



Village of
ESTERO

VILLAGE OF ESTERO
VILLAGE COUNCIL MEETING
PACKET
MARCH 2, 2022, 09:30 AM



COVID-19 NOTICE:

The Village Council Meeting will be conducted physically in Council Chambers at Village Hall, 9401 Corkscrew Palms Circle, with an opportunity to participate virtually. The meeting will be broadcasted live via the Village of Estero website <https://estero-fl.gov/council/watch-meetings-online/>. Access in Council Chambers will be limited in order to comply with the safety instructions relating to COVID-19. Please see the [bottom of this agenda](#) for further information and instructions for public participation.

AGENDA
VILLAGE COUNCIL MEETING
9401 Corkscrew Palms Circle, Estero, Florida
March 2, 2022, 09:30 am

1. CALL TO ORDER

INVOCATION

Pastor Todd Weston River of Life Church

PLEDGE OF ALLEGIANCE

ROLL CALL

PRESENTATION

Lee County Sheriff CRU Department

False alarms, frauds, and scams

2. APPROVAL OF AGENDA, ADDITIONS, AND DELETIONS

3. PUBLIC COMMENT ON NON-AGENDA ITEMS

4. CONSENT AGENDA

a. February 16, 2022, Council Meeting Minutes

Attachment: [02162022 minutes.pdf](#)

b. Financial Report for Month ended January 2022

Attachment: [January Agenda Item Summary Sheet Financial Report.pdf](#)

Attachment: [Village Council Report 1.22.pdf](#)

c. Appointment to Lee County Tourist Development Council

Attachment: [Lee County Tourist Development Council .pdf](#)

5. CONSIDERATION OF ITEMS DEFERRED FROM CONSENT AGENDA

6. ACTION ITEMS

- a. Greater Estero Chamber of Commerce approval of financial support for Strategic Plans for Future Growth and Impact.**

Recommended Action

Motion to approve Greater Estero Chamber of Commerce approval of financial support for Strategic Plans for Future Growth and Impact.

Financial Impact

The funding request for 2022 is again at \$25,000. Funds are included in the Village's 2021-22 Annual Budget for this expenditure.

Given the strong role of the Greater Chamber in the Village in support of our business community, their focus on economic development, and the strong support provided the community during the COVID Pandemic a continued contribution from the Village would seem appropriate.

Based on the support indicated by the Village Council at the Workshop discussion the \$25,000 allocation is on the Council Agenda for final approval.

Attachment: [Greater Estero Chamber Agenda Item Summary Sheet .pdf](#)

Attachment: [Greater Estero Chamber Plan for 2022.pdf](#)

Attachment: [2022 CHAMBER BUDGET.pdf](#)

Attachment: [609 Estero Chamber Invoice .pdf](#)

7. PUBLIC COMMENT ON NON-AGENDA ITEMS

8. COUNCIL COMMUNICATIONS / FUTURE AGENDA ITEMS

9. VILLAGE ATTORNEY'S REPORT

10.VILLAGE MANAGER'S REPORT

Adjourn Regular Session and Convene Workshop Items

11.WORKSHOP ITEMS

- a. Estero on the River**

Zoning & Planning Options

Fence & Path

Attachment: [Estero on the River Workshop Summary.pdf](#)

Attachment: [2022 Estero on the River 2.25.22 Final.pdf](#)

Attachment: [Estero on the River Fence Path.pdf](#)

b. Conflict of Interest -- Planning, Zoning and Design Board

Attachment: [1_ 3-2-2022 Workshop Agenda Item Summary Sheet - Conflict of Interest.pdf](#)

Attachment: [2_ 2.24.22 MEMORANDUM PZDB re Conflict of Interest.pdf](#)

Attachment: [3_COE 88-40 Conflict of Interest _2_.pdf](#)

Attachment: [4 COE 78-86 Conflict of Interest _1_.pdf](#)

c. Greater Estero Virtual Information Center (GEVIC)

Attachment: [GEVIC_WORKSHOP Agenda Item Summary Sheet .pdf](#)

Attachment: [Memorandum of Understanding.pdf](#)

Attachment: [GEVIC 7 year financial projections.pdf](#)

Attachment: [GEVIC Articles of Incorporation V1.pdf](#)

Attachment: [Website Examples.pdf](#)

12.ADJOURNMENT

General Attachments

[- Transcript.pdf](#)

VILLAGE OF ESTERO COUNCIL MEETING
WEDNESDAY, MARCH 2, 2022, 9:30 A.M.

DISCLAIMER:

THIS FILE REPRESENTS AN UNEDITED VERSION OF REALTIME
CAPTIONING WHICH SHOULD NEITHER BE RELIED UPON FOR COMPLETE
ACCURACY NOR USED AS A VERBATIM TRANSCRIPT.
ANY PERSON WHO NEEDS A VERBATIM TRANSCRIPT OF THE
PROCEEDINGS MAY NEED TO HIRE A COURT REPORTER.

