



# The Week in Perspective

## City Manager's Report

Norton Craig, City Manager  
Henry Schubert, Assistant City Manager  
Michael Staffopoulos, Assistant City Manager

Report No. 996  
May 11 – May 17, 2012

### Administrative Issues

#### **A-1. Project Advisory Committee Update**

Community Development Director Stricklin reports that the Project Advisory Committee (PAC), which recently approved the Alternatives Analysis for the proposed light rail system for Pinellas County, has been reconvened as the Advisory Committee for Pinellas Transportation (ACPT). City Commissioner Crozier, formerly Vice Chair of the PAC, was elected as Chair of the new committee at their meeting held on Monday, May 14. St. Petersburg Councilman Danner will serve as Vice Chair. The role of the ACPT will be to provide a forum for transit initiatives in Pinellas County, provide input to agency partners on land use and transportation integration, and to engage stakeholders and regional partners. The next meeting will be held on Monday, July 9, 2012.

#### **A-2. Community Rating System 5-year Cycle Visit**

Planner on Call/CRS Coordinator Murray reports that the Community Rating System (CRS) Five-year Cycle Visit is scheduled for May 30 and 31. Lori Lehr, ISO/CRS Specialist, will be at City Hall to conduct the verification visit. The National Flood Insurance Program's (NFIP) Community Rating System (CRS) is a voluntary incentive program that recognizes and encourages community floodplain management activities that exceed the minimum NFIP requirements. As a result, flood insurance premium rates are discounted to reflect the reduced flood risk resulting from community actions meeting the 3 goals of the CRS: 1. Reduce flood losses; 2. Facilitate accurate insurance rating; and 3. Promote the awareness of flood insurance. The City of Largo currently maintains a Class 6 rating in the CRS, which saves residents in the City of Largo 20% on their flood insurance premiums, making continued participation in the program very important to the City of Largo and its residents. Once every five (5) years a verification visit is required to maintain participation in the CRS program.

#### **A-3. New Largo Businesses – Week ending May 11, 2012**

Name of Business	Address	Type of Business
Andros Contracting Inc	9225 Ulmerton Rd #320	Administrative Office for Government Contractor

#### **A-4. “An Old Fashioned Christmas Parade” Presented By Old Northwest™**

Economic Development Program Planner Rojas-Norton and Neighborhood Coordinator Moore report that a meeting with the leadership of Old Northwest™ was held on Monday, May 14 to discuss and prepare for an Old Fashioned Christmas Parade in Downtown Largo. The business organization plans to hold the parade on Saturday, December 1, 2012 in Downtown Largo. The parade is intended to be held in the early afternoon to encourage residents and visitors to spend time in Downtown Largo before attending the Holiday Stroll in Largo Central Park. Staff attended the organization's membership and networking meeting afterward to be present for the parade discussion and were available to answer questions.

#### **A-5. Mr. Gerald Tucker Comment from May 15, 2012 Regular City Commission Meeting**

Assistant Building Official Ondulich reports that staff has been working with Mr. Tucker to correct the violations concerning the outside storage of items at 14100 U.S. Highway 19 North. Mr. Tucker was issued a citation for violating Code of Ordinance section 11-74 on April 10. Mr. Tucker has removed the

items in question and has since brought the property into compliance.

**A-6. Florida Executive Development Seminar**

Deputy Chief of Police Undestad reports that he attended the 15th Annual Florida Executive Development Seminar (FEDS) held May 7-11, in Palm Beach Gardens, Florida. The program is sponsored by all three FBI Divisions in the State of Florida, and co-sponsored by the Florida FBI National Academy Association. The FEDS was established by the FBI as a training program designed to provide executive and management training to Florida Chiefs of Police, Sheriffs, and their command staff. It is an intensive 40-hour course which includes sessions in leadership, management, ethics, dealing with the news media, and other topics of current interest to Florida's law enforcement commanders.

**A-7. Solid Waste Holiday Schedule**

Solid Waste Manager Gordon reports that City of Largo residential garbage, recycling and bulk pick-up customers will not have Solid Waste services on Memorial Day, Monday, May 28, 2012. If your collection day is Monday, your collection will be moved to Tuesday. Tuesday's collection will be serviced on Wednesday. There will be no change to commercial collection. If you have questions please call (727)587-6760.

