

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

MINUTES
July 18, 2022
6:00 P.M.

Present: Mayor Matt Morgan
Deputy Mayor Tony Boni
Commissioner Abby Shoemaker
Commissioner Matt McMillan
Commissioner Brian D. Sackett
Dan Langley, City Attorney
Clint Gioielli, Acting City Manager
Michelle Longo, City Clerk
David Dowda, Police Chief
Judith Rosado, Financial Services Director
Chris Capizzi, Leisure Services Director
Craig Dunn, Information Technology Director
Andrew Marsian, Utilities Manager

1. **CALL TO ORDER.** Mayor Morgan called the meeting to order at 6:00 p.m.
2. **OPENING INVOCATION.** Pastor Rodney Kilborne with WaterStone Church, gave the invocation.
3. **THE PLEDGE OF ALLEGIANCE.** Deputy Mayor Boni led the Pledge of Allegiance.
4. **COMMUNITY ANNOUNCEMENTS.** Ms. Longo read the following announcement.
 - A. **The Senior Matinee will be held on Wednesday, July 20, 2022, from 1:30 p.m. until 3:30 p.m. at the Longwood Community Building, 200 West Warren Avenue. This month's feature is *Dream Horse*.**
5. **PROCLAMATIONS / RECOGNITIONS**

A. District #4 Presentation of the Business Person of the Month Award for July 2022 to Historic Cigars of Longwood, located at 321 North Ronald Reagan Boulevard.

Mayor Morgan read a brief biography on Historic Cigars of Longwood and then presented Siobhan Rodriguez with the Business Person of the Month Award for July 2022. Photographs were then taken.

B. Nomination of the Beautification Award.

Commissioner McMillan nominated The Sharing Center for the Beautification Award. Nomination carried by a unanimous voice vote.

C. Proclaiming July as “Parks and Recreation Month” in the City of Longwood.

Commissioner Shoemaker read the Proclamation and it was presented to Chris Capizzi, Leisure Services Director. Photographs were then taken.

6. BOARD APPOINTMENTS

A. District #2 Nomination to the Land Planning Agency.

Deputy Mayor Boni nominated Mohamed Jaffer for appointment to the Land Planning Agency. Nomination carried by a unanimous voice vote.

B. Appointment of a member of the Commission as the alternate representative to the MetroPlan Orlando Municipal Advisory Committee (MAC).

Mayor Morgan nominated Deputy Mayor Boni as the alternate representative to the MetroPlan Orlando Municipal Advisory Committee. Seconded by Commissioner Sackett and carried by a unanimous voice vote.

7. PUBLIC INPUT

A. Presentations:

Dee Woolford, Event Sponsorship Coordinator with Our Legacy would like to thank the City of Longwood for their support when they host their annual 5k/8k to DON8 Run for Organ Donation at Lyman High School.

Dee Woolford with Our Legacy, and Karen Bush, a volunteer with the organization, thanked the City of Longwood for their support and presented them with a plaque that included a medal from their 5k/8k to DON8 Run for Organ Donation. They provided information on organ and tissue donation. Photographs were then taken.

Outfront Media will be giving a presentation on billboard signs.

Chad Harvey, with Outfront Media, gave a presentation on a request they have to modify one of their existing billboard signs located on State Road 434 and Rangeline Road. He said the sign would be newer and slightly larger. In addition, the sign would incorporate digital display technology similar to two existing billboards on U.S. Highway 17-92 north of State Road 434. He requested feedback from the Commission regarding the modification of the proposed billboard from a traditional sign to an LED sign.

Mr. Langley provided some background and clarified the city code currently does not allow the taking down of a billboard and then replacing it. Outfront Media has approached him, Mr. Gioielli, and Mr. Kintner about the idea of replacing the existing billboard with a digital one. If the Commission was open to the idea and this location, the next step would be for them to give direction to staff to work with this company on an agreement that would come back for approval at a future meeting.

Discussion ensued on the length of time the billboard has been at its location, which was since 1985; a lease with the current landowner; the city code in 2011 was written specifically because the Commission did not want more billboards in the city; the other billboards on U.S. Highway 17-92 with digital technology, one of them located in the city of Winter Springs, not Longwood; the ordinance only permitting the replacement of an existing sign if there is an agreement with the Commission; concern regarding the location of the billboard and future business; residents do not like billboards in the city; the proposed billboard having the ability to broadcast emergency or public service announcements.

