

BOARD OF COUNTY COMMISSIONERS

April 17, 2009

A meeting was held at the Murdock Administration Complex in Room 119, Port Charlotte, Florida.

Members present were: Chairman Duffy, Commissioner Loftus, Commissioner Starr, Commissioner Cummings, Commissioner Skidmore, County Administrator Baltz, County Attorney Knowlton, and Deputy Clerk Lansing. The following members were absent: None

The workshop was called to order at **1:30 PM**, followed by the Pledge of Allegiance.

1. Review Performance Budgets - Kelly Shoemaker and Ray Sandrock

Mr. Sandrock indicated they will provide a review of Administration and two separate updates for Human Services which will include present and future projections. Mr. Sandrock provided a Reduction Update and paralleled visual slides throughout the meeting.

a. Human Services

Mr. Sandrock read the Human Services Mission Statement and its seven (7) Core Services into the record. Ms. Shoemaker and Mr. Sandrock described each of the seven Core Services in detail, announced their Linkage to Strategic Goals, noted their FTE, provided their Results, and pointed out their time allocations on the visual graph. Mr. Sandrock provided a list of decision points related to recommended reduction scenarios and started with the Elimination of In-County Hospital. **Commissioner Skidmore** asked if the need has moved to the private sector and mentioned St. Vincent DePaul. Vikki Carpenter responded hospitals will still continue to provide emergency care as required by Statute, however stated the need is diminishing with Federal Medicare funding and with additional options available through St. Vincent DePaul Society, the clinic, the Health Department, and through a better focus on wellness. **Chairman Duffy** said the clinic has helped the situation but noted

expenses they still incur. **Commissioner Starr** opined the St. Vincent DePaul clinic has helped more than we realize, mentioned they may open a clinic in Englewood, expressed confusion with the backup detail, pointed out Veterans Services, and questioned whether there are duplications among the departments. Ms. Carpenter explained the difference between departments and described their responsibilities. **Commissioner Loftus** explained the importance of Human Services especially now with the downfall of the economy and expressed the importance of utilizing volunteers to reduce costs.

Mr. Sandrock continued with the recommended Reduction Scenarios and described their impacts. **Commissioner Skidmore** asked if the entire County would still be covered if they chose to accept the recommendation to eliminate #3 Assistant Veterans Officer. Ms. Carpenter explained all three jurisdictions would still be covered. Mr. Sandrock continued to explain the impacts to position eliminations. **Chairman Duffy** asked about Veteran Claims, the use of volunteers, and the possible duplication of services. Ms. Carpenter provided related information and noted volunteers must be State certified to work with certain forms. **Commissioner Loftus** expressed displeasure with the response, said volunteers can help with paperwork, and opined we need to think outside of the box. Ms. Carpenter mentioned the use of volunteers and provided costs and clarification related to Dial a Ride, Sunshine Ride, and Transportation Disadvantaged. The Commissioners expressed confusion with the costs, rates, and funding. Ms. Carpenter explained the grant funding, indicated savings will be found through the use of in-house efficiencies, and informed the Board of negotiated rates and contracts. **Commissioner Cummings** provided his understanding related to the issues. Ms. Carpenter confirmed the comments. **Chairman Duffy** talked about the whole budget and the proposed cuts. Ms. Carpenter said 84% of the budget is grant funded, 16% is general revenue, and advised most of the eliminations are a reduction in general revenue dollars. Mr. Sandrock explained the grant assumption for next year. **Chairman Duffy** asked for grant and cost detail. Ms. Carpenter explained the grant decision process, mentioned the elimination of a grant funded administrative position, and commented on new strategies for the future.

Chairman Duffy pointed out costs related to the 211 Call Center and noted it is entirely funded through the general fund. Ms. Carpenter advised the United Way contributed \$20,000 this year. **Chairman Duffy** remarked on their budget goal and pointed out this program is discretionary. **Commissioner Starr** talked about grants and how they are related to tax dollars, noted his goal is to provide an adequate level of service for the least amount of money, expressed confusion with the large budget, and pointed out many expenses that could be cut to achieve greater reductions. Mr. Sandrock pointed out Core #6, explained the grant funding, and the importance of these areas now. **Commissioner Skidmore** brought up bus maintenance costs and suggested a savings opportunity could be available if they combined fleet management with the School Board. Mr. Sandrock said they are in the process of considering partnering fleet maintenance. **Commissioner Skidmore** commented on thinking outside of the box and suggested the need to utilize volunteers. Ms. Carpenter commented that volunteers are a great addition to the Community, apologized for not mentioning their importance earlier, explained they have been and are currently utilized, and explained they are applying for grants to provide transportation to those volunteers who are unable to drive. **Chairman Duffy** brought up the Family Services Center, commended Center Manager, Emily Lewis, and said her budget provided a good example of doing more with less. **Commissioner Starr** questioned contractual services, janitorial services, and \$16,000 in overtime. Ms. Carpenter explained contractual services, provided examples, and advised the overtime was used for emergency evacuation and is now in the budget as a precaution. Mr. Sandrock explained janitorial services are contracted with Facilities. **Chairman Duffy** asked where the taxi cabs are going after hours. Ms. Carpenter responded. **Commissioner Starr** suggested rides be scheduled during regular daytime hours. **Commissioner Cummings** pointed out the budget, said it is not accurate to say if you put it in the budget the department will find a way to spend it, and explained his view. **Commissioner Starr** opined it does not make sense to carry over 30% of the budget just in case you will need it. **Commissioner Cummings** expressed the importance of available liquid assets and announced they are not taxable again. Mr. Sandrock explained the carryover, said it is unique but common and pointed out current year savings and anticipated savings for the future.

