

**MINUTES  
SEMINOLE CITY COUNCIL  
ANNUAL WORKSHOP  
January 25, 2020**

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The Annual Workshop of the Seminole City Council was held on Saturday, January 25, 2020, in the Seminole Community Library, 9200 – 113<sup>th</sup> Street North – Library Program Rooms A and B, Seminole, Florida.

**PRESENT:**

Mayor Leslie Waters, Vice Mayor Chris Burke, Councilor Thom Barnhorn, Councilor Roger Edelman, Councilor Bob Matthews, Councilor Jim Olliver and Councilor Trish Springer. City Manager Ann Toney-Deal, City Attorney Jay Daigneault, City Clerk Ann Marie Mancuso, Fire Chief Heather Burford, Finance Director Allison Broihier, Public Works Director Rodney Due, Community Development Director Mark Ely, Recreation Director Becky Gunter, Human Resources Director Erica Ottmann, and Library Director Lorie Tonti.

Breakfast was available at 8:30 a.m.

The Annual Retreat Workshop was called to Order at 9:00 a.m.

**A. IDENTIFICATION OF CHALLENGES/OPPORTUNITIES**

City Manager Toney-Deal began the workshop by asking Council to identify Challenges/opportunities. The following areas/ideas were discussed:

1. 4<sup>th</sup> of July celebration
2. Athletic Fields
3. Medians/Corridors
4. Road Re-surfacing
5. Bringing Culture to the City
6. Traffic Control
7. Communications
8. Stormwater
9. Annexation

**B. REVIEW OF JANUARY 2019 GOALS**

City Manager Toney-Deal reviewed the goals of 2019 and gave an update as to their status.

The following goals have been completed:

- \*Acquire Repetto Property (Expand City Park)
- \*Enhance City Corridors Holiday Display
- \*Redevelop and launch new City website
- \*Create and implement pavement management plan
- \*Replace Engine #31
- \*Waterfront Park Development: Phase 1

### **C. FURTHER DISCUSSION ON IDENTIFICATION OF CHALLENGES/ OPPORTUNITIES AND PLACING THEM IN THE FOUR 2019 GOALS.**

#### **I. Improve/Maintain Infrastructure**

- a. Corridors/Medians
- b. Resurfacing

#### **II. Enhance Revenues**

- a. Stormwater fee study

#### **III. Enhance Quality of Life Through Recreation**

- a. 4<sup>th</sup> of July celebration
- b. Athletic Fields
- c. Culture – (music, performing arts, art shows, etc.)

#### **IV. Be An Employer of Choice**

**\*The following goals were added to the 2019 goals:**

#### **V. Traffic Control**

- a. Traffic Conditions – choose an intersection to report on and then every 6 months have a County representative give updates to City Council. This update should include a report on every major intersection (particularly Park Blvd. & Seminole Blvd., 113<sup>th</sup> & Park Blvd., Johnson Blvd. & Park Blvd.)
- b. Invite School Board representative to provide update on 86<sup>th</sup> Avenue improvement.

#### **VI. Voluntary Annexation**

- a. Seminole High School
- b. Bauder Elementary School
- c. Seminole Middle School
- d. Jacobsen Vo-Tech High School
- e. Neighborhoods
- f. User fees for unincorporated areas

#### **VII. Communications**

- a. City Manager will be advancing to Council creating position of a Communications Specialist.
- b. Weekly newsletter to go out to the community – duty of the new Communication

Specialist.

- c. Update City facebook page with all City activities, not just Council activities.
- d. Advance all social media – twitter, Instagram, all while keeping it ADA compliant and compliancy with Public Records Laws.
- e. Ideas for Public feedback.

**Council Closing Remarks (remarks not consensus)**

- Councilor Springer would like to see stormwater issues addressed.
- Councilor Olliver expressed an interest in the topic of resiliency. (Councilor Matthews stated that he spoke to Sean Sullivan of the Tampa Bay Regional Planning Council and he would like him to make a presentation at the February 11, 2020 Council meeting)
- Councilor Burke would like to see if the following schools would like to annex into the City: Seminole High School, Seminole Middle School, Bauder Elementary School and Jacobsen Vo-Tech High school. Councilor Burke would also like to see if we can partner with the Chamber of Commerce to see if Seminole Recreation Members can receive a discount on Chamber member businesses.
- Councilor Barnhorn stated that the City needs to concentrate on following through on promises for upgrades/repairs to streets, safety, etc.
- Councilor Matthews stated that he believes that a Communications position is very important. He also stated that the City needs to make more of an effort to educate the residents and businesses to make them more aware if they are citizens of the City of Seminole or an unincorporated resident.
- Mayor Waters stated that the City needs to implement more of a red, white and blue initiative; her idea is to have red, white and blue lights highlighting the City Hall building during the month of July. City Manager Toney-Deal stated that Recreation Staff is evaluating a projection machine instead of lights, as it will be more cost effective.
- Mayor Waters also suggested inviting dignitaries (elected officials, Supervisor of Elections, School Board, County Commissioners, etc.) to the 2020 Pow Wow festivities. She feels it would be a great time since the City is also celebrating its 50<sup>th</sup> Anniversary.
- Mayor Waters would also like to see a City motto or mission statement established, along with a City landmark. She recommended that the Council take this on as a project to give tribute to the 50<sup>th</sup> Anniversary of the City.
- Mayor Waters stated that another idea she had for the City's 50<sup>th</sup> Anniversary Celebration was tie in with the "Keep Pinellas Beautiful" theme and have Council plant 50 trees. She also thought it would be a good idea to recognize a City business for a beautification award and give them recognition at a Council meeting. Also, along those lines, the Mayor suggested recognizing the oldest business in the City at a Council meeting.
- Mayor Waters also asked if there was some type of recognition item that could be presented to Council in honor of the 50<sup>th</sup> Anniversary.

It was the consensus of the Council to have a workshop to discuss a City motto or mission statement, and to have a workshop to discuss a beautification project such as a tree planting ceremony.

Meeting adjourned at 1:05 p.m.

Date Approved: February 11, 2020

Ann Marie Mancuso

Minutes prepared by City Clerk  
Ann Marie Mancuso

Leslie Waters  
Mayor Leslie Waters