Morgan asked for a vote in favor of having Outfront Media come back with another presentation to provide options for an agreement, for example removing other billboard signs. Vote passed by a three-to-two (3-2) voice vote with

Commissioner Sackett and Commissioner Shoemaker voting nay.

B. Public Participation.

Franklin Hutto Jr., 1647 Rutledge Road, Longwood 32779. He said he was before the Commission to get an exception to zoning for tattoo parlors in the city. He is looking at Longwood City Center which is currently not zoned for that. He said the zoning for tattoo shops is currently only in the industrial zone which is not ideal for a consumer-based business. He explained he has been a resident of Longwood for twenty-six (26) years, his family has had businesses here for over thirty (30) years, and he would love to start his own business here in the City as well. He added he would rather not move his roots outside the City. He has looked at other places and Longwood is ideal. He said he is a member of the South Seminole Masonic Lodge and the Bahia Shriners in Apopka which his shop will be an extension of, with all of the charity they do regularly.

Mayor Morgan asked Mr. Gioielli if he could bring this item back to the next Commission meeting.

Mr. Gioielli responded if the Commission directs staff then they could work on an exception.

It was the consensus of the Commission to bring this item back to the next meeting for consideration.

Phil Esposito, 732 Wildmere Village Cove, Longwood 32750. He said he is president of the Wildmere Village Cove Homeowners Association (HOA) located on East Street, and he also owns the AMCO Transmissions on U.S. Highway 17-92 in unincorporated Seminole County. He thanked Mr. Gioielli, Deputy Mayor Boni, and Police Chief Dowda for stepping into a “delicate” domestic issue. Also, two of the HOA’s board members would speak later, and he was there to back them up adding city staff has been helpful in their peacekeeping mission in their small community. He felt proud to live in the city of Longwood and would like to participate more in the city of Longwood as a homeowner, and as an HOA president. He commented Deputy Mayor Boni appeared visibly shaken and stressed out when he was talking the other day to residents of Wildmere Village Cove adding he earned a whole year’s salary from that night. In addition, Mr. Gioielli has been receiving emails from him for the last two years which he

appreciated. He said he also has been talking to his neighbors at the end of the street who have a shared interest to deter the malfeasance that has been going on at Shotski's Bar and has had great success with the resident situation. He is working individually with a "good neighbor policy." He stated his Dad was a city councilman and he was from a small town with car shows. He added he loves Longwood and is a car guy.

Nelson Tai, Wildmere Village Cove, Longwood 32750. He said he wanted to speak on an ongoing issue a number of residents have been having with Shotski's Bar. It is usually on a Friday night with loud music and bass, whether it is coming from the business itself or the patrons in the parking lot with their cars and music turned up. He said since September 2014, when he moved in, until this morning, there have been sixty-two (62) noise complaints for that specific location according to the call records he pulled. Of those sixty-two (62) calls, he placed forty-three (43) of the calls himself. He said there has been no response as far as a resolution. It has continued every Friday. He has talked to Code Enforcement and at first, he was given the city Ordinance 3870, the operation of an indoor sound amplifying device, which states that there should not be any louder music than five (5) decibels over ambient noise 500 feet from the business. When he makes the call to the city of Longwood Police Department he knows it is not a criminal issue. It is a civil issue but they enforce the codes at nighttime. Nobody has a decibel meter. And then going back to the city's Code Enforcement Officer she gave him a different city Ordinance 3861, the Loud and Unnecessary Noise Prohibited Ordinance which if somebody is disturbed, they are disturbed, and that is a violation. There have been times he has made a phone call and he is talking to officers at 1:30 in the morning in the middle of his street which is farther from his house from the business, and they state they can hear it but they are not writing the violation. He asked at what point is he disturbed enough to get this going. He is bringing awareness to it, and trying to see what kind of resolution can be made whether it is a sit-down conversation with the business owner or some kind of direction on how to move forward.

Mayor Morgan referred the issue to Mr. Gioielli who replied he will work together with everyone and will do the best he can to get it resolved. Mayor Morgan asked for an update at the next Commission meeting.

