

MAYOR
Hal J. Rose

DEPUTY MAYOR
John Dittmore

COUNCIL MEMBERS
Daniel Batchelder
Pat Bentley
Adam Gaffney
Barbara A. Smith
Andrea Young



CITY HALL
2240 Minton Road
West Melbourne, FL 32904
Phone: (321) 837-7774
Fax: (321) 768-2390
www.westmelbourne.org

BUSINESS ADVISORY BOARD

AGENDA

Monday, October 26, 2020

City Council Chambers
6:30 p.m.

1. **CALL TO ORDER**
2. **PLEDGE OF ALLEGIANCE**
3. **ROLL CALL**
4. **ADOPTION OF MINUTES**

The Board is asked to approve the minutes from the April 27, 2020, meeting.

5. **OLD BUSINESS**

None.

6. **NEW BUSINESS**

A. Receive an Update from City Manager Scott Morgan

City Manager Morgan will be in attendance to provide an update on development activities in West Melbourne.

7. **PUBLIC COMMENTS**

8. **ADJOURNMENT**

The next meeting of the Business Advisory Board is scheduled for Monday, November 23, 2020, at 6:30 p.m.

MAYOR
Hal J. Rose

DEPUTY MAYOR
John Dittmore

COUNCIL MEMBERS
Daniel Batchelder
Pat Bentley
Adam Gaffney
Barbara A. Smith
Andrea Young



CITY HALL
2240 Minton Road
West Melbourne, FL 32904
Phone: (321) 837-7774
Fax: (321) 768-2390
www.westmelbourne.org

BUSINESS ADVISORY BOARD

MINUTES

April 27, 2020

Call to Order. Chair Ramses Rodriguez called the meeting to order at 6:35 p.m.

Roll Call:

Attending remotely: Chair Ramses Rodriguez, and Board Members Blaine Barton, Rusty Melle, Allen Jean, Matt Brothers, and Brian Degonzague.

Attending in person: Vice Chair Richard Naber.

Also in attendance: Council Member Andrea Young, City Manager Scott Morgan, and City Clerk Cynthia Hanscom.

Adoption of Minutes. The Board is asked to approve the minutes from the February 24, 2020, meeting.

Board Member Barton moved to approve the minutes from February 24, 2020. Board Member Brothers seconded the motion, which passed 7-0.

Pilot Program for Food Trucks. City Clerk Hanscom updated the Board that the Food Truck Ordinance had been delayed and was expected to go before Council for first reading on June 16, 2020.

Alcohol in West Melbourne Community Park. City Clerk Hanscom updated the Board that this had gone to the Parks & Recreation Advisory Board on March 11 for consideration and recommendation to City Council. Following discussion, the Board elected to not allow for alcohol events in the park. No recommendation was made.

Potential Assistance to Small Businesses Emerging from COVID-19 Pandemic.

City Manager Morgan explained they were proposing to assist small business impacted by the COVID-19 pandemic in the following three ways:

1. waive and reduce certain building plan check and permit fees for business repairs and remodeling from May 6, 2020 through September 30, 2020;
2. waive fire inspection fees for fire inspections of all existing businesses from May 6, 2020 through September 30, 2020; and
3. an extension, at no fee, of currently held business tax receipts of certain small businesses from their current expiration date of September 30, 2020 to September 30, 2021.

Board Member Barton asked the financial impact to the City. City Manager Morgan stated that it was hard to project because many small businesses may never reopen. In aggregate, it appeared to be about \$100,000 in local revenues. He noted that it may appear to be a significant amount, but he felt comfortable recommending the modest change in response to Council's willingness to help small businesses.

Board Member Jean asked the threshold that would be used to determine a small business. City Manager Morgan stated that an employee count of 9 would be considered as a small business while 10 or more would be a large business. Therefore, a local pizzeria may apply but a national chain would have more employees. It was noted that all restaurants would be suffering financially during this time.

