**MINUTES**

CITY OF COCOA
REGULAR MEETING OF THE CITY COUNCIL

**May 24, 2016**

A Regular Meeting of the Cocoa City Council was held on Tuesday, May 24, 2016, in City Council Chambers, located at 65 Stone Street, in Cocoa, Florida as publicly noticed.

## I. OPENING MATTERS:

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

Chief Prince 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.

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

OTHER STAFF MEMBERS PRESENT:

Tammy Gemmati, Administrative Services Director; Jack Walsh, Utilities Director; Steve Belden, Community Services Director; Michael Georgio, Acting Public Works Director; Teri Butler, Finance Director; Michael Cantaloupe, Chief of Police; Gene Prince, Fire Chief;

## II. APPROVAL OF AGENDA AND MINUTES:

1. Agenda: Regular Meeting of May 24, 2016 (16-196)
2. Minutes: Regular Meeting of April 26, 2016 (16-197)

* **MOTION by Councilman Blake; Seconded by Councilman Furbish, to approve the Agenda for the Regular meeting of May 24, 2016 as presented and the Minutes for the Regular meeting of April 26, 2016 as written.**

**AYES: Parrish, Boisvert, Blake, Furbish, Warner**

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

## III. AWARDS AND PRESENTATIONS:

1. Recognition of the City of Cocoa for its Trash Bash 2016 participation and receiving the events top two honors, most pounds of trash collected (10,112 lbs) and number of volunteers (402). Also, to recognize two non-profit organizations for their participation and award them for their continuing efforts to serve the needs of the citizens of Cocoa FL. (16-204). (Community Services Director)

Ms. Senger provided a video presentation of the Trash Bash 2016. Mr. Tony Sasso with Keep Brevard Beautiful was in attendance along with members of Leisure Services staff to present awards to the Trash Bash winners.

Ms. Harris thanked volunteers for coming out and noted they had 412 volunteers and collected over 10,000 pounds of trash. She advised it was very difficult in choosing which two groups would win the awards.

Mr. Sasso spoke and stated that he meant everything that was said on the video and really appreciated Cocoa's partnership and support in their events.

He congratulated the first winner, Rockledge Youth Football and Cheerleading. They were presented with an award and a check from Waste Management for $500.

Ms. Harris thanked the football league and pointed out that she called them at the last minute and they came out and brought 30 volunteers with them. Anthony from the league thanked everyone and mentioned that they were always engraining into their kids to get out and get involved, and to give back to their communities.
The second winner was Redeemed Christian Outreach Church. They were awarded a plaque and a check for $500 from Waste Management.

Ms. Harris noted that Pastor Smith uses the City's facilities on a weekly basis and the children are always well behaved.

Pastor Smith thanked Ms. Harris, the Mayor, and everyone else and mentioned it had been a pleasure working with children for 19 years. The kids go on the weekends to nursing homes in order to give back to the elderly. All of the children were shining stars in this community.

Mr. Sasso reiterated his thanks to the City and mentioned that Riverfest will be on Saturday, November 12, 2016.

Mayor Parrish pointed out that the weather was not good on the day of the trash bash, but everyone worked together and got the job done and it was all very much appreciated.

## IV. DELEGATIONS:

Larry Sinclair, 1052 Mitchell Street, Cocoa, representing B.A.C.R.A.P. advised that his benefit went very well and they raised $1,200. The money would go towards lighting in the neighborhood. He mentioned another closing would be done tomorrow and a family of four would be residing in that home. He noted that during the benefit, a city employee stood out to him. This employee went above and beyond, spent money, and even came back on his day off to help. He believed that this man was an example of a shining star in the community and presented Brandon Jones with an encased basketball. He thanked him for the responsible attitude that he had and thanked all of Leisure Services for their help.

Brenda Fettrow and Brandon Ballard, 1519 Clearlake Road, Cocoa, were representing the YMCA. Mr. Ballard noted that the last week of April was Annual Water Week and in four days 150 children were provided with free swimming lessons. Each child received lessons in the group they were specified for, a T-Shirt, and a lanyard. This was open to anyone in the community and all 26 YMCA facilties throughout the community did this. There was also a kid's health day following and over 500 children came through their doors. They thanked the City of Cocoa for helping getting the word out for both events via social media.

Councilman Blake mentioned that there were many, both kids and adults alike who do not know how to swim and he thanked the YMCA for investing in the children.

Lorraine Koss, 2115 N. Indian River Drive, Cocoa, thanked Council for the approval of her donation application for the Marine Resources Council. Further, she advised that she respected the City Manager's leadership and believes he has done a great job with the City; however, felt that the City was selling themselves short in regards to Citizen Kane, even though she was aware it would bring jobs to the City. She believed the City has much more going for them such as the university, NASA, Cocoa Village, etc. She challenged staff and Council to look into this more and maybe look into the use of solar at the plant.

Donna Kettner, 111 Harrison Street, Cocoa, is both a resident and business owner. Ms. Kettner voiced her frustration with the non-cooperation of Mr. Troy Stephan. She provided photos[1] to Council showing the drainage issues she is having. She is concerned and frustrated because she invests time and money into her business and felt that what he was getting away with was a disgrace to the village.

Mr. Belden visited the site and noted how bad everything was. Mayor Parrish asked if Mr. Stephan had contacted her. In response, she stated that she does not speak with him because she was not a builder, but that he depends on his renters to fix the properties.

City Manager Titkanich assured Ms. Kettner that he would reach out to her himself, and although he had not personally seen the plans he would look into it.

Deputy Mayor Boisvert asked who the dumpster belonged to. In response, Ms. Kettner stated it was the bank's, however, now he has Thai Thai, Pub Americana, and the new Korean American restaurant. She felt rats were going to get out of hand and that this was disgusting.

Mayor Parrish assured her that this would be looked into.

Nancy Elliott, 3406 Indian River Drive, Cocoa, spoke on behalf of the Cocoa Village Artworks program. She reminded Council that this idea was spearheaded at the Economic Development Annual Breakfast workshop that was held. The idea was the painting of park benches and it had really taken off. There would be an unveiling of the benches on May 30th. It would begin at 9 am at Taylor Park and they would walk around to view the benches. She invited all to come out.

[1] EXHIBIT A: Photos provided by Ms. Donna Kettner

Emma Kirkpatrick, 600 Florida Avenue, HCVA, reminded everyone that on June 3rd & 4th is the BBQ and Blues event, and there are some great teams competing. There is a good line up of music and other food vendors. She mentioned that there were 46 teams signed up to compete and expected a few more to register during the week. Tickets were available online and through specific merchants for access to the VIP air conditioned tent. The food in the tent would be catered by Community Kitchen. Lastly, she reminded all that the monies raised goes back to the Brevard County schools music program.

## V. CONSENT AGENDA:

1. To Authorize the City Manager to approve Change Order #1 to Purchase Order Number 67710 issued to Graybar for additional materials and labor associated with the replacement of lights. (16-183). (Utilities Director)

2. Approval to participate in a cooperative purchasing agreement with the City of Tallahassee for the purchase and installation of vehicle emergency equipment utilizing Dana Safety Supply Contract 1489 for the new Fire Rescue Truck. (16-192). (Public Works Director)

3. Approve a Resolution waiving the Competitive Bidding Process, by reason of sole source, for the purchase of City of Cocoa Welcome Signs (PW15WS) from Kendal Signs, Rockledge, FL; Approve a Resolution amending the FY 2016 Budget to transfer funds to complete the remaining signs and have them installed. (16-207). (Public Works Director)

* **MOTION by Councilman Blake; Seconded by Deputy Mayor Boisvert to approve the Consent Agenda.**

**AYES: Parrish, Boisvert, Blake, Furbish, Warner**

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

## VI. PUBLIC HEARINGS:

1. Ordinance No. 11-2016/2nd and final reading: Granting Cross Brands Manufacturing, LLC an Ad Valorem Tax Abatement of 70 percent phased out over seven (7) years, and allow the City Manager to enter into an Economic Incentive Agreement between the City and the company. (16-199). (Community Services Director)

City Attorney Garganese read Ordinance No. 11-2016 into the record, by title only as follows, and advised that this was the second and final reading of the ordinance.

**ORDINANCE NO. 11-2016**

**AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF COCOA, BREVARD COUNTY, FLORIDA; GRANTING AN ECONOMIC DEVELOPMENT AD VALOREM TAX EXEMPTION TO CROSS BRANDS MANUFACTURING L.L.C.; PROVIDING AN EXPIRATION DATE FOR THE EXEMPTION; FINDING THAT THE BUSINESS MEETS THE REQUIREMENTS OF SECTION 196.012(14), FLORIDA STATUTES; PROVIDING FOR PROOF OF ELIGIBILITY FOR EXEMPTION; PROVIDING A REQUIREMENT FOR AN ANNUAL REPORT; PROVIDING FOR THE REPEAL OF PRIOR INCONSISTENT ORDINANCES AND RESOLUTIONS, SEVERABILITY, AND AN EFFECTIVE DATE.**

Mayor Parrish opened the hearing to the public. There being no response, the public portion was closed.

* **MOTION by Deputy Mayor Boisvert; Seconded by Councilwoman Warner, to approve Ordinance No. 11-2016 on second and final reading.**

**AYES: Parrish, Boisvert, Blake, Furbish, Warner**

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

2. Ordinance No. 12-2016/2nd and final reading: Granting Project Citizen Kane an Ad Valorem Tax (AVT) Abatement of forty (40) percent for five (5) years and authorize the City Manager to execute an AVT Economic Incentive Agreement with the company. (16-205). (Community Services Director)

City Attorney Garganese read Ordinance No. 12-2016 into the record, by title only as follows, and advised that this was the second and final reading of the ordinance.

**ORDINANCE NO. 12-2016**

**AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF COCOA, BREVARD COUNTY, FLORIDA; GRANTING AN ECONOMIC DEVELOPMENT AD VALOREM TAX EXEMPTION TO WAL-MART STORES EAST, LP; PROVIDING AN EXPIRATION DATE FOR THE EXEMPTION; FINDING THAT THE BUSINESS MEETS THE REQUIREMENTS OF SECTION 196.012(14),**

**FLORIDA STATUTES; PROVIDING FOR PROOF OF ELIGIBILITY FOR EXEMPTION; PROVIDING A REQUIREMENT FOR AN ANNUAL REPORT; PROVIDING FOR THE REPEAL OF PRIOR INCONSISTENT ORDINANCES AND RESOLUTIONS, SEVERABILITY, AND AN EFFECTIVE DATE.**

City Manager Titkanich advised that there would be a presentation[2] related to this ordinance and City Business Item VIII.4. Ms. Junkala would present the first half and he would do the second half of the presentation.

Ms. Junkala, Economic Development Manager, noted that the City had been approached in August 2014 and the Cocoa property had been narrowed in on although others were still being looked into. The project would be a private capital investment of approximately $96 million which would include the following: $12 million in equipment and machinery; $84.2 million in new building construction; and $4 million in land acquisition (which is not typically considered "capital").

She provided details on the site location pointing out that it would be southeast of I-95 and SR 524. Challenges regarding the site selection were discussed in detail such as road improvements, traffic signals, presence of an eagle's nest, etc.

Ms. Junkala stressed that this was only the "preliminary" site plan and that they were still working through all of the details.

The project has been approved for an AVT Abatement through Brevard County Commission (10 years at 80%, approximately $2.88 million) and they were also applying for workforce training grants through CareerSource Brevard. The Port would be applying for a TIGER (Transportation, Investment, Generating, Economic, Recovery) Grant to assist with funding improvements to SR 524, and the City was applying (on behalf of Project Citizen Kane) for a State Road Fund in the amount of $1.5 million. That application was currently under review by the State.