**A-8. Florida Department of Environmental Protection Public Workshop**

Environmental Services Director Kety reports that on Wednesday, May 16, he and Environmental Manager Soldo attended the Florida Department of Environmental Protection Public Workshop on Triennial Review of State Surface Water Quality Standards Chapters 62-302, 62-303, and 62-4, F.A.C. in Orlando. Topics of discussion included Human Health-based Water Quality Criteria and Revisions to Dissolved Oxygen Criteria. Information obtained from the workshop is important for future operating permit compliance and capital improvement plans.

**A-9. Largo Golf Course Groupon Promotion**

Marketing Specialist Tenaglia reports that the Largo Golf Course is beginning to honor Groupon vouchers from the online promotion that ran the beginning of May, 2012. Largo Golf Course offered a promotional voucher for \$21.00, which included 18 holes for 2 golfers and an electric cart. The deal was featured on Groupon.com for a total of 72 hours, and will also be made available to select Groupon segments through July 30, 2012. The Largo Golf Course has currently sold a total of 676 vouchers, equating to 1,352 golfers. As of 5/16/12, 64 vouchers have been redeemed. 73% (47 golfers) were first time visitors to Largo Golf Course. Golf Course staff have been collecting email addresses and contact information from each golfer redeeming a Groupon. These individuals will be added to the Golf Course's eNewsletter subscriber list and will be communicated with on a consistent basis. The Groupon voucher is valid through September 30, 2012, during the course's off-peak season.

The City of Largo has received its first compensation check from Groupon in the amount of \$2,138.51. Groupon will provide the remaining amount in two additional installments, scheduled for 30 days and 60 days after the run date. The City of Largo will receive a total of \$10.24 per Groupon sold. This reflects a 50/50 split between Groupon and the City of Largo, as well as an additional 1.25% credit card processing fee of \$0.26.

A report provided by Groupon shows that 61% of those who purchased the Largo Golf Course Groupon are between the ages of 18-50; 59% were female; and the top zip codes were from Seminole, Largo and Clearwater. 42 Groupons were purchased as gifts.

As vouchers are redeemed, Groupon emails these individuals a quick satisfaction survey asking them to rate their experience and provide any comments. 96% of respondents indicated that they would recommend Largo Golf Course to a friend and customer comments included, "Thank you for a pleasurable experience," "Great little course. Keep up the good work," and "Enjoyed the course!" According to Groupon's customer approval scale, Largo Golf Course has received a rating of Excellent.

**A-10. Fox 13's Charley's World Comes to Library**

Library Director McPhee reports that Charley's World on Fox 13's Good Day Tampa Bay will be reporting live at the library on Thursday, May 24. Largo Public Library is one of the three libraries that will be featured in Charley Belcher's coverage during the week of May 21. The other libraries are in Tampa. Four segments are scheduled, which will include an overview of the library, children's services, English Language Learning, and the technology programs that focus on eBooks and life skills. Mr. Belcher wants to highlight the value of public libraries, their importance to the community and the benefits of available services.

**A-11. Project One Four**

Athletics and Golf Manager Potts is excited to report that prior to the Tampa Bay Rays home game on Saturday, May 19, the Recreation Parks and Arts Department will be awarded a \$7,000 Youth Athletic Scholarship donation from Project One Four, sponsored by David Price. David Price, a pitcher for the Rays, created the foundation to provide local non-profit and government organizations with funding assistance to enhance and improve the quality of life of children throughout the Tampa Bay area, and in his home town of Murfreesboro, Tennessee. The funds received from the grant will be used to provide families in Largo needing financial assistance to register their children in youth sports leagues offered by the City, or one of its co-sponsored groups. Criteria for the scholarship application are currently being developed with implementation planned for the fall sports season.