09:29:35 >>Mayor Errington: GOOD MORNING.
09:29:36 THANK YOU FOR BEING HERE.
09:29:42 THIS IS THE DAY THAT THIS MEETING IS CALLED TOGETHER TO GO
09:29:47 OVER THE MEETING FOR OUR COUNCIL, BUT IT'S ALSO A VERY
09:29:54 DISTURBING DAY, TOO, WITH EVERYTHING THAT'S GOING ON IN
09:29:58 UKRAINE.
09:30:00 THOSE OF US WHO HAVE BEEN WATCHING IT, IT'S REALLY TOUCHED
09:30:03 OUR HEARTS AND OUR MINDS AND OUR SOULS.
09:30:08 AND IT'S VERY DIFFICULT TO KNOW WHAT THE PEOPLE ARE GOING
09:30:11 THROUGH RIGHT NOW, ESPECIALLY THE ONES WHO ARE TRYING TO
09:30:14 LEAVE THE COUNTRY.
09:30:17 IT SEEMS LIKE IT GETS BOGGED DOWN IN YOUR MIND WITH ALL THE
09:30:24 TRAGEDY THAT'S GOING ON.
09:30:26 IT'S VERY, VERY SERIOUS.
09:30:30 I WOULD LIKE FOR YOU TO JOIN ME IN A MOMENT OF SILENCE FOR
09:30:35 THE PEOPLE IN UKRAINE AND THE STRENGTH THAT THEIR PRESIDENT
09:30:41 ZELENSKY IS SHOWING AS A LEADER OF THAT COUNTRY AND PRAY FOR
09:30:46 HIM.

09:30:46 BUT IN YOUR SILENCE, HOWEVER YOU WANT TO REACH TO YOUR GOD,
09:30:52 THAT WE DO THAT IN MEMORY AND HONOR OF WHAT THEY ARE GOING
09:30:58 THROUGH.
09:30:58 [MOMENT OF SILENCE]
09:31:03 THANK YOU.
09:31:09 AT THIS TIME, I WOULD LIKE TO CALL PASTOR TODD WESTON OF THE
09:31:16 RIVER OF LIFE CHURCH UP TO GIVE THE INVOCATION.
09:31:19 WELCOME, PASTOR TODD.
09:31:22 >> THANK YOU.
09:31:23 LET'S PRAY.
09:31:26 HEAVENLY FATHER, WE THANK YOU FOR YET ANOTHER BEAUTIFUL DAY
09:31:30 IN SOUTHWEST FLORIDA.
09:31:32 WE THANK YOU FOR THE GIFT OF LIFE.
09:31:35 LORD, WE DO PRAY TODAY FOR THE PEOPLE OF UKRAINE.
09:31:38 WE PRAY FOR YOUR PROTECTION AND FOR YOUR DELIVERANCE FROM
09:31:43 THIS EVIL THAT HAS COME UPON THEM.
09:31:46 AND WE PRAY, LORD, FOR A QUICK AND A RIGHTEOUS AND JUST END
09:31:50 TO THIS NEEDLESS WAR.

09:31:51 WE PRAY FOR OUR OWN COUNTRY IN THESE CHALLENGING TIMES THAT
 09:31:55 YOU WILL LEAD, GUIDE, AND DIRECT US AS WE PLACE OUR TRUST IN
 09:31:59 YOU.
 09:32:00 I THANK YOU TODAY FOR THESE MEMBERS OF THE VILLAGE OF ESTERO
 09:32:05 WHO SERVE AND CARE FOR OUR COMMUNITY.
 09:32:07 I PRAY, LORD, THAT YOU WILL GRANT THEM WISDOM AND
 09:32:10 DISCERNMENT AND UNDERSTANDING AS THEY CONSIDER THE ITEMS ON

 09:32:15 TODAY'S AGENDA, ENABLE THEM TO MAKE RIGHT DECISIONS THAT
 09:32:20 WILL BE PLEASING TO YOU AND BENEFICIAL TO THOSE WHO CALL
 09:32:24 ESTERO HOME.
 09:32:25 WE ASK THIS IN THE NAME OF YOUR SON JESUS CHRIST.
 09:32:29 AMEN.
 09:32:30 >>Mayor Errington: THANK YOU.
 09:32:31 IF YOU ARE ABLE, PLEASE STAND.
 09:32:36 I'M ASKING VICE-MAYOR McLAIN TO LEAD US IN THE PLEDGE OF
 09:32:39 ALLEGIANCE.
 09:32:39 [PLEDGE OF ALLEGIANCE]
 09:32:50 >>Mayor Errington: THANK YOU.
 09:32:52 MADAM CLERK, WILL YOU PLEASE CALL THE ROLL, PLEASE.
 09:33:02 >>Joanne Ribble: HERE.
 09:33:03 >>Larry Fiesel: HERE.
 09:33:05 >>Jim Boesch: HERE.
 09:33:06 >>Jim Ward: HERE.
 09:33:08 >>Jim Wilson: HERE.
 09:33:09 >>Vice-Mayor McLain: HERE.
 09:33:11 >>Mayor Errington: HERE.
 09:33:12 THANK YOU.
 09:33:14 AT THIS TIME, WE ARE INTRODUCING THE LEE COUNTY SHERIFF CRU
 09:33:22 DEPARTMENT, COMMUNITY RESPONSE CENTER.
 09:33:25 HEATHER TURCO FROM THE LEE COUNTY SHERIFF'S DEPARTMENT WILL
 09:33:31 COME BEFORE US TO DISCUSS FRAUD, SCAMS, AND FALSE ALARMS.
 09:33:37 >> THANK YOU VERY MUCH.

