

The Sun Newsletter

City of West Melbourne's Community Publication

July/August 2019

National Night Out

On Tuesday August 6, 2019, we will be celebrating National Night Out!

National Night Out is an annual community-building campaign that promotes strong police-community partnerships and neighborhood camaraderie to make our neighborhoods safer, more caring places to live.

Please contact Sergeant Michelle Page or Kathy Wilson for more information at 321-723-9673. Follow us on Facebook and NextDoor.com for regular updates regarding this event.



Business of the Quarter

On Tuesday, April 16, 2019, the City Council awarded Business of the Quarter for the Second Quarter of 2019 to Academy Sports and Walmart. Representatives from the Business Advisory Board were present to show their support for these two businesses and their continuing commitment to the community throughout the year.



Shown above from left to right: Blaine Barton, Business Advisory Board; Allen Jean, Business Advisory Board; Mayor Hal Rose; Bruce Lawrence, Academy Sports; Jeff Milz, Walmart; and Brian Degonzague, Business Advisory Board,

Business Tax Receipt (BTR)

Under Florida law, every county and municipality has the power to levy tax for the privilege of engaging in or managing a business, profession, or occupation within its boundaries. Prior to January 1, 2007, local governments imposed an occupational license tax to conduct business. This was essentially a process by which local governments could keep track of businesses within their jurisdictional limits. However, the use of the term "occupational license" caused some confusion in the construction sector. Unqualified persons who had not obtained a contractor's license sometimes showed homeowners an occupational license and claimed to be "licensed" in their trade.

Acknowledging this potential confusion, in 2006 the legislature changed the "occupational license" to a "business tax." Therefore, the City now issues a "business tax receipt" rather than an "occupational license." BTRs are due and payable on September 30 of each year, and expire on September 30 of the succeeding year. West Melbourne's BTR fee schedule can be found at Sec. 50-160 of the City Code.

Please note that residential landlords are required to obtain a BTR for each rental unit that they own.

All BTRs not renewed on or before September 30 of each year are delinquent and subject to a penalty. Any person who engages in a business, occupation or profession who does not pay the required business tax within 150 days after the initial notice of tax due and who does not obtain the required business tax receipt is subject to a penalty of \$250.00.

If you are engaged in a business and do not have a BTR, if you have not renewed your BTR, or if you have any questions about a BTR, please contact Wanda Marcano at (321) 727-7700, or by email at wmarcano@westmelbourne.org. BTR applications are available on the City's website at www.westmelbourne.org.

Trash Collection

The City of West Melbourne currently contracts with Waste Management for solid waste, recycling and yard trash collection. Each home is provided with two special carts - one for trash and the other for recyclables. These carts are easy to roll and placed curbside on the designated collection day. The garbage trucks, equipped with a lifting device on the curbside, will lift, empty and return the carts to the same spot. Trash is collected twice a week with yard waste and recycling collected once a week. For a schedule on your collection days, visit the City's website at www.westmelbourne.org.

Below are additional guidelines to following in regards to waste collection:

- Your cart must be at the curb by 6 a.m. on your scheduled service day. After your carts are emptied, please remove it from the curb that same day.
- Carts must be placed at least three feet from obstacles such as utility poles, mailboxes, trees and parked cars. Carts should be as close to the curb as possible but no further than six feet away from the curb edge. Make sure the container handle faces away from the street toward your home.
- So that the collection truck can easily approach the cart, you are asked to please not park at the curb on collection days, or to park your vehicle a good distance from your carts and those set out by any neighbors.
- Household trash can be put in your trash cart. Do not place recyclable materials, construction refuse, demolition refuse or hazardous materials in your trash cart.
- There is no service on Memorial Day, July 4th, Veterans Day, Thanksgiving, or Christmas. If your collection day falls on one of these holidays, that collection will be made the next business day.



Visit the City's website at www.westmelbourne.org for more information on trash, recycling or yard waste collection, or call 321-727-7700.