COMMISSIONER LOFTUS MOVED TO ACCEPT STAFF RECOMMENDATIONS FOR A SAVINGS OF \$692,711 AND TO IMMEDIATELY INCORPORATE AN ACTION PLAN TO INCLUDE THE USE OF VOLUNTEERS, SECONDED BY COMMISSIONER SKIDMORE

MOTION CARRIED 3:2. COMMISSIONER STARR, COMMISSIONER CUMMINGS.

Mr. Sandrock explained the organizational chart on slide 45 and pointed out the next slide is the revised organizational chart that includes all of the changes. **Commissioner Skidmore** provided his understanding related to the concept. Mr. Sandrock confirmed his understanding, advised broad concepts will be explained in May, and said they will provide the reduction in positions with efficiencies in October. **Chairman Duffy** asked why staff is suggesting 211 be moved to Public Safety and questioned who they would report to. Ms. Shoemaker said 211 would report to Chief DiDio and explained the reasons. **Commissioner Starr** said he voted against staff recommendations because there is a great deal he does not understand within this huge budget and said he would like more information especially related to grants. **Chairman Duffy** agreed and said she would like to see a leaner budget. **Commissioner Cummings** clarified duplication of services is only a concern when there is an access of capacity. **Commissioner Skidmore** asked about Sunshine Ride and its positions, asked if they need three dispatcher positions, and suggested Ms. Carpenter research how the Sheriff uses dispatchers. Ms. Carpenter explained dispatcher responsibilities, said they are looking into new route system opportunities, mentioned cross training, stated they will continue to best utilize their resources, and described revenue opportunities. **Commissioner Loftus** indicated when Family Services was established, it was agreed that all the other agencies would pay for its operation and maintenance and expressed his disappointment that that had not happened. Ms. Carpenter said some of the agencies are paying however explained other agencies are exempt from paying. Ms. Carpenter continued to explain revenue opportunities. Mr. Sandrock pointed out Current Year Savings and mentioned Outsourcing and Reverse Outsourcing Opportunities. Ms. Carpenter explained transportation outsourcing in detail. **Commissioner Starr** asked if Dial a Ride and Sunshine Ride could be combined. Ms. Carpenter stated she would research the possibility.

RECESS: 3:24 PM - 3:34 PM

b. Administration

Commissioner Cummings pointed out that no action was given on the subjects discussed before the recess. Mr. Baltz clarified the conversation related to Human Services outsourcing opportunities and read the issues for the record. **Commissioner Loftus** said he wants to review a complete analysis of all the figures prior to moving forward with bringing Dial a Ride in-house. **Commissioner Starr** asked if the Federal Government prohibits us from combining the Sunshine Ride with Dial a Ride, opined they have similar missions, and stated he believes there are efficiencies to be found. **Commissioner Skidmore** expressed concern that Dial a Ride could run more efficiently in-house and stated the importance of a thorough review. **Commissioner Cummings** said they need to explore it, make the numbers publicly known, and noted Ms. Carpenter suggested there would be savings. **Chairman Duffy** agreed with **Commissioner Skidmore** and opined in-house would be a mistake. **Commissioner Skidmore** opined this is an outside of the box year.

Ms. Shoemaker read the Mission Statement into the record, described two of the three Core Statements, (Administer BOCC Policies and Programs and Communication), provided their FTE and total budget detail, discussed their results and time allocations, and paralleled visual slides. Mr. Sandrock advised they will later present an excel spreadsheet listing of deliverables for the Board to vote on separately. **Commissioner Skidmore** asked if the Public Information Office (PIO) Department is entirely discretionary. Mr. Sandrock said it is discretionary for the most part with the exception of the annual report area. **Commissioner Skidmore** asked about the websites we support. Senior Division Manager, Joyce Ross said there was an error typed for the number of websites, advised there are a total of four (4) not six (6), and named them for the record. **Commissioner Skidmore** asked for clarification related to the PIO and the Emergency Operation Center (EOC). Ms. Shoemaker advised many changes have been implemented since Hurricane Charley, noted the County learned from the experience, explained the responsibilities of the department and the communication process related to the media. Mr. Sandrock provided detail related to the third Core Statement (CCTV-20 Government Television),

provided its FTE and total budget detail, and said all six (6) results are discretionary. **Commissioner Skidmore** asked for detail related to the organizational chart, department location, and questioned the responsibilities of the Administrative Services Coordinator. Ms. Ross provided the information. Mr. Sandrock discussed the Administration Recommended Reductions. Mr. Baltz indicated they have changed the way they are providing the information so each Commissioner can discuss their thoughts related to Public Information. Mr. Sandrock explained the matrix format, advised they can review the deliverables one by one, provided an example to show how it will work, supplied a detailed handout, and stated they are suggesting the Board voice their decisions on each.