Board Member Melle asked about the process. City Manager Morgan explained the system would not change but rather the bills for existing business tax receipts would be extended so that businesses would not be billed a fee.

Board Member Degonzague asked if there would be budget cuts to cover the losses. City Manager Morgan explained there would be no budget cuts. He stated that assuming the Council keeps the same millage rate, they expected a 7.5 % increase in revenues. He stated that it would be more difficult to predict the impacts next year.

Board Member Melle asked the status of building permits. City Manager Morgan stated that there was still a healthy volume and the Planning Department was receiving applications. Business was being conducted with the building being closed by providing drop-off and pick-up containers outside of the building. He noted that of the City's 134 employees, 101 employees were actively working.

Board Member Brothers moved to recommend to City Council that action be taken to provide assistance to small businesses in West Melbourne. Vice Chair Naber seconded the motion, which passed 7-0.

Public Comments. There were no comments from the public.

Adjournment. There being no further business, the meeting adjourned at 7:01 p.m.

Chairman Ramses Rodriguez

Cynthia S. Hanscom, City Clerk

City of West Melbourne Municipal Update
for Business Advisory Board

October 26, 2020

- To address the spread of the COVID-19 virus, in July, the City Council approved an emergency masking ordinance for employees and customers of ten identified 'essential businesses' while in public areas of these grocery, hardware, home improvement, and retail pharmacy businesses. This ordinance currently has a current sunset date of November 2, although the City Manager is able to administratively extend its requirements one week at a time as long as the Governor has determined that a COVID-19 emergency exists in Florida. As of Thursday October 22, the Governor's determination of a statewide COVID-19 emergency currently extends through November 3.
- West Melbourne continues to be Brevard County's fastest growing city, by percentage, having more than doubled in population since the 2000 Census. The most recent state estimate of our population was as of April 1, 2020, and that estimate was that our population was 25,385, a 7.5% increase over the prior year estimate. The current projection for our April 1, 2021 population is 26,750, which would represent a 5.7% increase from the April 1, 2020, state estimate.
- Despite the pandemic, building permit valuations remain strong. Last month, valuations of building permits issued totaled \$25.8 million, which is a 208% increase over September 2019, and a 191% increase over September 2018.
- West Melbourne has several industrial, commercial, multifamily, and single family neighborhoods under construction and in the planning pipeline. This includes 1,200 new apartment units leasing up and nearing completion, five single family neighborhoods where construction is underway that will ultimately contain 1,100 homes, and several

commercial and industrial projects recently completed, under construction and in the planning pipeline. This includes the start of site work for the Space Coast Town Center development west of I-95 near US 192, and site plans nearing submittal for proposed additional commercial developments. A map attached as “Attachment 1” shows current projects that are either under construction or about to break ground shortly.

- With all the growth, while the City’s general fund budget grown by more than 60% since 2009-2010, the City still maintains very low debt levels and an enviable tax rate of 2.5087 mills. Property owners in West Melbourne enjoy one of the lowest ad valorem tax per capita of the cities in our county and of similar sized cities throughout Florida offering the same types of general funded municipal services.
- To address growth, several roadway improvements have been constructed and others are in the planning stages. A new FDOT-constructed interchange of I-95 at Ellis Road was completed ahead of schedule, providing the City of West Melbourne with a third interchange – one at the north end, one in the middle, and one at the south end. Also opening at the same time as FDOT’s Ellis interchange project was Brevard County’s construction of the extension of the St. Johns Heritage Parkway from its previous terminus at US 192 to its new connection as the west leg of the new Ellis/I-95 interchange. Other FDOT improvements in West Melbourne include the completed improved intersection of US 192 and Minton/Wickham, and FDOT’s planned future improvement of the intersection of US 192 and Hollywood/Evans. The Space Coast TPO is guiding an engineering contract for an analysis of potential future roadway capacity and bicycle and pedestrian improvements along Minton Road from north of Palm Bay Road to south of US 192. The recent on line public meeting to reveal the concepts under consideration drew seventy participants, and the final public meeting is scheduled for next January. Information on the TPO Minton Road study may be found at <https://spacecoasttpo.com/minton/>. Last year, the City opened Durham Drive to Imagine Way. This provides an alternative route and improve