Lastly, Ms. Junkala mentioned the article that had been published in Florida Today and stated that Walmart was not pursuing the incentives mentioned in the article.

[2] EXHIBIT B: Project Citizen Kane presentation

City Manager Titkanich presented information on the impact of the project to the City. He pointed out that this was the former Brevard Crossings Site. He reiterated that there has not been a formal decision made yet as to if Cocoa was the site. He discussed the process in detail.

He assured everyone that when the site plans came through many things would be addressed. He heard the concerns from citizens regarding solar and green structure. Those subjects would be approached when the time was right and this would be a state of the art facility.

The AVT program was discussed, along with the tax incentive approach.

City Manager Titkanich noted that there were a lot of communities competing for this project. In Cocoa, they have a key intersection, good workforce, and it would be an overall good package for them. Annual reports would be required and if they do not meet requirements the City revokes the incentives. Further discussion was held on the package they were being offered.

He advised that the requested action tonight was to approve the 2nd reading of Ordinance No. 12-2016 granting Project Citizen Kane an Ad Valorem Tax Abatement of 40% for 5 years; Approve case incentive of $2,000,000; and authorize the City Manager to finalize and execute the Economic Incentive Agreement.

Mayor Parrish stated that Walmart would have a large amount invested on that site at the end of the day. There would be a distribution center and a big site. City Manager Titkanich pointed out that Cocoa would have Walmart, the Sams, and the distribution center. Mayor Parrish concurred with Ms. Koss about the use of solar.

Councilwoman Warner mentioned that when you were looking at a center that had to have refrigeration, they had to be high tech.

Councilman Blake asked if representatives for Project Citizen Kane were here. In response, the City Manager stated no.

Mayor Parrish opened the hearing to the public.

Lawrence Koss, 2115 N. Indian River Drive, Cocoa, knows that new jobs were good. He expounded on his wife's thoughts about the center having solar and

being a green facility. He further noted that there should be some incentives for the remodeling of existing buildings.

Theresa Clifton, 1020 Cox Road, Cocoa, asked for clarification as to where this was at on Cox Road. City Manager Titkanich clarified the area for her.

Jennifer Kenney, 1948 Quail Ridge Court, Cocoa, was at the meeting where Sams was speaking about grants and if they had all of that money, why they needed all of the tax breaks. In addition, she voiced concerns of the eagle's nest on the property and could not believe that anyone would consider building there.

In response to her concerns, City Manager Titkanich advised that they were competing with sites in Georgia and other cities in Florida. He explained the grants that were being applied for, and training for the workers. He stated that the City was concerned with the next generation of workers and wanted to have proper training available so that there was a skilled and qualified workforce.

Ms. Junkala pointed out that the training was not just for Walmart workers but for others also. She advised that there were programs that offered training to veterans, and many others available.

Furthermore, City Manager Titkanich noted that there have been conversations about partnering with Cocoa High to get students training also.

Lastly, he assured all that the eagle's nest on the property was new, and that there were many federal regulations that go into dealing with this. He stressed that the eagles would be protected and that on the site plans they already are circled. They were very aware of the eagles nest.

There being no further comments, the public portion of the hearing was closed.

* **MOTION by Deputy Mayor Boisvert; Seconded by Councilman Furbish, to approve Ordinance No. 12-2016 on second and final reading.**

**AYES: Parrish, Boisvert, Blake, Furbish, Warner**

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

City Manager Titkanich thanked staff for all of the hard work they have done.

3. Ordinance No. 08-2016/1st reading: Amending the Future Land Use Map Designation of one (1) parcel from "Medium Density Residential" to "Neighborhood Commercial." (16-210). (Community Services Director)

Attorney Garganese read Ordinance No. 08-2016 into the record, by title only as follows, and advised that this was first reading of the ordinance.

**ORDINANCE NO. 08-2016**

**AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF COCOA, BREVARD COUNTY, FLORIDA, RELATING TO COMPREHENSIVE PLANNING; PROVIDING FOR ADOPTION OF AN AMENDMENT TO THE FUTURE LAND USE MAP FOR ONE (1) PARCEL OF REAL PROPERTY WITHIN THE CITY OF COCOA CONSISTING OF 0.94 TOTAL ACRES, MORE OR LESS, LOCATED AT 820 ROSA L. JONES DRIVE IN COCOA, FLORIDA, SAID PARCEL BEING MORE PARTICULARLY DEPICTED AND LEGALLY DESCRIBED ON EXHIBIT "A" ATTACHED HERETO; CHANGING THE FUTURE LAND USE MAP DESIGNATION ON THE PARCEL FROM "MEDIUM DENSITY RESIDENTIAL" TO "NEIGHBORHOOD COMMERCIAL"; PROVIDING FOR THE REPEAL OF PRIOR INCONSISTENT ORDINANCES AND RESOLUTIONS; INCORPORATION INTO THE COMPREHENSIVE PLAN; SEVERABILITY, AND AN EFFECTIVE DATE AND LEGAL STATUS OF THE PLAN AMENDMENT. THE BREVARD COUNTY PROPERTY APPRAISER'S OFFICE IDENTIFIES THE PARCEL AS PARCEL ID 24-36-32-00-00778.0-0000.00.**

Mr. Belden presented the item and noted the applicant was requesting to amend the Future Lane Use Map (FLUM) designation of the subject parcel from "Medium Density Residential" to "Neighborhood Commercial". The property has been vacant for many years. There have been two public meetings held on this, in April 2015 and March 2016. They are requesting low density commercial use which would help with the community.

The item was reviewed by the Planning and Zoning Board and they found that the requested action was consistent with the criteria. They voted 5-1 to recommend approval of the amendment.

Mayor Parrish opened the hearing to the public.

Ann Bouey, 712 Howard Street, Cocoa, mentioned that she went to one of the meetings and had concerns. There was a history of that building having sat

empty for the last four years and not being maintained. She felt it was affecting other properties. She further stated that there was a discrepancy about what the manager said and what was being done. She further stated that there was a huge crime issue there.

In addition, she stated that the City had cited the property for code issues since the meeting at Emma Jewel. The property on Howard Street needed to be taken care of. She was concerned if they did not care for it now, what would happen in the future.

City Manager Titkanich asked for clarification on the property. He noted that this was not 826 Rosa L. Jones, which was the vacant land with the Ritz property. This was the property to the east with the maintenance worker and security officer and it was maintained.

Mr. Belden clarified that this property did not have any code violations. He believed that Ms. Bouey was referring to the other property.

At the request of Councilman Blake, the maintenance worker who resides at 820 Rosa L. Jones spoke, and stated that both sides of roof were brand new, the inside was all done, and they have never had a code violation. Councilman Blake agreed.

Dr. Ethan Bahir, 826 Rosa L. Jones, Cocoa, advised that he had just came from this property and that is was nice. The tenants there like it and are proud of it. It was not like it was three years ago. He claimed that three years ago it was the worst place, and Cocoa Police were there every night. They were always arresting people and there was prostitution. He was afraid that it would go back to that because they were not meant to be offices.

Councilman Blake asked for clarification and that this was strictly commercial. He confirmed that no one would live there. He was highly offended by what Dr. Bahir stated. This building would provide benefits for the school and Mr. Mohammed had stated that he would invest in the school and provide parking for them. Mr. Mohammed has taken the time to sit down with those in that area. Councilman Blake wanted to know how it could worsen a neighborhood if services were being provided.

Dr. Bahir apologized to Councilman Blake if he offended him. He claimed that the building alone was bad, not the whole city. Councilman Blake advised that

he lived right around the corner. He clarified that Mr. Mohammed would fulfill his obligation.

Justin Payne, Esq., 96 Willard Street, Suite 204, Cocoa, represented Bright Cocoa LLC (826 Rosa L. Jones) and noted that he had been present before regarding code issues. He advised that his client's opposition was about the people who live in the building and others who also opposed it. The property was unsuitable for the usage being put forth. He stated this was an apartment building and he had heard there were renovations being done on the property. Nothing would make it suitable for anything more than it being apartments. He could not find a notice of commencement for any of the work being done on the Clerk of Court website. Once zoning was changed it cannot be taken back.

Mr. Mohammed, 1428 Paso Drive, Orlando, noted he was listening to the complaints. He did state at the first meeting that they did not know what would they would be doing with the property, however, they listened to the public and allowed them to voice their concerns. They want to invest in the community, not see it revert back to what it was.

Mayor Parrish mentioned that they know what that area used to be and wanted assurance that it would not return to that.

City Manager Titkanich advised that he was not expecting this and did not feel it was a fair comparison. It was the Ritz at 826 Rosa L. Jones that was the problem, not the property in question. This property has sat vacant for 15 years and in all fairness the owner was trying to do something to better the community. He does not understand why a clinic providing services to low income families or a pharmacy would hurt a community. He does not see any correlation to where this would have an increase in crime. He apologized and agreed it did not match with what was being said tonight.

Councilwoman Warner asked for clarification on the property. She asked if it was the real pretty green building with palm trees. Staff answered in the affirmative. She pointed out that it was not the building on the left, but the one on the right. She believed the one on the right looked better.

She did not believe that the green building was an eye sore to the neighborhood. There was no one hanging around there and no issues with it. It was better than it used to be and was confused why people were thinking it would deteriorate and be a detriment.

Mr. Belden knew that there was a lot of work that the owners know had to be done inside to bring it up to commercial standards.

Councilman Blake apologized for getting radical but he loves his city. He was not going to fall down on his city.

City Manager Titkanich pointed out the issue before them and that there was specific criteria in the code. The Community Services director noted that it was consistent with the code and at the end of the day it was a land use decision. Mr. Mohammed was looking to change the usage.

There being no further responses, the public portion of the hearing was closed.

* **MOTION by Councilman Blake; Seconded by Councilwoman Warner, to approve Ordinance No. 08-2016 on first reading.**

**AYES: Parrish, Boisvert, Blake, Furbish, Warner**

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

4. Ordinance No. 09-2016/1st reading: Amending the Zoning of subject parcel from RU-1-8 Residential to PS (Professional, Offices, and Services). (16-213). (Community Services Director)

Attorney Garganese read Ordinance No. 09-2016 into the record, by title only as follows, and advised that this was first reading of the ordinance.

**ORDINANCE NO. 09-2016**

**AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF COCOA, BREVARD COUNTY, FLORIDA, CHANGING THE ZONING MAP DESIGNATION OF ONE (1) PARCEL OF REAL PROPERTY TOTALING 0.94 ACRES, MORE OR LESS, AND LOCATED AT 820 ROSA L. JONES DRIVE IN COCOA, FLORIDA, MORE PARTICULARLY DEPICTED ON EXHIBIT "A", ATTACHED HERETO, FROM RU-1-7 (SINGLE FAMILY RESIDENTIAL) TO P-S (PROFESSIONAL, OFFICES AND SERVICES); PROVIDING FOR THE REPEAL OF PRIOR INCONSISTENT ORDINANCES AND RESOLUTIONS, SEVERABILITY, AND AN EFFECTIVE DATE. THE BREVARD COUNTY PROPERTY APPRAISER'S OFFICE IDENTIFIES THE PARCEL AS PARCEL ID 24-36-32-00-00778.0-0000.00.**

Mr. Belden presented this item and pointed out that at the May 11, 2016, the Planning and Zoning Board recommended approval of this by a vote of 5-1.