Identity Theft and Internet Fraud

Identity theft is the criminal use of an individual's personal identification information. Identity thieves steal information such as your name, social security number, driver's license information, or bank and credit card accounts and use the information to establish credit, make purchases, apply for loans or even seek employment. According to the Federal Trade Commission, Florida was ranked second in the nation for identity theft in 2017, with 38,384 reported complaints.

Below are just a few tips to avoid identity theft:

- Ensure your PIN cannot be seen while using an ATM.
- Never leave receipts at bank machines, counters, trash receptacles or unattended gasoline pumps.
- Memorize your social security number and passwords.
- Promptly remove mail from your box after delivery.
- Deposit outgoing mail in post collection boxes or at your local post office.
- Never put your credit card or financial account numbers on a postcard or on the outside of an envelope.
- Use caution when disclosing checking account numbers, credit card numbers, or other personal financial data.
- Don't email your personal data.
- Be very careful when giving information on unknown websites, especially those in Spam emails.
- Transactions on the Internet should be over a secure connection; you should see a lock in your browser window, as well as "https" in the browser address.

Fraudulent Telemarketers

Fraudulent telemarketers may make offers that involve foreign lotteries, investment opportunities, prizes, and "free" or "low-cost" vacations. According to the Federal Trade Commission, telemarketing fraud robs Americans of more than \$40 billion annually.

Below are common warning signs of telemarketing fraud:

- Phone number does not display on your caller ID.
- Caller uses high-pressure sales tactics and insists on an immediate decision.
- Offer sounds too good to be true.
- Caller requests your credit card number.
- Caller offers to send someone to your home to pick up your payment, or suggests you send it by overnight mail.
- Caller claims an investment is "risk-free."
- Caller is unwilling to provide written information or references.

To file a complaint about a telemarketer, call 1-800-HELP-FLA (435-7352).

City Council Actions

Your City Council meets twice a month to discuss important issues. Many local issues are studied and decisions are made by your elected officials to make this a better community. Here are a few decisions that your Council has made on behalf of the citizens and businesses of West Melbourne in last few months:

- Issued a proclamation naming April as Water Conservation Month in West Melbourne.
- Adopted Ordinance No. 2019-06 deleting certain technical specifications in the code related to water, sewer and pavement, and adopting these technical specifications in one central document called the West Melbourne Engineering Standards Manual.
- Adopted Ordinance No. 2019-07, establishing a moratorium on application for development approvals that would allow the extension of West Melbourne public and private roads beyond the City's municipal boundaries.
- Approved a task order for professional engineering services for the Melbourne Estates/Henry Avenue Water Main Replacement Project.
- Approved a contract with Insituform Technologies to perform stormwater and sewer lining for 2019.
- Adopted Ordinance No. 2019-08, adding requirements for more than one ingress and egress for new residential communities with 200 dwelling units or more.
- Adopted Ordinance No. 2019-09, annexing property located at 2840 Fellwood Lane into the City.
- Adopted Ordinance No. 2019-10, annexing property located at the southeast corner of Circle Drive and West New Haven Avenue into the City.
- Approved Resolution No. 2019-11 approving the City's group insurance plans for the 2019-2020 plan year.
- Awarded a revised bid to Brothers & Son Construction to construct a wall and fence at the Veterans Memorial Complex.
- Reinstated the Charter Review Committee and appointed members.

For more information on Council meetings, visit the City's website at www.westmelbourne.org. View agendas, minutes, summaries of action, or watch a Council meeting live on the first and third Tuesday of the month.

Tai-Chi in the Park

Tai-Chi is well-known but little understood. Master Chung Wang will teach real Tai-Chi step by step, including the healing Chi energy, how to use the internal strength for rooting, balance, calming, relaxing, and self defense.

Classes are held at the Space Coast Field of Dreams at the West Melbourne Community Park on Thursday evenings from 5:30 to 7:00 p.m. Cost is \$30 per month or \$8 per class.