traffic conditions at the busy Palm Bay Road and Hollywood Boulevard intersection. Design engineering is 90% completed for a proposed new traffic signal at Hollywood Boulevard and Imagine Way, and 100% completed for a long-planned extension of Heritage Oaks and Doherty. A longer term County project that is in design is the widening of Hollywood Boulevard to four lanes from Palm Bay Road to U.S. 192 and a longer term project for the City will be the extension of Fell Road east from its current terminus to Dairy Road.

- Roadway maintenance is also a priority for the City of West Melbourne. West Melbourne has the only redevelopment project area in the county containing properties both within the city limits and within unincorporated Brevard County, and the City's relationship with the County is excellent. The eight member governing board consists entirely of elected officials from the City Council and County Commission. A two-and-a-half-year old interlocal agreement between the County and City provides for smaller County contributions to the Agency, with the County's annual savings dedicated to maintaining and improving County roadways in West Melbourne. West Melbourne would like to give a shout out to our friends at the County for their roadway maintenance work last year in our City that greatly improved the pavement condition of Eber Road and Hollywood Boulevard. West Melbourne's own City roadway pavement conditions are very good, with the City Council consistently providing funding for repaving of around twenty local roads a year, and our budgeted fiscal year 2020-2021 local road maintenance work is now underway. Perhaps the most notable of the repaving work that has just been completed is on Greenboro Drive south of Ellis.
- By both policy and investment, even as West Melbourne grows, we are insuring our continued place as a very livable community. We have been ranked by backgroundcheck.com as one of the 50 safest cities in Florida and by financial technology company SmartAsset as having one of the healthiest housing markets in the State. Since January 1, 2017, we have expanded our Police Department from 40 sworn officers to 52 sworn

officers, an increase of 30% in less than four years, and our starting salary for Police Officers is now higher than that of our nearby competitor agencies – the City of Melbourne, the City of Palm Bay and the Sheriff's Department.

- The West Melbourne City Council has long placed a major emphasis on keeping the City's infrastructure in good repair, and of improving water, sewer and storm drains in our older neighborhoods. As an example of the City's proactive approach to infrastructure maintenance, you may recall that in 2017 Hurricane Irma and some immediately following major rainstorms dumped more than 20 inches of rain in a short period of time. Because we had been so proactive for so long in maintaining our sewer collection and treatment system, the City of West Melbourne was the only municipality in Brevard County that did not experience a single sewer spill during Hurricane Irma. Also, as part of a decade-long effort, more water, sewer and storm water projects are budgeted this year. In this regard, the City has been successful in securing multiple large grants that will help us develop a major process improvement project at our sewer treatment plant and to construct two storm water improvement projects that will reduce flood risk and benefit several older neighborhoods lacking modern drainage.
- The City of West Melbourne is actively working towards the development of our own water plant. For many years, West Melbourne has purchased its potable water under a contract with the City of Melbourne. The contract provides an opportunity for exiting the contract in 2026 with a five year notice period. Last fall, the City Council accepted a comprehensive engineering report and has made the decision to start to work towards the development of our own \$25 million water plant. The first steps in the implementation of the plan are underway – securing a raw water allocation from the St. Johns River Water Management District, developing a test well that can be converted to one of at least three to as many as five production wells that will draw from the deep Floridan Aquifer, and constructing \$4,580,000 in additional water distribution

system improvements in the current budget year that prepare the distribution system to perform well when the new water plant, which will be located at the City's existing public works yard on the south side of Henry Avenue between Hollywood and Dairy, comes on line.