He noted that the applicant has submitted an application to amend the Future Land Use Map from "Medium Density Residential" to "Neighborhood Commercial" which would be consistent with the proposed rezoning request.

Mayor Parrish opened the hearing to the public.

Justin Payne, Esq., 96 Willard Street, Suite 204, Cocoa, reiterated the related issues and health and welfare of this property. It was not vacancy but the lack of control of the property that leads to issues. No structural improvements had been made and he felt that if this was approved then Council should make it fair. If they required the owner to show improvements and then they should propose the same requirements on this owner.

City Manager Titkanich advised that his client was ordered previously to show improvements because his client's issues went before the nuisance board. They cannot make another property owner do something if they were not in violation of something.

There being no further responses, the public portion of the hearing was closed.

* **MOTION by Councilman Blake; Seconded by Deputy Mayor Warner, to approve Ordinance No. 09-2016 on first reading.**

**AYES: Parrish, Boisvert, Blake, Furbish, Warner**

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

5. Ordinance No. 10-2016/1st reading: Amending Appendix A, Article XI, Section 22 of the City Code to allow single story commercial buildings on certain properties within the Cocoa Waterfront Overlay District, Cocoa Village (CV) sub district. (16-214). (Community Services Director)

Attorney Garganese read Ordinance No. 10-2016 into the record, by title only as follows, and advised that this was first reading of the ordinance.

**ORDINANCE NO. 10 - 2016**

**AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF COCOA, BREVARD COUNTY, FLORIDA, AMENDING APPENDIX A, ARTICLE XI, SECTION 22 OF THE CITY CODE TO ALLOW SINGLE STORY COMMERCIAL BUILDINGS ON CERTAIN PROPERTIES WITHIN THE COCOA WATERFRONT OVERLAY DISTRICT, COCOA VILLAGE (CV) SUBDISTRICT, AS MORE PARTICULARLY DEPICTED ON EXHIBIT "A" ATTACHED HERETO; AMENDING THE COCOA WATERFRONT OVERLAY REGULATING PLAN; PROVIDING FOR THE REPEAL OF PRIOR INCONSISTENT ORDINANCES AND RESOLUTIONS, SEVERABILITY, AND AN EFFECTIVE DATE.**

Mr. Belden explained that in May, 2013, Council adopted the Cocoa Waterfront Overlay District (CWOD). This was done in order to establish design standards to perpetuate the positive design elements and the residential and commercial patterns found within the Cocoa Redevelopment Area.

He explained the Regulating Plan and mentioned that staff has identified an inconsistency in the Cocoa Village (CV) sub district of the Regulating Plan. There are seven properties east of Florida Avenue, west of Delannoy Avenue, north of King Street and south of Willard Street that are not permitted to construct a single story commercial building as identified by the "Single Story Commercial Building" building type in the Regulating Plan.

Staff was proposing the CWOD Regulating Plan to be amended to allow the building type of "Single Story Commercial Buildings" in the CV sub-district.

Mr. Belden advised that at the May 11, 2016 Planning and Zoning Board meeting the board unanimously recommended approval.

Mayor Parrish opened the hearing to the public. There being no response, the public portion of the hearing was closed.

* **MOTION by Councilman Blake; Seconded by Deputy Mayor Boisvert, to approve Ordinance No. 10-2016 on first reading.**

**AYES: Parrish, Boisvert, Blake, Furbish, Warner**

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

## VII. COUNCIL BUSINESS:

1. Approve the requested July 6-7, 2016 Road Closure in association with the Cocoa Rotary Foundation Boys and Girls Club Fundraiser. (16-190). (Community Services Director)

Mr. Belden presented the item and noted that this event entailed a catered dinner under a tent on Oleander Street and in the city's municipal parking lot. To date, it would make the total street closures 19. This closure would count for two days because it would be for one evening and one day.

Councilman Furbish clarified that the closure was just on Oleander Street. He felt that because it was a short street it should not count as a street closure.

* **MOTION by Councilman Furbish; Seconded by Councilman Blake, to approve the item without counting it as a street closure for discussion.**

City Manager Titkanich did not see any major impact, but reminded Council that anything, whether it was Council's prerogative or not, was a street closure. He felt that the City was very fortunate to have groups such as the Rotary to provide these types of events.

Councilman Blake stated that other groups also give back to the community. At his request, Mr. Mike Arnold with the Rotary Club spoke and mentioned that everyone he had spoken to was on board and not offended by the street closure. He pointed out that Robert Cray would be performing, and he had been working closely with the Black Tulip and other VIP sponsors who are helping with the event. Mr. Arnold further noted that this was a quest to gain more exposure for the Rotary.

Councilman Blake questioned the City Attorney as to his opinion. In response, City Attorney Garganese advised that this appeared to be a street closure but they may want to readdress what is and is not a street closure for calculation purposes. He understood this was a small section of road, but it may be a section of the ordinance that could be looked at in the future.

**THE VOTE ON THE MOTION WAS:**

**AYES: Parrish, Boisvert, Blake, Furbish, Warner**

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

2. Approve the reappointment of Mr. Mathew Ford as a regular member of the Board of Adjustment through May, 2019. (16-201). (Administrative Services Director)

* **MOTION by Councilman Blake; Seconded by Deputy Mayor Boisvert, to approve the reappointment of Mr. Mathew Ford as a regular member of the Board of Adjustment through May, 2019.**

**AYES: Parrish, Boisvert, Blake, Furbish, Warner**

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

City Manager Titkanich advised that Mr. Ford was the 2016 Volunteer of the Year for the City.

3. Approve the reappointment of Mr. Jim Gifford as a regular member of the Code Enforcement Board through June, 2019. (16-202). (Administrative Services Director)

* **MOTION by Councilwoman Warner; Seconded by Councilwoman Warner, to approve the reappointment of Mr. Jim Gifford as a regular member of the Code Enforcement Board through June, 2019.**

**AYES: Parrish, Boisvert, Blake, Furbish, Warner**

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

4. Approve the reappointment of Mr. Thomas Yardley as a regular member of the US 1 RDA through June, 2020. (16-203). (Administrative Services Director)

* **MOTION by Councilwoman Warner; Seconded by Councilman Furbish, to approve the reappointment of Mr. Thomas Yardley as a regular member of the US 1 RDA through June, 2020.**

**AYES: Parrish, Boisvert, Blake, Furbish, Warner**

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

Councilwoman Warner believes that Mr. Yardley was a great addition to the board.

5. To approve the work plan portion of the Strategic Plan and adopt the City of Cocoa five year Strategic Plan. (16-216). (City Manager)

City Manager Titkanich mentioned that the Strategic Plan had been in the works for two years and tonight the final presentation would be presented. This would serve as a guide for the next five years and would help both Council and staff in knowing where they should spearhead their time.

Assistant City Manager Fuhrer provided a presentation[3], noting that this was a five year strategic plan. He felt that all of this had been encompassed at tonight's meeting.

He provided highlights of the whole process and advised that the City was currently in the implementation phase of the plan. They had been working on it since April 2014. Furthermore, he explained the time line and reminded Council that staff was requesting the adoption of the plan.

Assistant City Manager Fuhrer discussed all of the following issues that were derived from the meetings in detail and listed everyone who served on each committee. The issues were:

- Crime-How will the city continue to reduce crimes against persons and property to provide an environment where every citizen, business and visitor feels safe?
- Image-How will the City improve its image, physically and emotionally?
- Economic Development-How will the City increase its economic position within the Space Coast region to be more competitive in attracting private capital investment, businesses and jobs?
- Employees-How will the City work to retain a qualified workforce and in addition prepare itself for the retirement of long-tenured employees, especially in organizationally critical positions?
- Financial Stability-How will the City develop a financially sustainable revenue base and control expenses to support and deliver high quality municipal services?

[3] EXHIBIT C: Strategic Plan Presentation

- Community Development (Redevelopment of the City's Core)-How will the City raise the quality of life for all its residents, especially those most vulnerable and disadvantaged?
- Public Safety-How will the City ensure that public safety resources are strategically allocated to provide the most effective and efficient delivery of public safety services for all residents?
- Civic Engagement- How will the City foster citizen engagement, especially for those underserved and disadvantaged?

Assistant City Manager Fuhrer explained the implementation matrix and pointed out that with approval, they would put the complete document on the website. He further noted that everyone would be provided a hard copy of the Strategic Plan.

Mayor Parrish believed that this had already helped shape the City and they all appreciate the work that had been done.

Councilman Blake appreciated the collaboration among members of the community and staff. He supported it.

Councilman Furbish mentioned that he used to work with a guy who was the program manager for the Gemini Space Program. That guy said he never saw a plan that he did not like. Councilman Furbish stated that he was glad to see that the City now has a plan because they have not had one before. Now there was direction and he thanked Mr. Fuhrer.

Deputy Mayor Boisvert thanked the Assistant City Manager along with the staff and citizens who participated. He agreed that it was nice to have a place.

All agreed that it was great.

City Manager Titkanich reiterated the requested action and pointed out that they had an enlarged plan on the easel and requested all members of Council to sign along with himself and the Assistant City Manager.

* **MOTION by Deputy Mayor Boisvert; Seconded by Councilwoman Warner, to approve the work plan portion of the Strategic Plan and adopt the City of Cocoa five-year Strategic Plan.**

**AYES: Parrish, Boisvert, Blake, Furbish, Warner**

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

## VIII. CITY BUSINESS:

1. Approve a Resolution waiving the competitive bidding process for the purpose of making a Sole Source Purchase of a used 2015 G930C Volvo Motor Grader from Flagler Construction Equipment LLC, Orlando, Florida; To approve a Resolution amending the FY 2016 budget. (16-189). (Public Works Director)

   Mr. Jones presented the item and advised Council that he along with others from the City had thoroughly inspected this Motor Grader and he believed it was a good purchase for the City.

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

**AYES: Parrish, Boisvert, Blake, Furbish, Warner**

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

2. Approve an Economic Development Incentive (EDI) Fund for Cross Brands Manufacturing, LLC in the amount of $300 new per job created (estimated to be a total of $18,000), and authorize the City Manager to execute an Economic Incentive Agreement. (16-200). (Community Services Director)

   Ms. Junkala presented this item and provided a brief recap of Cross Brands Manufacturing, LLC.

* **MOTION by Councilman Blake; Seconded by Councilwoman Warner, to approve the item.**

**AYES: Parrish, Boisvert, Blake, Furbish, Warner**

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

3. Approve a Resolution amending the FY 2016 Budget, based on the Mid-Year Budget Review. (16-206). (Finance Director)

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

**AYES: Parrish, Boisvert, Blake, Furbish, Warner**

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

4. Approve an economic cash incentive in the amount of $2,000,000 to be awarded $500,000 increments upon completion of the specified benchmarks, and authorize the City Manager to finalize and execute an Economic Incentive Agreement consistent with the City Council's authorization. (16-208). (Community Services Director)

City Manager Titkanich noted that this was the second item in regards to the earlier presentation regarding Project Citizen Kane.