Autumn Garick, 1919 S. Palmetto, Sanford 32772. She said she was here as an advocate for Seminole County Public Schools

(SCPS). She said she realizes many of the members of the Commission have students, including children and grandchildren who have gone through their schools. They know that the schools will prepare their students with a strong academic foundation for lifelong success. Additionally, the public schools are of tremendous economic value to the region. They are the key economic driver of Seminole County and the largest employer. She said our schools are largely what keeps our property values high and our tax base strong and those are the things that pay for all of the things we enjoy in our cities, our roads, our police departments, and our fire departments. She asked the Commission for their help, explaining the last couple of years have been particularly trying for SCPS and everyone, of course with COVID, but there has been a particular hardship with students being out of school, not being connected to their peers, and with teachers trying to adopt new technology to teach students remotely. She said the reality was students have largely bounced back, SCPS just got great scores and they are still a premier district. They are the only A district in all of Central Florida but the toll it has taken on their teachers is disastrous. They have a national shortage of teachers and now lifelong educators in Seminole County are leaving in droves. She had an idea that was inspired by a Human Resources (HR) policy in Sanford, and that is to allow cities to encourage their staff to volunteer and support their students that need some extra one-on-one help. This initiative will also give their teachers a little bit of relief from the extra work that they are not able to provide. She does not have it all ironed out but she discovered through her volunteer work in Goldsboro Elementary in Sanford that Sanford has an HR policy that allows city employees up to an hour a week to volunteer in Sanford schools. It is still on the clock but they give to their schools and in turn, we know how much the schools give to the city. She talked to the HR person in Sanford and told her she was going to advocate this policy with other cities and she said, by all means, have city commissions or managers reach out for specifics. There is also great support from the county level, from the Dividends Coordinator. The Dividends are the name for the volunteers in Seminole County. She was here to ask the Commission to consider this initiative that they perhaps can develop and implement in Longwood

8. MAYOR AND COMMISSIONERS' REPORT

District #3. Commissioner McMillan said he wanted to respond to Mr. Esposito's comments made earlier during Public Participation. He said there was a law change regarding at least vehicle sound noise that went

into effect at the beginning of the month, and that is a criminal citation he believed. He suggested there may be an opportunity to start the education and enforcement of that law regarding the parking lot on Friday nights as referred by Mr. Esposito. He said for all vehicles in the State of Florida, if you can hear the noise from twenty-five (25) feet away you can get cited. He reiterated it was a new law that just went into effect in the state, and maybe an opportunity for the police department or code enforcement to use as a response to the vehicle noise as brought up earlier by Mr. Esposito.

Commissioner McMillan reported attending the ribbon cuttings for Royal Empire Gaming and Jack the Dipper Ice Cream. He said both are small businesses with long-time, local residence owners and it was great to see people who live in Longwood wanting to join the community as business owners. He participated in a three-hour budget work session last week which he found very informative, and he commended the staff for the presentation of the budget document. He pointed out the City was projected to have an 11.3% rise in revenues without raising rates or millages while their expenses are only increasing at 5.1% with reserves upward of 20% not including the American Rescue Plan Act (ARPA) funds which was a great position for the City to be in. The budget will come back in September for final approval and hearings. He said on July 2, he and fellow Commissioners attended the Freedom and Fireworks Celebration in Longwood and he thanked everyone for a wonderful job on the event. He saw the shuttle golf carts in action and commented people were using them either from different parking lots or dropping others off. There also was a great mix of people from in and out of town, and he was impressed people who had contacted him were able to arrive 15 minutes before the fireworks, park somewhere and still get there. So, transportation and ease of access to the event went smoothly as well as the departure. He said a police officer informed him both his brake lights were out so he got them repaired the next day and is now driving a safer vehicle.