- The City Council has approved five Charter amendments to appear on the November 3 ballot. To me, the most important one, if approved, would conform West Melbourne's Council-Manager form of government to the normal form where the Police Chief reports to the City Manager rather than to the City Council. Both Chief Wiley and I agree that this would be good thing for the future of the City as a whole and the Police Department in particular, both in the near-term while we are still both in office and in the long-term for whomever our successors in these positions of significant responsibility might be.
- Earlier this month, the City Council approved a second round of building permit fee reductions targeting small West Melbourne businesses that want to construct tenant improvements, renovate, remodel and repair their buildings. A letter we have set out on the building permit counter us attached as "Attachment 2". The Council previously extended business tax receipts at no cost to small businesses through September 30, 2021, targeting those businesses with ten employees or less.
- Despite the pandemic-caused recession, West Melbourne's municipal financial condition continues to shine. Attached as "Attachment 3" are three charts and a table that demonstrate the City's low property tax rate and excellent financial position that will allow us to weather the storm and continue to provide excellent municipal services to West Melbourne citizens and businesses for years to come.

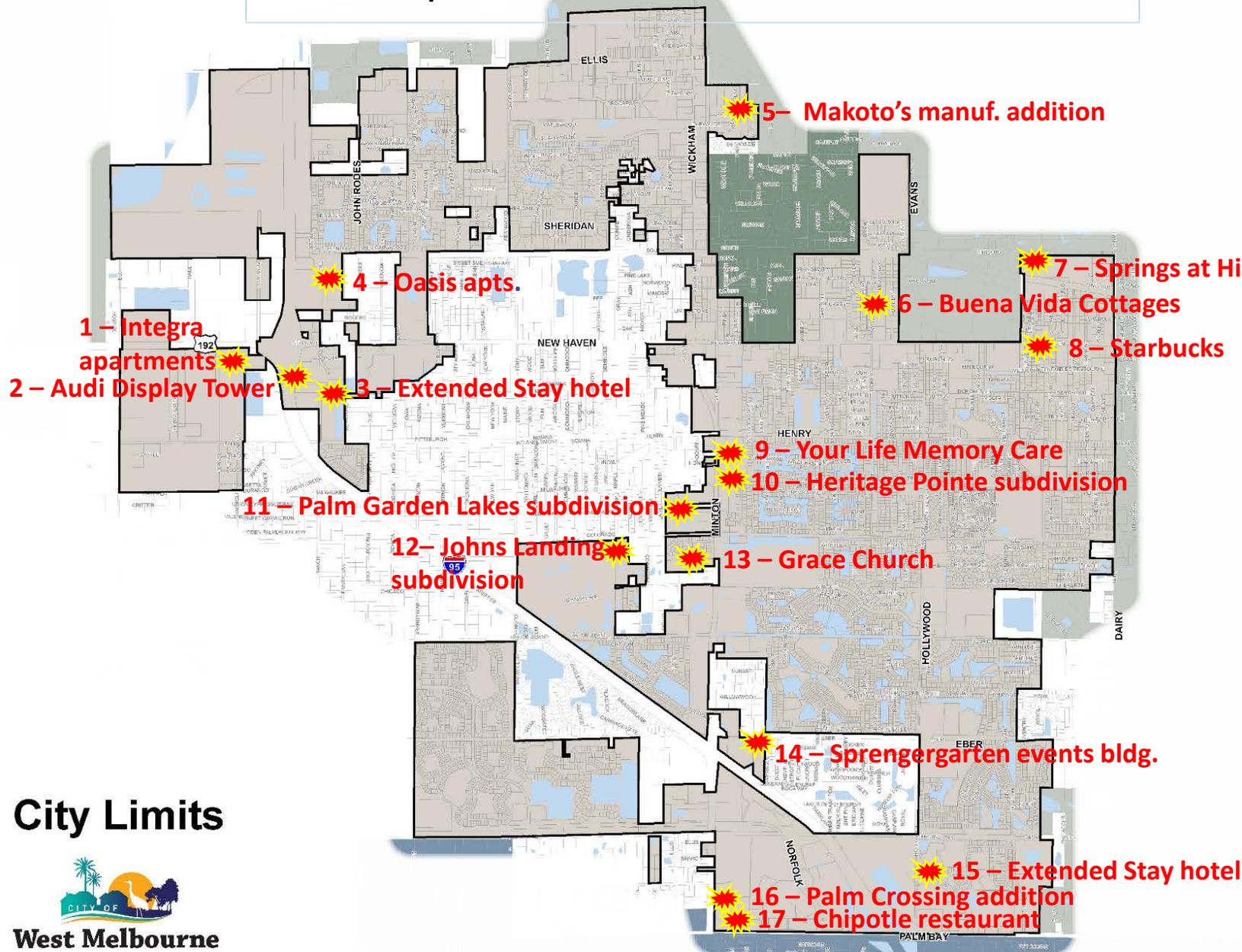
Developments under construction - 2020