 09:33:37 MY GOODNESS.
 09:33:39 WE HAVE PRAYED AND SAID THE PLEDGE.
 09:33:41 LIFE IS GOOD.
 09:33:42 GOOD WAY TO GET STARTED THIS MORNING.
 09:33:44 THANK YOU SO MUCH FOR HAVING THE LEE COUNTY SHERIFF'S OFFICE
 09:33:47 IN HERE.
 09:33:48 A QUICK INTRODUCTION FOR ME, THE COMMUNITY RESPONSE UNIT IS
 09:33:53 SOMETHING THAT SHERIFF CARMINE MARCENO HAS REALLY GOTTEN
 09:33:59 BEHIND, AS WE KNOW IN THE SPIRIT OF COMMUNITY, MORE
 09:34:02 COMMUNITY, LESS CRIME.
 09:34:03 QUICKLY, I WANT TO INTRODUCE LIEUTENANT FRANK PISANO WHO HAS
 09:34:09 JOINED ME.
 09:34:10 HE'S IN COMMUNITY POLICING.
 09:34:11 SO WE WORK TOGETHER TO GET OUT WITHIN THE COMMUNITIES AND

09:34:15 RESPOND, LITERALLY.
 09:34:17 WE WORK A LOT WITH VICTIMS OF PROPERTY CRIME.
 09:34:19 WE ALSO DO A LOT OF PUBLIC SPEAKING ENGAGEMENTS, AND WE
 09:34:22 TEACH THOSE COMMONSENSE CLASSES THAT WE ALL SHOULD TAKE BUT
 09:34:26 DON'T BECAUSE THEY ARE NOT OFFERED.
 09:34:28 AND ONE OF THOSE IS FRAUDS AND SCAMS TODAY.
 09:34:31 ON BEHALF OF THE SHERIFF'S OFFICE, I DO WANT TO THANK
 09:34:34 EVERYONE WHO IS FORMER LAW ENFORCEMENT OR CURRENT, FORMER
 09:34:40 FIRST RESPONDERS.
 09:34:42 WE TALK TO A LOT OF PEOPLE WHO ARE RETIRED, HAVE DONE A LOT
 09:34:46 OF SERVICE.

 09:34:47 WE APPRECIATE YOU ALL AS WELL IN THE SERVICE YOU'RE DOING
 09:34:49 RIGHT NOW AND OUR VETERANS FOR SURE.
 09:34:51 QUICKLY, I WANT TO TOUCH ON GULF COAST TOWN CENTER.
 09:34:55 IT'S GOING TO BE OPENING AN OUTREACH CENTER.
 09:34:57 THAT'S COMING UP OFFICIALLY IN THE NEXT MONTH OR SO.
 09:35:01 MANY OF YOU LIKELY WILL BE THERE AT THE GRAND OPENING.
 09:35:04 LOOK FOR THAT IN THE DAYS TO COME.
 09:35:05 YOU ALL WANTED ME TO SPEAK ON ALARMS.
 09:35:09 I DID BRING INFORMATION ON ALARMS, GETTING YOUR ALARMS
 09:35:13 REGISTERED BECAUSE FALSE ALARMS, OF COURSE, ARE A CONCERN.
 09:35:16 SO I HAVE THAT INFORMATION, AND WE HAVE A UNIT THAT IS IN
 09:35:20 CHARGE OF THAT AS WELL.
 09:35:21 FRAUDS AND SCAMS.
 09:35:24 THAT'S WHY I'M HERE.
 09:35:25 I WILL QUICKLY SAY JUST ABOUT MY BACKGROUND, MY HUSBAND WAS
 09:35:30 A COACH AND TEACHER AT ESTERO HIGH SCHOOL FOR 16 YEARS.
 09:35:34 COACH FRANK TURCO, AND HE IS NOW AT CANTERBURY SCHOOL, STILL
 09:35:38 THE ATHLETIC DIRECTOR, WORKING A LOT OF SPORTS.
 09:35:41 I HAVE TWO CHILDREN.
 09:35:42 MY SON IS 22.
 09:35:44 HE IS AT THE UNIVERSITY OF FLORIDA GETTING READY TO
 09:35:46 GRADUATE.
 09:35:47 MY DAUGHTER IS A FRESHMAN UP THERE AS WELL.
 09:35:50 ALL RIGHT.
 09:35:51 SO FRAUDS AND SCAMS TRULY BREAK MY HEART.