Commissioner McMillan reported on the true, good, and beautiful. For the “true”, he referred back to economics saying inflation was reported to accelerate at 9.1% in June. He said as he has mentioned before the “Save Our Homes” benefit caps primary residents at a 3% per year increase. So, it is the economic development team industrial and commercial, and new home sales that are helping with the 11% increase in revenues that he mentioned earlier. For the “good”, he saw civic engagement. He said election season is upon us and on August 23 everyone can vote not just Republicans and Democrats. All registered voters can vote for school board members and judges. He commented on a candidate forum being held at the Longwood Community Building

after the budget workshop. The forum was well attended, and he was proud organizations continue to select the Community Building to have those types of events. For the “beautiful”, he saw the City’s patriotic fireworks display with music and a happy crowd defying the soggy weather. Everyone had a great time and it was a beautiful night.

District #4. Mayor Morgan said he also participated in the budget workshop last week, and it was still available for viewing on the city of Longwood Facebook page. He added not many cities are that transparent where they are willing to show the full discussion amongst fellow commissioners making decisions with resident tax dollars. He was very proud of that, and even more proud of what city staff was able to do with the budget. He said with these tough times and rising inflation, the city manager, finance department, and directors were able to pull together and make sure the upcoming budget includes all of the capital needs for the city without needing any new loans and still keeping the reserves up at 22%.

Mayor Morgan thanked everyone who attended the Freedom Fireworks Celebration in Longwood. He mentioned earlier it had rained with only a few hundred people in attendance but later after the rain stopped a crowd of several thousand arrived to watch the fireworks. He recalled in the past, the city did not have these types of social events but they now lead the county in holding creative and family-fun events at Reiter Park. He urged everyone to visit the park and enjoy one of the many events. He estimated about 6,000 to 7,000 people in total attended the fireworks with people standing not only in the park but also in nearby parking lots and streets. He thanked the city staff and the police department for their hard work on the event. He said he is proud to continue to call the city of Longwood the “Modern Day Mayberry.”

Mayor Morgan also thanked the new business Jack the Dipper Ice Cream for recently opening in the City. He noted the owner had left Longwood later choosing to return to open an ice cream shop. He said the business is located in a strip mall that continues to get attractive stores including Carstens Closet and a Tech Center as well as now Jack the Dipper Ice Cream.

Mayor Morgan attended the Food Truck Battle and participated as a judge. He said normally he was on a diet and does not eat from the food trucks but he did that day and it was worth it. Also, that evening was the Concert in the Park, and commented later there was heavy rain during the concert. He thanked judges Amanda Sackett, board member of the Parks & Recreation Advisory Board, Nina Yon, CEO of The Sharing Center, and Patrick McFadden, Vice President of Longwood Babe Ruth Baseball.

Mayor Morgan wished Happy Birthday to resident Bob Geller who celebrated his 100th birthday the day before. He said Mr. Geller was a world-class swimmer at the age of 100, and he is an impressive man.

Mayor Morgan asked Mr. Gioielli to check into the City hosting a “Mother and Son Dance” similar to the “Father and Daughter Dance” that was already held. He said many people have reached out to him in regards to holding another dance.

Mr. Gioielli said if it is the consensus of the Commission staff would organize the “Mother and Son Dance” same as the “Father and Daughter Dance.”

The Commission agreed to the event. Mr. Gioielli responded staff would move forward with the organization of the additional dance.

District #5. Commissioner Sackett said his report was about the same as Commissioner McMillan’s and thanked him for that. He said the City fireworks were fantastic, and while at the opening of Jack the Dipper Ice Cream he ate the sugar-free ice cream because of his diabetes.

Commissioner Sackett commented the budget workshop was one of the best he has attended during his nineteen (19) years on the Commission. He added he also taught at Seminole County schools for thirty-two (32) years, was principal for ten (10) years in Vermont, and taught during COVID with nine-year-olds online from 6:30 a.m. until 9:30 p.m. Referring to Ms. Garick’s earlier request for help in the schools, he said he could not go back to work in a school until next year or else he loses his full retirement. But, he does drive his grandson to school every day so he was still in connection. He congratulated Seminole County Schools for their high scores saying they are a premier driving force and that was why he and his wife moved here from Vermont.

Commissioner Sackett reported the sport of pickleball is coming to Longwood. He challenged Kelly Shilson to the first match and all the mayors in other cities. He said the new pickleball courts at Candyland Sports Complex will make the City a premier location, and there were already about 150 people online asking about the courts.