Legend Attachment 1

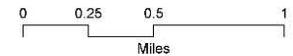
-  West Melbourne
-  Melbourne
-  Melbourne Village
-  Palm Bay
-  Brevard County

Area Data

| | |
|-------------------------|--------|
| Population (April 2020) | 25,385 |
| Square Miles | 10.55 |
| Total Acres | 6,751 |



City Limits



Updated: August 28, 2020
 By: City of West Melbourne
 Document Name: City Limits.mxd
 Sources:
 Brevard County Property Appraiser,
 City of West Melbourne Planning Department

DISCLAIMER:
 This map is not a survey and should not be used as a survey. Road right-of-ways are approximate.

MAYOR
Hal J. Rose

DEPUTY MAYOR
John Dittmore

COUNCIL MEMBERS
Daniel Batchelder
Pat Bentley
Adam Gaffney
Barbara Smith
Andrea Young



City Manager's Office
Scott Morgan, City Manager
West Melbourne City Hall
2240 Minton Road
West Melbourne, FL 32904
Phone: (321) 837-7771
Fax: (321) 768-2390
www.westmelbourne.org

October 7, 2020

Attention Construction Contractors

To encourage continued construction during the COVID-19 pandemic and economic downturn, the West Melbourne City Council has significantly reduced building plan check and inspection fees. The City asks that contractors notify property owners of these reductions so that the savings might be passed along to those who have contracted with you to perform the construction you will undertake.

As always, but especially now, we thank you for performing quality construction work on behalf of those businesses and property owners who are investing in our community, through you, with their improvements.

