CITY OF APOPKA

Minutes of a City Council Budget Workshop held on July 26, 2016, at 1:00 p.m., in the City of Apopka Council Chambers.

PRESENT: Mayor Joe Kilsheimer
Commissioner Billie Dean
Commissioner Diane Velazquez
Commissioner Kyle Becker
Commissioner Doug Bankson
Glenn Irby, City Administrator
Pam Barclay, Finance Director

PRESS PRESENT: John Peery - The Apopka Chief
Bethany Rodgers, Orlando Sentinel
Dale Fenwick, The Apopka Voice

CALL TO ORDER/PLEDGE OF ALLEGIANCE - Mayor Kilsheimer called the Budget Workshop to order at 1:00 p.m. and led in the Pledge of Allegiance.

DISCUSSION

Pam Barclay, Finance Director, provided a recap of the budget review, advising they have made it through approximately 40% of the General Fund. They still have Outreach, Human Resources, Community Development, Recreation, Fleet, Facilities, and Public Services to review. She provided a worksheet with regards to what has been added or cut from the budget through the second workshop. She advised this came up with an excess of expenditures of $1,323,600.

Mr. Irby advised state statute requires that the tentative millage rate be set prior to August 1, 2016. This is required to be submitted to the Property Appraiser's office on or before that date. He stated the penalty is automatically going back to the roll back rate if not meeting that date. He affirmed it is a tentative millage rate, advising you can lower the rate, but it is very difficult to raise the rate after August 1, 2016. There will be two public hearings on the budget in September and if they choose to reduce the rate, it would be at the first public hearing in September. It becomes law after the second public hearing in September.

Mayor Kilsheimer affirmed that if they would attempt to raise the millage rate after August 1, 2016, the city would be required to mail out TRIM notices to every property owner by first class mail and this would be very expensive. He advised last year they set the millage rate .5 mills higher and at the end of the process it was lowered back to the same millage rate as the previous year.

In response to Commissioner Dean regarding if raising the tentative millage rate .5 mills would cover the expense for five new police officers, Ms. Barclay referred to page 8 of the budget workbook that shows a chart regarding millage rates and .5 mills would provide an additional $1.263 million.

Commissioner Bankson said his concern at where we are with the ratio for reserves at just above 21% and the GFOA recommended 16.5%. In the same paragraph it states each must consider unique circumstances. He reiterated that he did not see a means for putting funds back in reserves for the future.

Mayor Kilsheimer said there are critical needs that we cannot avoid, those being the Fire Station, Police Officers, and the Communications Tower. He explained the reason for the increase in the budget which was due to an $11,000,000 project having been left out of previous budgets.

<u>Community Outreach</u>

Mayor Kilsheimer said Robert Sargent and Shakenya Harris-Jackson are under Community Outreach and are present to discuss their areas. The Community Events Manager position was moved to Recreation.

Discussion was held regarding events. Mayor Kilsheimer said they were looking at holding four major events each year, Old Florida Outdoor Festival, (OFOF), Farm to Feast, Fourth of July event, and Gospel Fest. He stated this provides for more use of the amphitheater and promotes it and Apopka. He stated this would be too much for staff to accomplish and they were looking at hiring a company to run three of these events, with the city running the Fourth of July. He explained there will be a Request for Proposal (RFP) for the purpose of hiring an outside company for the production of events. He advised the prior budget had $350,000 for OFOF, stating this could be utilized for all events with a company running the events. He further pointed out that most cities consider this an expense.

Discussion was held regarding the possibility of recuperating some of the expense. David Burgoon, Recreation Director, advised he has 20 years plus experience with events, and government agencies typically do not recuperate all of the amount back. He affirmed that cities put on events for a service to the community.

It was determined the City will hold Fourth of July, Food Trucks, and Public Safety Day.

Mr. Irby advised there was another issue, stating the Gospel Fest is scheduled in October and, the Food and Wine event is in November. We would not be able to get a company for Gospel Fest for this year with such short notice.