* **MOTION by Councilman Blake; Seconded by Councilman Furbish, to approve the item.**

**AYES: Parrish, Boisvert, Blake, Furbish, Warner**

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

5. Approve a Resolution amending the FY 2016 budget and associated budget forms, approve a purchase of Surplus Property (Parcel ID 24-36-32-00-00772.0-0000.00) from the State of Florida at appraised value; approve a Task Order in accordance with the Continuing Services Agreement with Infrastructure Solutions Services; and to Authorize the City Manager to execute the documents necessary to purchase property needed to develop an offsite Redevelopment Stormwater Treatment Facility for the Diamond Square Redevelopment Area Project SW16EJ. (16-209). (Public Works Director)

* **MOTION by Councilman Blake; Seconded by Councilwoman Warner, to approve the item.**

**AYES: Parrish, Boisvert, Blake, Furbish, Warner**

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

6. Approve a contract to Purchase property located at 6 Forrest Ave; Approve City Manager to execute Documents; Approval of a Budget Resolution to amend the 2016 budget using General Fund Reserves. (16-217). (Public Works Director)

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

**AYES: Parrish, Boisvert, Blake, Furbish, Warner**

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

Councilman Furbish requested clarification on how the tenant would benefit from this purchase. In response, City Manager Titkanich explained that it was like a lease to own type of agreement. There was interest and it had been accruing over time.

**MULTI-YEAR CONTRACTS:**

**None.**

## IX. INFORMATIONAL AGENDA:

1. Cumulative purchase approvals over $25,000 and under $50,000 for the period of 10/01/2015 to 04/30/2016. (16-187). (Finance Director)

2. Review of the Employee Health Center usage report provided by CareATC. (16-188). (Administrative Services Director)

3. FY 2016 Budget Adjustment Report. (16-193). (Finance Director)

4. 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. (16-194). (Finance Director)

5. Relation between the estimated and actual income and expenses to date. (16-195). (Finance Director)

6. New Local Business Tax Receipts. (16-211). (Community Services Director)

## X. REPORTS:

Mayor Parrish announced that Captain Ed Lanni Day had just passed and recognized him in the audience. Capt. Ed thanked him.

Mr. Jones pointed out that the Peachtree Street Project was 99% complete and the stamped asphalt would happen within the next two weeks.

Ms. Gemmati pointed out that tomorrow was the last day to submit applications for the summer youth program. She advised that they could be submitted to CareerSource Brevard or they could contact Jana Bauer at CareerSource or the City's Human Resources Department.

Assistant City Manager Fuhrer updated Council on the recent events at Provost Park and mentioned that they had been working with Brevard County Parks and Rec. There would be a meeting in the morning and he would be attending along with the Deputy County Manager.

Councilman Blake commended Chief Cantaloupe and the police department, along with the men and women of the other agencies that responded. He requested that the Assistant City Manager ask that when there is something of that magnitude planned, that the City be made aware of it. Furthermore, he commended all of the vendors and volunteers who chipped in and helped clean up trash.

Assistant City Manager Fuhrer noted that there was not a permit for this event and Parks and Rec had only received notification the day before. They were also unaware of the magnitude of the event. All three agencies, Cocoa PD, Rockledge PD, and BCSO responded.

Councilman Blake advised that when Ms. McGlaughlin or Ms. Dukes uses the facilities it is always cleaned, but whoever used it in this instance left it in horrible condition.

Mayor Parrish believed that a secondary road needed to be added so that emergency vehicles or others could access the park more easily if needed. He felt the lack of access restricted safety.

City Manager Titkanich advised that there would be a legislative update at the next City Council meeting. He further noted that the NAACP Banquet was on Friday, June 3rd and the City would be receiving the "Good Neighbor Award".

He also announced the upcoming Florida League of Cities 90th Annual Conference if anyone was interested in going to let the City Clerk's office know.

Lastly, he noted that at the last meeting, Mr. Kamus provided a $2.00 check to the City. Due to the City not having a plan to cover this type of donation, an administrative amendment was made to the FOM and the check has been returned to Mr. Kamus.

Councilman Blake congratulated a student from Cocoa High who was a member of the golf team and had the highest grade point average in the State of Florida.

Furthermore, he spoke of Council's attendance at the Emma Jewel graduation and stated that Mr. Thomas Cole has put on a great program. They also attended Cocoa High School's graduation on May 20th. He congratulated all of the graduates.

In closing, he reminded all that the Juneteenth Festival is June 18th from 10 am to 5 pm. All were welcome to attend and for more information, you can call 504-9595. He reminded all to buy local, keep it local, and spend it local. He reiterated his apology for his emotional state earlier in the meeting.

Councilman Furbish reminded everyone about the Memorial Day event and to remember the fallen who have served our country. There will be a parade first and the event in the park will follow. He reminded all to spend local.

Councilwoman Warner mentioned that while they were reviewing the Strategic Plan, she thought that a gold star should be given to Mr. Sinclair for going above and beyond in Broadmoor Acres. She stated everyone truly appreciates what he is doing.

She further thanked Ms. Senger for a great United Way fundraiser, "Paint Night" and because there were no men there, she challenged Council for all of them to participate in the next one and then they could possibly auction their artwork and donate the funds back to United Way.

Deputy Mayor Boisvert wished Councilman Furbish a happy birthday which is this Thursday. He asked all to remember the fallen on Memorial Day.

Mayor Parrish advised that they were working on a Crime Summit for September.

In closing, he reminded everyone that watches these meetings that they can go from good to bad quickly. It was not easy for those who sit in their seats. He noted that everyone at the dias was very proud and passionate about this City and how it operates. They want to make sure to get it right and will do it right in order to avoid messing things up.

## XI. ADJOURNMENT.

* **MOTION by Deputy Mayor Boisvert; Seconded by Councilwoman Warner, to adjourn the Regular meeting of May 24, 2016.**

**AYES: Parrish, Boisvert, Blake, Furbish, Warner**

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

**The meeting adjourned at 9:07 p.m.**

**Henry U. Parrish III, Mayor**

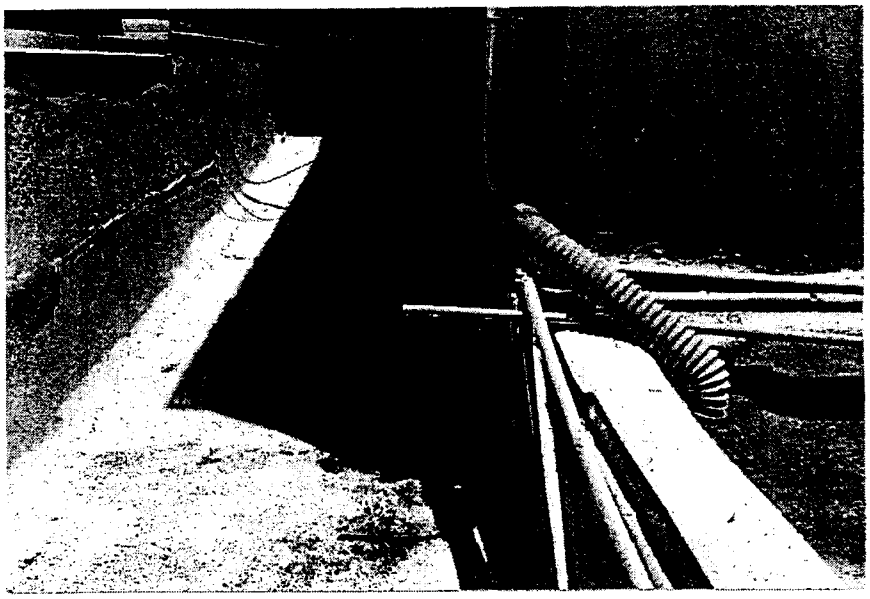
**ATTEST:**

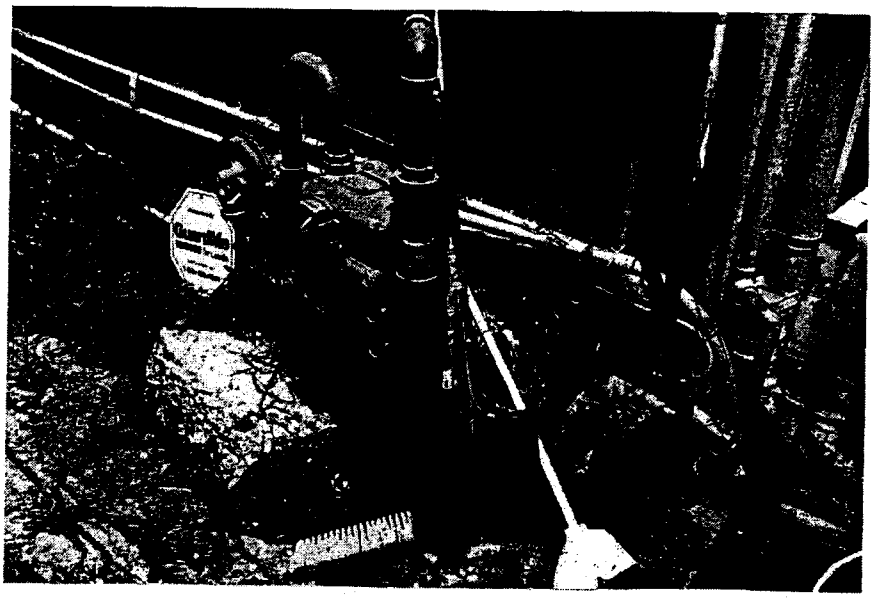
CITY OF CORPORATE SEAL FLORIDA

**Carie Shealy, City Clerk**

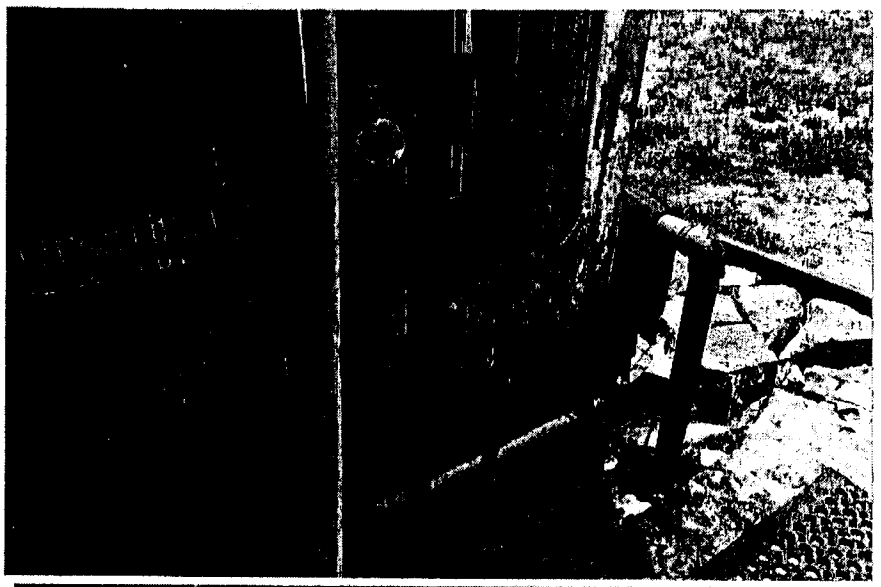
EXHIBIT A: Photos provided by D. Kettner


