**Other Items of Interest**

- M-1.** Library Director McPhee reports that Assistant Director Bumgarner accepted a library director position in Eagle, Idaho. Library staff wishes him well in his new position and thanks him for over six years of service to the City.
- M-2.** Southwest Supervisor McIntosh is pleased to report that on Saturday, May 12, the championship and final game for the 2012 Spring Flag Football league was held at Southwest Complex. The Sharks defeated the Predators 31 to 19 in the championship game. After the championship game, the end of the year BBQ was held at Southwest Pool. There were 137 parents and children attending the party.
- M-3.** Aquatics Manager Abdo is pleased to announce that on May 19 & 20, the Highland Family Aquatic Center will be reopening to the public. Each of these days the facility will be available as one session from noon until 4 pm for one discounted price which includes door prizes and hot dogs. On Saturday only, there will also be Chick-fil-A sandwiches, while supplies last. The admission fee is \$12 (R/NR) or \$23 (without a recreation card) for a group of five. There is something fun for all ages and abilities at the aquatic center. Due to construction, families must enter from Lake Avenue.
- M-4.** Aquatics Manager Abdo is pleased to announce that Suncoast WaterWorks is presenting their annual summer synchro water show at Southwest Pool on Saturday, May 19 beginning at 6:30 pm. A free synchro clinic will begin at 5:00 pm and includes a ticket to the show for participants. Admission fees are \$8 for adults and \$5 for children/students and seniors.
- M-5.** Community Center Manager Ankerberg is pleased to report that the Saturday Open-Air Market is doing well and continuing to grow, vendor count now approaches 70. The Community Center received over \$500 in booth rentals on Saturday, May 12. Attendance and interest in the market remains steady. The market will be closing for the summer after the June 16 market and will be followed by a post-market vendors debriefing meeting on Monday evening June 18.
- M-6.** Community Center Manager Ankerberg reports that a recent review of data from the Rec Track program regarding seniors attending the Community Center indicates that the average age of senior participants has declined. In 2006 the average age was 74, but has now dropped to approximately 64 years of age. This indicates that the new center has been successful in broadening its appeal to a wider range of adults.

- M-7.** Cultural Center Box Office Supervisor Seaman reports Eight O’Clock Theatre ended the performance of “Broadways’ Best” with three sold out shows. There were 2,134 in attendance for the Eight O’Clock Theatre’s two weekends of performances. The City of Largo was the highest percentage in attendance out of 834 different zip codes.
- M-8.** Contracts and Proposals for the Cultural Center written during the past week:
- Six rental proposals;
  - Three weddings with receptions;
  - Two graduation parties;
  - One retirement party; and
  - Two events in the Tonne Playhouse (repeat customers).
- M-9.** Parks Superintendent Brown reports that the Arthritis Research Institute of America held a 5K run on Saturday, May 12. Bonner and McGough Parks were rented for the run in which approximately thirty-five people participated. The runners followed the same route as the Turtle Trot which took place at McGough Nature Park on April 14.
- M-10.** Assistant Parks Superintendent DePappa reports the following projects have been completed by the Parks Administration and Technical Services Crews:
- Trimmed fence line at Whitesell Complex.
  - Trimmed low limbs on 143rd Street, Huntington Drive, Webley Drive and Phyllis Avenue.
  - Removed large Brazilian Pepper tree on Huntington Drive.
  - Trimmed Oak Tree on 122nd Avenue.
  - Removed Queen Palm on 126th Street North.
  - Assisted the Facilities Maintenance Division at the Largo Cultural Center with the tree crew’s bucket truck.
  - Finished writing bid for the Median Rehabilitation Project, bids are due back at 2:00 pm on May 25, 2012. Work will be completed on East Bay Drive, Missouri Avenue, Seminole Boulevard and Walsingham Road.
- M-11.** Parks and Community Support Foreman Hinrichs reports the following projects have been completed by the Parks Maintenance Staff, Community Support Crew, Spray Technician and Horticultural Technician:
- Delivered and retrieved gas grill at Southwest Aquatic Center.
  - Delivered and retrieved 250 chairs from the Highland Complex.
  - Trimmed weeds from the retention ponds and lake banks at City Hall.
  - Brought truck #33 and the crash trailer to Action Fabrication in Tarpon Springs to have the new hitch fabricated on the truck to make it safety certified to pull the crash trailer.
  - Completed daily maintenance on mowers and power hand-tools.
  - Maintained properties and completed site inspections.
  - Changed trash and dog waste bags in all the neighborhood parks and all trash cans on West Bay Drive, Clearwater-Largo Road and Largo Cemetery.
  - Serviced restrooms and trash removal at Southwest Recreation Complex playground area and Northeast Park.
- M-12.** Streets and Stormwater Supervisor Hoston advises that the construction crew worked on the following projects:
- Installed 90 feet of 24" concrete pipe and constructed a catch basin on the 16th Avenue SE project.
  - Installed two catch basin lids on 16th Avenue SE.
  - Cleaned two CDS units located at 5th Avenue NE near Largo PD at City Hall, and 101st Street near Fuguitt Elementary School.
- M-13.** Streets and Stormwater Foreman Henry advises that the maintenance crew worked on the following

jobs:

- Began ditch bank reestablishment in Ranchero Village as well as along Adrian Avenue.
- Street sweepers worked on their regularly scheduled routes throughout the City, including the new pervious concrete alleys.
- Completed the pond cleanup at Lake Judy Lee Drive.

