

REGULAR COUNCIL MEETING

A Regular Council Meeting was held on July 11, 2022 at 6:00 p.m. in the Council Chambers of City Hall and via GoToMeeting +1 (872) 240-3412 - Access Code: 519-872-653.

Vice President Smith called the meeting to order. Roll call was taken. Present were members Kenneth Burgess, Alan Knight, Charles Proctor, Lance Smith and Mayor Whitfield. Jodi Wilkeson was absent. City Manager William Poe and City Attorney Matthew Maggard were present.

Staff present: Police Lieutenant Matthew Hillen, Public Works Director Shane LeBlanc, Planning Director Todd Vande Berg, Building Official Bill Burgess, CRA Director Gail Hamilton, Public Information Officer Kevin Weiss, IT Director Mike Panak, Senior Planner Rodney Corriveau, Intern Tyler Williams and City Clerk Lori Hillman.

Pastor Denise Lay of the First Presbyterian Church of Zephyrhills delivered the innovation. The Pledge of Allegiance followed.

1. BUSINESS ITEMS/CITY MANAGER'S REPORT

1.1 Award Contract 37-22-07 to Wharton-Smith for Hercules Park Construction – Construction Management

City Manager William Poe stated on April 10, 2022, the City distributed a Request for Qualifications through Tampa Bay Times and BidNet Direct for Construction Management Services of Hercules Park. The Evaluation Committee consisting of CRA Director Gail Hamilton, Utility Director John Bostic, Public Works Director Shane LeBlanc and Senior Planner Rodney Corriveau ranked Wharton-Smith the top firm out of the three (3) solicitation responses received. Wharton-Smith will be working closely with Kimley-Horn & Associates on the design of Hercules Park and will provide maximum pricing, pre-construction services, project schedule, cost estimates, subcontractors and suppliers, procurement, construction services, City's responsibilities, contractor's responsibilities, compensation for pre-construction services, compensation for construction services, dispute resolution and termination. Staff recommended Council's approval.

Kenneth Burgess moved to award the Construction Management Services of Hercules Park to Wharton-Smith. Seconded by Alan Knight. Motion passed unanimously, 4-0.

1.2 North Star Place Branding & Marketing Letter of Agreement 41-22-22

City Manager William Poe stated on March 16, 2022, the City distributed a Request for Qualifications through Tampa Bay Times and BidNet Direct for Branding and Marketing Development Services. The Evaluation Committee consisting of Public Information Officer Kevin Weiss, CRA Director Gail Hamilton, Public Works Director Shane LeBlanc, Senior Planner Rodney Corriveau and Intern Tyler Williams ranked North Star Place Branding & Marketing the top firm out of the ten (10) solicitation responses received. The proposed timeline is 34 weeks and encompasses market research, brand strategy, creative development, and action and implementation. The City envisions project success of this rebrand to include a consistent, cohesive brand image, personality and message; a more engaged and informed community; a universal message and image that all departments can use to communicate efficiently and effectively; a brand that adds value to the City while defining who the City is as a community and the dynamic future the City is creating; a stronger sense of community that engages and attracts residents, promotes economic development, encourages civic engagement and boosts tourism. The fiscal impact is not to exceed \$68,000. Staff recommended Council's approval.

Councilman Burgess requested North Star Place Marketing and Branding present an update at the completion of Phase I.

Public Information Officer Kevin Weiss said the process is to create a logo, color scheme and a tagline for City-wide cohesiveness. He noted the Police Department and Community Redevelopment Area (CRA) will retain their individual logo. He suggested a twist on the City of Pure Water such as Zephyrhills is a refreshing place to live or make a splash in Zephyrhills to include a water element that ties in with the rebranding of the City.

Charles Proctor moved to approve Business Item 1.2. Seconded by Kenneth Burgess. Motion passed unanimously, 4-0.

2. CITIZEN COMMENTS

2.1 Kim Earle – 37741 Phelps Road – Flooding from Trotter’s Crossing

Ms. Earle narrated a video and picture presentation from a rain event that occurred on July 1, 2022 that flooded her property. She said the water runoff tore the wire off a gate, knocked down five (5) fence posts, washed out a driveway and led to water intrusion in her Florida Room. She explained the grating of the hill behind her property and the damage to Phelps Road. She said Mr. Hombre sent a crew of men to install six (6) new fence posts, repair the fence, and rehang the gate but he did not offer a solution to the drywall and insulation damage to her house that needs to be addressed. She said the site is slated for a retention pond and said the engineers had to know the water would drain to her property. She stated she has lived in her home for 15 years and has never experienced flooding.

City Manager William Poe explained the City was notified of the situation on Friday, July 1st and the contractor and project manager were contacted by Planning Director Todd Vande Berg. The project was also reported to SWFWMD. He said staff will facilitate a resolution to the flooding issues with developer and added the Contractor needs to facilitate a solution with the property owners.