Commissioner Sackett said he was currently staying in New Smyrna Beach for a couple of weeks, and he counted 129 turtle nests. It was a beautiful sight to see all the turtles swimming out into the ocean, especially for his granddaughter who is interested in marine biology.

Commissioner McMillan added while he was at Costco last week he saw numerous boxes of pickleball kits displayed at the front of the store.

Commissioner Sackett said he saw the kits too selling for \$79 a piece, and likely he will buy a kit.

District #1. Commissioner Shoemaker said she would try the popular sport of pickleball. She participated in the ribbon cutting for Royal Empire Gaming which she found fascinating since she was familiar with the old games like Mario when her son played it at home, and her husband played Zelda. She also attended the Freedom and Fireworks Celebration in Longwood which she said was awesome. She recalled serving on the Parks & Recreation Advisory Board for nine (9) years and asking for a 4th of July event. But, she was told there was no money and no one wants to work on the 4th of July. At the event this year, she saw all the city departments represented as well as staff driving the golf carts, and she commended everyone on a superb job.

Commissioner Shoemaker reported attending a ribbon cutting for Jack the Dipper Ice Cream. Ice cream does not always agree with her but she did meet the family who owned the store and was glad they chose Longwood for their location. She also attended the Food Truck Battle and Concert in the Park from 5:00 to 9:00 p.m. She sat in her chair visiting with people and met a couple who complained about the timing of traffic lights. They said there were over two (2) minute waits at some of the lights. She believed the Florida Department of Transportation (FDOT) controlled the lights and asked if the City was involved with that task.

Mr. Gioielli answered the City does not control the traffic lights. The lights are overseen by the FDOT or by Seminole County Traffic Engineering. He said if the couple shared a specific intersection with Commissioner Shoemaker, there are times that someone will come out and evaluate the intersection. For example, some of the intersections have moved during non-peak hours to a flashing left yellow turn recognizing there was no traffic at that time.

Mayor Morgan said there was an issue at Longwood Hills Road where it meets E.E. Williamson Road and Rangeline Road. He timed the traffic light at four (4) minutes at midnight.

Mr. Gioielli responded the City should see about a flashing yellow light at that intersection at night. He asked the Commission for any other intersections they would like to review.

Commissioner Shoemaker said the couple she talked to mentioned State Road 434 and Ronald Reagan Boulevard. She did not know which direction but did not think that mattered adding she has timed that light herself at two (2) minutes.

Commissioner Sackett said he has found Ronald Reagan Boulevard coming onto State Road 434 seems to be the longest wait.

Commissioner Shoemaker agreed with his observation.

Mr. Gioielli confirmed both directions on Ronald Regan Boulevard would get a review.

Commissioner McMillan said he noticed a flashing yellow light on Rangeline Road and State Road 434 which he thinks has been added recently, and it makes it easier to get through the intersection.

Mr. Gioielli said there are a few flashing yellow lights in the city but staff can check on the timing of Ronald Reagan Boulevard and State Road 434, and Rangeline Road and Longwood Hills Road.

Commissioner Shoemaker commented on the new lightning detector system which was activated during the Food Truck Battle and Concert in the Park. She asked what was the protocol when you hear the noise.

Mr. Gioielli answered at this point there are signs that alert visitors in the park that the lightning detector was simply a warning system and for them to take personal, appropriate action.

District #2. Deputy Mayor Boni reported attending the ribbon-cuttings for Royal Empire Gaming and Jack the Dipper Ice Cream reiterating the fact that the owners are residents of the city. He also participated in the Freedom and Fireworks Celebration at Reiter Park commenting on the large attendance. Upon his departure, he heard comments like “best fireworks I’ve seen in a long time”, “what a great event”, and “had lots of fun”. He also received a lot of thank yous, and he thanked the staff for doing a great job.

Deputy Mayor Boni mentioned the Car Show held every month in Longwood. He said at the Car Show they are raffling off a trip for two (2) to Cancun, Mexico to help raise money for the roof of the Bradlee-McIntyre House. The raffle will be awarded at the next Car Show on August 13.

Deputy Mayor Boni said the budget workshop was his first budget workshop as an elected commissioner in Longwood. He said he has done a lot of budgets in his thirty (30) years in the corporate world, and he was impressed with city staff who pinched every single penny within their departments. He commented on rising prices like fuel and training but staff still stayed within their budget. He thanked the department directors for their participation. He also wished a Happy 100th Birthday to Bob Geller.