 09:35:56 WE HAVE HERE IN SOUTH DISTRICT, WHERE I AM ASSIGNED.
 09:36:01 THAT IS SAN CARLOS, ESTERO, BONITA.
 09:36:06 EVERY DAY WE HAVE PEOPLE WHO ARE VICTIMS OF FRAUDS AND
 09:36:08 SCAMS.
 09:36:08 UNFORTUNATELY, IT'S BECAUSE WE ARE HUMAN, AND WE TEND TO
 09:36:14 DEFAULT TO THE TRUTH.
 09:36:17 WE DEFAULT TO THE TRUTH MEANING WE BELIEVE WHAT WE SEE AND
 09:36:24 HEAR BECAUSE THAT'S WHO WE ARE.
 09:36:25 WE ARE HUMAN.
 09:36:26 I INTRODUCED MYSELF.

09:36:27 YOU HAVE NO REASON TO THINK I AM NOT WHO I SAY I AM.
 09:36:31 YOU RECEIVE AN E-MAIL AND IT LOOKS LIKE IT'S FROM AMAZON OR
 09:36:34 A UNIVERSITY OR A LAW ENFORCEMENT AGENCY AND YOU HAVE NO
 09:36:38 REASON TO THINK THAT IT'S NOT.
 09:36:41 THAT'S WHERE WE HAVE TO SORT OF UNDO EVERYTHING WE'VE
 09:36:45 LEARNED.
 09:36:46 WHEN THE PHONE RANG WHEN WE WERE GROWING UP, WE ANSWERED THE
 09:36:49 PHONE, AND IT WAS FOR US, MOST LIKELY.
 09:36:52 AND IT WASN'T AN ACTOR ON THE OTHER SIDE OF THE PHONE WHO
 09:36:56 WAS GOING TO TRY TO CON US, PLAY ON OUR EMOTIONS, ON OUR
 09:37:03 VULNERABILITY, ON OUR TRUST THAT WE HAVE.
 09:37:05 SO WE AT THE SHERIFF'S OFFICE DO A LOT OF PRESENTATIONS, AND
 09:37:10 I WAS TELLING CAROL, I CAN TALK FOR HOURS BECAUSE THERE ARE
 09:37:14 SO MANY TYPES OF SCAMS.
 09:37:16 I DON'T HAVE THAT LONG TODAY, BUT IF YOU ALL EVER WANT US TO

 09:37:19 COME BACK, WHETHER IT BE ROTARY.
 09:37:22 WE HAVE HOA FOLKS, IF YOU WANT US TO COME IN AND SPEAK,
 09:37:26 WE'RE HAPPY TO DO THAT.
 09:37:27 IT'S FREE.
 09:37:29 ALL OF OUR PROGRAMS ARE FREE.
 09:37:30 YOUR TAX DOLLARS AT WORK.
 09:37:32 TECHNICALLY, YOU DO PAY FOR IT, BUT UTILIZE THAT SERVICE.
 09:37:35 THAT'S IMPORTANT.
 09:37:38 ALL RIGHT.
 09:37:38 SO I TALKED ABOUT TRUST.
 09:37:40 WE ALSO ARE NICE.
 09:37:42 WE ARE POLITE, AND WE WANT TO HELP IF SOMEONE IS ASKING FOR
 09:37:47 HELP AND WE WANT TO GET HELP.
 09:37:49 IF SOMEONE IS CALLING AND SAYING THERE'S CRIMINAL ACTIVITY
 09:37:52 ON OUR SOCIAL SECURITY GUARD WITH OUR NUMBER AND OUR
 09:37:55 BENEFITS WILL BE SUSPENDED, WE WANT HELP.
 09:37:56 THERE IS A VIRUS ON OUR COMPUTERS, AND IT'S GOING RUHH-RUHH,
 09:38:02 AND SOMEBODY WILL TELL US HOW TO GET IT OFF, WE WANT THAT
 09:38:05 HELP.
 09:38:06 WE WELCOME IT.
 09:38:07 IT IS JUST SO IMPORTANT THAT WE DO OUR RESEARCH.
 09:38:11 WE TALK A LOT ABOUT ADVOCACY.
 09:38:13 I THINK IT'S SO IMPORTANT THAT WE ARE OUR OWN ADVOCATE,
 09:38:16 WHETHER IT'S IN HEALTH CARE AT THE DOCTOR'S OFFICE OR IT'S
 09:38:19 OUT ON THE STREETS AND IT'S OUR PHYSICAL PERSON.