Commissioner Skidmore asked if we know how this division compares to other counties like-size. Ms. Ross stated research confirmed we are comparable in size based on the type of services we provide and explained further. Ms. Shoemaker talked about centralizing and statistics. **Commissioner Skidmore** mentioned his understanding that PIO did less than half of the press releases for the entire organization. Ms. Shoemaker and Mr. Sandrock explained the process and talked about the Public Relations positions throughout the organization. **Commissioner Cummings** recalled that improving communications has been the top priority of the Board in the past and pointed out staff has responded to that direction. **Commissioner Skidmore** said communication is a major concern of our staff and citizens but opined the Charlotte Links newsletter is a waste of discretionary money. **Commissioner Cummings** said there is room to discuss changing the tools being used, remarked the newsletter stemmed from Board direction, and commented that it is difficult to reach everyone. **Commissioner Skidmore** expressed the need for efficiencies related to press releases. Ms. Ross explained the current process. **Commissioner Cummings** explained why the process was established. **Commissioner Skidmore** asked for salary comparisons and remarked on the size of our department compared to Collier County. Ms. Ross said the last salary comparison was done in 2007, advised she will request updated information from Human Resources, mentioned unincorporated population versus incorporated, commented on varied staffing levels, and explained department tasks, services, and workload. **Commissioner Starr** understood past Board direction, but noted the new Board is looking for

reduction opportunities. Ms. Ross announced they have identified \$180,000 in cuts, remarked they have shifted a lot from paper to the web, and said the spreadsheet reflects this year's budget.

(Mr. Sandrock paralleled the visual matrix and explained each deliverable. There was Board discussion prior to each vote and staff provided additional details.)

COMMISSIONER LOFTUS MOVED TO DENY FUNDING FOR DELIVERABLE #1, ENEWS, SECONDED BY COMMISSIONER SKIDMORE

MOTION CARRIED 4:1. COMMISSIONER CUMMINGS OPPOSING.

COMMISSIONER LOFTUS MOVED TO DENY FUNDING FOR DELIVERABLE #2, CHARLOTTE SHINES, SECONDED BY COMMISSIONER SKIDMORE

MOTION CARRIED 4:1. COMMISSIONER CUMMINGS OPPOSING.

Chairman Duffy expressed the importance of reaching citizens and commented that they cannot delete everything. **Commissioner Cummings** advised the Annual Report is legally required. **Commissioner Skidmore** mentioned several publications that get the word out. **Commissioner Starr** agreed, mentioned other forms of communication, and suggested a quarterly release provides outdated information. **Chairman Duffy** said the most effective way to reach the Community is through a variety of communication methods. **Commissioner Cummings** said the quality of information released should be more than the opinions of the five Commissioners.

COMMISSIONER LOFTUS MOVED TO APPROVE FUNDING FOR DELIVERABLE #3, CIP QUARTERLY REPORT, SECONDED BY COMMISSIONER CUMMINGS

MOTION CARRIED 5:0.

Ms. Ross recommended they release CCNews once a month and explained the value of the publication. **Chairman Duffy** asked for CCNews size to be cut as well. **Commissioner Starr** commented that going to once a month will provide old news and noted most topics are released in the newspaper.

COMMISSIONER STARR MOVED TO DENY FUNDING FOR DELIVERABLE #4, CCNEWS, SECONDED BY COMMISSIONER SKIDMORE

Commissioner Skidmore commented that Mr. Baltz provides a monthly staff report. Ms. Shoemaker said CCNews covers the actions that the Board has taken, advised Mr. Baltz report provides the status of items that are at the departmental level, and mentioned the original mission of CCNews. **Commissioner Loftus** said we did not have archives on the system when this was established and remarked they can now be viewed on-line. **Commissioner Cummings** commented on the negative impact of deleting this type of deliverable.

MOTION CARRIED 4:1. COMMISSIONER CUMMINGS OPPOSING.

Commissioner Skidmore asked for confirmation that the amount requested represents labor costs. Mr. Sandrock answered affirmatively and explained further.

Mr. Sandrock said the next deliverable is the Annual Report and noted the County Administrator is required to provide it under Florida Statutes. **Commissioner Skidmore** recommended a less expensive product be produced. Mr. Baltz explained the requirement, gave several suggestions, and mentioned the Annual Report can be a memorandum created as another Administrative task.

COMMISSIONER SKIDMORE MOVED TO SHIFT THE ANNUAL REPORT TO ADMINISTRATION (DELIVERABLE #5) AND NOT FUND IT THROUGH THE TRADITIONAL METHODS, SECONDED BY COMMISSIONER LOFTUS

MOTION CARRIED 4:1. COMMISSIONER CUMMINGS OPPOSING.