# Project Citizen Kane

May 2016

EXHIBIT B: Project Citizen Kane
Presentation

# Project Details

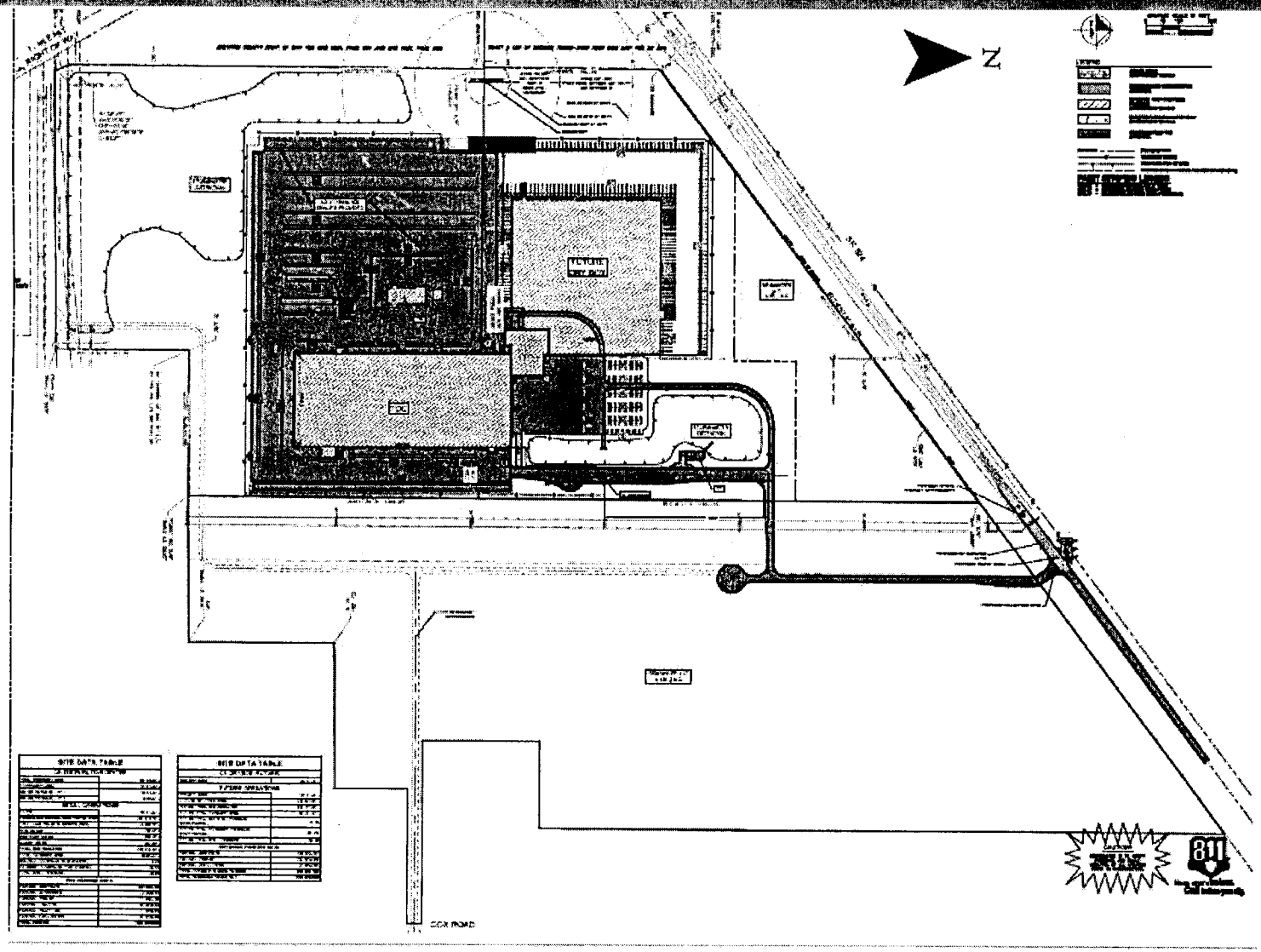
- Originally approached City of Cocoa in August 2014
- Prospective Company (Wal-Mart Stores East, LP) Rated Top 100 Warehouse & Distribution Companies
- State-of-the-art 460,000 SF perishable warehouse distribution facility
- Private capital investment of ≈$96.2M to include:
  - $12M in equipment and machinery
  - $84.2M in new building construction
  - $4M in land acquisition (not typically considered "capital")
- 239 high-skilled jobs
- $42,421 annual average wage

# Site Details

- Southeast of I-95 and SR 524
- Purchase of 132+ AC on Port Canaveral property in Cocoa
- Site Selection Challenges Include:
  - Dimensions required for facility must be 2500 feet x 1500 feet
  - Presence of an active eagles nest
  - Army Corp of Engineers permitting (Wetlands)
  - State Road Fund ($1.5M) – Pending approval by State
    - Road improvements to include traffic signals at I-95 and SR 524 ramps
    - Traffic signal at main access to the site on SR 524 as well as right and left turn lanes
    - Internal public access road connecting the main access to Cox Road
    - Traffic signal at the new public road connection to Cox Road
- Site purchase and agreement of Port property

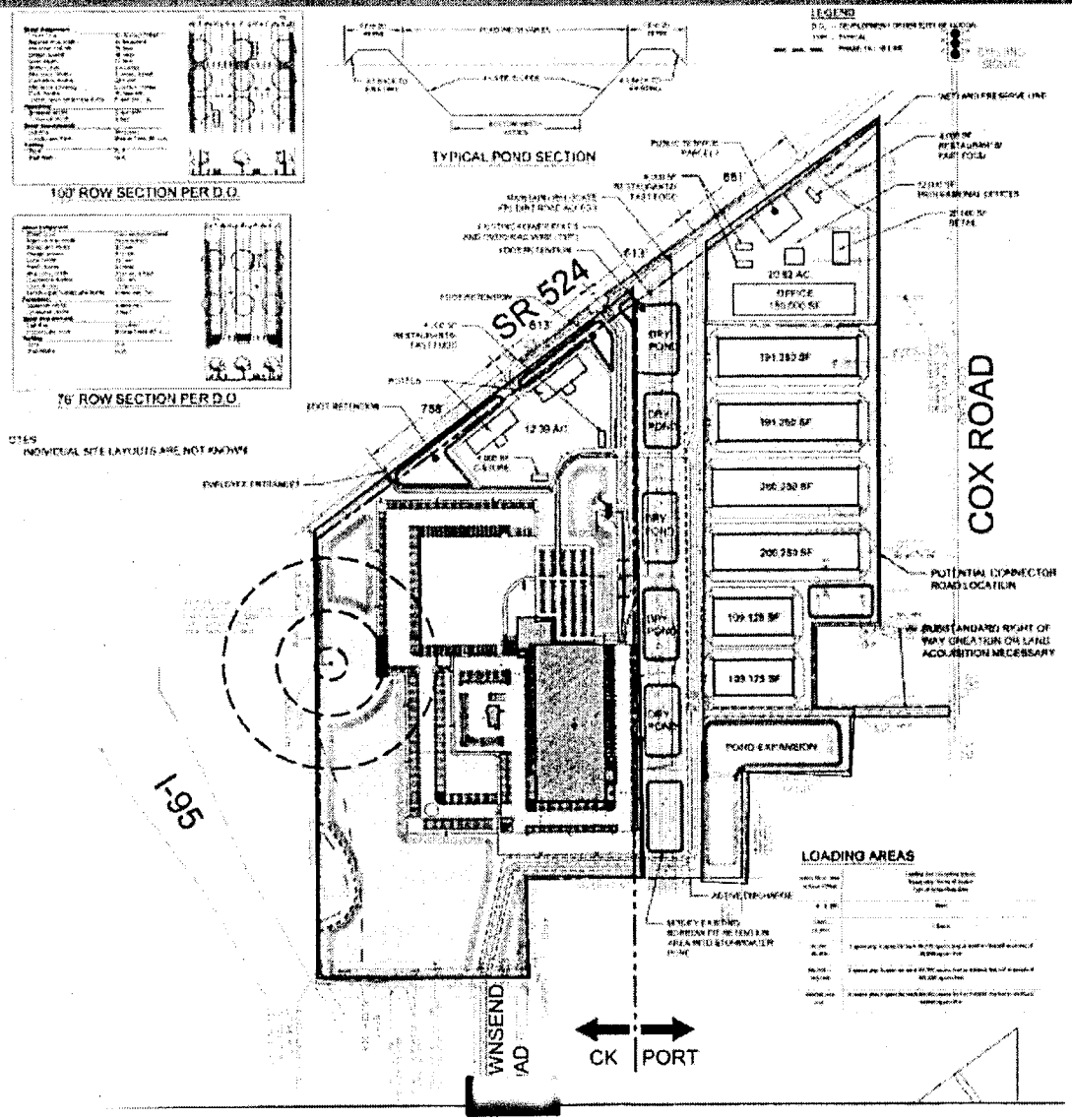
COCOA FLORIDA

# Project Citizen Kane only



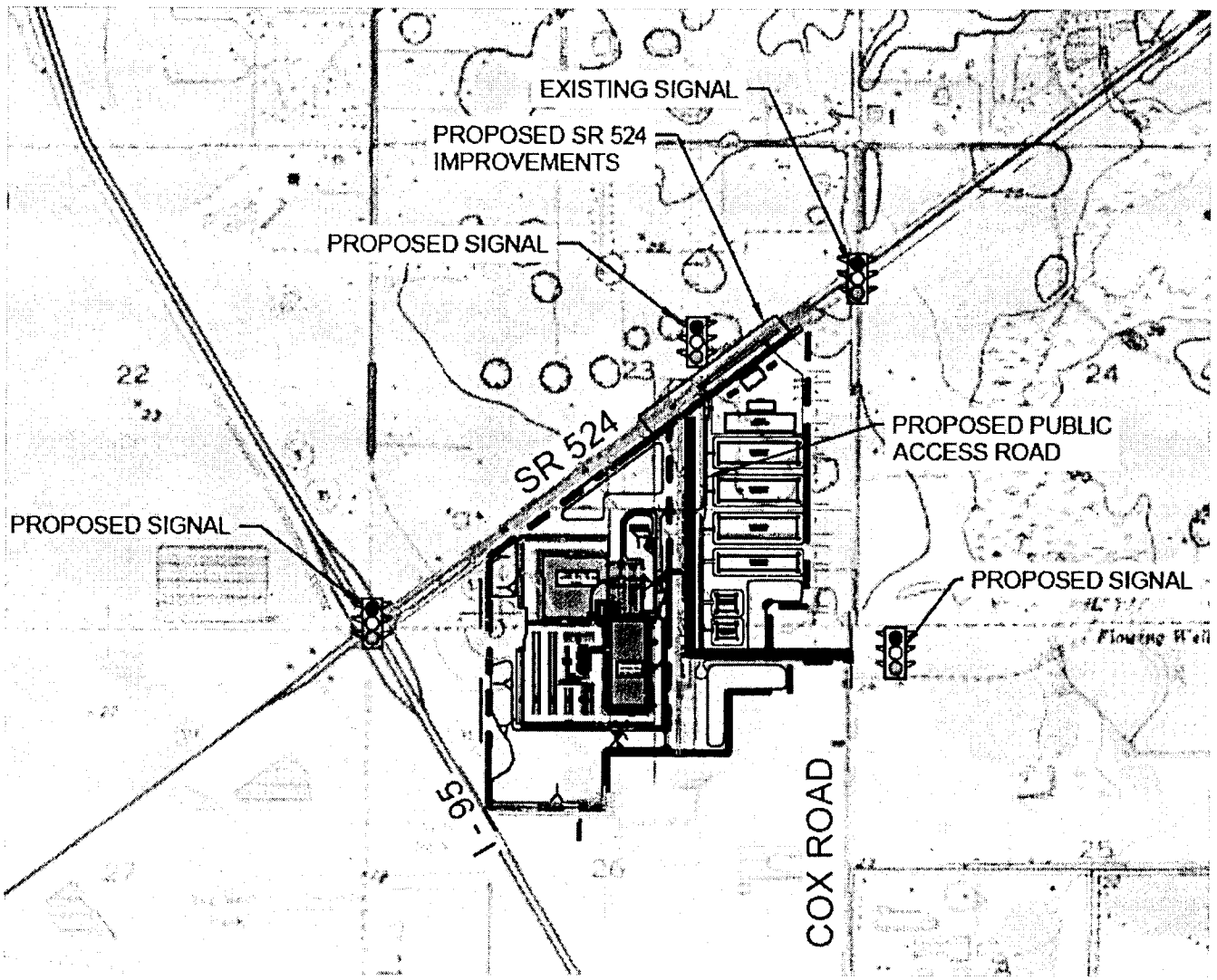
Site Plan subject to change **

# Project CK & Port Development




COCOA FLORIDA

# Proposed Road Improvements




COCOA
FLORIDA

# County, State, & Federal Incentives

- Brevard County Commission approved an AVT Abatement for ten (10) years at 80%, approximately $2.88M.
- The Project is applying for workforce training grants through CareerSource Brevard.
- The Port is applying for a TIGER (Transportation, Investment, Generating, Economic, Recovery) Grant to assist with funding improvements to SR 524.
- The City of Cocoa is applying, on behalf of Project Citizen Kane, for a State Road Fund in the amount of $1.5M. The application is currently under review by State.