 09:38:22 I WOULD LOVE TO HAVE FRANK COME AND LIVE WITH EACH AND EVERY
 09:38:26 ONE OF YOUR CONSTITUENTS IN ESTERO, SLEEP ON THE COUCH, WALK
 09:38:30 YOU INTO THE RESTAURANT, EAT DINNER WITH YOU.
 09:38:33 WOULDN'T THAT BE GREAT?
 09:38:34 WE JUST DON'T HAVE THE MANPOWER, WHICH IS WHY IT'S SO
 09:38:38 IMPORTANT THAT WE AS HUMAN BEINGS AND RESIDENTS HERE IN

09:38:40 SOUTHWEST FLORIDA ARE OUR OWN ADVOCATE.
 09:38:43 SO THAT'S OUR PHYSICAL PERSON, OF COURSE, AND I TEACH
 09:38:47 PERSONAL SAFETY.
 09:38:48 BUT NOW WE'RE TALKING ABOUT CYBER SAFETY.
 09:38:51 AGAIN, I WOULD LOVE TO BE RIGHT NEXT TO YOU WHEN THE PHONE
 09:38:55 RINGS.
 09:38:55 I WOULD ANSWER THE PHONE FOR YOU.
 09:38:57 WHEN THE E-MAIL COMES IN, I WOULD TAKE THAT 20 MINUTES.
 09:39:00 I WOULD DO THAT INVESTIGATIVE AND DETECTIVE WORK TO SEE IF
 09:39:05 IT WAS WHAT IT WAS SUPPOSED TO BE.
 09:39:06 UNFORTUNATELY, WE CAN'T, WHICH IS WHY I'M TRYING TO GET THE
 09:39:10 WORD OUT, TEACHING AND TRAINING THAT WE MUST BE OUR OWN
 09:39:13 INVESTIGATOR.
 09:39:14 SO THE FEDERAL GOVERNMENT BELIEVES -- AND I JUST LOOKED THIS
 09:39:19 UP YESTERDAY -- WE ARE RECEIVING 160 MILLION ROBO CALLS A
 09:39:24 DAY.
 09:39:24 THAT IS 4.6 BILLION A MONTH.
 09:39:26 THAT IS 1900 A SECOND, AND IT'S NOT A PHYSICAL PERSON WHO IS
 09:39:31 DIALING OUR NUMBER.

 09:39:32 IT IS A COMPUTER SOFTWARE ALGORITHM, AND MOST OFTEN IT'S
 09:39:37 COMING FROM OVERSEAS.
 09:39:38 IT'S NOT RIGHT HERE.
 09:39:40 BUT IT'S IMPORTANT THAT YOU REALIZE THAT I ALWAYS ENCOURAGE
 09:39:43 PEOPLE TO PUT THEIR CONTACTS IN THEIR PHONE SO THEN YOU CAN
 09:39:46 SEE AND DON'T ANSWER IT.
 09:39:49 JUST DON'T.
 09:39:50 IF YOU DO, WHICH YOU ALL HAVE, YOU'LL HEAR A CLICK.
 09:39:54 YOU'LL HEAR A MESSAGE TRYING TO GET YOU TO PRESS A NUMBER,
 09:39:58 SOME GREAT OFFER OR SOME WARRANTY THAT'S ABOUT TO BE UP.
 09:40:02 SO THESE CRIMINALS PLAY ON A SENSE OF URGENCY.
 09:40:06 THEY PLAY ON IT'S TOO GOOD TO BE TRUE.
 09:40:09 SOUNDS TOO GOOD TO BE TRUE.
 09:40:11 IT'S FABULOUS.
 09:40:12 I WILL TELL YOU YOU CANNOT WIN A SWEEPSTAKES OR CONTEST IF
 09:40:16 YOU HAVE NOT ENTERED.
 09:40:18 WE ALL WANT TO GET MONEY.
 09:40:21 WE ALL WANT THOSE FREE THINGS.
 09:40:23 BUT MORE OFTEN THAN NOT, IT'S A SCAM.
 09:40:25 WE HAVE IMPOSTOR SCAMS, SO MANY DIFFERENT TYPES.
 09:40:29 YOU MAY HAVE HEARD OF THE GRANDPARENT SCAM.
 09:40:31 SOMEONE YOU KNOW AND LOVE IS IN JAIL.
 09:40:34 THEY ARE CALLING.
 09:40:35 THEY HAVE BEEN INJURED.
 09:40:37 IT HAPPENS MORE OFTEN THAN YOU KNOW.

 09:40:39 COULD BE A COUSIN.
 09:40:41 THEY TAG TEAM.