Commissioner Skidmore said the Chambers of Commerce all include information related to County Government and suggested we review what is being done first and provide them with any additional information that should be included. **Commissioner Starr** stated there is plenty of information available throughout the County and agreed to the deletion.

COMMISSIONER SKIDMORE MOVED TO DENY FUNDING FOR DELIVERABLE #6, RESIDENCE GUIDE, SECONDED BY COMMISSIONER LOFTUS

MOTION CARRIED 4:1. COMMISSIONER CUMMINGS OPPOSING.

Ms. Ross announced this is a new program and described the process and purpose of Charlotte Alert Bulletins. Ms. Shoemaker advised this software was purchased within the last year to push out detailed information to the public.

COMMISSIONER LOFTUS MOVED TO APPROVE FUNDING FOR DELIVERABLE #7, CHARLOTTE ALERT BULLETINS AND REVIEW FOR ADDITIONAL COST SAVING EFFICIENCIES, SECONDED BY COMMISSIONER CUMMINGS

MOTION CARRIED 5:0.

Ms. Ross explained the Press Release process, related savings, and answered Board questions.

COMMISSIONER LOFTUS MOVED TO APPROVE FUNDING FOR DELIVERABLE #8, PRESS RELEASES, SECONDED BY COMMISSIONER CUMMINGS

MOTION CARRIED 3:2. COMMISSIONER STARR, COMMISSIONER SKIDMORE OPPOSING.

Ms. Ross explained the Ground Breaking/Ribbon Cuttings process and said the numbers seem off since last year was slow. **Commissioner Starr** suggested Press Releases could handle this function. Ms. Ross disagreed, explained the difference in functions, and clarified the responsibilities.

COMMISSIONER SKIDMORE MOVED TO DENY FUNDING FOR DELIVERABLE #9, GROUND BREAKING; RIBBON CUTTINGS, SECONDED BY COMMISSIONER STARR

MOTION FAILED 2:3.

COMMISSIONER LOFTUS MOVED TO FUND DELIVERABLE #9, GROUND BREAKING, RIBBON CUTTINGS, SECONDED BY COMMISSIONER CUMMINGS

MOTION CARRIED 3:2. COMMISSIONER STARR, COMMISSIONER SKIDMORE OPPOSING.

COMMISSIONER SKIDMORE MOVED TO DENY FUNDING FOR DELIVERABLE #10, WRITING SPEECHES, TALKING POINTS, and MESSAGING, SECONDED BY STARR

MOTION CARRIED 4:1. COMMISSIONER CUMMINGS OPPOSING.

COMMISSIONER SKIDMORE MOVED TO DENY FUNDING FOR DELIVERABLE #11, WRITE and EDIT NEWSPAPER COLUMNS, SECONDED BY COMMISSIONER LOFTUS

Commissioner Cummings expressed concern with deleting this process and opined it is an effective way of getting our view out to the public. *Commissioner Skidmore* disagreed and stated his understanding is that the process is not being used.

MOTION CARRIED 4:1. COMMISSIONER CUMMINGS OPPOSING.

Commissioner Skidmore questioned the process. Ms. Ross indicated departments do not have a sense of urgency when it comes to the press, said department staff call her for media support, data, and dialogue, and indicated she encourages and assists departments in their responses. *Commissioner Skidmore* asked Mr. Baltz if he could impress the urgency to respond upon staff in order to save over \$11,000. Mr. Baltz noted this is not always a high priority for staff in the course of their busy workday, said it is important to have a good working relationship with the media, and advised he could impress it upon staff. *Chairman Duffy* said the media directly contacts the Commissioners for comments in most cases. *Commissioner Cummings* opined the media appreciates the assistance they receive from the department.

COMMISSIONER SKIDMORE MOVED TO DENY FUNDING FOR DELIVERABLE #12, MEDIA SUPPORT - REACTIVE (GATHER DATA and PROVIDE SPOKESPERSON WHEN REQUESTED), SECONDED BY COMMISSIONER STARR

MOTION CARRIED 4:1. COMMISSIONER CUMMINGS OPPOSING.

Commissioner Skidmore asked for clarification since examples are not included in the backup materials. Mr. Sandrock provided an example.

COMMISSIONER SKIDMORE MOVED TO DENY FUNDING FOR DELIVERABLE #13, MEDIA SUPPORT - PROACTIVE (PITCH STORIES, PROVIDE ADDITIONAL DATA FOR DEVELOPING STORIES and TRACT MEDIA), SECONDED BY COMMISSIONER STARR

MOTION CARRIED 4:1. COMMISSIONER CUMMINGS OPPOSING.

Commissioner Skidmore opined Items 14 and 15 are correlated. Ms. Ross explained the difference between the two. **Commissioner Skidmore** asked why they could not be merged. Ms. Shoemaker explained they reach two different audiences with two different sets of concerns. **Commissioner Skidmore** asked about the old process. Ms. Shoemaker explained the old system was called Charlotte County Access Center, noted it was a phone system, and explained the process was cumbersome and less effective.