It was the consensus to make OFOF $300,000 rather than $450,425 and target that money for an RFP for a company to run three events.

Discussion was held regarding Apopka Begins and Ends with A. Mayor Kilsheimer advised an email was received by council providing a final report of the program. He stated the start of this program was focused at Rock Springs Elementary and Lovell Elementary and was very successful, and they are hoping to add another five schools. Commissioner Dean said he was against the $70,000 for this when this could be done by volunteers. Commissioner Becker said this was important to our community. It was pointed out that Duke Energy contributed a grant in the amount of $9,500 to Apopka Begins and Ends with A.

Dr. Jackson said the most recent meeting was held at Rock Springs Elementary. She said the program is an amazing program and makes sure we are placing value on our children and investing in education. She stated Lovell and Rock Springs Elementary schools will not require the same level of support this coming school year. She also advised she spoke with Career Source and they have been granted additional funds to put toward youth programs. She said cutting Apopka Youth Works down to $50,000 will still allow us to reach our 75 plus youth. She has a goal to reach 100 youth for next year and they should be able to reach this goal.

It was the consensus that Apopka Begins and Ends with A be budgeted at $35,000 and Apopka Youth Works at $50,000. Commissioner Dean reiterated he could not support Apopka Begins and Ends with A.

Discussion was held regarding Account 4900 for WBZW Airtime & Promotions. Mayor Kilsheimer advised this started under the previous administration and has continued. He stated they do live broadcasts from events such as the Apopka Fair, the Christmas Parade, political forums, and other events. Commissioner Bankson said this does have potential to help create revenue to overcome the deficit. He inquired if there was an overall budget in mind totally on that type of investment. Mayor Kilsheimer advised that media expenditures have not been aggregated in one place.

Robert Sargent said from the prior budget, we were pulling funds from the Mayor's office to accomplish this and community outreach. He stated it was not collectively put in the budget. Spending on media advertising and display ads has been cut back. He suggested advertising be focused outside of Apopka, stating people within the city know what Apopka is all about.

Discussion was held regarding the barbeque contest and the exposure we receive from this.

Dr. Jackson advised that the ECIVIS subscription can be pulled from this budget as it does not expire until October 2017.

The Council recessed at 2:58 p.m. and reconvened at 3:07 p.m.

<u>Recreation</u>

Athletic Complexes:
Discussion was held regarding the request for additional staff. Mr. Burgoon stated he has eight employees that maintain the fields and as a result they only get to AAC every other week just to mow. Other parks are being neglected as there is not enough staff to properly maintain. In response to Commissioner Velazquez, he stated the fees being charged are only for the purpose of purchasing required items to maintain the fields and will not help with staffing. In response to Commissioner Bankson, he advised that they do receive people for community service, but this is not consistent. He stated that when they know of an event coming to a particular area, then they concentrate on that area to make it look its best.

Commissioner Becker suggested earmarking pages 322 and 323 to revisit, stating the parks and recreation are a selling point of Apopka. Following this discussion was held regarding areas that could be cut, such as money spent on events, in order to put two maintenance workers back in. Mayor Kilsheimer pointed out each department has this same issue.

Mr. Burgoon pointed out there was an adjustment to the 5200 account in the amount of $70,000 and this brings them under current fiscal year budget. Mr. Irby advised a lot of the adjustments were due to trend.

Recreation Athletics: reviewed and discussed.

Recreation Programs – reviewed and discussed.
It was the consensus to put $2,280 back in for the Easter Egg Hunt.

In response to Commissioner Bankson, Ms. Barclay explained the splash pad funds was a special revenue fund and not in the general revenue fund.

Council recessed at 4:10 p.m. and reconvened at 4:15 p.m.

<u>Public Services</u>

Facilities Maintenance: reviewed and discussed.

Under the 3400 account Airport will be moved back under the Airport fund.

Fleet Maintenance: reviewed and discussed.

Cemetery: reviewed and discussed.