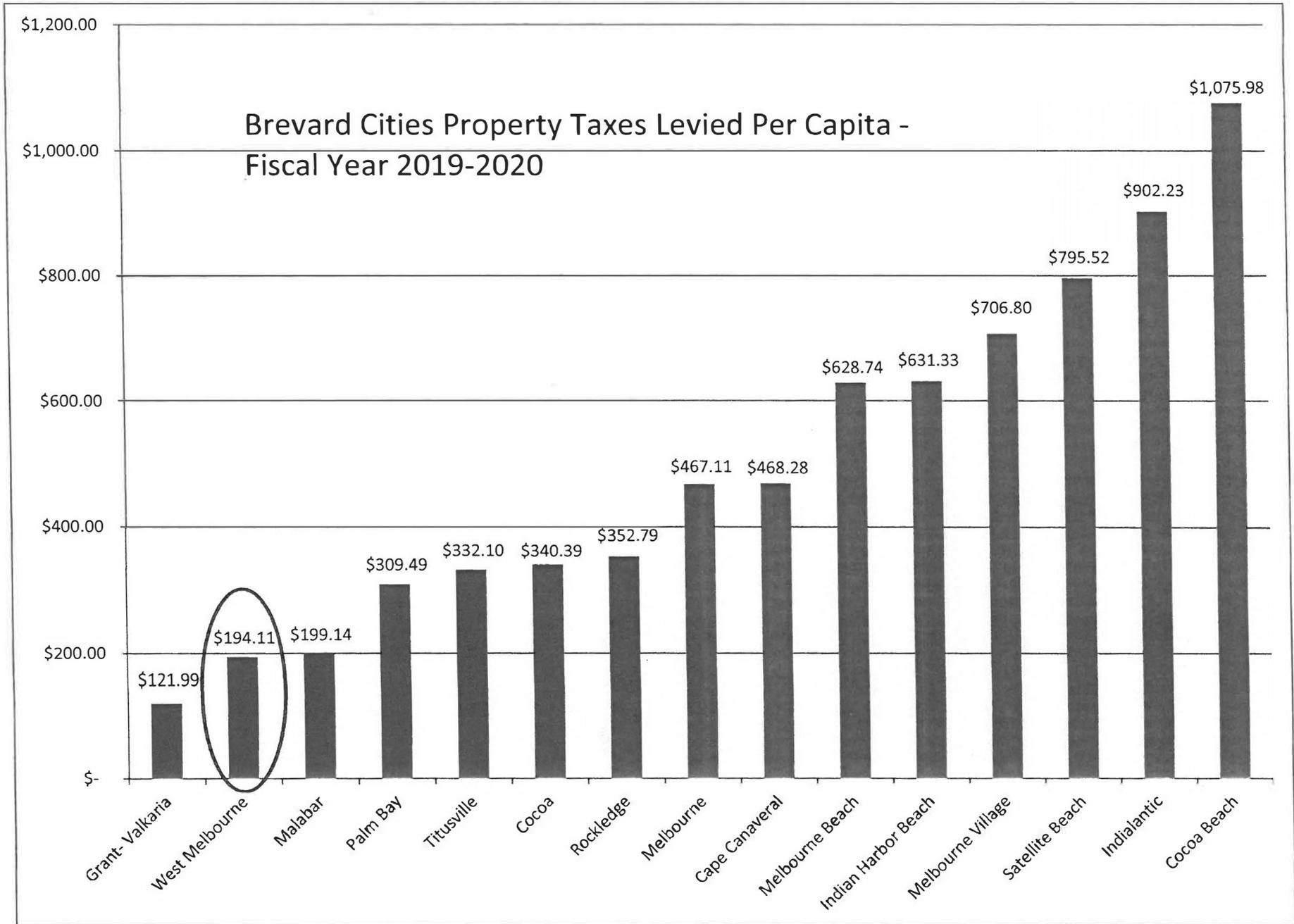
Sincerely,

A handwritten signature in black ink that reads "Scott Morgan".