Deputy Mayor Boni, referring to comments earlier regarding pickleball in Longwood, said a local CBD store is a national sponsor of National Pickleball, and he mentioned that to the local owner who said she would love to be a local sponsor of the City's pickleball courts. He suggested staff could reach out to the store owner and maybe they could purchase some items for the courts.

Deputy Mayor Boni said he attended an HOA meeting along with a police officer and was amazed how a sixteen (16) home community can have such friction. He did speak later at the meeting. In reference to comments made earlier during Public Participation, he said he thought it was a problem when two (2) residents out of their own pocket are going to build the highest fences allowed to try to suppress some of the noise. He added the gentleman who did not speak has an infant, and his family on Friday nights are up all night with the baby. He said with sixty-two (62) calls coming in there has to be something that can be done for the residents.

9. ANY ADDITIONS OR DELETIONS TO THE AGENDA. None.

Commissioner Sackett requested that Items 10F and 10G be pulled for a separate discussion.

10. CONSENT AGENDA

- A. Approve Minutes of June 20, 2022, Regular Meeting.**
- B. Approve the Monthly Expenditures for June and July 2022.**
- C. Approve Monthly Financial Report for June 2022.**
- D. Approve an amendment to the Inter-Agency Agreement between the Seminole County Sheriff's Office and the Longwood Police Department for criminal justice computer services.**
- E. Approve a change order in the amount of \$410,046.68 to the Prime Construction Group, Inc. purchase order No. 22-00929 for**

additional construction services related to the Longdale Septic Tank Abatement Project, and authorize the Acting City Manager to execute association documents.

- F. Approve a Change Order in the amount of \$171,607.49 to the Empire Pipe and Supply purchase order No. 22-00154 to purchase additional Automatic Meter Read (AMR) Master Meters for the City's Meter Replacement Program.**
- G. Approve an Interlocal Agreement between Seminole County and the City of Longwood relating to the jurisdictional road transfer of Raven Avenue.**

Commissioner Sackett moved to approve Items 10A through 10E as presented. Seconded by Commissioner Shoemaker and carried by a unanimous roll call vote.

Discussion ensued on Item 10F. Commissioner Sackett stated he does not like change orders and it was for a lot of money, \$410,000. He went on to address the delays in the project totaling 203 days and included such issues as delays with Duke Energy and 163 driveways that had to be redone. He said this was the second change order for this project saying the first one was \$20,000. He asked why the driveways did not get done in the original planning process.

Commissioner Shoemaker agreed with Commissioner Sackett saying she does not like change orders either. She noted she does check to confirm it is covered in the budget.

Mr. Gioielli answered during the design phase of the project the estimate for the project was just over \$5.1 million. Once the design phase was finished, staff was able to take the project to bid, and the cheapest bid that came in was \$3.1 million so they came underbid. Even with the two (2) change orders, the project totals just over \$3.9 million. The change orders should complete the project since the City is in the final completion. The total is still 24% less than what they had estimated during the design phase. He said neither staff nor the Commission likes change orders but the staff is encouraged by the fact they are still \$1.2 million under the initial design phase estimate.

Commissioner Sackett said he thought the delays were just poor design planning.

Mr. Gioielli expressed his apologies to any residents who may have been inconvenienced by the delays. He added some of the septic tanks were actually under the living rooms of homes and this finding may have been hard to discover in the design phase. He said the residents will enjoy the benefit of the connection to the city sewer system, the tie-in with the driveway and roadway, and the newly repaved roadway.

The discussion held was related to Item 10E, not 10F.

Commissioner McMillan moved to approve Item 10E as presented. Seconded by Deputy Mayor Boni and carried by a four-to-one (4-1) roll call vote with Commissioner Sackett voting nay.

Discussion ensued on Item 10G. Commission Sackett said this item will give the City more control making Raven Avenue a safer place which he supported.

Commissioner McMillan moved to approve Items 10F and 10G as presented. Seconded by Mayor Morgan and carried by a unanimous roll call vote.