**M-14.** Sign/Traffic Technician Hale worked on the following tasks:

- Changed the direction of arrows on the existing Highland Recreation Center Guide signs to reflect the new entrance into the facility.
- Installed two 30" x 30" brown and white guide signs on Highland Avenue, North and South of the closed Highland Recreation Center driveway to direct traffic to the new entrance on Lake Avenue
- Replaced the two 48" x 36" green and white guide signs for the Largo Community Center on Lake Avenue with two Brown and White Guide signs that show directions to the Community Center as well as the Highland Recreation Center.
- Replaced a No Parking sign at Dead End of 3rd Avenue NW, that had been spray painted and recovered the wooden end of the road barricade with reflective sheeting to improve its visibility.
- Installed three signs at the alley entrances off of 6th Street NE identifying the alleys as pervious concrete.
- Dropped off ten barricades for the construction crew at a job site on Sunset Drive and picked up barricades used on Creek Lane for a block party.
- Made eight City Seals and twelve vehicle numbers for the Fleet Division to install onto City vehicles.
- Installed orange flags atop three newly installed Dead End signs on Josephine Road and Henrietta Avenue to increase drivers' awareness of them.
- Replaced fourteen missing flexible delineator posts - three on Rosery Road, two on Clearwater/Largo Road, one on Howard Drive, three on West Bay Drive, three at the Cultural Center parking lot, one at Central Park parking lot and one at Bay Breeze Terrace.
- Installed two Yield to Pedestrian signs at the crosswalk at the west end of Hudson Street.

**M-15.** Spray Technician Doolittle performed aquatic treatment at the following location:

- South West Regional Pond South (two events) - treated 2.5 acres of Torpedo Grass and Alligatorweed with Habitat and Rodeo.

### UPCOMING MEETINGS & EVENTS

Master Calendar

<p><b>May 21</b> Monday</p> <p>9:30am                      RPA Advisory Board Meeting                      Largo Golf Course</p>	<p><b>May 22</b> Tuesday</p> <p>9:00pm                      Ranking of Financial Auditing Svcs Mtg                      OMB Conference Room</p>	<p><b>May 23</b> Wednesday</p> <p>9:00am                      PSTA Board of Directors' Meeting                      3201 Scherer Dr., St. Petersburg</p>	<p><b>May 31</b> Thursday</p> <p>1:30pm                      Code Enforcement Board Hearing                      Commission Chamber</p>
<p><b>Jun 04</b> Monday</p> <p>9:00am                      Finance Advisory Board Meeting                      Lobby Conference Room</p> <p>6:30pm                      Community Development Advisory Board Meeting                      Community Room</p>	<p><b>Jun 05</b> Tuesday</p> <p>6:00pm                      Commission Meeting                      Commission Chamber</p>	<p><b>Jun 07</b> Thursday</p> <p>6:00pm                      Planning Board Meeting                      Commission Chamber</p>	<p><b>Jun 12</b> Tuesday</p> <p>6:00pm                      Commission Work Session                      Community Room</p>
<p><b>Jun 13</b> Wednesday</p> <p>1:00pm                      MPO Meeting                      315 Court Street, Clearwater</p>	<p><b>Jun 19</b> Tuesday</p> <p>6:00pm                      Commission Meeting                      Commission Chamber</p>	<p><b>Jun 20</b> Wednesday</p> <p>1:00pm                      Pinellas Planning Council (PPC) Meeting                      315 Court Street, 5th Floor, Clearwater</p> <p>6:00pm                      Public Works/Env. Svcs. Advisory Board Meeting                      TBD</p>	<p><b>Jun 25</b> Monday</p> <p>6:30pm                      RPA Advisory Board Meeting                      Highland Recreation Complex</p>

## **Commission Action Items Update for Week Ending**

### April 17, 2012, Regular Meeting

1. Request by Commissioner Brown that a Work Session discussion be scheduled to discuss making the sign application process easier.

*Building Official Andrews reports that this item has been scheduled for discussion at the July 10 Work Session.*

2. Request by Commissioner Holmes that quarterly reports on Golf Course revenue and expenses be provided to the City Commission.