# Impact to City of Cocoa

# EDC Economic Impact Analysis

ECONOMIC DEVELOPMENT COMMISSION
FLORIDA'S SPACE COAST

## ECONOMIC IMPACT ANALYSIS

### Wal-Mart Stores East, LP

**City of Cocoa**

***04/20/16***

**Overview:**

| | | | |
|---|---|---|---|
| New Job Commitment: | 239 | Capital Investment: | $96,200,000 |
| Average Annual Wage: | $42,421 | | |

**Economic impact from job creation:**

| Jobs | Net New Wage | Contribution to GDP |
|---|---|---|
| 239 (Direct) | $10,138,619 (Direct) | $10,284,977 (Direct) |
| 57 (Indirect) | $2,285,175 (Indirect) | $3,755,294 (Indirect) |
| 66 (Induced) | $2,413,520 (Induced) | $4,501,176 (Induced) |
| 362 TOTAL | $14,837,315 TOTAL | $18,541,447 TOTAL |

- For every employment position created by Wal-Mart Stores East, LP approximately 0.51 additional jobs will be developed to support the operation of the facility.

- For every payroll dollar paid to Wal-Mart Stores East, LP approximately $0.46 will be generated for consumer spending.

# General Fund Financial Analysis and Management System – Fiscal Sustainability

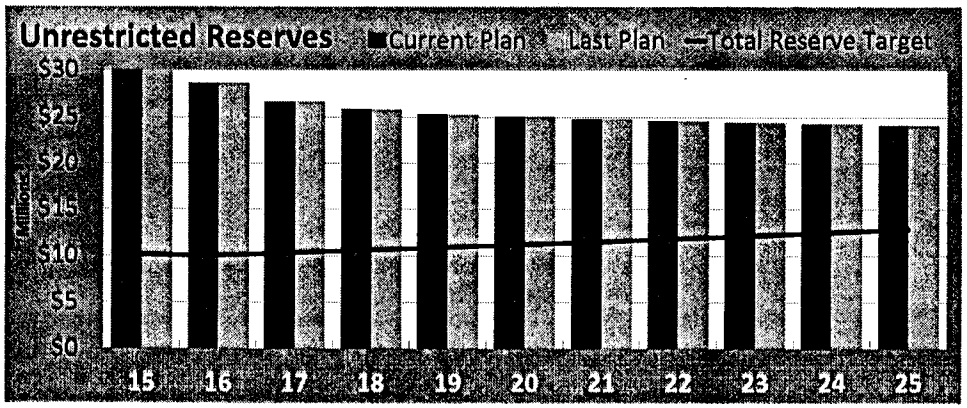
BURTON & ASSOCIATES

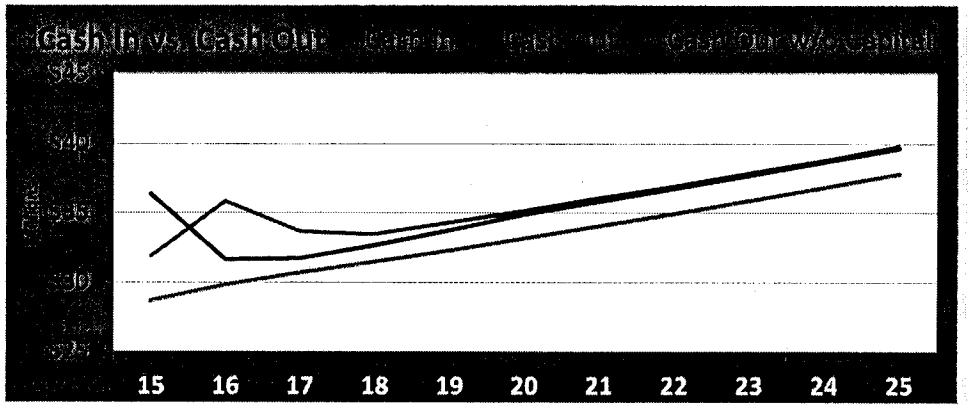
*GENERAL FUND FINANCIAL ANALYSIS AND MANAGEMENT SYSTEM (FAMS - GF) SUMMARY*

SAVE | CALC

| | FY 2015 | FY 2016 | FY 2017 | FY 2018 | FY 2019 | FY 2020 | FY 2021 | FY 2022 | FY 2023 | FY 2024 | FY 2025 |
|---|---|---|---|---|---|---|---|---|---|---|---|
| Millage Rate | 5.9790 | 5.9790 | 5.9790 | 5.9790 | 5.9790 | 5.9790 | 5.9790 | 5.9790 | 5.9790 | 5.9790 | 5.9790 |
| Millage Rate Adjustment | | | | | | | | | | | |
| Total Property Value Adjustment | | 4.81% | 3.38% | 6.75% | 8.13% | 7.70% | 3.53% | 3.49% | 3.46% | 3.43% | 3.39% |
| Millage Rate - Last Plan | 5.9790 | 5.9790 | 5.9790 | 5.9790 | 5.9790 | 5.9790 | 5.9790 | 5.9790 | 5.9790 | 5.9790 | 5.9790 |
| Property Value Adj. - Last Plan | | 4.81% | 3.38% | 6.75% | 8.13% | 7.70% | 3.53% | 3.49% | 3.46% | 3.43% | 3.39% |
| Cash Flow Surplus/(Deficit) $M | $4.4 | ($4.2) | ($2.0) | ($0.8) | ($0.5) | ($0.3) | ($0.2) | ($0.2) | ($0.2) | ($0.2) | ($0.2) |
| End of Year Fund Balance $M | $32.8 | $28.6 | $26.7 | $25.9 | $25.3 | $25.1 | $24.8 | $24.6 | $24.5 | $24.3 | $24.1 |
| Reserve Target Surplus/(Deficit) $M | $22.7 | $18.6 | $16.3 | $15.2 | $14.4 | $13.8 | $13.3 | $12.8 | $12.3 | $11.8 | $11.2 |
| General Fund Capital Outlay $M | $3.22 | $5.98 | $3.00 | $2.00 | $2.00 | $2.00 | $2.00 | $2.00 | $2.00 | $2.00 | $2.00 |
| New FTE's | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| General Fund Capital Outlay $M | $3.22 | $5.98 | $3.00 | $2.00 | $2.00 | $2.00 | $2.00 | $2.00 | $2.00 | $2.00 | $2.00 |
| New FTE's | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Fire Assessment Revenue $M | $1.90 | $2.10 | $2.20 | $2.31 | $2.43 | $2.55 | $2.68 | $2.81 | $2.95 | $3.10 | $3.26 |
| Residential Assessment (per DU) | $139.43 | $187.93 | $197.33 | $207.19 | $217.55 | $228.43 | $239.85 | $251.84 | $264.44 | $277.66 | $291.54 |
| Fire Assmt Revenues - Last Plan $M | $1.90 | $2.10 | $2.20 | $2.31 | $2.43 | $2.55 | $2.68 | $2.81 | $2.95 | $3.10 | $3.26 |
| Residential Assessment - Last Plan | $139.43 | $187.93 | $197.33 | $207.19 | $217.55 | $228.43 | $239.85 | $251.84 | $264.44 | $277.66 | $291.54 |

| | |
|---|---|
| Port Project? | Y |
| PST Year? | |
| 10-Yr Total $M: | $25.0 |
| FTE Cost ('000): | $80.0 |
| 10-Yr Total $M: | $25.0 |
| FTE Cost ('000): | $80.0 |
| Escalator | 5.0% |
| Debt Service | $ 0.39 |



# Traditional AVT Program Incentive

| City of Cocoa (Millage Rate 5.9790) | | |
|---|---|---|
| Year | Percent | Abatement |
| 1 | 80% | 368,115 |
| 2 | 80% | 368,115 |
| 3 | 80% | 368,115 |
| 4 | 80% | 368,115 |
| 5 | 80% | 368,115 |
| 6 | 70% | 322,101 |
| 7 | 60% | 276,086 |
| 8 | 50% | 230,072 |
| 9 | 40% | 184,058 |
| 10 | 0% | 0 |
| **TOTAL** | | **2,852,892** |
| | | |
| **EDI Fund** | | |
| Jobs | Qual:$500/job | $50,000 (max) |
| Utilities | Qual:$500/job | $50,000 (max) |
| **TOTAL** | | **$100,000** |
| | | |
| **TOTAL** | | **$2,952,891.81** |

**Jobs:** 239
**Average Wages:** $42,421
**Cocoa MHI:** $30,804

**Capital Investment:** $96.2 million
**Taxable Value:** $77 million

**Ad Valorem Revenue:** $460,143/yr (without abatement)

Traditional AVT Program will result in annual Ad Valorem Revenue Increase of $91,028 for 5 years and then gradually increase in years 6 through 9, and 100% beginning year 10.

# Hybrid AVT/Cash ED Incentive

| City of Cocoa (Millage Rate 5.9790) | | |
|---|---|---|
| Year | Percent | Abatement |
| 1 | 40% | 184,058 |
| 2 | 40% | 184,058 |
| 3 | 40% | 184,058 |
| 4 | 40% | 184,058 |
| 5 | 40% | 184,058 |
| 6 | 0% | 0 |
| 7 | 0% | 0 |
| 8 | 0% | 0 |
| 9 | 0% | 0 |
| 10 | 0% | 0 |
| TOTAL | | 920,288 |
| | | |
| Cash Incentive | | |
| Build Permit Issued | | 500,000 |
| Site Improvements | | 500,000 |
| C.O. Issued | | 500,000 |
| Business Operations begin | | 500,000 |
| TOTAL | | $2,000,000 |
| | | |
| TOTAL INCENTIVE PKG: | | $2,920,288 |

**Jobs:** 239
**Average Wages:** $42,421
**Cocoa MHI:** $30,804

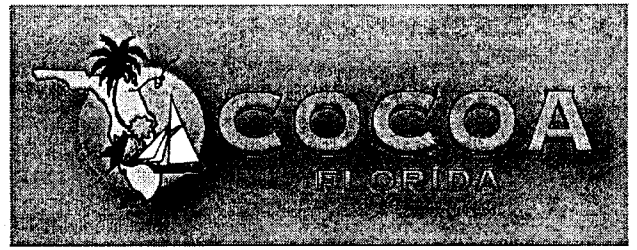
**Capital Investment:** $96.2 million
**Taxable Value:** $77 million

**Ad Valorem Revenue:** $460,143/yr (without abatement)

Hybrid AVT/Cash ED Incentive will result in annual Ad Valorem Revenue Increase of $276,085 for 5 years then 100% beginning in year 6.