11. **PUBLIC HEARINGS.** None.

12. **REGULAR BUSINESS**

A. **Set the Tentative Millage Rate for the 2022-2023 Fiscal Year beginning October 1, 2022, and Authorize the Director of Financial Services to complete the Certification of Taxable Value (DR-420) and Maximum Millage Levy Preliminary Disclosure (DR-420MMP) forms via the Department of Revenue's eTRIM System.**

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

Mr. Langley stated the motion made approves the tentative millage rate at \$5.5000 which is 11.80% higher than the roll-back rate of \$4.9195 for the fiscal year beginning October 1, 2022 and ending September 30, 2023.

Mr. Gioielli noted there was no tax rate increase.

B. City Commission consideration and approval to enter into an advertising agreement with Lake Mary Life Publishing, Inc. to promote city community events and provide economic development updates.

Deputy Mayor Boni declared a conflict of interest on this Item and stated he would be abstaining from voting.

Commissioner Sackett moved to approve Item 12B as presented. Seconded by Mayor Morgan.

Discussion ensued on the Item. Commissioner McMillan said while he likes Lake Mary Magazine he was uncomfortable with a five-year obligation with the company. He said he looked at the circulation of the proposed publication, Longwood Life, and it does not match up with the Gibbs Study and the primary trade zone of the city adding it does not go north on Lake Emma Road or north up Markham Woods Road. Instead, it goes out to Maitland, Apopka, and Altamonte Springs. He said he was fine with more advertisements for local community events and economic updates. but this publication does not go out to citizens in the immediate economic zone of the city. He also noted with the circulation, the magazines hit the top half of households by home value. In addition, he stated the contract does not appear to have an easy opt-out if the City needed to cancel. He asked if someone could explain the value of the magazine as he feels this is a big commitment.

Mr. Chip Colandreo, Publisher of Lake Mary Life replied the real value of the proposal was not just what they can do in the incorporated Longwood area and the greater Longwood community, but in the way they can spread the message of what is happening in Longwood throughout Seminole County. He stated Commissioner McMillan was correct in the analysis of the readership and they do mail to households with a home value of over about \$300,000 to \$350,000. The new Longwood Life magazine will be distributed to qualifying households in nearly all of the 32750 zip code, and then across State Road 434 into the Sweetwater and Wekiva area, out to the west, and then to the Casselberry area out to the east. The other magazines, Lake Mary Life and Oviedo Winter Springs Life, as part of the proposal will be running not only traditional display advertisements about the city of Longwood but will also provide more editorial storytelling about the City, the economic development priorities, the parks, and recreation priorities, and share that information with up to

60,000 readers across Seminole County. The benefit to the city is they will be able to create an in-house community magazine that belongs to the city of Longwood as well as share that information with people outside the community so they can bring their dollars in.

Commissioner Shoemaker asked if the contract could be for two (2) years instead of the proposed five (5) as mentioned earlier by Commissioner McMillan. She said the City has already expanded its budget by hiring a Public Relations employee and spending money prior on advertising.

Mr. Colandreo answered a two (2) year contract is possible but the reason five (5) years was chosen for the contract is really a cost-saving measure. He said because they were going out five (5) years the company was able to lower the costs for the city.

Commissioner Shoemaker asked again for a two (2) year contract and the total amount required for the magazine.

Mr. Gioielli responded the cost is \$50,000 for five (5) years. He said the original offer from the magazine was \$21,000 a year at a three (3) year contract, and then negotiated down to \$18,000 with the commitment of staying for five (5) years. Currently, the city's economic development budget is about \$10,000 and is used to communicate the city's economic development initiatives. He explained there is language in the proposal that allows for the contract to end should the funds not be available in a future budget of the city.

Discussion ensued on the value of the magazine.

Mayor Morgan said the idea of Longwood Life was not to just draw people to the City's events but to show the different things happening in Longwood combined with some of the initiatives with the infrastructure. He believed the City needs as many publications as they can get to trumpet the City's name because that is what brings the economy into the city.

Motion carried by a three-to-one (3-1) roll call vote with Deputy Mayor Boni abstaining and Commissioner McMillan voting nay.