COMMISSIONER LOFTUS MOVED TO APPROVE FUNDING OF DELIVERABLES #14, RUMOR CENTRAL AND #15, INSIDER CENTRAL, SECONDED BY COMMISSIONER CUMMINGS

MOTION CARRIED 4:1. COMMISSIONER STARR OPPOSING.

Ms. Ross provided detail related to Item 16. Ms. Shoemaker mentioned several past campaigns. **Commissioner Skidmore** asked if they anticipated any future campaigns. Ms. Ross stated they will need to push out a great deal of information on how the services have changed once the budget reduction workshops are completed, talked about the importance of consistent messages throughout the organization, and stated this is a major component of what they do. **Commissioner Starr** questioned why the cost is \$22,524. **Commissioner Skidmore** suggested they delay funding and wait to see if future campaigns are required. **Commissioner Cummings** opined there will be a great deal of issues to be covered with the recent budget changes being made and said it is laughable to believe otherwise. **Commissioner Skidmore** stated his opposition to allocating over \$22,000 to this now. **Commissioner Cummings** explained the math involved with the costs. Ms. Ross stated the cost is not tied to specific staff people and explained Public Relations responsibilities during a crisis. **Chairman Duffy** opined citizens will be happy we are cutting the budget and said she does not view this as a crisis. Ms. Ross clarified the importance of communication and stated they will soon need to pump out a great amount of information. **Commissioner Starr** commented that the cost will be much more once all other components are added and opined they should request campaign funding if and when they need it.

COMMISSIONER SKIDMORE MOVED TO DENY FUNDING FOR DELIVERABLE #16, MARKETING/COMMUNICATIONS CAMPAIGNS FOR COUNTY SERVICES, SECONDED BY COMMISSIONER STARR

Chairman Duffy asked if they would agree to cut the budget in half instead of deleting the entire deliverable. **Commissioner Skidmore** opined there could be cost savings related to outsourcing some areas of the larger campaigns. **Commissioner Starr** again stated they should request campaign funding as needed. **Commissioner Cummings** advised if they continue on this road, they will need to increase the funding for contingencies. **Commissioner Loftus** stated he would prefer they cut it in half and at least have it in the budget. **Chairman Duffy** said she cannot support this motion and provided her justification. **Commissioner Cummings** said outsourcing costs will be close and explained why.

MOTION FAILED 2:3.

COMMISSIONER LOFTUS MOVED TO REDUCE FUNDING TO \$11,000 FOR DELIVERABLE #16, MARKETING/COMMUNICATIONS CAMPAIGNS FOR COUNTY SERVICES, SECONDED BY CHAIRMAN DUFFY

MOTION CARRIED 3:2. COMMISSIONER STARR, COMMISSIONER SKIDMORE OPPOSING.

Ms. Ross expressed the importance of compliance and consistency, gave examples, and explained department responsibilities. **Commissioner Cummings** remarked on the importance of a compliance department and noted the problems that occurred without one.

COMMISSIONER SKIDMORE MOVED TO DENY FUNDING FOR DELIVERABLE #17, BRANDING REVIEW AND COMPLIANCE, SECONDED BY COMMISSIONER STARR

MOTION CARRIED 4:1. COMMISSIONER CUMMINGS OPPOSING.

Ms. Ross said they are the authority when it comes to subject matter communications including historical information and advised they receive several calls per week.

COMMISSIONER SKIDMORE MOVED TO DENY FUNDING FOR DELIVERABLE #18, ADVICE/GUIDANCE TO DEPARTMENTS AND COUNTY STAFF, SECONDED BY COMMISSIONER STARR

MOTION CARRIED 4:1. COMMISSIONER CUMMINGS OPPOSING.

Ms. Ross explained the job description in detail. **Commissioner Skidmore** suggested this is another deliverable that can be brought back to the Board later.

COMMISSIONER SKIDMORE MOVED TO DENY FUNDING FOR DELIVERABLE #19, SPECIAL PROJECTS, SECONDED BY COMMISSIONER STARR

Commissioner Cummings opined we better figure on having a 30% contingency reserve. **Commissioner Skidmore** interjected we are building it now.

MOTION CARRIED 4:1. COMMISSIONER CUMMINGS OPPOSING.

Commissioner Skidmore commended the Speakers Bureau website and questioned the budget line since the infrastructure is in place. Ms. Ross stated that is a small component of this subject, mentioned the quantity of calls and emails received for direction, and explained further.

COMMISSIONER SKIDMORE MOVED TO DENY FUNDING FOR DELIVERABLE #20, CITIZEN RELATIONS - SPEAKERS BUREAU, PHONE CALLS, EMAILS, ETC., SECONDED BY COMMISSIONER STARR

MOTION CARRIED 4:1. COMMISSIONER CUMMINGS OPPOSING.

Commissioner Cummings suggested this is one of the best outreach programs available to reach the silent majority.

COMMISSIONER SKIDMORE MOVED TO APPROVE FUNDING FOR DELIVERABLE #21, EVENTS - GOVERNMENT DAY, GOING GREEN, and LEADERSHIP, SECONDED BY COMMISSIONER LOFTUS

MOTION CARRIED 5:0.

