

LONGWOOD CITY COMMISSION
Longwood City Commission Chambers
175 West Warren Avenue
Longwood, Florida

MINUTES
March 6, 2023
6:00 P.M.

Present: Mayor Matt Morgan
Deputy Mayor Matthew McMillan
Commissioner Abby Shoemaker
Commissioner Tony Boni
Commissioner Brian D. Sackett
Dan Langley, City Attorney
Clint Gioielli, City Manager
Michelle Longo, City Clerk
David Dowda, Police Chief
Chris Kintner, Community Development Director
Phil Kersey, Building Official

1. **CALL TO ORDER.** Mayor Morgan called the meeting to order at 6:00 p.m.
2. **OPENING INVOCATION.** Eric Scholten with First Baptist Church of Longwood gave the invocation.
3. **THE PLEDGE OF ALLEGIANCE.** Commissioner Sackett led the Pledge of Allegiance.
4. **COMMUNITY ANNOUNCEMENTS.** Ms. Longo read the following announcements.
 - A. The City of Longwood will host the Annual Barkfest on Saturday, March 10, 2023, from 5:30 p.m. until 8:30 p.m. at Arbor Park Dog Park, 1405 North Grant Street.
 - B. The “Downtown Longwood Cruise-In” Car Show will be held on Saturday, March 11, 2023, from 5:00 p.m. until 8:00 p.m. in the Historic District of Longwood.
 - C. The Senior Matinee will be held on Wednesday, March 15, 2023, from 1:30 p.m. until 4:30 p.m. at the Longwood Community Building, 200 West Warren Avenue. This month’s feature is *Elvis*.

- D. **Orlando Health South Seminole Hospital will sponsor the “Concert in the Park” event on Saturday, March 18, 2023, from 7:00 p.m. until 9:00 p.m. at Reiter Park. Music starts at 7:00 p.m. and food will be available for purchase. The band featured is *Hard Drive*.**
- E. **Longwood Pirate Seafood Festival will be held on Saturday, March 25, 2023, from 10:00 a.m. to 6:00 p.m. and Sunday, March 26, 2023, from 10:00 a.m. to 5:00 p.m. in Reiter Park, 311 West Warren Avenue. The event will showcase pirates, mermaids, unique entertainment, great food, and it is free to attend.**

5. **PROCLAMATIONS / RECOGNITIONS**

- A. **District #3 Presentation of the Business Person of the Month Award for March 2023 to Karen Hager, Accounting/HR Manager of A.B. Design Group, LLC.**

Deputy Mayor McMillan read a brief biography on Karen Hager, Accounting/HR Manager of A.B. Design Group, LLC and presented her with the Business Person of the Month for March 2023. Photographs were then taken.

6. **BOARD APPOINTMENTS**

- A. **District #2 Nomination to the Parks & Recreation Advisory Board.**

Commissioner Boni nominated Rhubson Osmin for appointment to the Parks and Recreation Advisory Board. Nomination carried by a unanimous voice vote.

7. **PUBLIC INPUT**

- A. **Presentation:** Phil Kersey, City of Longwood Building Official, to provide a Building Division update.

Phil Kersey presented an overview of the Building Department, highlighting the division goals, staffing, duties, projects, accomplishments, legislative changes, issues, and the future plans of the division.

- B. **Public Participation.**

Tom Redditt, 835 Maraval Court, Longwood. He thanked the Commission and City on behalf of the Longwood Historic Society

for supporting the Society's Charity Poker Tournament on March 4. He said the event was a huge success with about sixty (60) players, and the money raised will help with renovation efforts for the Bradlee-McIntrye House and a new roof for the Inside-Outside House. He also thanked all the donors and sponsors who participated in the event.

8. MAYOR AND COMMISSIONERS' REPORT

District #2. Commissioner Boni attended the ribbon cutting for Domare Pizza, the Daddy-Daughter Dance at Northland Church, and the Predators Dance Team Auditions at Reiter Park. He also participated in the Second Annual Longwood Historic Society's Charity Poker Tournament presented by Oakwood Construction and Development and thanked Michael Towers for his contribution and participation. Commissioner Boni thanked all the sponsors and local businesses for their contributions. He also thanked the fifty-six (56) players, fellow Commissioners, and members of the Longwood Historic Society for organizing the event. He reported the tournament raised \$10,500, just shy of the \$11,000 cost of the gutters for the Bradlee-McIntrye House. Commissioner Boni congratulated Mayor Morgan for being in third place this year in the tournament.

Mayor Morgan thanked Commissioner Boni for his hard work on the annual tournament, a fundraiser for the Longwood Historic Society, which helps contribute to the preservation of buildings in the City's historic district.

