

REGULAR COUNCIL MEETING

A Regular Council Meeting was held on January 23, 2023 at 6:00 p.m. in the Council Chambers of City Hall and via GoToMeeting (646) 749-3122 - Access Code: 362-271-597.

Council President Wilkeson called the meeting to order at 6:15 p.m. Roll call was taken. Present were members Alan Knight, Charles Proctor, Jodi Wilkeson, Lance Smith, Kenneth Burgess and Mayor Whitfield. City Manager William Poe was present. City Attorney Matthew Maggard was absent.

Staff present: Police Chief Derek Brewer, Police Lieutenant Nathan Gardner, Police Lieutenant Matthew Hillen, Public Works Director Shane LeBlanc, Planning Director Todd Vande Berg, Public Information Officer Kevin Weiss, IT Director Mike Panak, Senior Planner Rodney Corriveau, Historic Preservation Specialist and Community Planner Audrey McGuire, Water Treatment Plant Operator Eric Martin and City Clerk Lori Hillman.

Beth Aker with Meals on Wheels delivered the innovation. The Pledge of Allegiance followed.

1. CITIZEN COMMENTS

1.1 Clock in Time Square/Clock Plaza – Eileen Westermann – 5522 17th Street – Zephyrhills, FL

Ms. Westermann said she referred the clock issue to HR for resolution.

1. MAYOR

2.1 Police Chief Derek Brewer – Jamil Jreisat Public Service Exemplar – American Society of Public Administration

Dr. Spina said he is a member of the Suncoast Chapter of the American Public Administration Society (ASPA). Each year the organization recognizes public servants and officials who contribute to the field of public administration and to their communities. He nominated Police Chief Derek Brewer for a Public Service Exemplar award in recognition of his service to Zephyrhills and the formulation of a Homeless Task Force. A Public Service Exemplar is a person dedicated to serving the public with the highest level of performance, integrity, and pride. An exemplar's conduct serves as a model for public and non-profit employees. Police Chief Brewer is a 22-year veteran of the Zephyrhills Police Department, starting as a patrol officer in 2001, rising to chief in 2017. He earned a Masters of Art degree in Criminal Justice Administration from USF in 2021. Emphasizing the need to find local solutions to local problems, Brewer met with community stakeholders to share ideas and resources to work with the homeless population and to help prevent others from falling through the cracks. The task force, known as the HUB, also provides alternative tools for police officers to aid homeless residents and get them off the streets. The HUB operates as a clearing house of assistance and activity, coordinating outreach teams with contacts at community food banks, providing access to clothing and other supplies as well as shelter. Police Chief Brewer was awarded the Jamil Jreisat Public Service Exemplar award on November 9, 2022.

2.2 Planning Director Todd Vande Berg – Distinguished Service Award – American Society of Public Administration

City Manager William Poe said Urban Planner/Engagement Specialist Tammy Vrana nominated Planning Director Todd Vande Berg for the Distinguished Service Award through the Suncoast Chapter of the American Planning Association. Todd Vande Berg has served the City of Zephyrhills since the mid-90s after a tenure with the Florida Department of Environmental Protection. Since that time, the City's population has increased by more than 60% upwards of 3% annually. Todd has remained a steady force for proactive and responsive planning in the community, even to the extent that surveyed residents have identified him as an important community asset due to his service and longevity. Todd is a visionary who has successfully pitched and championed many City initiatives including a three-time award winning sustainability action plan in 2012, a plan to preserve a significant aggregation of industrial lands from residential conversion, and a form-based code where a potential highway widening threatened the goals of the CRA. Understanding that bringing ideas to life takes a village, Todd is a natural convener bringing together local, regional, and state agencies, private industry, and the community together for such accomplishments as a nine-mile regional trail, the SR-56 extension (and potential bypass to save the CRA), and the stunning Sarah Vande Berg

Tennis & Wellness Complex, probably his crowning achievement in honor and memory of Todd's daughter and local tennis hero, Sarah Vande Berg. Todd was presented the Distinguished Service Award at the American Society of Public Administration's annual meeting.

2.3 Swearing In of Patrol Officer Jonathan Aroacha

Police Chief Derek Brewer introduced Jonathan Aroacha who was born in Puerto Rico and raised in New Jersey where he met his wife Tiffany. In 2006, he entered the Marine Corp. and was assigned to the 362nd helicopter squadron of the angels in Hawaii. In 2009, he was deployed to Iraq as part of Operation Iraqi Freedom and to Afghanistan as part of Operation Enduring Freedom. After his honorable discharge from the Marine Corp. in 2011, he became a police officer with the Newark Police Department in New Jersey where he spent seven years before moving to Zephyrhills. In 2014, he graduated from Fairleigh Dickinson University with a Bachelor's Degree. He said he is grateful for officer Aroacha's service to our country and excited to have him as part of the Zephyrhills Police Department. Patrol Officer Aroacha was pinned by his Tiffany and recited the Oath of Office.

