

CITY OF LARGO CITY COMMISSION WORK SESSION

October 8, 2019
Minutes

COMMISSION PRESENT: Commissioners Smith, Fenger, Holmes, Robinson, Holck, Carroll, Mayor Brown

PARTICIPATING STAFF PRESENT: Asst. City Mgr. Paluch, City Clerk Bruner, Economic Dev. Mgr. Brydon, Rec., Parks & Arts Dir. Byrne, Asst. City Attorney Day, Community Standards Mgr. Schofield, Planning Mgr. Perez, Planner Lunan-Gordon

The Work Session began at 4:01pm.

BUSINESS SPOTLIGHT

Business Spotlight- Bluewater Media

Bluewater Media is a brand focused converged creative agency that utilizes branded direct response, brand integration and traditional advertising methods to introduce products to market. From a 33,000 square foot production studio located at 14375 Myerlake Circle in ICOT, they produce, develop and distributed direct response campaigns, commercials, television series and documentaries that integrate corporate branding as a methodology to inform, education and motivate consumers to make product and service choices. The company is led by CEO and Founder Andy Latimer, and both he and his wife started the company 15 years ago. Notably, his company was the first, end-to-end, fully digital production studio in Florida. Bluewater Media offers fully integrated product and post-production services. The company specializes in media buying with all major networks and digital services for web design, e-commerce, internet marketing, graphics and animations, package design, brand identity and more. Bluewater Media boasts a robust portfolio with numerous multinational brands, including BIC, PODS, Hertz, Estee Lauder, Philips, Publix, Cisco, Visa, and many other brands. To learn more about the company, visit Bluewatermedia.tv.

Discussion:

Rob Fallon, President, represented Bluewater Media. Ms. Brydon asked why Bluewater chose Largo. Mr. Fallon stated that the company has grown in size and staffing and chose Largo due to availability of studio space. He stated that the biggest challenges they face are the growth in performance based marketing and finding employees. He stated that they he would like to connect with mid size local businesses, and would like assistance from the City navigating their expansion process. Vice Mayor Carroll questioned whether they are fully staffed, to which Mr. Fallon stated they currently had 4-5 openings. Commissioner Smith asked whether they have connected with Largo High School or St. Petersburg College. Mr. Fallon stated that they worked heavily with universities for internships, including St. Petersburg College. Mayor Brown thanked Mr. Fallon for attending the meeting.

PRESENTATIONS

Cultural Arts District Art Selection

The FY 2020 Budget designates funds to be used to demolish the existing art piece at the entrance to the parking lot between the Performing Arts Center and the Historic Largo Feed Store which was installed in 1996 and replace it with a new piece of art.

The new art work would be installed in a more prominent location near the entrance to Largo Central Park, the gateway to the City's cultural arts district, and would be visible from both Central Park Drive and East Bay Drive. A local artist, Clayton Swartz, has been identified as having both the experience and creative style that would provide the City of Largo with an iconic sculpture symbolizing the park and its many features as the "Heart of Largo".

Funds in the approved budget would cover the cost of the fabrication of the artwork, all permitting, foundation, installation, lighting and related landscaping and hardscapes as well as the demolition of the existing art piece.

Discussion:

Ms. Byrne introduced artist Clayton Swartz. Commissioner Holmes asked if the piece would be lit, to which Ms. Byrne stated that it would be. She stated that there will be a walkway and landscaping, as well as lighting. She stated that the plan was to unveil the new artwork at Largo Central Park's 25th anniversary. Mayor Brown stated that he liked the concept without any text, suggesting text in the concrete pad. Mr. Swartz stated that the size will be approximately twelve feet tall and ten feet wide.

City Commission Direction:

No direction requested.

Review Of Largo City Code Chapter 5, "Animals" Regarding Possible Updates For Puppy Mills

This item is for City Commission discussion with Community Standards staff and City Attorney's Office staff regarding what options the City Commission has with regard to regulating puppy mills and to consider whether any additional amendments, changes, or updates to Largo City Code, Chapter 5, "Animals" are needed.

