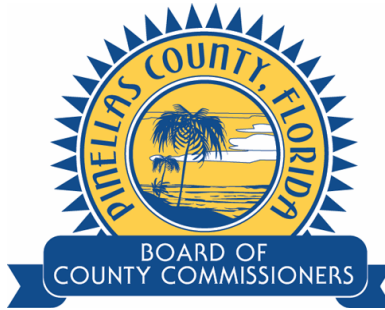


# **Pinellas County**

*315 Court Street, 5th Floor Assembly Room  
Clearwater, Florida 33756*



## **Minutes - Final**

**Thursday, February 23, 2017**

**9:30 AM**

**BCC Assembly Room**

## **Board of County Commissioners - Work Session**

*Janet C. Long, Chairman  
Kenneth T. Welch, Vice-Chairman  
Dave Eggers  
Pat Gerard  
Charlie Justice  
John Morroni  
Karen Williams Seel*

## **ROLLCALL - 9:35 A.M.**

Members Present: Janet C. Long, Chairman; Kenneth T. Welch, Vice-Chairman; Dave Eggers; Pat Gerard; Charlie Justice; John Morroni (arrived at 12:57 P.M.); and Karen Williams Seel.

Also Present: James L. Bennett, County Attorney; Mark Woodard, County Administrator; and Christopher Bartlett, Board Reporter, Deputy Clerk. (Minutes by Jenny Masinovsky and Christopher Bartlett).

Copies of all PowerPoint presentations referred to in the minutes have been made a part of the record.

## **Department Presentations**

### **1. Economic Development**

Pinellas County Economic Development Director Mike Meidel conducted a PowerPoint presentation providing an overview of the department, its functions, achievements, and plans. He introduced senior management, noted the small size, expertise, and professionalism of the staff, and indicated that the department's ultimate goal is to bring more and better jobs to the county.

Mr. Meidel discussed the accomplishments of Economic Development, including:

- Job creation and retention
- Corporate relocations and expansions
- Small Business Development Centers
- Tampa Bay Export Alliance
- Export trade missions
- Foreign Trade Zone 193 (Pasco, Hernando, Pinellas)
- Young-Rainey STAR Center sale
- AIRCO/Duke Energy joint marketing project

Thereupon, he discussed department objectives, including:

- New Tampa Bay Innovation Center Downtown Business Incubator
- Education Campaign for Penny for Pinellas
- Pinellas County Economic Innovation and Leadership Symposium
- Pinellas County business video
- Labor market assessment and recommendations
- International Site Location Consultant Conferences in Tampa Bay

In response to comments and queries by the members, Mr. Meidel discussed recent start-up businesses, services for small business development, improvements and studies needed for the Lealman area, the economic value of Albert Whitted Airport, and downtown St. Petersburg redevelopment opportunities, including the 501 First Avenue Building.

In response to requests by Commissioner Eggers, Mr. Meidel discussed and agreed to provide further details relating to the Penny for Pinellas education campaign and the department's involvement with businesses in need of "angel" investors.

Responding to queries by Commissioners Seel and Eggers, Mr. Meidel spoke about the efforts undertaken by staff with regard to obtaining state funding for the new business incubator and the likelihood of receiving it, and Chairman Long recommended sending a copy of today's presentation to Senator Jack Latvala and Governor Rick Scott.

## 2. Planning

Planning Director Renea Vincent conducted a PowerPoint presentation providing an overview of the department's major programs and services. She related that her department employs 37 individuals and is organized around four functional areas, namely Long Range Planning, Community Development, Redevelopment, and Land Use and Zoning; and that the redevelopment section was created last year as a result of a reorganization to accommodate management of the new Lealman Community Redevelopment Area (CRA) and other CRAs; whereupon, she introduced her management staff, and discussed the focus of each of the four areas.

Ms. Vincent discussed the accomplishments of the Planning Division, including:

- Land Development Code update
- RESTORE Act Grant
- Lealman CRA and Countywide CRA guidelines
- Affordable housing programs
- Community Development

During discussion and in response to queries by Commissioners Welch and Eggers, Planning Section Manager Rachel Booth provided information regarding the Lealman CRA logo and branding creation process. Mr. Woodard recommended that the members and staff leave the branding and logo within the bounds of the Lealman CRA Citizen Advisory Committee, encouraging the members to share their ideas with the committee appointees; whereupon, Commissioner Welch noted that he is concerned with the message accompanying the logo, rather than the symbol itself; and that the Board should provide input, and Mr. Woodard agreed.

