

BOARD OF COUNTY COMMISSIONERS

FEBRUARY 6, 2007

A meeting of the Board of County Commissioners was held at the Murdock Administration Complex in Room 119, Port Charlotte, Florida. The following members were present: Chairman Loftus, Commissioner Duffy, Commissioner D'Aprile, and Commissioner Moore. Also in attendance were Attorney Knowlton, County Administrator Loucks, and Deputy Clerk Mitchell. The following members were absent: Commissioner Cummings.

The meeting was called to order at **9:00 AM**, followed by the Pledge of Allegiance.

I. COMMUNICATION

A. Communications & Marketing Department - Current Communications Venues

- 1. Communications**
 - a. Events
 - b. Citizens Academy
 - c. Charlotte ENews
 - d. Charlotte Shines
 - e. Charlotte County Owners Manual
 - f. Annual Report
 - g. Speakers Bureau
 - h. Columns
 - i. Speeches
 - j. Public Information Office

Joyce Ross reviewed the material in the Communications section of the notebook and explained that demographics play a big roll.

(Commissioner Cummings was present for the remainder of the meeting.)

2. Marketing
- a. Programs & Services
 - b. Collateral materials
 - c. Branding

Mrs. Ross reviewed the material in the Marketing section of the notebook.

Commissioner Cummings referred to the Building Department, and said he was looking for the creation of a workbook for the public that would instruct them on what is needed to accomplish a specific project, i.e. install new windows.

Mrs. Ross said that's very doable and they can get together with Building Construction Services.

Commissioner Cummings added this should be done for all departments. Mrs. Ross agreed.

Commissioner Cummings said he hoped they go back and look at branding as it relates to the upcoming Charlotte Assembly process.

Mrs. Ross explained the real thrust of the branding is to make sure the employees understand it's one organization not 25 individual departments with one voice all saying the same thing and that it must be accurate information.

3. Media Relations
- a. Media support
 - b. Generating stories
 - c. Consistent messages
 - d. Media monitoring

Mrs. Ross reviewed the material in the Media Relations section of the notebook.

4. Web
- a. Business on-line
 - b. Streaming Video
 - c. Redesign of website

Mrs. Ross reviewed the material in the Web section of the notebook.

5. CCTV20
- a. Meetings
 - b. Charlotte Showcase
 - c. On-Demand viewing
 - d. Satellite programming
 - e. Regular programming

Mrs. Ross reviewed the material in the CCTV20 section of the notebook.

Commissioner Cummings noted the Water Authority is already doing this but we might want to encourage some of the other regional committees that are pretty involved in what we do to record their meetings so that we can add them to our line-up.

Mrs. Ross said they proactively look for other programming, and they have called some of the other organizations and made the offer for air-time, so we're willing to do that.

Chairman Loftus said he didn't see anything about Parks & Recreation which he felt was very important because a lot of people want to know what's going on there.

Mrs. Ross commented on what's being done in that area.

B. Suggestions/For Discussion

1. Communications

- a. Charlotte Assembly - 2007
- b. Small group meetings
- c. Town hall meetings
- d. Commission News & Views
- e. Community survey
- f. Negotiating Government Workshops

Mrs. Ross commented on her list of suggested communication needs based on what she heard at the Commissioners' Retreat.

Chairman Loftus said once an MSBU committee has made a determination they need to publicly communicate that to their members before it comes to the Board, it hasn't been done in the past and it must be done in the future.

Commissioner Cummings asked if there was a need for more than one public access channel. Mrs. Ross said yes in the next couple of years but there's pending legislation that would severely restrict the County's opportunities.

Mrs. Ross agreed television is one of the most effective communication tools, every day we turn down a large number of requests because they just don't have the staffing or some of the equipment they need, they don't have rooms properly equipped, and she is hoping through the budget process this will be discussed in more detail because this avenue of communication is very important to the public.

Commissioner Moore opined the whole MSBU system isn't broken only a couple of MSBUs need to be addressed.

Chairman Loftus reiterated the need for improved communication within each MSBU.

Commissioner D'Aprile said each MSBU unit should be responsible for educating the people in their specific area; most people don't trust the MSBUs or the County especially Public Works; and over the last six years her department has produced a tremendous amount of information and done a wonderful, professional job but communication isn't just her department's responsibility, it's everyone's.

Bruce Loucks noted there are multiple venues available for dispensing information.

Commissioner D'Aprile opined when it comes to roads and infrastructure it's the County's responsibility to disseminate information not the MSBUs and the Board needs to discuss remedies.