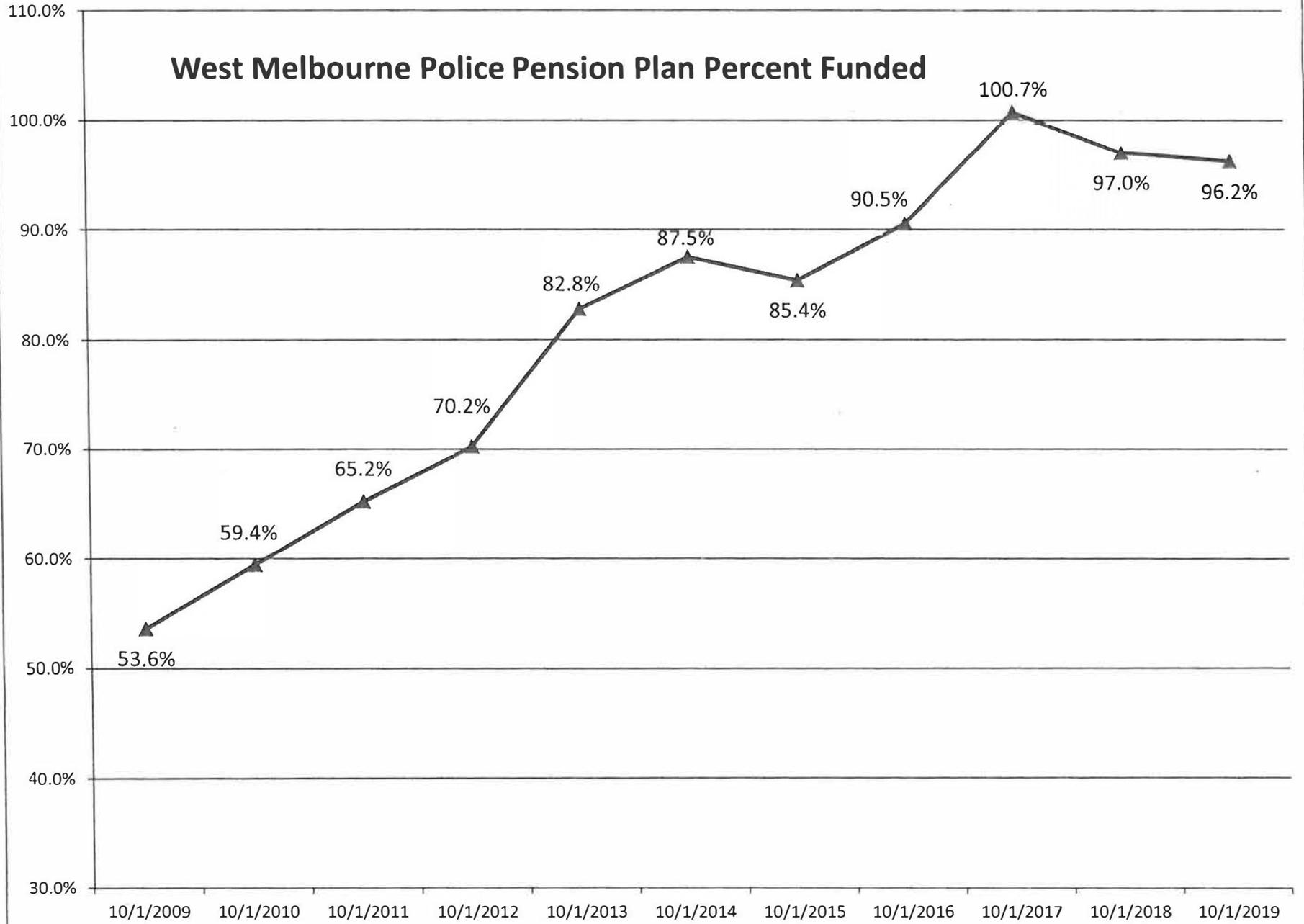
Scott Morgan
City Manager

sm

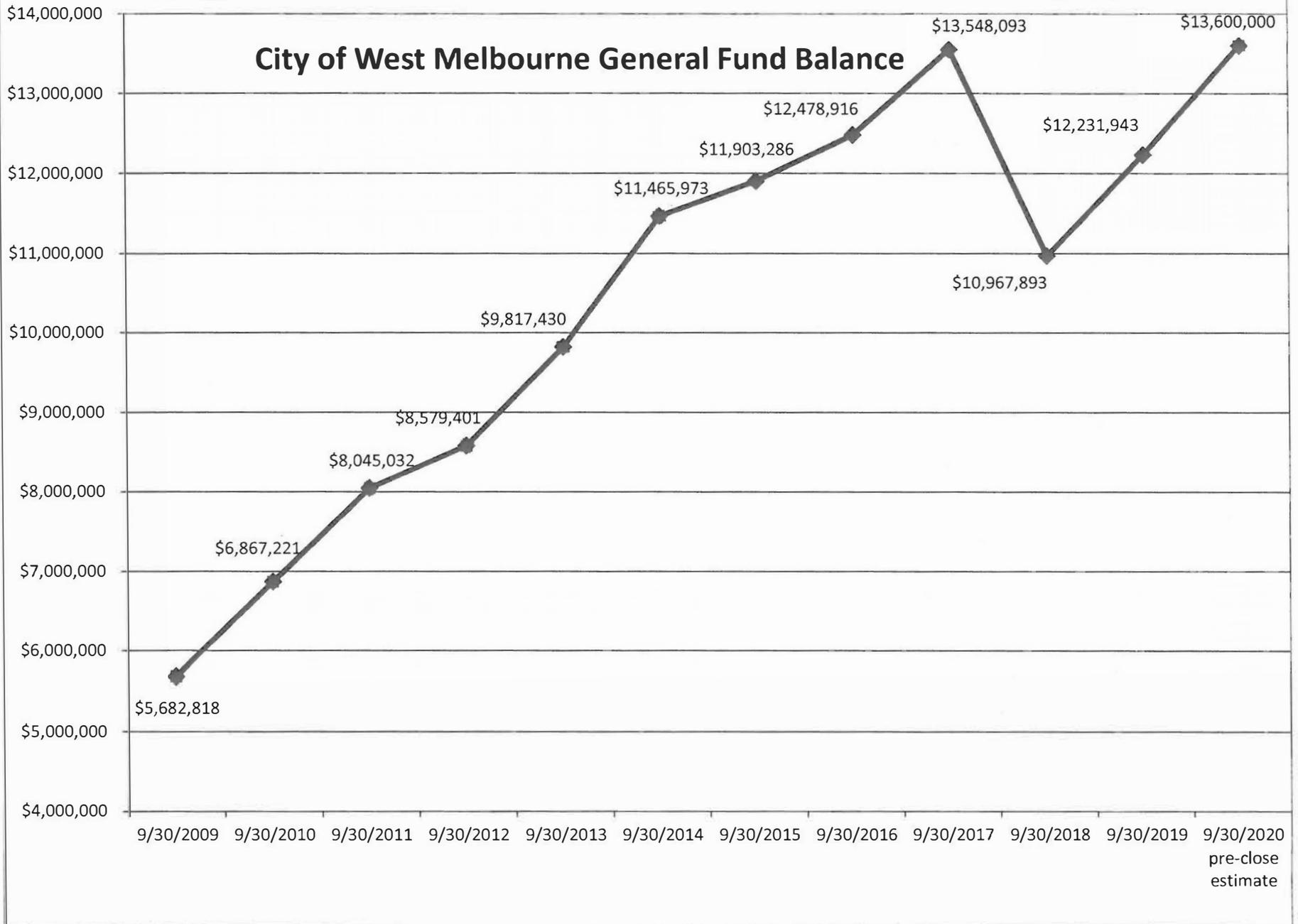
c: Mayor and City Council Members
Mr. Tom Forbes, Building Official



West Melbourne Police Pension Plan Percent Funded



City of West Melbourne General Fund Balance



Municipal Debt Per Capita as of September 30, 2019

| City | Governmental Activities Debt/Capita | Business-Type Activities Debt/Capita | Total Debt/Capita |
|-----------------|----------------------------------------|-----------------------------------------|-------------------|
| Cocoa | \$ 954.26 | \$ 5,635.16 | \$ 6,589.42 |
| Cocoa Beach | \$ 1,548.09 | \$ 2,000.82 | \$ 3,548.91 |
| Cape Canaveral | \$ 775.71 | \$ 821.51 | \$ 1,597.22 |
| Palm Bay | \$ 1,271.62 | \$ 249.62 | \$ 1,521.24 |
| Melbourne | \$ 72.69 | \$ 1,187.20 | \$ 1,259.89 |
| Satellite Beach | \$ 1,019.18 | \$ | \$ 1,019.18 |
| Titusville | \$ 304.33 | \$ 551.97 | \$ 856.30 |
| Rockledge | \$ 178.48 | \$ 340.46 | \$ 518.94 |
| West Melbourne | \$ | \$ 362.00 | \$ 362.00 |
| Averages | \$ 680.48 | \$ 1,238.75 | \$ 1,919.23 |