Thereupon, Ms. Vincent discussed department objectives, including:

- Pinellas County Comprehensive Plan update

- Neighborhood and place-based planning
- Lealman Heights improvements
- Community Wellness and active recreation
- Lealman CRA reinvestment and community redevelopment
- New housing and mixed-use development projects

Commissioner Eggers thanked Ms. Vincent and her staff for their efforts with regard to the Downtown Palm Harbor Strategic Plan, and in response to his query, Ms. Vincent confirmed that staff will continue utilizing the neighborhood-based and place-based planning approaches. Responding to query by Commissioner Justice, she indicated that she will provide information relating to the Lealman CRA Advisory Committee's requests with respect to the County land purchased on the north side of Joe's Creek; whereupon, he suggested having a joint meeting with the Committee, and Chairman Long agreed.

### 3. Real Estate Management

Noting that his staff consists of 156 dedicated team members, Real Estate Management Director Andrew Pupke introduced the senior department leadership team. Referring to a PowerPoint presentation, he provided an overview of the department's responsibilities, achievements, ongoing projects, opportunities, and service delivery.

Mr. Pupke discussed the accomplishments of Real Estate Management, including:

- Workforce Analysis and Planning Initiative
- Risk Management training and audits
- Fleet Management
- Fleet Maintenance Memorandums of Understanding with municipal partners
- Jail Infrastructure Project commencement
- Courts Consolidation Project design
- Improved Petition to Vacate application process

Thereupon, he discussed department objectives, including:

- Compressed Natural Gas feasibility study
- Young-Rainey STAR Center sale
- Downtown St. Petersburg 501 Building lease
- 126th Avenue Landfill
- Courts Consolidation construction
- Jail Infrastructure construction

Responding to queries by Commissioner Seel, Mr. Pupke reviewed the components of the Courts Consolidation project, and Mr. Woodard noted that it was part of the overall strategy to create a one-stop County Service Center and consolidate some of the court operations; whereupon, Mr. Pupke indicated that he will provide information related to the outside billing hours and revenue produced by the Fleet Management department.

Mr. Pupke indicated that staff is partnering with Economic Development with regard to leasing the vacant space within the 501 Building, and discussion ensued concerning the building's components, value, and possible sale; whereupon, Commissioner Seel requested that a market analysis be conducted, and the members agreed.

Responding to queries by Commissioners Justice and Eggers, Messrs. Pupke and Woodard discussed opportunities relating to other County buildings and for conducting a comprehensive analysis of all County-owned properties, noting that the last study took place between 2008 and 2010; and that a review should occur in the next two to three years.

## 5. Purchasing

Deviating from the agenda as recommended by Mr. Woodard, Chairman Long announced that Agenda Item No. 5 will be discussed next.

Purchasing Director Joe Lauro referred to a PowerPoint presentation and provided an overview of the department's sections, responsibilities, accomplishments, current projects, and process improvement plans. He remarked on the small staff of 18 employees in contrast to the substantial amount of work they do, and introduced the managers of the department's Operations and Support sections.

Mr. Lauro discussed the accomplishments of Purchasing, including:

- National Procurement Institute's Annual Achievement of Excellence in Procurement
- "Voice of the Customer" implementation
- Procurement of goods and services and contract management
- Bank of America rebates
- Pre-Qualified Construction Contractor applications and renewals
- Employee and vendor training

Thereupon, he discussed department objectives, including:

- Enterprise Asset Management
- Oracle Business Intelligence Reporting
- Construction Bid template update
- New hybrid competitive process for Work Order Contracts

Mr. Lauro related that utilization of the Purchasing Card program for competitively procured contracts was reduced; whereupon, responding to query by Chairman Long, he indicated that while rebate earnings are valuable, manually managing larger transactions became challenging for the staff; that smaller transaction volume has provided better control of the process and audit conditions; and that having tracking software would be beneficial.

Throughout the presentation, Mr. Lauro, with input by Office of Management and Budget Director Bill Berger, responded to queries by the members, providing information regarding the following:

- Products purchased through the Tampa Bay Purchasing Cooperative
- The department's adaptation to Oracle software
- Oracle Business Intelligence reporting

**Meeting recessed: 12:00 P.M.**

**Meeting reconvened: 12:51 P.M.**

#### **4. Marketing and Communications**

Marketing and Communications Director Barbra Hernandez greeted the Commissioners in Spanish before continuing in English. She conducted a PowerPoint presentation, provided an overview of the department's responsibilities and accountabilities, and noted that the department currently has 26 positions and provides printed and digital graphics and content to many County departments and various partners; that the department impacts every section and goal within the Strategic Plan; and that the main area of service primarily involves community engagement and public information.

Ms. Hernandez discussed the accomplishments of Marketing and Communications, including:

- Departmental marketing and communications plan
- Countywide events and outreach
- Hispanic community outreach and media relations
- Doing Things TV
- Storytelling and infographics

Thereupon, she discussed department objectives and responded to queries by the members, providing information regarding the following:

- Penny for Pinellas information and education
- Support for BCC departments' "Doing Things"
- Community engagement and Hispanic community outreach
- Use of multi-lingual messaging
- Storytelling, infographics, and social media strategies
- Assembly Room infrastructure upgrades
- Doing Things TV and an online newsroom
- Zika Virus education and outreach

Responding to a request by Commissioner Welch, Ms. Hernandez stated that her department will look into providing an option for the Commissioners to display

documents to the public from the dais during a meeting.