Planning Director Todd Vande Berg said staff advised the contractor of the meeting this evening and asked for an update but they were unavailable to attend.

Council concurred the contractor is 100% responsible and discussed placing a Stop Work Order on the project until all properties affected have been rectified. Council directed Ms. Earle to secure a contractor’s estimate of the damages to her home and the cost to repair for a status update at the July 25th meeting.

Council Vice President Smith said an engineer needs to calculate the amount of water generated coming off the hill for a solution moving forward.

Councilman Proctor directed the City Attorney to issue a Stop Work Order at the project site until the situation is resolved with the exception of continued construction to correct the flooding issue. Seconded by Kenneth Burgess. Motion passed unanimously, 4-0.

Spoke from the floor: Eileen Westermann - 5522 17th Street, Zephyrhills, FL

Ms. Westermann said she would like to see some type of provision to protect the top of the hill (the ridge line). She said the construction site does not have permits posted. She hopes Council will be more proactive in approving similar projects in the future and expressed her appreciation to Council for issuing a Stop Work Order to send a clear message.

Spoke from the floor: Warren Earle – 3822 Florida Ranch Blvd. – Zephyrhills, FL

Mr. Earle questioned who will supply an engineer for the project to calculate the water runoff and said the water was really moving. He said the problem is the fence line is located in Pasco County and the City of Zephyrhills. He suggested someone fly a drone over the site. He thanked Council for placing a Stop Work Order.

2.2 Eileen Westermann – 5522 17th Street – Clock Plaza

Ms. Westermann said the clock in Clock Plaza is not running and presented a quote in the amount of \$7,500 to repair the interior of the clock with a two year warranty. She also noted the face of the clock is no longer clear, the base needs to be repainted and the Zephyrhills lettering needs to be renewed through hand painting. She reached out to Reutimann Collision who are honored to sand blast and repaint the base of the clock free of charge. She will contact the Burgons Clock Company on the remaining items.

City Manager William Poe said the estimate exceeds \$5,000 and will need to go out to bid for three (3) quotes in adherence with the City’s Purchasing Policy.

2.3 Main Street Zephyrhills Presentation

Main Street Director Faith Wilson introduced Linda Starr-Kerns, President; Martin Harm, Treasurer; Tony Kerns, member; Eileen Westermann, member; Antwon Gildon, Board of Directors; and Gail Hamilton, CRA Director.

- “Every Drop Counts” was chosen for the name of the mural at Transplant Park following the “Name the Mural Community Survey.
- Upcoming Public Art Projects were announced to include The Eagles Mural (mural concept design was shown), Elements on 5th Sculpture (2nd in series), and Friends of the Library Collaboration: Library Crosswalk Mural.
- Upcoming Events included Main Street Market, the 3rd Saturday’s in June, August and November 9:00 a.m. – 2:00 p.m.; Music and Motorcycles, September 17th; Sip & Stroll Artwork, September 30th; Halloween Howl, October 29th; Veterans Parade, November 12th, and Festival of Lights, December 3rd.
- ABC Action News featured Zephyrhills’ downtown businesses Friday, July 8th
- Faith presented a heart-felt thank you to Council for the opportunity to serve the community and thanked the Main Street Board Members and volunteers for their support.

Councilman Knight recognized Faith Wilson for her service with Main Street and said she will be missed. Faith received a standing ovation.

MAYOR ANNOUNCEMENTS – Mayor Whitfield reassured Ms. Earle that the City will continue to work on the flooding issue for those affected.

CITY MANAGER ANNOUNCEMENTS – City Manager William Poe said ABC Action News (WFTS-TB Channel 28) did a great job covering Zephyrhills and all the great things the City has to offer and thanked PIO Kevin Weiss for coordinating the event. He requested a Budget Workshop be held on Monday, July 18, 2022 at 6:00 p.m.

CITY ATTORNEY ANNOUNCEMENTS – City Attorney Matthew Maggard will direct the Building Department to issue a Stop Work Order at Trotter’s Crossing.

CITY COUNCIL COMMENTS – Councilman Knight asked everyone to keep our nation in their prayers, especially the families that have lost loved ones. He recognized City Manager William Poe for an excellent job with ABC Action News (WFTS-TB Channel 28).

Councilman Proctor thanked Kim Earle for bringing her situation to Council’s attention and said a Stop Work Order will light a fire.

Councilman Burgess was surprised at the significant amount of time dedicated to Zephyrhills by the media. He thanked Faith Wilson for her service with the City.

Council Vice President Smith said the ABC Action News segment was excellent. He acknowledged Main Street Coordinator Faith Wilson for her service with the City.

3. **NOTED ITEMS**

9.1 Depository Deposit Listing

Meeting adjourned: 7:24 p.m.
Submitted by Lori L. Hillman