Presentation materials will be provided at the Work Session.

Discussion:

Commissioner Robinson questioned Pinellas County's enforcement. Mr. Schofield stated that they looked specifically at the facility. Ms. Day stated that home breeders were supposed to register with Pinellas County each year.

Commissioner Robinson stated that he has visited breeders throughout the country and that the problem seemed to be perception rather than reality. He stated that he would not support putting anyone out of business and suggested that Commissioners meet with the business owners and learn more about the business model. Commissioner Fenger stated that she would support exploring regulations with the existing businesses before anything else. Ms. Day stated that new preemption regulations often have means of grandfathering existing businesses. Vice Mayor Carroll stated that he did not want to put anyone out of business. Mayor Brown stated that he would consider the cage cards and that he wanted to find out more about how the stores in Largo are run. Commissioner Smith stated that he was open to having discussions, however he did not support grandfather regulations.

City Commission Direction:

It was the consensus of the City Commission to direct staff to schedule an additional Work Session discussion discussing amendments to Code Chapter 5 and include public input.

US 19 – Roosevelt Boulevard Special Area Plan Project Update

The US 19-Roosevelt Boulevard Special Area Plan is being prepared as an amendment to establish a Major Activity Center and Multimodal Corridor designation in support of the City's Strategic Plan, Forward Pinellas' Vision for US 19 and to serve as a local implementation tool for this subarea of the Gateway/Mid-County Master Plan. When completed, the plan will identify opportunities, strategies, capital improvements, and context sensitive development standards to encourage infill and redevelopment.

Planning Division staff will present an informational update on the development of the plan.

Discussion:

Mayor Brown questioned the feedback from businesses in the area. Mr. Perez stated that feedback has been positive and that Pinch A Penny and other businesses commented on opportunities for their employees being able to live nearby, go out to lunch and hire local residents.

City Commission Direction:

No direction requested.

BOARD/COMMITTEE REPORTS:

Forward Pinellas – Commissioner Smith stated that they will meet tomorrow.

Homeless Leadership Board – Commissioner Holck reported on the opening of The Ranch family housing later this month in Pinellas Park, with one, two and three bedroom units.

Suncoast League of Cities – Vice Mayor Carroll stated that the business meeting will be on Friday, October 18th, however the ethics training scheduled for that date has been postponed. Dan Saracki (Oldsmar) will present to the Pasco County Legislative Delegation, and that the League has not taken a position on the bill to dissolve the City of Port Richey.

Pinellas Suncoast Transit Authority – Commissioner Fenger stated that their next meeting will be on October 23rd.

Tampa Bay Regional Planning Council – Mayor Brown stated that Officer Quattlebaum spoke to the EMS Advisory Board on the Yellow Dot program. He stated that the program worked by users placing a yellow dot on their windshield about health information located on a placard in the glove box.

ITEMS FROM COMMISSION, MAYOR, CITY MANAGER

Commissioner Smith requested that a letter be sent to the Board of County Commissioners supporting the yellow dot program.

Commissioner Holmes questioned the upcoming ethics training, to which Mayor Brown stated that it was canceled.

Commissioner Holck stated that October is Breast Cancer Awareness Month and that she was a member of My Hope Chest, which funds reconstruction surgery for uninsured or under insured survivors. She stated that their fundraising event will be held on October 16th.

Commissioner Fenger asked whether the City can look into promoting digital stars. She requested that staff research the number of lemon law complaints regarding puppy mills.

ACTION ITEMS:

1. Request by Commissioner Smith that a letter be sent to the Board of County Commissioners supporting the Yellow Dot program.
2. Request by Commissioner Fenger that staff look into providing incentives for the promotion of digital stars.

3. Request by Commissioner Fenger that staff research the number of pet lemon law complaints reported to the state.
4. Request by Vice Mayor Carroll that staff look into available ethics training in the near future.

ADJOURNMENT

The meeting adjourned at 6:04 pm.