- C. Read by title only, set August 1, 2022, as the public hearing date and approve the first reading of Ordinance No. 22-2226,**

approving and authorizing the execution and delivery of a Master Lease and Equipment Agreement between Leaf Capital Funding LLC and the City of Longwood.

Mr. Langley read Ordinance No. 22-2226 by title only.

Mr. Gioielli presented the Item. He said Mr. Dunn has sent out information on this project which was essential to the replacement of an existing Information Technology (IT) data center. He stated the current in-use equipment was five (5) years old or older, and not only is the equipment dated but will shortly no longer be supported. This agreement will allow the city to upgrade the entire system which will not only improve performance but will help offer the protections necessary against cyber-attacks and other threats. He said the master agreement that was included with the agenda package was different. Staff was able to remove \$44,000 over the five (5) year term of the agreement which will help offset the interest associated with the lease.

Mayor Morgan asked for confirmation on the seriousness of ransomware and how vital it was for the City to protect.

Mr. Gioielli responded the matter was serious enough that the city was seeing task forces on a federal level and seeing new legislation passed on a state level. Ironically, that day the city was warned about an email and its potential threat to the city's computer system.

Commissioner Sackett moved to approve Ordinance No. 22-2226 and set August 1, 2022, as the public hearing date. Seconded by Deputy Mayor Boni and carried by a unanimous roll call vote.

13. CITY MANAGER'S REPORT

Mr. Gioielli said staff will work together with Mr. Tai and the residents in Wildmere Village Cove to see if they can assist them with their loud noise issues. He said staff has made adjustments and updates to the city budget following the budget workshop. The budget is scheduled to come before the Commission at the first and second meetings in September.

Mr. Gioielli reported in addition to upgrades and the installation of pickleball courts there will be upgrades to the basketball courts, backstops, and futsal courts at Candyland Sports Complex. Staff is hoping by the end of August they can have a grand opening to showcase these

items to the residents who can also meet with their commissioners. No specific date has been set pending the completion of the upgrades.

Mr. Gioielli stated today that staff has started working on two (2) new grants that they are hopeful will help the City pay for its new fire department construction. He said these grants will be in addition to the FEMA grant money that has already been secured.

Mr. Gioielli said the Commission may recall in December last year, a public speaker named Mr. Hernandez came forward and asked the Commission to waive large code enforcement fines on his property at 717 Longdale Avenue. He brought to their attention that there may be surplus funds available to the city which were secured through the court system during the closing of that property. Mr. Gioielli stated at that time, the Commission elected to set Mr. Hernandez's fine amount at \$1,000 plus \$500 in administrative fees. The staff with the support of Mr. Langley and his team were able to secure \$38,236 in surplus funds as a result of that information. He thanked Mr. Langley and the city's Community Development staff for their work.

Mr. Gioielli updated the Commission regarding the water meter replacement program. He said the City is currently at 2,400 new, installed operational water meters. Ironically, as soon as the City came online, the City learned through that system there was a spike in water at the new portables used by Leisure Services. The area was inspected and staff discovered a water leak in one of the toilets so he confirmed the system does work.

Commissioner McMillan went back to the agreement with Lake Mary Life Publishing and asked about what Mr. Gioielli referenced regarding if there were no funds approved in the budget they would not have to pay for it. He stated he did not see that in the agreement.

Mr. Langley said it is located in the addendum, Article 5 - Non-appropriation, and explained how this would work.

14. CITY ATTORNEY'S REPORT. No report.

15. CITY CLERK'S REPORT

Ms. Longo stated she sent those attending the Florida League of Cities (FLC) Annual Conference the information to register and attend the Tri-County SuperRegional Breakfast which will be held on Saturday, August 13th at 7:30 am. There was a link in the email to register and noted please remember if you do not register and show up you will be invoiced for \$50. She said on the August 1st agenda will be the nominations for

the Key to the City Award. She sent for the Commission to reference the list of past recipients, award criteria, and the nominee information sheet. She also noted there are three (3) upcoming ribbon-cuttings that are being scheduled and will send a calendar invite once the date was confirmed.

16. ADJOURN. Mayor Morgan adjourned the meeting at 8:09 p.m.

Minutes approved by City Commission: 08-01-2022

Matt Morgan, Mayor

ATTEST:

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

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