**Generates Ad Valorem Revenue more quickly to stabilize GF and achieve fiscal sustainability**

# Return on Investment Analysis




**Return on Investment Analysis (Project Citizen Kane)**

**VALUE OF TOTAL INCENTIVE PACKAGE: $2.92 M**

| | |
|---|---|
| Capital Investment: | $96.2 M |
| Taxable Value: | $77 M |
| Ad Valorem Tax Revenue: | $460,143/Yr |

| Traditional Incentive Package | | | AVT-Cash Hybrid | | |
|---|---|---|---|---|---|
| Year | Abatement | Revenue | Year | Abatement | Abatement |
| 1 | 368,115 | 92,028 | 1 | 184,058 | 276,085 |
| 2 | 368,115 | 92,028 | 2 | 184,058 | 276,085 |
| 3 | 368,115 | 92,028 | 3 | 184,058 | 276,085 |
| 4 | 368,115 | 92,028 | 4 | 184,058 | 276,085 |
| 5 | 368,115 | 92,028 | 5 | 184,058 | 276,085 |
| 6 | 322,101 | 138,042 | 6 | 0 | 460,143 |
| 7 | 276,086 | 184,057 | 7 | 0 | 460,143 |
| 8 | 230,072 | 230,071 | 8 | 0 | 460,143 |
| 9 | 184,058 | 276,085 | 9 | 0 | 460,143 |
| 10 | 0 | 460,143 | 10 | 0 | 460,143 |
| 11 | 0 | 460,143 | 11 | 0 | 460,143 |
| 12 | 0 | 460,143 | 12 | 0 | 460,143 |
| 13 | 0 | 460,143 | 13 | 0 | 460,143 |
| TOTAL | 2,852,892 | $3,128,967 | TOTAL | 920,290 | 5,061,569 |

ROI would not be realized until Year 12.5

ROI would not be realized until Year 8.5

# Impact to City's General Fund

- Current Ad Valorem Base: **$818,427,691**
- Current Ad Valorem Revenue: **$4,618,710**

**Project represents ≈10.6% of current tax base and ≈10% of annual ad valorem revenue.**

# Risks, Reporting and Clawbacks

- County and City AVT Programs require annual reporting and validation with Brevard County Property Appraiser.
- City ED Incentive Agreements and AVT Ordinance
  - Maintains clawback provisions
  - Performance based

**RISK:**

- Initial $500,000 cash incentive upon securing all federal, state and city approvals (site plan, and ultimately building permit)

# Local Incentive Package

- Project is eligible for nearly $3 million in economic development incentives, to include an AVT abatement for nine (9) years worth approx. $2.85 million and the maximum EDI Fund of $100,000, totaling ≈ $2.95M.

- Recommendation: Hybrid AVT Program/Cash ED Incentive
  - 40% AVT exemption for five years (≈ $920,288)
  - $2M cash upfront following benchmarks:
    - $500,000 at Building Permit Issuance
    - $500,000 upon Completion of Site Improvements
    - $500,000 at C.O. Issuance
    - $500,000 upon Commencement of Business Operations
- Total value of recommended incentive package: ≈$2.92M

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# Requested Action:

**Approve the 2nd Reading of Ordinance 12-2016 granting Project Citizen Kane an Ad Valorem Tax Abatement of 40% for 5 years; Approve cash incentive of $2,000,000; and authorize the City Manager to finalize and execute the Economic Incentive Agreement**



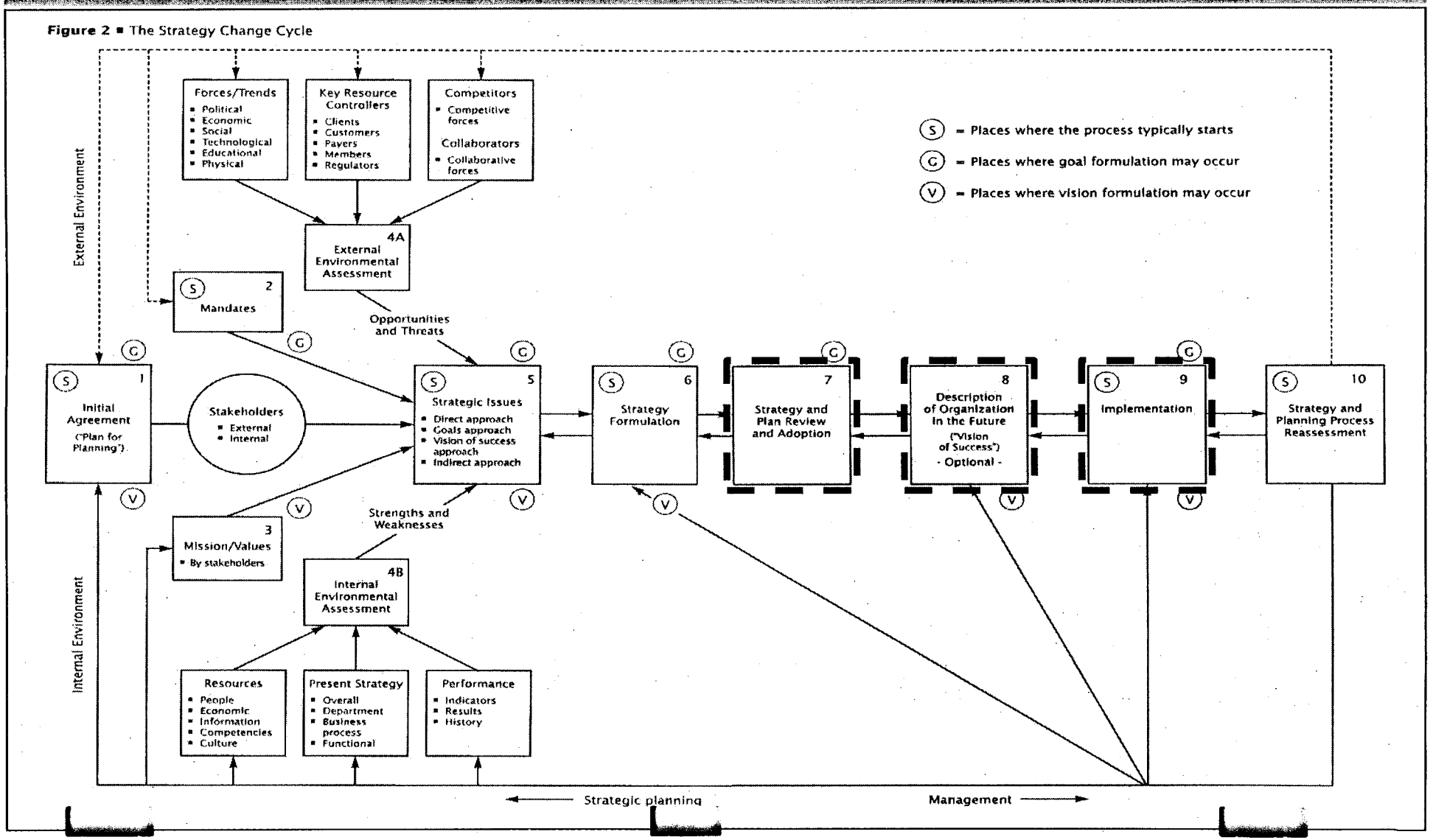

# City of Cocoa Strategic Plan

## May 2016

May 24th 2016

EXHIBIT C: Strategic Plan Presenta

# Process Update



# Strategic Plan Timeline

| Date | Process | Implementation |
|---|---|---|
| April 2014 | City staff identified- Mission, Values, Environmental Scan, Strategic Issues | |
| May 2014 | Community Strategic Planning/Visioning Session | |
| September 2014 | Crime Summit | |
| December 2014 – January 2015 | Committee Members Confirmed<br>Initial Committee Meeting | Implementation Began |
| January – May 2015 | Committee Meetings | Implementation |
| May – July 2015 | Committee Issue Drafting<br>City Council Update(s) | Implementation |
| August – January 2016 | Goals, Objectives and Action Item Draft Review and Refinement | Implementation |
| February – March 2016 | City Council Review Goals, Objectives and Action Items | Implementation |
| May 2016 | Plan Adoption/Implementation | Implementation |

# Strategic Issues

| Issue | Question |
|---|---|
| **Crime** | How will the City continue to reduce crimes against persons and property to provide an environment where every citizen, business and visitor feels safe? |
| **Image** | How will the City improve its image, physically and emotionally? |
| **Economic Development** | How will the City increase its economic position within the Space Coast region to be more competitive in attracting private capital investment, businesses and jobs? |
| **Employees** | How will the City work to retain a qualified workforce and in addition prepare itself for the retirement of long-tenured employees, especially in organizationally critical positions? |
| **Financial Stability** | How will the City develop a financially sustainable revenue base and control expenses to support and deliver high quality municipal services? |
| **Community Development (Redevelopment of the City's Core)** | How will the City raise the quality of life for all its residents, especially those most vulnerable and disadvantaged? |
| **Public Safety** | How will the City ensure that public safety resources are strategically allocated to provide the most effective and efficient delivery of public safety services for all residents? |
| **Civic Engagement** | How will the City foster citizen engagement, especially for those underserved and disadvantaged? |

# Crime

- **<u>Goal 1:</u> Reduce crime within the City of Cocoa by 50% based on UCR reporting by the year 2020.**
  - Objective 1.1: Deploy police personnel and resources in a manner to more effectively prevent and respond to crime in Cocoa.
  - Objective 1.2: Enhance the community participation in crime reduction efforts.

- **<u>Goal 2:</u> To address long term social issues contributing to crime within the City of Cocoa through community policing.**
  - Objective 2.1: Ensure Cocoa citizens returning to the community from incarceration are provided support information on community resource partners.
  - Objective 2.2: Provide support to the local educational system in Cocoa (increase the educational attainment of Cocoa citizens).
  - Objective 2.3: Encourage the youth of the community to use police officers as a resource rather than an adversary.

# Crime Awareness and Prevention Committee

| Staff Representative– Michael Cantaloupe | |
|---|---|
| Alex Goins, Appointed Councilman Blake | Phil Archer, State Attorney |
| Pastor Errol Beckford, Celebration Tabernacle Church | Ralph Perrone Sr., Perrone Properties/Auxiliary Officer, Appointed Councilman Tyler Furbish |
| Kathy Moore, Citizen Advocate | Ted Lightle, Appointed Mayor Henry Parrish III |
| Major John Hankins, Cocoa Police | CPD Chaplain Thomas Unrath, Messiah Evangelical Lutheran Church , Appointed Deputy Mayor Don Boisvert |
| Michael Flint, University of Central Florida | Roland (Bo) West, Appointed Councilwoman Warner Appointee |

# Image (Physical)

- **Goal 1: Create a sense of "place", a destination – Cocoa needs to be a unique place to visit, not just to pass through, by improving the city's Physical Image.**
  - Objective 1.1: Improve the city's image through aesthetic improvement of its Physical Infrastructure including streets, public buildings, public areas and parks.
  - Objective 1.2: Improve Cocoa's Image through improved lighting and electrical utility improvements along roads.
  - Objective 1.3: Create Safe Walkable Streets with access to different modes of transportation.
  - Objective 1.4: Improve the city's physical Image through improvement of the appearance of privately-owned properties within Cocoa through improved maintenance, code enhancements and incentives.
  - Objective 1.5: Improve the City's Image through removal of unsightly graffiti and waste accumulation.
- **Goal 2: Build on the success of the Cocoa Village image to expand and improve the physical image of the overall city.**
  - Objective 2.1: Expand the City's Branding Efforts beyond existing city buildings and downtown areas.
  - Objective 2.2: Create additional Recreational Opportunities within the city outside of the Downtown Area.