Don't miss out on this opportunity.

Contact the Recreation Department at 321-837-7779 or email recreation@westmelbourne.org.



2019 Back-2-School Dance

The City of West Melbourne and Space Coast Field of Dreams will hold a Back-2-School Dance Night on Friday, August 2, 2019, from 7:00 to 10:00 p.m. The entry fee is \$3 per person.

The dance event will include DJ music and games. The concession stand will be serving food and beverages during the event.

A backpack drive for special needs kids and their families will be held. To register to receive gifts, contact recreation@westmelbourne.org and complete an application by July 26, 2019.

To make a donation for the backpack drive, drop off items at the Space Coast Field of Dreams park office or email recreation@westmelbourne.org to make a contribution.



A Look at the Past: A League of Our Own By Peter Morton

During the 1950's, less than a mile from the current West Melbourne city limits was the Farm League for the New York Giants. The City of West Melbourne had not been incorporated and Melbourne was a small community. The fields for the Giants was on what is now NASA Blvd. just west of the Orlando-Melbourne International Airport.

The Giants scouted through the country each year for young men in the age category 18 to 25 that had the potential to play pro-ball. A few would go on to be a pro-players and would earn \$150.00 a month.

A movie was made on location starring Edward G. Robinson in 1953. One of the players, Hans Lobert, went on to play for five Major League baseball teams, finally becoming the Manager for the Philadelphia Phillies. Carl Hubbell, went on to become a member of The Baseball Hall of Fame as well as an actor and played himself in the movie.



"Big Leaguer" was the movie and baseball was certainly the game of its time!

Modest Sewer Rate Increase to be Considered

While the City of West Melbourne sewer rates are among the most favorable in Brevard County, and the rates have been unchanged since January 1, 2016, on July 16, the City Council will be asked to consider the City Manager's recommendation for a modest sewer rate adjustment averaging 2.35% that would become effective October 1. For the average single-family home, this would amount to an increase of 86 cents a month. More information is available on the City's website at www.westmelbourne.org.

The Sun Newsletter
Published by the City of West Melbourne
Scott Morgan, City Manager 321-837-7771
Write to: City Hall
2240 Minton Road
West Melbourne, FL 32904
Phone: 321-727-7700
Email: info@westmelbourne.org
Website: www.westmelbourne.org



(Back L-R) Council Member Daniel Batcheldor, Deputy Mayor Pat Bentley, Council Member John Dittmore, and Council Member Adam Gaffney
(Front L-R) Council Member Andrea Young, Mayor Hal J. Rose, and Council Member Barbara A. Smith.

West Melbourne City Council

Mayor Hal J. Rose
321-768-7518
hrose@westmelbourne.org

Deputy Mayor Pat Bentley
321-724-4255
pbentley@westmelbourne.org

Daniel Batcheldor
321-355-8363
dbatcheldor@westmelbourne.org

John Dittmore
321-837-7774
jdittmore@westmelbourne.org

Barbara A. Smith
321-728-8510
bsmith@westmelbourne.org

Adam Gaffney
321-837-7774
agaffney@westmelbourne.org

Andrea Young
321-480-2770
ayoung@westmelbourne.org

City Calendar

July 2019

4	4th of July—Offices Closed	
8	Planning and Zoning Board	6:30 p.m.
10	Parks & Recreation Advisory Board	6:00 p.m.
16	City Council	6:30 p.m.
18	Code Enforcement Board	5:30 p.m.
25	Board of Adjustment	7:00 p.m.

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6	National Night Out	
7	Police Officers' Retirement Board	9:00 a.m.
13	Planning & Zoning Board	6:30 p.m.
15	Code Enforcement Board	5:30 p.m.
20	Community Redevelopment Agency	6:00 p.m.
20	City Council	6:30 p.m.
22	Board of Adjustment	7:00 p.m.
26	Business Advisory Board	6:30 p.m.