District #3. Deputy Mayor McMillan thanked Commissioner Boni for his work on the Longwood Historic Society's Charity Poker Tournament and attended the event. On February 25 and 26, he participated in the 50th Annual Pine Castle Pioneer Days representing the Longwood Historic Society. Deputy Mayor McMillan spoke to people interested in the City's monthly car show and historic buildings. He told the story about the Bradlee-McIntrye and the Inside-Outside House at the history tents set up at the event on Sunday. He thanked Mayor Morgan for his attendance and support. He said the event was an excellent opportunity to interact with members of the community and share information.

Deputy Mayor McMillan commented he has been noticing the billboards recently, and the static ones are all personal injury attorneys and can be repetitive along State Road 434. Several months ago, he recalled that a company came before the Commission and offered to take down one of the billboards and replace it with a digital one, but the Commission did not move forward with that. Recently he saw a digital billboard located at U.S. Highway 17-92 and State Road 434 showing several different

advertisements, including two nearby cities advertising events. He asked the Commission to reconsider the previous offer for a digital billboard replacement at Rangeline Road and State Road 434 and include as part of the agreement the City has access to advertising its events. He added that the digital billboards are more attractive, generate revenue, and the earlier proposal would have moved one billboard from Dog Track Road to U.S. Highway 17-92, removed one from State Road 434, and converted a static billboard to a digital one.

Deputy Mayor McMillan reported on the true, good, and beautiful. For the “true,” he said digital advertising increased by 15 percent (15%) nationally over 2021, and it is a growing industry that generated \$367 million in 2022. For the “good,” is the artisan skills of the owner of Domare Pizza, with over fifty (50) years of experience in the pizza-making business. For the “beautiful,” he saw pink azaleas in bloom everywhere in the City.

District #4. Mayor Morgan stated for the record he voted in favor of a digital billboard. He attended the ribbon-cutting for Domare Pizza and participated in Opening Day for Longwood Babe Ruth Baseball, mentioning that player registrations continue to increase yearly. Mayor Morgan thanked newly elected Longwood Babe Ruth President Patrick McFadden and the Board of Directors for their efforts. He attended the opening day for his son’s Buddy Ball Team, a special needs athletic league in Altamonte Springs. He thanked the Lake Brantley High School baseball team for their active role as buddies for the players. He attended the Orlando Predators Prowlers Dance Team Auditions at Reiter Park.

Mayor Morgan filmed the presentation by Deputy Mayor McMillan at Pine Castle Pioneer Days, commenting he did a great job representing the City and explaining the overall history. On February 28, he attended the Pearls of Seminole County luncheon at the Longwood Community Building featuring Pastor Paula White-Cain. He thanked Nancy Acevedo for choosing to hold the event in Longwood. He accepted an invitation to join the South Seminole Sertoma Club, a non-profit organization that has charitable events. He attended a grand opening for OptiView, an immersive art museum and online marketing company on U.S. Highway 17-92 in unincorporated Longwood. The facility is available for party rentals and gaming. He congratulated Commissioner Boni on the success of the Longwood Historic Society’s Second Annual Charity Poker Tournament.

District #5. Commissioner Sackett attended the Longwood Historic Society’s Second Annual Charity Poker Tournament along with fellow commissioners. He participated in the Opening Day for Longwood Babe

Ruth Baseball and reported that his granddaughter received acceptance letters from all the colleges she applied. He attended the ribbon-cutting for Domare Pizza and enjoyed their pizza. He could not attend the MetroPlan Orlando meeting due to a family conflict and would review the minutes and then provide a report to the Commission later.

Commissioner Sackett commented on the billboards in the City stating, the City currently has nineteen (19) static billboards and agreed they looked old and repetitive. He recalled an earlier Commission had said no more billboards allowed in the City and he felt the billboards should be removed altogether.

District #1. Commissioner Shoemaker thanked Liane Cartagena for the Facebook post about the passing of Don Edmonds, a Public Works employee for 23 years and expressed her condolences. She missed the ribbon-cutting for Domare Pizza but had introduced herself to the owners two months ago and spoke highly of their spaghetti and meatballs. She attended the Pearls of Seminole County luncheon and was honored to meet speaker Pastor Paula White-Cain and her husband, the keyboardist for the band Journey. She heard favorable comments on the Longwood Community Building and inquiries into the rental of the facility. She attended the Second Annual Longwood Historic Society's Charity Poker Tournament along with fellow commissioners.

Commissioner Boni said in regards to an earlier discussion about digital billboards, he understood according to a proposal last year, one (1) billboard would be removed from State Road 434 and replaced with a digital billboard. The proposal also allowed the City to post emergency service announcements and an eight-second spot for advertising. He believed the Commission was waiting for the proposal to return with final details and asked Mr. Gioielli for confirmation.

Mr. Gioielli responded in the affirmative.

9. **ANY ADDITIONS OR DELETIONS TO THE AGENDA.** None.
10. **CONSENT AGENDA**
 - A. **Approve the Minutes of the February 20, 2023, Regular Meeting.**
 - B. **Approve the Monthly Expenditures for February 2023.**

Commissioner Boni moved to approve Items 10A and 10B as presented. Seconded by Deputy Mayor McMillan and carried by a unanimous roll call vote.