# Image (Emotional)

- **Goal 1: Manage the perceptions of the City of Cocoa.**
  - Objective 1.1: Ensure accurate dissemination of crime related data and information for Cocoa.
  - Objective 1.2: Increase the timeliness and accuracy of print and news media.
  - Objective 1.3: Increase the positive perception of Cocoa Schools.
  - Objective 1.4: Re-brand Cocoa in a positive fashion.
  - Objective 1.5: Create and enhance communication tools with the community and visitors.
- **Goal 2: Ensure city resources are coordinated to best promote the city.**
  - Objective 2.1: Develop a marketing strategy for the city.
  - Objective 2.2: Collaborate and coordinate with the City's Office of Economic Development and its promotion and marketing efforts.
  - Objective 2.3: Expand the marketing of special events, facilities and recreation.
  - Objective 2.4: Promote Historic Cocoa Village as a historic downtown destination.

# Image Committee

| Physical- Ed Wegerif | Emotional- Samantha Senger |
|---|---|
| Dennis Bunt – Code Enforcement | Jenn Sugarman - Convention & Visitors Bureau/Chamber of Commerce |
| Frank Mirabito, Rhonda Dingman – PW Staff | Mara Bellaby - Media (Florida Today) |
| Virginia Gaylor - Keep Brevard Beautiful | Allan Chapman - Historic Cocoa Village Association |
| Tom Vill – ISI - Streetscape Consultant | Barbara Matthews – Police Department PIO |
| Susan McGrady - Cocoa CRA | Don Downs – Utilities PIO |
| Dina Reider-Hicks - Waste Management | Lisa Moody - Leisure Services |
| Jack Masson– Brevard County Parks and Rec | Esme Doucette - Economic Development |

# Community Development

## (Redevelopment of the City's Core)

- **Goal 1: Implement a Neighborhood Improvement Plan on a neighborhood by neighborhood basis throughout the City of Cocoa, especially those neighborhoods not being served by a community redevelopment area.**
  - Objective 1.1: Undertake neighborhood assessment to determine strengths and challenges.
  - Objective 1.2: Identify strategies and resources needed to address issues and deficiencies identified in Objective 1.1.
- **Goal 2: Research the following programs and incentive opportunities and assess viability in targeted neighborhoods.**
  - Objective 2.1: Improve residential development and rehabilitation.
- **Goal 3: Promote equitable development to achieve and advance social, economic, health and environmental justice.**
  - Objective 3.1: To address community housing needs through a diversity of housing options.
  - Objective 3.2: To address industrial and commercial properties contaminated with hazardous waste or pollution.

# Community Development Committee

## Committee Chair – Steve Belden

| | |
|---|---|
| George Puskar | Delores McLaughlin, Alliance for Neighborhood Restoration |
| Nicole Meyers, Rocket City Retro, Appointed Councilwoman Warner | Jim Gifford, Code Enforcement Board, Appointed Councilman Don Boisvert |
| Justin Morton, Centennial Development Group | Lt. Robert Bobay, Cocoa Police Department |
| Pastor Errol Beckford, Celebration Tabernacle Church | Shauna Ginn, Housing Authority of the City of Cocoa |
| Pat Mastropaolo, Oleander Pointe, Appointed Councilman Tyler Furbish | Myra Monreal, Myra Planning & Design |
| Dominick Razelli, Residential Developer | |

# Economic Development

- **Goal 1: Attraction & Recruitment of $100 million of taxable value by FY 2020.**
  - Objective 1.1: Attraction of new business and industry through targeted marketing efforts, data collection and maintenance.
  - Objective 1.2: Recruit new business and industry to increase private capital investment and job creation.
  - Objective 1.3: Re-establish boundaries for the City through annexations that will result in additional taxable value.
- **Goal 2: Retain and expand business and industry.**
  - Objective 2.1: Foster a skilled workforce.
  - Objective 2.2: Retain existing industry and jobs.
- **Goal 3: Increase the economic prosperity of Historic Cocoa Village.**
  - Objective 3.1: Ensure that there is adequate parking available to meet the needs of the downtown business patrons.
  - Objective 3.2: Increase the number of permanent residents living within Historic Cocoa Village.

# Economic Development Committee

## Staff Representative– Joan Junkala

| | |
|---|---|
| Julie Roslin, Space Coast EDC | Hunter Richards, Balmoral Group |
| Judy Blanchard, CareerSource Brevard | Vince Lopresti, Banking |
| Ralph Perrone, Sr., Real Estate | Ken Wilshire, Cocoa Main Street |
| Duane Watson, Real Estate | Tammie Nemecek, Grow FL |
| David Lightholder, Building Contractor | Linda Webster, Cocoa Beach Regional Chamber of Commerce |
| Eddie Lebron, Developer | Randy Barrage, Business Resource |
| Justin Morton, Developer | Dale Coxwell, Local Business |
| Bob Harvey, Citizen Advocate | Jeff Arnott, Educational Institution |
| Thomas Moviel, Balmoral Group | Steve Belden, City Staff |
| Nancy Dresser, City Staff | Esme Doucette, City Staff |

# Fiscal Sustainability

- **Goal 1: Maintain long term fiscal sustainability.**
  - Objective 1.1: Maintain and control the expenditure levels, and reduce when appropriate, while not substantially affecting the levels of service.
  - Objective 1.2: Diversify and enhance the revenue base available to fund city operations.
- **Goal 2: Promote greater transparency in budgeting and financial matters.**
  - Objective 2.1: Encourage stakeholders to participate in budget workshops and meetings.
  - Objective 2.2: Educate community stakeholders.
- **Goal 3: Continuously increase organizational efficiency and effectiveness.**
  - Objective 3.1: Systematically evaluate service delivery methods.
  - Objective 3.2: Implement a performance measurement system across the City organization.

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# Fiscal Sustainability Committee

## Committee Chair– Micki Abdi

Teri Butler, Finance Director

Jack Walsh, Utilities Director

Lisa Jones, Budget Administrator

Eric Austin, Police Major

Charlene Neuterman, Project Manager

Anthony Hagan, Grants Administrator

Gene Prince, Fire Chief

Scott Jackson, Jackson Private Wealth Management

# Public Safety

- **Goal 1: To ensure that public safety resources are strategically allocated to provide the most effective and efficient delivery of public safety services.**
  - Objective 1.1: To incorporate data based decision making when determining effective and efficient delivery of services.
  - Objective 1.2: To ensure training and equipment are sufficient to meet service demands.
  - Objective 1.3: To incorporate advances in technology related to effective and efficient delivery of public safety services.
  - Objective 1.4: To engage the citizens in the public safety service delivery process.

# Employees

- **Goal 1: To recruit a highly qualified workforce that is reflective of the community they represent.**
  - Objective 1.1: Develop staffing plans to ensure the departments are hiring the highest caliber of job applicants through a streamlined, efficient and transparent recruitment process, while adhering fully to all legal hiring procedures.
  - Objective 1.2: Ensure the demographics of the City of Cocoa employees are reflective of the community in which they serve by targeted recruitment activities.
  - Objective 1.3: To improve the internal applicant process.
- **Goal 2: To improve the retention and development of current employees.**
  - Objective 2.1: Ensure all employees have the proper training to complete their duties as assigned.
  - Objective 2.2: Develop a succession planning program to prepare the City for the retirement of long-tenured employees, especially in organizationally critical positions.
- **Goal 3: To reduce the employee's exposure to the impact of unfortunate events while maintaining a high level of service.**
  - Objective 3.1: Ensure all employees work in a secure and safe environment.

# Employee Committee

## Staff Representative– Tammy Gemmati

| | |
|---|---|
| Gina Maxwell, Human Resources Manager | Carie Shealy, City Clerk |
| Bill Mills (PBA), Police Sergeant | Frank Palmieri (LIUNA), Lead Certified Operator A |
| Brian Ackerman (IAFF), Firefighter | Tony Jones, Public Works Fleet Manager |
| David Fisher, Dyal Plant Superintendent | Brandon Cox, Utilities Water Field Operations Supervisor |
| Angela Ferguson, Assistant City Clerk | Robert Steele, Information Technology Manager |

# Civic Engagement- Lead Brevard

- **Volunteer Boards**
  - Increase recruitment and/or qualification efforts.
  - Develop a training program for prospective and sitting board members, for example "City of Cocoa Volunteer Academy."
  - Increase recognition of volunteer board members.
- **Business Engagement**
  - Develop a survey to be used for the purposes of obtaining information regarding business programs and trainings.
  - Develop and active business list incorporating various information for communication and basic information.
  - Increase communication between the Cocoa Village associations and Diamond Square to provide support for a business corridor in Diamond Square.
  - Expand programs for manufacturing recruitment, support and retention.
  - Celebrate small, medium and large businesses at least semi-annually in council meetings and annual events.
- **Electronic Communication**
  - Utilize online survey tools to solicit information from citizens.
  - Use social media to engage followers
  - Improve the website to better engage users.
- **Public Meetings**
  - Annual survey to be sent out to include alternate meeting locations.
  - Increase the publicity of meetings.
  - Alternative meeting mediums/promotion.

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# Team Members

| Member Name | Organization |
|---|---|
| Stephen Baughn | U.S. General Services Administration |
| Kelly Corley | Clevens Face & Body Specialists |
| Mark Mullins | Brevard Public Schools |
| Tamara Pope | NASA |
| Captain. John Sager | Naval Ordinance Test Unit |
| James Tuggle | Waste Management |
| Bob Urie | Brevard County Sheriff's Office |
| Linda Webster | Cocoa Beach Regional Chamber of Commerce |
| Rachad Wilson | Endeavour Elementary |

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# Implementation

- On Going
- 6 Months, Short Term
- 6 Mo. – 2 Years, Medium Term
- 2 Years – 5 Years, Long Term

## CRIME AWARENESS AND PREVENTION COMMITTEE



Goal 1: Reduce crime within the City of Cocoa by 50% based on UCR reporting by the year 2020.

| Goal Key | Action Item | Implementation Term | Implemented | Complete | Cost | Responsible Position |
|---|---|---|---|---|---|---|
| 1.1(a) | Create and monitor a monthly offender top 12 list. | On Going | X | | - | Police Department |
| 1.1(b) | Create and monitor a monthly repeat victim list. | On Going | X | | - | Police Department |
| 1.1(c) | Monitor the top crime locations based on calls for service and develop an action plan for each location. | On Going | X | | - | Police Department |
| 1.1(d) | Monitor the top crime types and develop an action plan for each type. | On Going | X | | - | Police Department |
| 1.1(e) | Monitor Florida Department of Law Enforcement habitual criminal and sex offender registration to ensure compliance is being met with state law and increase awareness within the community. | On Going | X | | - | Police Department |
| 1.1(f) | Coordinate with Code Enforcement to gain compliance of chronically nuisance properties. | On Going | | | - | Police Department /Community Services |
| 1.1(g) | Utilize predictive policing software to ensure personnel are in the best position to prevent crime. | Short | X | | - | Police Department /Information Technology |
| 1.1(h) | Provide increased presence in crime "hot spots" to reduce criminal activity. | Short | | | - | Police Department |
| 1.1(i) | Improve internal communication sharing between all shifts and department personnel through the use of technology. | Medium | | | - | Police Department /Information Technology |

**The strategic plan document is not static.**

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# Questions

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