Ms. Ross explained the job and its tasks.

COMMISSIONER SKIDMORE MOVED TO DENY FUNDING FOR DELIVERABLE #22, DESIGN POSTERS, POWERPOINT, PRESENTATION FOLDERS, and HANDOUTS, SECONDED BY COMMISSIONER STARR

Chairman Duffy pointed out the importance of this deliverable, said our Communications Department created the PowerPoint used at our Town Hall Meetings, commended their job, noted she has attended many other County Events where handouts were provided, and expressed her support. **Commissioner Skidmore** said it would be less expensive to purchase 563 copies of PowerPoint for Dummies. **Commissioner Cummings** remarked they would still have to pay staff to do the work.

MOTION FAILED 1:4.

COMMISSIONER LOFTUS MOVED TO APPROVE FUNDING FOR DELIVERABLE #22, DESIGN POSTERS, POWERPOINT, PRESENTATION FOLDERS, and HANDOUTS, SECONDED BY COMMISSIONER CUMMINGS

MOTION CARRIED 3:2. COMMISSIONER STARR, COMMISSIONER SKIDMORE OPPOSING.

Chairman Duffy asked if we use Survey Monkey now. Ms. Ross responded that is the component that launches the Surveys, noted they always have at least three (3) surveys going at a time, and described their assistance and expertise. **Commissioner Skidmore** commented the survey work.

COMMISSIONER SKIDMORE MOVED TO APPROVE FUNDING FOR DELIVERABLE #23, SURVEYS, SECONDED BY COMMISSIONER LOFTUS

MOTION CARRIED 5:0.

Mr. Sandrock described the item and gave its annual cost.

COMMISSIONER LOFTUS MOVED TO APPROVE FUNDING FOR DELIVERABLE #24, MAINTAIN HISTORICAL RECORDS - PHOTOS; MEDIA CLIPPINGS, SECONDED BY COMMISSIONER CUMMINGS

Commissioner Skidmore asked if any other organization maintains these records. Ms. Ross advised there was none.

MOTION CARRIED 5:0.

Commissioner Skidmore asked why this does not fall under Information Technology (IT). Ms. Ross explained the website is a communications tool, noted IT does a great job with hardware

and software, but explained they are not writers or communicators, and mentioned it requires a great deal of crafting to take complicated governmental information and simplify it for the public. **Commissioner Skidmore** indicated his vision was to move CCTV and its Communications IT person over to IT and opined that would achieve the same deliverable. Ms. Ross disagreed and noted it is critical that the webmaster be part of the Communications Department.

COMMISSIONER SKIDMORE MOVED TO SHIFT THE WEBMASTER FUNCTION TO THE INFORMATION TECHNOLOGY DEPARTMENT, SECONDED BY COMMISSIONER STARR

Commissioner Cummings questioned if the Board had the authority to adjust the organizational chart. County Attorney Knowlton advised that would be the responsibility of the County Administrator. **Commissioner Skidmore** withdrew his motion and asked Mr. Baltz to review the organizational chart related to this discussion.

MOTION FAILED 0:5.

COMMISSIONER LOFTUS MOVED TO FUND DELIVERABLE #25, CREATE NEW WEB SERVICES, SECONDED BY COMMISSIONER CUMMINGS

MOTION CARRIED 5:0.

Commissioner Skidmore asked how this is different from Item 25. Ms. Ross said this is the daily maintenance and creation of new content, said it is a critical component to the information flow, and mentioned we have one of the largest websites among the Counties with the highest customer satisfaction rating. **Commissioner Skidmore** questioned the costs and said this should have been combined with the last deliverable. Ms. Ross stated there is a distinct difference between creating new services on the web and creating new content. **Chairman Duffy** said it takes at least one person to do the work. **Commissioner Skidmore** asked if this is the most cost effective way to deliver this deliverable. Ms. Ross answered affirmatively and explained further. **Chairman Duffy** asked for clarification of the FTE and asked if they could provide this function with less FTE. Ms. Ross advised it would run many risks. **Chairman Duffy** noted the

website is sometimes outdated. **Commissioner Loftus** mentioned cross training.

COMMISSIONER LOFTUS MOVED TO FUND DELIVERABLE #26, UPDATE, MAINTAIN AND CREATE NEW WEB CONTENT AND DENY FUNDING FOR DELIVERABLE #27, RESEARCH, IMPLEMENT NEW WEB REQUIREMENT, ADA, TECH SUPPORT, ETC., SECONDED BY COMISSIONER SKIDMORE

Ms. Ross advised Item #27 is a very important component and explained the ADA requirements.

MOTION CARRIED 4:1. COMMISSIONER CUMMINGS OPPOSING.

Commissioner Skidmore asked if this cost would only happen on an as necessary basis. Ms. Ross explained there are at least one or two mandated training activities throughout the year and explained hurricane preparation begins June 1st. **Commissioner Starr** questioned the mandate. Mr. Baltz said the County has a Comprehensive Emergency Management Plan (CEMP) and explained different County departments are assigned emergency support function responsibilities. **Commissioner Cummings** stated it is important for them to continue to participate in our emergency operations drills and opined that is why our State is so successful in emergency operations.