In response to Commissioner Dean, City Clerk Goff advised the cemetery spaces are $800 for resident and $1,200 for nonresident. Mayor Kilsheimer asked the Clerk to do a survey of area fees for cemetery spaces.

Grounds Maintenance: reviewed and discussed.

In response to Commissioner Bankson regarding the Tree Bank Expenditures, Mr. Irby advised there were an offsetting revenue for this expense.

It was the consensus to cut $27,850 for new Christmas decorations from the 5200 account.

Discussion ensued regarding the Tree Bank Ordinance.

<u>Community Development</u>

Planning: reviewed and discussed.
Mr. Reggentin said he had an opportunity to review adopted documents such as the Vision Plan and the Comprehensive Plan for guidance, as well as meeting with his staff, when preparing the budget for Community Development. He expressed concern regarding the Economic Development/CRA Coordinator position with focus on development of the downtown area and

construction of the Wekiva Parkway. He has a task of rebuilding a CRA that has been inactive for the last twenty years and he reviewed the various projects that are coming forward in the budget. He provided background on the requested positions such as the GIS Analyst and stated with the redevelopment of the hospital, development coming with Station Street and City Center, as well as the North Shore and Ecotourism aspects, staff is needed to take advantage of these and move them forward.

Discussion ensued regarding GIS and data management with regards to coordinating efforts and having this area evaluated by a consultant prior to hiring this position.

Discussion ensued regarding CRA and how the funds are built through tax increment financing, and reinvested into the district. The need for updating the CRA Plan, as well as extending the district was discussed.

Mayor Kilsheimer said the position of Economic Development/CRA Coordinator is a position that most cities have and is needed to generate jobs and bring businesses to Apopka.

Commissioner Bankson said he would support this position as it was a revenue generator and we will miss out on opportunity.

Mr. Reggentin spoke about working with other agencies such as Orange County Economic Development Commission staff and MPO becoming involved with partnerships.

It was the consensus to put the position of Economic/CRA Coordinator back in the budget.

Mr. Reggentin said there were some redundancies in the 3100 account. Item number 5, Land Use Sustainability Study for $30,000 can be eliminated and placed under Item number 2, Market Demand Study. He stated Item number 8, Urban Designer Engineer is a reimbursable cost. This would be a consultant brought in to do the design review and this would be a pass through cost. He further stated this could possibly be postponed for one year. He stated that Item #11 is required to be done.

It was the consensus to keep Item number 1 at $125,000, Item number 2 at $65,000, Item number 3 at $135,000, Item number 9 at $50,000, Item number 11 at $100,000, and Item number 12 at $50,000. Item numbers 4, 5, 8 and 10 will be dropped, and Item numbers 6 and 7 are moved under CRA.

Ms. Barclay provided an overview for all areas to include items added and reductions advising they were at $1.391 million over.

Building Inspections: reviewed and discussed with no change.

<u>Human Resources:</u> reviewed and discussed with no change.

Ms. Thornton said her current staffing is two staff members and this is a 400 to 1 ratio based on the fulltime employees. Normal staffing ratio is 100 to 1 and she pointed out that prior to a staff member being transferred they were at a 200 to 1 ratio and the one position added to her budget brings the department back to that ratio.

Ms. Barclay provided a recap of the proposed budget advising it was currently out of balance $1,391,123. This amount is in addition to the $2.6 in reserves that was utilized to balance the budget. She stated the vehicles requested by the police department could be financed and this would offset that amount.

Discussion ensued regarding the proposed changes to the budget and how to balance the budget.

Ms. Barclay said by financing vehicles, this would bring the amount over to $952,000. She advised that if they raise the millage rate .5 mills, this would bring the millage rate to 3.7876 and provide $1.263 million.

ADJOURNMENT - There being no further discussion, the workshop adjourned at 7:16 p.m. p.m.

ATTEST:

____
Joseph E. Kilsheimer, Mayor

____
Linda F. Goff, CMC, City Clerk