*Staff will provide quarterly updates of expenses and revenue on the Largo Golf Course operation. The next report will be provided to the City Commission the first week in July to cover the current quarter – April – June.*

### May 15, 2012, Regular Meeting

1. Request by Mayor Gerard that grounds maintenance options, including frequency reductions, be provided for the budget Work Session.

*Parks Superintendent Brown reports that meetings have been scheduled to prepare a strategy for grounds maintenance, a presentation will be given at the City Commission Work Session in June. The Recreation, Parks and Arts Division is planning to award a contract to Buccaneer Landscape to continue their current contract until October at the City Commission Regular Meeting on June 5th.*

2. Request by Mayor Gerard that staff provide an analysis by responder zip code of the Community Values Survey question regarding feeling safe in the community.

*OMB Manager Davis will have the Community Values Survey question regarding feeling safe in the community ran against respondent's zip codes to determine if there are any significant relationships. Additionally, the respondent's zip code will be run against all value questions in the survey to find if there are any other significant relationships to report. The results will be reported to the City Commission as soon as the tests are completed, additionally, the presentation will be updated with this new information.*

3. Request by Commissioner Smith for a City Manager's Report item on the year to date amount spent on travel and training and the anticipated remainder at the end of the year.

*OMB Manager Davis will provide the year-to-date as well as the projected year-end Travel & Training expenditures for FY 2013 by the end of May.*

4. Request by Vice Mayor Crozier that staff include a section on the agenda memo form to indicate whether an item has been reviewed by a union.

*City Clerk Bruner and Assistant to the City Manager Evans advise that this issue was discussed at the Department Director's Staff Meeting and it was determined that this information would best be included in the body of the agenda memo.*

## PROPOSED WORK SESSION SCHEDULE

Work Session

<p style="text-align: center;">Jun <b>12</b></p> <p style="text-align: right;">Tuesday</p> <p>8:00pm</p> <ul style="list-style-type: none"> <li>01 Stormwater Update (CD)</li> <li>02 LAP Certification (CD)</li> <li>03 CDBG Action Plan (CD)</li> <li>04 Urban Forest - Tree Report (RPA)</li> <li>05 Reclaimed Water Update (ES)</li> </ul>	<p style="text-align: center;">Jul <b>10</b></p> <p style="text-align: right;">Tuesday</p> <p>8:00pm</p> <ul style="list-style-type: none"> <li>01 CDC Update (CD)</li> <li>02 Republican Convention (Largo Response) (PD)</li> <li>03 Sign Permitting (CD)</li> </ul>	<p style="text-align: center;">Aug <b>14</b></p> <p style="text-align: right;">Tuesday</p> <p>8:00pm</p> <ul style="list-style-type: none"> <li>01 Health Insurance (HR)</li> </ul>	<p style="text-align: center;">Aug <b>17</b></p> <p style="text-align: right;">Friday</p> <p>12:00pm</p> <ul style="list-style-type: none"> <li>01 FY 2013 Budget Review</li> </ul>
<p style="text-align: center;">Sep <b>11</b></p> <p style="text-align: right;">Tuesday</p> <p>8:00pm</p> <p>Future Work Session</p>	<p style="text-align: center;">Oct <b>09</b></p> <p style="text-align: right;">Tuesday</p> <p>8:00pm</p> <p>Future Work Session</p>	<p style="text-align: center;">Nov <b>13</b></p> <p style="text-align: right;">Tuesday</p> <p>8:00pm</p> <p>Future Work Session</p>	<p style="text-align: center;">Dec <b>11</b></p> <p style="text-align: right;">Tuesday</p> <p>8:00pm</p> <p>Future Work Session</p>
<p style="text-align: center;">Jan <b>08</b></p> <p style="text-align: right;">Tuesday</p> <p>8:00pm</p> <p>Future Work Session</p>	<p style="text-align: center;">Feb <b>12</b></p> <p style="text-align: right;">Tuesday</p> <p>8:00pm</p> <p>Future Work Session</p>	<p style="text-align: center;">Mar <b>12</b></p> <p style="text-align: right;">Tuesday</p> <p>8:00pm</p> <p>Future Work Session</p>	<p style="text-align: center;">Apr <b>09</b></p> <p style="text-align: right;">Tuesday</p> <p>8:00pm</p> <p>Future Work Session</p>