COMMISSIONER LOFTUS MOVED TO APPROVE FUNDING FOR DELIVERABLE #28, EOC TRAINING; ROUTINE ACTIVATION; NETWORKING WITH PIOs, SECONDED BY COMISSIONER SKIDMORE

MOTION CARRIED 5:0.

Mr. Sandrock discussed office operations and gave its annual cost. **Commissioner Skidmore** announced Items 29 and 45 look the same and mentioned they have already addressed clippings. Ms. Ross explained this is primarily a secretarial position.

COMISSIONER SKIDMORE MOVED TO DENY FUNDING FOR DELIVERABLE #29, OFFICE OPERATIONS - PHONES, MEDIA CLIPPINGS, RECORDS, PAYROLL PURCHASING, RECEPTION, SECONDED BY COMMISSIONER STARR

Chairman Duffy remarked this is a full-time position and asked if Ms. Ross could take on some of these responsibilities. Ms. Ross indicated she could not, but would shift the job to another

person in the department and noted this position was in her original reduction scenario.

MOTION CARRIED 4:1. COMMISSIONER CUMMINGS OPPOSING.

Mr. Sandrock said the next item is to televise BCC meetings and workshops.

COMMISSIONER LOFTUS MOVED TO APPROVE FUNDING FOR DELIVERABLE #30, TELEVISION BCC MEETINGS & WORKSHOPS, SECONDED BY COMMISSIONER SKIDMORE

MOTION CARRIED 5:0.

Ms. Ross explained the next item in detail and gave examples of meetings they now film. Ms. Knowlton said the Attorney's office holds several seminars that are filmed and put on the website.

COMMISSIONER LOFTUS MOVED TO APPROVE FUNDING FOR DELIVERABLE #31, TELEVISION MEETINGS FOR OTHER DEPARTMENTS, SECONDED BY COMMISSIONER CUMMINGS

Chairman Duffy expressed concern that we are doing too much. **Commissioner Cummings** remarked they are cutting two-thirds of the budget. **Chairman Duffy** commented this issue has been a concern of hers for a while and recommended approval with drastic reductions. **Commissioner Skidmore** recommended they do not approve it, suggested they ask Code Enforcement to bring it back in their portion of the Building and Construction Services (BCS) budget, and questioned if that was possible. Ms. Knowlton advised she would need to look into that. **Commissioner Cummings** stated if we cut the expense, there still would not be a person to film the meetings even with outside funding. **Commissioner Skidmore** reconsidered and suggested a reduction since CCTV staff will still be employed. **Commissioner Cummings** remarked on the number of positions being cut and was not confident they would still be employed. **Commissioner Skidmore** said he is fairly confident they will be here. **Commissioner Loftus** modified his motion to approve funding of \$2,000 for Deliverable #31. **Chairman Duffy** suggested they cut the budget in half and fund \$3,800.

COMMISSIONER LOFTUS MOVED TO APPROVE AMENDED FUNDING FOR \$3,800 FOR DELIVERABLE #31, TELEVISION MEETINGS FOR OTHER DEPARTMENTS, SECONDED BY CHAIRMAN DUFFY

MOTION CARRIED 4:1. COMMISSIONER CUMMINGS OPPOSING.

Mr. Sandrock described Item 32, Creation of Original Videos and Item 33, Compose or Edit TV Bulletins.

COMMISSIONER SKIDMORE MOVED TO DENY FUNDING FOR DELIVERABLE #32, CREATE ORIGINAL VIDEOS, SECONDED BY COMMISSIONER LOFTUS

MOTION CARRIED 4:1. COMMISSIONER CUMMINGS OPPOSING.

COMMISSIONER SKIDMORE MOVED TO DENY FUNDING FOR DELIVERABLE #33, COMPOSE OR EDIT TV BULLETINS, SECONDED BY COMMISSIONER STARR

MOTION CARRIED 4:1. COMMISSIONER CUMMINGS OPPOSING.

Chairman Duffy asked if this is a revenue generator for outside organizations. **Mr. Philpitt** advised it is currently promoting County programs and services.

COMMISSIONER SKIDMORE MOVED TO APPROVE FUNDING FOR DELIVERABLE #34, CREATE PSAs, SECONDED BY COMMISSIONER CUMMINGS

MOTION CARRIED 3:2. COMMISSIONER STARR, COMMISSIONER SKIDMORE OPPOSING.

Mr. Philpitt said this broadens our program base, mentioned the free programming sources, and noted it is an attempt to increase viewing. **Commissioner Skidmore** asked why the cost is over \$11,000 since the programming is free. Mr. Philpitt explained the cost is labor to download and prepare the programming for airing. **Chairman Duffy** stated this is required.

COMMISSIONER SKIDMORE MOVED TO APPROVE FUNDING FOR DELIVERABLE #35, ACQUIRE PROGRAMMING FROM OUTSIDE PRODUCERS, SECONDED BY COMMISSIONER LOFTUS

MOTION CARRIED 5:0.