09:40:42 YOU ASK THE RIGHT QUESTIONS.
 09:40:44 YOU'LL TALK TO THE PERSON WHO IS THE IMPOSTOR.
 09:40:46 YOU'LL TALK TO A BAIL BONDSMAN, AN ATTORNEY, A SERGEANT,
 09:40:51 THEY KNOW THE QUESTIONS YOU WILL ASK, AND THEY ARE READY FOR
 09:40:54 IT.
 09:40:55 WE HAVE HAD PEOPLE HERE IN SOUTH DISTRICT LOSE TENS OF
 09:40:59 THOUSANDS OF DOLLARS BECAUSE OF THE VARIOUS SCAMS THAT ARE
 09:41:02 OUT THERE, BECAUSE THEY ARE SO GOOD AT WHAT THEY DO.
 09:41:05 THEY GO TO WORK EVERY DAY TO STEAL MONEY FROM US.
 09:41:10 IT'S NOT JUST AMERICANS.
 09:41:12 IT'S GLOBAL.
 09:41:13 IT IS WHAT THEY DO AND THEY DO NOT CARE.
 09:41:18 YOU HAVE TO UNDERSTAND THAT.
 09:41:19 THERE IS NOTHING IN THEIR GUT THAT KEEPS THEM FROM CALLING
 09:41:23 US OR REACHING OUT TO US AND TRYING TO GET PERSONAL
 09:41:29 INFORMATION AND INFORMATION ABOUT OUR FINANCES.
 09:41:30 SO THE LITTLE SAYING THAT I LIKED HERE IS E-MAIL, CALL, OR
 09:41:38 FACE TO FACE, YOU MUST VERIFY JUST IN CASE.
 09:41:43 THIS IS EVEN WHEN YOU'RE OUT IN THE PARKING LOT, SOMEONE IS
 09:41:45 APPROACHING YOU, MAYBE THEY HAVE A LOGO ON HERE, DO YOU KNOW
 09:41:48 I ACTUALLY WORK FOR THE SHERIFF'S OFFICE?
 09:41:51 THESE DAYS, ANYBODY CAN LOOK LIKE ANYONE.
 09:41:54 ANY PHONE NUMBER CAN BE SPOOFED INTO YOUR PHONE, ANY E-MAIL

 09:41:58 CAN BE CREATED.
 09:42:00 GIVE US FIVE MINUTES AND I CAN CREATE A Facebook PROFILE
 09:42:04 WHO LOOKS LIKE AN ACTUAL HUMAN BEING.
 09:42:06 AND ON THAT NOTE, ON Facebook AND SOCIAL MEDIA, WHICH WE
 09:42:11 LOVE AND WE LOVE TO HATE AS WELL, AT LAST CHECK, NEARLY 2
 09:42:17 BILLION Facebook ACCOUNTS.
 09:42:19 THEY ARE GOING IN, SAVING IMAGES AND CREATING PROFILES AND
 09:42:25 THEY WILL REACH OUT, AND THEY WILL SEND YOU A MESSAGE AND
 09:42:28 TELL YOU ABOUT SOME GREAT BIG SOMETHING THAT YOU NEED TO
 09:42:31 APPLY FOR AND WE JUST NEED YOUR PERSONAL INFORMATION AND
 09:42:33 IT'S FABULOUS.
 09:42:34 SO KEEP THESE NUMBERS IN MIND.
 09:42:37 THE IRS, SOCIAL SECURITY, THEY HIDE BEHIND THESE AGENCIES
 09:42:42 AND BUSINESSES WE TRUST, AMAZON, APPLE, YOU NAME IT.
 09:42:48 HOT TOPIC OFFERS, WHETHER IT BE AFTER A HURRICANE,
 09:42:52 CORONAVIRUS WAS A HUGE GET.
 09:42:54 BILLIONS OF OUR DOLLARS LEFT OUR COUNTRY BECAUSE OF
 09:42:57 CORONAVIRUS, HOW TO GET A VACCINE, HOW TO GET A TEST, HOW TO
 09:43:02 GET YOUR STIMULUS CHECK, HOW TO GET YOUR UNEMPLOYMENT CHECK.
 09:43:09 THESE CRIMINALS LATCH ON TO THE HOT TOPICS BECAUSE WE ARE
 09:43:12 PAYING ATTENTION AND THEY KNOW THAT.
 09:43:13 AND WE WANT INFORMATION ON THESE THINGS.
 09:43:17 THAT'S WHY WE SEE TAX AND IRS SCAMS AROUND TAX TIME.
 09:43:21 IT MAKES SENSE.

09:43:23 WE HAVE TO BE HYPERVIGILANT.