2. CONSENT ITEMS

3.1 Approval of January 9, 2023 Regular Meeting Minutes

3.2 Approval of December 12, 2022 Regular Meeting Minutes

Alan Knight moved to approve the Consent Items. Seconded by Lance Smith. Motion passed unanimously.

3. BUSINESS ITEMS/PUBLIC HEARING

4.1 North Star Place Branding and Marketing (Branding Research & Strategy Presentation)

Mr. Barlow presented a condensed version of the North Star Branding Research and Strategy presentation that was presented to City Council and the Mayor. He narrated a PowerPoint presentation of the branding process and research to include a community-wide survey, brief summary of community survey results, consumer awareness and perception study and strategy insights. He said a brand tells the most compelling and competitive story. The job of the strategy is to uncover, identify and determine what the story should be about.

Strategy Recommendation:

For those seeking new energy with the peace and ease of a charming, authentic Florida, Zephyrhills, amidst the rolling countryside of Pasco County just north of Tampa embraces an invigorating legacy of well-being that endures, where opportunity springs eternal."

The next steps will build on the strategy and make it meaningful and relevant. A workshop will be hosted on February 1, 2023, 5:30 p.m. – 7:00 p.m. at City Hall to engage the community.

MAYOR ANNOUNCEMENTS – Mayor Whitfield acknowledged Police Officer Jonathan Aroacha and congratulated Planning Director Todd Vande Berg, Police Chief Derek Brewer and Audrey McGuire for their awards and achievement.

CITY MANAGER ANNOUNCEMENTS – City Manager William Poe presented an update to Kossik Road. The engineering firm that submitted the right-of-way request is waiting on review and comments from Pasco County's Transportation Access Department which was due December 31, 2022. The completion date for Simons Road is March 2023. An eastside joint workshop with Zephyrhills, Dade City, St. Leo, San Antonio and Pasco County will be held February 1, 2023, 10:00 a.m. – 12:00 p.m. at the Wiregrass Ranch PHSC Campus. Zephyrhills will discuss the City's utility service area, potential for the purchase of utility systems, Joint Planning Area (JPA), growth management, east side regional park, transition of SR-56 to CR-54,

Kossik Road connection to Wire Road and a CRA presentation.

CITY ATTORNEY ANNOUNCEMENTS – N/A

Planning Director Todd Vande Berg acknowledged and congratulated Historic Preservation Specialist and Community Planner Audrey McGuire on passing the American Institute of Certified Planners (AICP) test.

CITY COUNCIL COMMENTS – Councilman Burgess congratulated Planning Director Todd Vande Berg, Police Chief Derek Brewer and Historic Preservation Specialist and Community Planner Audrey McGuire. He reminded everyone of the Municipal Association of Pasco (MAP) meeting on Thursday, February 2, 2023.

Council Vice President Smith acknowledged Government Liaison Amber Smith with SWFWMD in attendance. He said to win two awards through the American Association of Public Administration speaks to City staff. He congratulated Historic Preservation Specialist and Community Planner Audrey McGuire on passing the AICP test and welcomed Officer Jonathan Aroacha. He said the MPO reached out to the City with bike lights to distribute to those in need following another pedestrian death. Police Chief Brewer will place bike lights in patrol vehicles to distribute in lieu of writing citations.

Councilman Proctor congratulated Police Chief Derek Brewer and Planning Director Todd Vande Berg on their awards, welcomed Patrol Officer Jonathan Aroacha and acknowledged Historic Preservation Specialist and Community Planner Audrey McGuire for passing the AICP test.

Councilman Knight echoed all comments and said he was proud of Historic Preservation Specialist and Community Planner Audrey McGuire on her accomplishment. He congratulated Planning Director Todd Vande Berg and Police Chief Derek Brewer for their awards. He said he is proud of the City of Zephyrhills and their vision. He said we live in the greatest little City in America.

City Manager William Poe said the City will sponsor two individuals to attend the Police Academy at PHSC; Karly Crews and Colton Nelson. He said the sponsorship requires they sign a four year contract; a two year sponsorship and two year employment agreement. If they leave prematurely, a dollar amount is tied to the contract for reimbursement to the City.

Council President Jodi Wilkeson congratulated staff on their awards and accomplishments. She said the Main Street Board and staff have scheduled a retreat to develop ideas for the upcoming year to better serve the residents within the community. She directed staff to set an internal deadline with Pasco County relating to Kossik Road for the ability to put the developer on notice if progress is not being made.

4. NOTED ITEMS

- 5.1 Silverado Warranty Bond Release 5A, 7, 9B, 11A, B and C
- 5.2 New Telephone System
- 5.3 Depository Deposit Listing

Meeting adjourned: 7:03 p.m.
Submitted by Lori L. Hillman