 1st Public Hearing – Sept. 6, 2016 at 6:00pm**

❑ **REMINDER**

- The proposed rate you vote for tonight can be reduced when voting for an adopted millage rate, but cannot be increased.

Historical Review
Ad Valorem Tax Base

Fiscal Year	Valuation	% of Change
FY2008	$1,178,240,071	3.8%
FY2009	$1,168,009,451	(0.9%)
FY2010	$1,025,224,075	(12.2%)
FY2011	$906,460,404	(11.6%)
FY2012	$797,859,898	(12.0%)
FY2013	$771,155,034	(3.3%)
FY2014	$773,867,625	0.4%
FY2015	$780,867,676	0.9%
FY2016	$817,760,975	4.7%
FY2017	$857,337,863	4.8%

FY2008-FY2016 is based on the Final Taxable Value.

Historical Review of Millage and Ad Valorem Revenue History

Fiscal Year	Valuation	Millage	Ad Valorem Revenue	Revenue Variance from Previous Year	% of Change
FY2008	$1,178,240,071	4.4891	$4,799,656	($20,259)	(0.4%)
FY2009	$1,168,009,451	4.4891	$4,542,124	($257,532)	(5.4%)
FY2010	$1,025,224,075	4.4891	$4,066,536	($475,588)	(10.5%)
FY2011	$906,460,404	4.9660	$4,040,240	($26,296)	(0.6%)
FY2012	$797,859,898	5.5813	$4,022,601	($17,639)	(0.4%)
FY2013	$771,155,034	5.9811	$4,173,108	$150,507	3.7%
FY2014	$773,867,625	5.9811	$4,235,127	$62,019	1.5%
FY2015	$780,867,676	5.9790	$4,275,054	$39,927	0.9%
FY2016	$817,760,975	5.9790	*4,454,795	$179,741	4.2%

* FY 2016 represents Y-T-D collection.

FY2017 TRIM Rate Options

	Valuation	Rate	Gross Tax Revenue	Tax Revenue @ 95%	FY2016 – FY2017 Revenue Variance
FY2016 Adopted Rate	**$818,427,691**	**5.9790**	**$4,893,379**	**$4,648,710**	

FY 2017 Millage Options

Current Rate-Proposed	$857,337,863	5.9790	$5,126,023	$4,869,722	$221,012 ← Proposed Rate
Rolled-back Rate	$857,337,863	5.8759	$5,037,632	$4,785,750	$137,040
Majority Rate	$857,337,863	8.9180	$7,645,740	$7,263,452	$2,614,742

City Council may adopt any rate up to 9.8098 with a two-thirds vote.

Reduction To Ad Valorem Due To Required TIF Payments To The CRA's From The General Fund

CRA	MILLAGE 5.9790 FY2017 CURRENT PROPOSED RATE	MILLAGE 5.8759 FY2017 VALUATION AT THE ROLLED-BACK RATE	DIFFERENCE
DOWNTOWN COCOA	$617,094	$606,453	$10,641
DIAMOND SQUARE	$62,571	$61,492	$1,079
US 1 CORRIDOR	$71,338	$70,108	$1,230
TOTAL to CRA's	$751,003	$738,053	$12,950

What Does This Mean To The Single Family Property Owner?

	Valuation	FY 2016 5.9790	*Valuation With 0.7% Increase	FY 2017 5.9790	Increase	FY 2017 Max. 9.8098
Single Family Residence	$100,000		$100,700			
Less: Homestead	($50,000)		($50,000)			
= Taxable Value	$50,000	$299	$50,700	$303	$4	$467
Single Family Residence	$150,000		$151,050			
Less: Homestead	($50,000)		($50,000)			
= Taxable Value	$100,000	$598	$101,050	$604	$6	$931
Single Family Residence	$200,000		$201,400			
Less: Homestead	($50,000)		($50,000)			
= Taxable Value	$150,000	$897	$151,400	$905	$8	$1,394
Single Family Residence	$300,000		$302,100			
Less: Homestead	($50,000)		($50,000)			
= Taxable Value	$250,000	$1,495	$252,100	$1,507	$12	$2,322

* The Save Our Homes, as provided in Section 193.155(1), F.S. limits the annual increase in homestead exempt properties assessments to either 3% or the CPI change, whichever is less. For 2016 the CPI cap is 0.7%, even though the City overall has a 4.8% increase in value.

FY2017 Comparative City Rates

Ranking	City	Current	Rolled-back	Proposed
1	Palm Bay	8.5000	7.8365	8.4500
2	Satellite Beach	8.2900	7.8276	8.2309
3	Titusville	7.9011	7.4141	7.7647
4	Melbourne	7.6886	7.3351	7.3351
5	Indialantic	6.4695	6.0609	6.2653
6	Rockledge	6.3400	6.0371	6.2500
7	**Cocoa**	**5.9790**	**5.8759**	**5.9790**
8	Cocoa Beach	4.9798	4.7173	5.4798
9	Cape Canaveral	3.4797	3.2989	3.4797
10	West Melbourne	2.4633	2.3296	2.4633

Note: Ranking is established using the Proposed Rate.

Next Steps

- Budget Workshop – **August 4, 2016** at 5:30 pm

- 1ST Public Hearing – **Sept. 6, 2016** at 6:00 pm
  - ➢ Vote for a Proposed Millage Rate
  - ➢ Vote on the Proposed FY2017 Budget

- 2nd Public Hearing – **Sept. 14, 2016** at 6:00 pm
  - ➢ Adopt a Proposed Millage Rate
  - ➢ Adopt the FY2017 Budget

FY2017 Staff Proposed Rate & 1st Public Hearing

	Valuation	Rate	Gross Tax Revenue	Tax Revenue @ 95%
Current FY 2016 Millage Rate	$818,427,691	5.9790	$4,893,379	$4,648,710
Staff Proposed FY2017 Millage Rate	$857,337,863	5.9790	$5,126,023	$4,869,722
FY2017 Revenue Difference			$232,644	$221,012

1st Public Hearing on September 6, 2016 at 6:00pm at Cocoa City Hall

Questions?