09:43:25 THE BEST ACTION TO TAKE IF THE PHONE RINGS IS JUST DON'T
09:43:28 ANSWER IT.
09:43:28 SO WHO IS THE PERSON ON THE OTHER END?
09:43:32 THERE IS A VERY GOOD CHANCE IT IS NOT A FRIEND.
09:43:35 YOU SAY, HEATHER, IT MIGHT BE MY DOCTOR'S OFFICE, WELL, THEY
09:43:38 WILL LEAVE YOU A MESSAGE.
09:43:39 IT MIGHT BE MY LOVED ONE WHOSE PHONE DIED OR LOST THEIR
09:43:44 PHONE SO THEY ARE USING A FRIEND'S PHONE AND NEED TO CONTACT
09:43:47 ME.
09:43:47 THEY WILL LEAVE A MESSAGE.
09:43:48 THEY WILL TEXT.
09:43:49 THEY WILL GET AHOLD OF YOU IF IT IS SOMETHING IMPORTANT LIKE
09:43:52 THAT.
09:43:52 IMPORTANT TO NOTE.
09:43:54 A QUOTE FROM A SCAMMER, A STUDENT IN NIGERIA.
09:44:00 SO THIS IS A YOUNG PERSON WHO IS STUDYING ENGINEERING IN
09:44:04 NIGERIA WHO DOES A LITTLE SIDE HUSTLE TO SCAM US.
09:44:08 THE QUOTE, "IT'S EASY MONEY. NO REMORSE. WE DON'T KNOW
09:44:15 THEM. WE DON'T KNOW WHO THEY ARE. IT'S NOBODY."
09:44:19 SO THEY WILL ATTEMPT 40 TIMES ON AVERAGE TO GET ONE PERSON
09:44:23 TO BITE.
09:44:24 THEY WILL THROW THE BAIT OUT 40 TIMES AND ONE PERSON WILL
09:44:29 BITE.
09:44:29 IF YOU DON'T, THEY'LL JUST MOVE ON TO THE NEXT PERSON.
09:44:32 GIFT CARDS ARE FOR GIFTS YOU SEE.

09:44:38 THEY ARE NEVER NEEDED TO PAY A FEE.
09:44:42 I WISH THIS WAS LIKE THE TRUTH CAMPAIGN FOR SMOKING.
09:44:45 I WISH THE FEDERAL GOVERNMENT WOULD DO SOMETHING AND HAVE
09:44:48 THESE LITTLE PSAs FOR US.
09:44:51 BECAUSE IF YOU HEAR GIFT CARDS EVER, IT'S A SCAM.
09:44:55 GIVE THOSE TO YOUR LOVED ONES AS GIFTS, BUT IF YOU'RE
09:45:01 HEARING SOMEBODY SAY YOU HAVE TO PAY A BILL, SOMEBODY GET
09:45:04 OUT OF JAIL, ANYTHING, AND THEY REFERENCE A GIFT CARD, AND
09:45:07 THAT COULD BE A Facebook FRIEND OR AN E-MAIL FROM A
09:45:10 CONTACT WHO YOU THINK IS A CONTACT, ASKING FOR YOU TO
09:45:14 PURCHASE GIFT CARDS BECAUSE THEY ARE OUT OF TOWN AND THEY
09:45:17 NEED TO GET A GIFT FOR A LOVED ONE OR FRIEND.
09:45:19 I HAD THAT HAPPEN TO ME.
09:45:20 ON MY AGENCY-ISSUED PHONE.
09:45:23 ON MY AGENCY-ISSUED E-MAIL.
09:45:26 NO ONE IS SAFE FROM THESE FOLKS.
09:45:29 HOW DO CRIMINALS GET OUR INFORMATION?
09:45:33 WELL, THERE COULD BE A DATA BREACH.
09:45:35 NOT A WHOLE LOT WE CAN DO ABOUT THAT, HOWEVER, THE COMPANIES
09:45:39 ARE DOING BETTER.

09:45:40 LISTEN, WE'RE GOING TO TRUST THAT OUR BANKS KEEP OUR
 09:45:42 INFORMATION SAFE.
 09:45:43 THEY HAVE LAYERS OF SECURITY, BUT IT DOESN'T ALWAYS HAPPEN,
 09:45:45 SO WE ARE NOT IN CONTROL OF THAT.
 09:45:47 THEY COULD STEAL OUR PURSE, WALLET, OUR LAPTOP.

 09:45:51 YES, THEY CAN.
 09:45:52 PROPERTY CRIME, THE NUMBER ONE PROPERTY CRIME IN THIS AREA
 09:45:55 IN ESTERO, CAR BURGLARIES, MEANING THEY ARE JUST OPENING THE
 09:46:00 DOORS.
 09:46:00 THEY ARE JUST TRYING IT, 99% OF THE TIME THE DOORS ARE
 09:46:03 UNLOCKED.
 09:46:04 WE TRUST THAT IN OUR COMMUNITIES WE ARE SAFE, IF WE HAVE A
 09:46:09 BAR, IF WE HAVE A GATE ATTENDANT.
 09:46:15 LISTEN, WE ARE INVITING STRANGERS INTO OUR COMMUNITIES ALL
 09:46:17 THE TIME.
 09:46:18 THEY ARE THE PEOPLE LANDSCAPING, CLEANING OUR POOLS, OUR
 09:46:21 AMAZON DRIVERS.
 09:46:21 THEY ARE PEOPLE FIXING OUR REFRIGERATORS AND DELIVERING OUR
 09:46:24 FURNITURE.
 09:46:24 WE HAVE STRANGERS IN OUR COMMUNITIES ALL THE TIME.
 09:46:27 AND WHAT ARE THEY DOING?
 09:46:29 THEY ARE LOOKING AROUND.
 09:46:30 THEY ARE SEEING WHAT'S OUT THERE.
 09:46:32 THAT'S WHY IT'S IMPORTANT TO BE A WATCHFUL COMMUNITY AND
 09:46:36 ENGAGE WITH THESE FOLKS.
 09:46:38 QUICKLY, SOME OF THE WORDS TO PAY ATTENTION TO, IF YOU DO
 09:46:41 RECEIVE AN E-MAIL OR JUST SOME CALL TO ACTION, CONFIRM,
 09:46:47 UPDATE, AND VERIFY.
 09:46:48 IF YOU HEAR CONFIRM, UPDATE, AND VERIFY, IT IS LIKELY A
 09:46:53 SCAM.