11. **PUBLIC HEARINGS**

- A. **Read by title only, set March 20, 2023, as the second public hearing date and approve the first reading of Ordinance No. 23-2236, which would implement standards including separation requirements for smoke shops, vape shops, CBD establishments, smoking lounges, and marijuana dispensaries.**

Mr. Langley read Ordinance No. 23-2236 by title only.

Mr. Kintner presented the Item and answered questions related to interruption of service, confirmation that existing businesses are grandfathered in from the one-mile regulation, and consideration that relocation of existing businesses is brought specifically to the Commission.

Mayor Morgan opened the public hearing. No one spoke in favor or opposition to Ordinance No. 23-2236.

Deputy Mayor McMillan moved to close the public hearing. Seconded by Commissioner Sackett and carried by a unanimous voice vote.

Deputy Mayor McMillan asked about businesses not yet legal or regulated, such as recreational marijuana.

Mr. Kintner responded if recreational marijuana were to pass, there would be enough changes to state law that the City would either be preempted or could change its ordinance to meet it.

Mr. Langley stated a severability clause in the ordinance deals with potential preemption in the future. The preempted part would be severed from the ordinance so the entire ordinance would not fail.

Mayor Morgan reminded the Commission the purpose of the ordinance is to help diversify overall business in the City.

Mr. Gioielli said according to a retail study conducted last year, there is a need for different industries, and that is what residents want.

Commissioner Boni moved to approve Ordinance No. 23-2236 and set March 20, 2023, as the public hearing date. Seconded by Mayor Morgan and carried by a unanimous roll call vote.

12. REGULAR BUSINESS

- A. Approve the Federally Funded Subaward and Grant Agreement for Hurricane Ian DR-4673 with the State of Florida, Division of Emergency Management, and authorize the Mayor to sign the necessary documents to reimburse eligible expenses incurred during the Hurricane Ian event.**

Mr. Gioielli presented the Item.

Deputy Mayor McMillan moved to approve Item 12A as presented. Seconded by Commissioner Sackett and carried by a unanimous roll call vote.

- B. City Commission to approve the proposed addendum extending the existing agreement with Alternative Claims Management, LLC an additional five (5) years and authorize the City Manager to sign all associated documents.**

Mr. Gioielli presented the Item.

Commissioner Sackett moved to approve Item 12B as presented. Seconded by Commissioner Boni and carried by a unanimous roll call vote.

- C. City Commission to approve a Cure Plan for 182 West State Road 434 (Train Depot Shoppes Plaza).**

Mr. Kintner presented the Item.

Commissioner Sackett moved to approve the Cure Plan as presented. Seconded by Commissioner Shoemaker and carried by a unanimous roll call vote.

13. CITY MANAGER'S REPORT

Mr. Gioielli commented Don Edmonds, who passed away recently, was a member of the Public Works Department, a friend to all, and someone who contributed to the community for over 23 years. He said the staff is working on a memorial, and the Commission will receive information once available.

Mr. Gioielli reported Mayor Morgan, Larissa Morgan, Chair of the Parks and Recreation Advisory Board, and Chris Capizzi, Leisure Services Director, have started preliminary plans for the City to host a Walk for Autism Awareness at Reiter Park on April 29 from 11:00 a.m. to 1:00 p.m.

Mr. Gioielli stated the Water Tower had been completely repainted, and the city name is in the shape of the logo. The City Clerk will work with interested Commission members for a formal unveiling. He reported the Florida Department of Transportation (FDOT) is holding a public meeting on March 23 at 5:30 p.m. at the Longwood Community Building to discuss upcoming construction work along State Road 434 in the City of Longwood. Construction plans will include repaving, adding bicycle lanes, new curbing for ADA compliance, upgrading pedestrian traffic lights, and sidewalk upgrades. He said the Commissioners may have received an email regarding the meeting notice.

Mr. Gioielli said staff would present at the next commission meeting details on Fire Station 15 and provide an update on Arbor Park Dog Park regarding proposed cameras and fence gate quotes.

14. CITY ATTORNEY'S REPORT. No report.

15. CITY CLERK'S REPORT

Ms. Longo reported Wednesday, March 8, will be a ribbon cutting for a Grand re-opening of Get Fueled Meals at 5:00 p.m. They are located at 343 North Ronald Reagan Boulevard. She also reported an email was sent to the Commissioners about gathering before or after the ribbon cutting for their video highlighting the newly repainted Water Tower and to confirm with her they will all be available.

16. ADJOURN. Mayor Morgan adjourned the meeting at 7:31 p.m.

Minutes approved by City Commission: 03-20-2023

Matt Morgan, Mayor

ATTEST:

**Michelle Longo, MMC, FCRM
City Clerk**