Chairman Loftus noted each department needs to have a list of what needs to be done by other departments for any type of project or development but that type of communication isn't being done now.

Commissioner Duffy asked if they were going to have town hall meetings, and said like **Commissioner D'Aprile** she was willing to have one in March.

Commissioner Cummings opined part of problem is getting the public to be actively engaged in telling them what they need and then getting them to become actively involved in fixing the problems.

Mr. Loucks responded tell us when you want to have a town hall meeting and we'll mobilize to make it happen.

Commissioner Duffy reiterated the suggestion made at the Retreat about doing a newspaper column maybe twice a year.

Commissioner Cummings recalled Government Day at the Mall was very effective but noted he was aware that the mall was now charging for that.

Chairman Loftus agreed they need to look into doing that whether it's at the mall or some other place where people congregate.

Commissioner Duffy asked the cost of having it at the mall. Mrs. Ross responded it was significant.

Mr. Loucks said they will move forward and bring the costs back to the Board.

Commissioner Duffy said she didn't want to do anything that would raise the budget.

Chairman Loftus agreed staff should check into this.

RECESS: 10:20 AM - 10:34 AM

2. Direct mail and email to target specific groups
 - a. MSBU
 - b. Property Owners Associations
 - c. Advisory Board members

3. Web
 - a. Sign up for newsletters on-line
 - b. Central page for all County publications
 - c. Commissioner activities page

4. CCTV
 - a. County chats
 - b. Filming meetings on location

5. Consistent messages
 - a. Meetings with commission assts
 - b. Orientation or Workshop for Advisory Board members

II. MINING EXCAVATION

1. Review the Excavation Permitting Process - identifying current status, future trends and related programs associated with the mining industry.

Jim Dossett introduced staff present for this workshop along with Attorney Kevin Russell who is the hearing officer, and Assistant County Attorney Boxner.

Excavation Process - Work Session

Excavation: The removal of material (soil) below the seasonal high groundwater table. Exemptions - utilities, structure foundation, temporary accessory use (graves, tanks, etc), swimming pools, certain agricultural activities.

County Code: ARTICLE XXIII EXCAVATION AND EARTH MOVING
Sec. 3-5-470 thru Sec. 3-5-491

Approval: Hearing Examiner Kevin Russell, Esq.

Categories:

Group I: Non commercial operation with minimal offsite hauling -
Permit life: 2 years

Group II: Commercial activity in furtherance of an approved development activity
Permit life: 3 years

Group III: Commercial operation
Permit life: 10 years

Fees:

Group I \$500.00

Group II \$1,000.00

Group III \$1,500.00 (plus Roadway Service Life Reduction Fee)

Mr. Dossett gave a PowerPoint presentation titled *Excavations* which detailed the excavation process and paralleled the packet material.

Board and staff discussion centered increased mining operations in Charlotte County due to surrounding counties having stricter rules and restrictions, the permitting process, the need for more rules with stricter enforcement, the immense impact to infrastructure due to truck traffic, more reclamation needed, haul routes need to be better defined in the ordinances, impact to the aquifer, and impact fees.

Attorney Russell said 95% of the excavation applications present no real issues, commented on Group III activities now permitted in AE and AG areas, stated he can only apply what's in the ordinance, commented on the stricter regulations of surrounding counties, agreed with Mr. Dossett that the distinction between class II and class III excavations is disappearing, stated the issue is the permitted uses in Charlotte County, and he would be willing to work with staff on changing the current ordinance.

Attorney Knowlton said regarding stop work orders, they can be effective but the problem is it becomes a political issue about putting people out of work, and clarified stop work orders can be enforced if staff is allowed to take them to court.

Attorney Knowlton said they'd become aware of a bill being workshopped in Tallahassee sponsored she thought by Trudy Williams of Lee County where they're trying to preempt local government from having any oversight of mining, and they were watching this closely because it could even apply to phosphate.

Lieutenant Wayne Nieberg commented on the issues of traffic safety and speed limit enforcement.

Chuck Richardo with FDOT/MCCO commented on the state being asked by mine owners to come directly into their pits to do enforcement because of the liability that falls back onto the mine owners due to overweight trucks.

Mr. Loucks said in an effort to keep the Board informed, the City of Punta Gorda received a letter of map revisions from FEMA regarding the Event Center, and reviewed his handout regarding scrub jays.

MEETING ADJOURNED: 12:07 PM

Signature on file in Commission Minutes
Chairman Loftus

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

/ksm