## 6. Risk Management

Risk Management Director Virginia Holscher conducted a PowerPoint presentation providing an overview of the department, and introduced Claims Manager Pamela Grabo, Insurance Manager Ginger White, and Safety Supervisor Dave Mangicaro. She noted that the department employs 18 people.

Ms. Holscher discussed the accomplishments of Risk Management, including:

- Occupational Safety and Health Administration (OSHA) Training Program
- Employee CPR and First Aid certifications
- "Voice of the Customer" implementation
- Insurance policy management and insurance contract reviews
- Workers' Compensation claims
- Internal promotions

Thereupon, she discussed department objectives, including:

- Continued OSHA and CPR training
- Lower Workers' Compensation claims
- Provide automated loss data to customers
- Improve insurance renewal process
- Request for Proposals for Certificate of Insurance tracking and compliance

Responding to queries by the members, Ms. Holscher discussed insurance services provided to the various Appointing Authorities within the County, a five-year plan to have all employees OSHA certified through internal training, and the review of all purchasing and non-purchasing contracts, including special events, and Mr. Woodard provided input.

Ms. Holscher related that the current Workers' Compensation modification factor is 0.80; that the factor has risen slightly due to a small increase in the frequency of claims; and that when compared to similar organizations, the Department is performing 20 percent better than average, and discussion ensued.

## 7. Office of Management and Budget

Office and Management and Budget (OMB) Director Bill Berger conducted a PowerPoint presentation providing an overview of the department and introduced staff in attendance representing the four sections and 37 employees within the department.

Mr. Berger discussed the accomplishments of OMB, including:

- Reduced variance in General Fund Revenue ratio

- Government Finance Officers Association Distinguished Budget Presentation Award
- Bond refinancing
- “Voice of the Customer” survey
- SharePoint and Business Intelligence use
- Integration of Strategic Plan and budget
- Doing Things application improvements
- Customer and workforce satisfaction

Thereupon, he discussed department objectives, including:

- Penny renewal education program
- Integration of performance management and budget processes
- Leverage Grants Center of Excellence
- Increase SharePoint and Business Intelligence use
- Increase response rate for “Voice of the Customer” surveys
- Increase training session topics
- Improve customer experience through joint projects with other County departments

Following the presentation, discussion ensued regarding the ongoing technical issues affecting the budget preparation process, and Commissioner Welch stated that if the Board concurs, he would send a request to Business Technology Services Interim Director Jeff Rohrs asking that a written report be given to the Board on a weekly basis providing a timeline of major milestones and an update on the progress toward solving the related issues.

## 8. Development Review Services

Development Review Services (DRS) Director Blake Lyon conducted a PowerPoint presentation providing an overview of the department and stated that the County represents a “community by choice” having many opportunities; and that DRS is the implementation side that supports the community’s choices; whereupon, he introduced DRS staff in attendance.

Mr. Lyon discussed the accomplishments of DRS, providing statistical information regarding the following:

- Customer transactions
- Habitat reviews and site inspections
- Pre-application meetings and zoning clearances
- Walk-thru and right-of-way permits and site plan reviews
- Code enforcement
- Neighbor-reported code infractions

Thereupon, he discussed department objectives, including:

- Wait time web portal and electronic plan submittal
- Site plan review and permitting improvements
- Reduce Code Enforcement response times
- Geographic Information Systems improvements

Throughout the presentation, Mr. Lyon, with input by Mr. Woodard, responded to queries by the members and provided information regarding the following:

- Location of DRS and Code Enforcement offices
- Department staffing
- Noise complaints
- Code Enforcement training
- Natural bee hives
- Changes to the Land Development Code
- Homeowner Associations
- Lien searches
- Accela platform and the Doing Things application

## 9. Building Services

Building Services Manager Glenn Wardell conducted a PowerPoint presentation providing an overview of the department and introduced members of the leadership team, indicating that there are 51 employees throughout the department.

Mr. Wardell discussed the accomplishments of Building Services, including:

- Increased inspections, permits, and plan reviews
- Next business day building inspections
- Expedited plan reviews for Affordable Housing and Economic Development
- Wait time monitoring, live chat, and call center
- First call resolution and response times
- Green building code and solar panel project

Thereupon, he discussed department objectives, including:

- Permitting System upgrade
- Electronic document review
- OSHA training

Throughout the presentation, Mr. Wardell responded to queries by the members and provided information regarding the following:

- Department staffing
- Recruiting qualified inspectors
- Municipal partnerships

- Culture of the organization
- SharePoint and Business Intelligence

Mr. Woodard thanked the members for their attention and guidance, and noted that the next budget meeting will be held on February 28.

**ADJOURNMENT - 3:22 P.M.**