Chairman Duffy noted Items 36 through 41 are all television related and suggested they make one motion for all.

COMMISSIONER LOFTUS MOVED TO APPROVE FUNDING FOR DELIVERABLES #36 THROUGH #41, SECONDED BY COMMISSIONER SKIDMORE

MOTION CARRIED 4:1. COMMISSIONER STARR OPPOSING.

Mr. Sandrock advised Item #42, #43, and #44 are also television related.

COMMISSIONER LOFTUS MOVED TO APPROVE FUNDING FOR DELIVERABLE #42, #43, AND #44, SECONDED BY COMMISSIONER CUMMINGS

Commissioner Skidmore asked if Commissioner Loftus would be willing to pull Item #44 from his motion.

COMMISSIONER LOFTUS MOVED TO AMEND PREVIOUS MOTION AND APPROVE FUNDING FOR DELIVERABLE #42, MAINTAIN TECHNICAL QUALITY AND PRACTICES AND PROCEDURES and DELIVERABLE #43, MAINTAIN AUDIO/VIDEO EQUIPMENT IN ROOM 119, SECONDED BY COMMISSIONER CUMMINGS

MOTION CARRIED 3:2. COMMISSIONER STARR, COMMISSIONER SKIDMORE OPPOSING.

Commissioner Skidmore questioned the cost of publishing a weekly schedule. Mr. Philpit and Ms. Ross explained the process in great detail.

COMMISSIONER LOFTUS MOVED TO APPROVE FUNDING FOR DELIVERABLE #44, CREATE AND PUBLISH A WEEKLY SCHEDULE, SECONDED BY COMMISSIONER CUMMINGS

MOTION CARRIED 3:2. COMMISSIONER STARR, COMMISSIONER SKIDMORE OPPOSING.

Mr. Sandrock announced the last deliverable is Administrative support, payroll, purchasing, records, and scheduling related to the TV function. Ms. Ross and Mr. Philpit provided detail and advised it includes a portion of a person.

COMMISSIONER CUMMINGS MOVED TO APPROVE FUNDING FOR DELIVERABLE #45, ADMINISTRATIVE SUPPORT, PAYROLL, PURCHASING, RECORDS, and SCHEDULING, SECONDED BY CHAIRMAN DUFFY

Commissioner Loftus requested the budget be reduced. **Chairman Duffy** asked if the payroll functions could be done by someone else in the department. Ms. Ross stated the only person left is the webmaster. **Chairman Duffy** asked if the task could be given to the person who does the other payroll. Ms. Ross advised the Board just eliminated that person. **Commissioner Skidmore** suggested Ms. Ross will be able to process the payroll since many of the department duties have now been taken away. Ms. Ross stated she would need to review the reductions before she could determine how much time she will have available.

MOTION FAILED 2:3.

COMMISSIONER SKIDMORE MOVED TO DENY FUNDING FOR DELIVERABLE #45, ADMINISTRATIVE SUPPORT, PAYROLL, PURCHASING, RECORDS, and SCHEDULING, NO SECOND RECEIVED.

MOTION FAILED.

Commissioner Loftus said he would like to amend the motion to reduce the budget by half. **Commissioner Skidmore** expressed desire for justification to reduce the budget in half and suggested they deny it now and bring it back at a later workshop. **Commissioner Loftus** indicated a \$63,000 reduction in office operations has already been made and recommended they keep some. **Chairman Duffy** asked for clarification of the motion. **Commissioner Skidmore** expressed his opposition and remarked that his motion failed for lack of a second.

COMMISSIONER LOFTUS MOVED TO APPROVE FUNDING IN THE AMOUNT OF \$9,000 FOR DELIVERABLE #45, ADMINISTRATIVE SUPPORT, PAYROLL, PURCHASING, RECORDS, and SCHEDULING, SECONDED BY CHAIRMAN DUFFY

MOTION CARRIED 3:2. COMMISSIONER STARR, COMMISSIONER SKIDMORE OPPOSING.

Mr. Sandrock said the reduction updated amount is now \$251,154, pointed out page 69 of the PowerPoint overhead, and asked for Board direction related to position elimination, travel

reduction, Public Information Office deliverables, and requested approval of the updated reduction amount. (\$251,154)

COMMISSIONER LOFTUS MOVED TO APPROVE STAFF RECOMMENDATIONS AS STATED ON THE RECORD, SECONDED BY COMMISSIONER SKIDMORE

MOTION CARRIED 4:1. COMMISSIONER CUMMINGS OPPOSING.

Mr. Baltz confirmed Board direction to fill the vacant Assistant County Administrator position and indicated for the record that they are currently in the recruitment process.

ADJOURNED: 6:04 PM

Signature on file in Commission Minutes
Chairman

ATTEST:

**BARBARA T. SCOTT, CLERK
OF THE CIRCUIT COURT AND
EX-OFFICIO TO THE BOARD
OF COUNTY COMMISSIONERS**

**By: Signature on file in Commission Minutes
Deputy Clerk**

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