 09:46:54 PLEASE KEEP THAT IN MIND.
 09:46:56 THAT'S IN I DIDN'T GO THAT COMES INTO YOU.
 09:46:59 PICTURE YOUR PHONE OR DEVICE LIKE A DOOR.
 09:47:01 SOMEONE IS KNOCKING ON THE DOOR.
 09:47:03 SOMEONE IS RINGING THE DOORBELL, YOU'RE GOING TO BE
 09:47:05 SKEPTICAL OF WHO IS ON THE OTHER SIDE.
 09:47:07 ARE YOU GOING TO TRUST WHO THAT PERSON IS ON THE OTHER SIDE?
 09:47:10 THINK OF IT AS A DOOR, AND THEY ARE ALWAYS COMING AT YOU.
 09:47:12 SO WE ALWAYS SAY RESEARCH, IF YOU THINK, WELL, MAYBE I DID
 09:47:17 BUY A PHONE OR MAYBE I DID OPEN AN ACCOUNT AT BEST BUY,
 09:47:21 MAYBE AMERICAN EXPRESS IS TRYING TO GET IN TOUCH WITH ME OR
 09:47:24 FEDEX, THEN YOU NEED TO DO THE RESEARCH AND REACH OUT ON
 09:47:28 YOUR OWN.
 09:47:29 DON'T CALL ANY NUMBERS THAT COME IN.
 09:47:31 DON'T ANSWER THE PHONES.
 09:47:33 YOU DO THE RESEARCH.

09:47:34 IF THAT SPECIAL OFFER CAN'T BE BEAT, IF IT'S TOO GOOD, WE
 09:47:38 MUST DELETE.
 09:47:40 LISTEN, SAM WALTON DIDN'T GET RICH OFFERING THOUSAND-DOLLAR
 09:47:44 WALMART CARDS TO PEOPLE.
 09:47:45 I REALIZE THAT IT'S ENTICING TO WANT TO CLICK ON THINGS, BUT
 09:47:50 THEY ARE GOING TO ASK FOR PERSONAL INFORMATION, AND YOU HAVE
 09:47:54 GOTTEN ON THE LIST OF POTENTIAL VICTIMS IF YOU ENGAGE.
 09:47:57 THIS COMES WITH SO MANY DIFFERENT THINGS.
 09:48:02 I WON'T GO INTO IT, BUT JOB APPLICATION.

 09:48:05 EVERYTHING IS ONLINE NOW.
 09:48:06 WHAT DO YOU DO WHEN YOU FILL OUT A JOB APPLICATION?
 09:48:10 YOUR WHOLE WORLD IS ON THERE.
 09:48:11 BIRTHDAY, SOCIAL, ALL OF IT.
 09:48:13 THEY TARGET COLLEGE KIDS, THEY TARGET CONTACTS.
 09:48:16 THEY GET ON LINKED AND INDEED AND THEY'LL OFFER A JOB TO
 09:48:19 SOMEBODY AND SAY IF THIS OUT, AND THEN THERE'S REALLY NO
 09:48:22 OFFER AND THEY HAVE NOW YOUR PERSONAL INFORMATION.
 09:48:25 SO TALK TO YOUNG PEOPLE IN YOUR LIFE, TOO, WHO ARE OUT THERE
 09:48:28 BECAUSE THEY ARE VERY NAIVE WHEN IT COMES TO THESE THINGS.
 09:48:35 THEY FALL FOR IT.
 09:48:36 ROMANCE SCAMS AND CATFISHING, THERE IS ACTUALLY A TELEVISION
 09:48:40 SHOW ABOUT CATFISHING.
 09:48:42 THAT'S SOMEONE WHO PRETENDS TO BE SOMEONE THEY ARE NOT TO
 09:48:46 BASICALLY LURE YOU IN, PLAY ON YOUR EMOTIONS AND EVENTUALLY
 09:48:50 ASK YOU FOR MONEY OR GIFT CARDS.
 09:48:53 I KNOW MY MOM WAS A VICTIM.
 09:48:55 SHE SPOKE TO FIVE PEOPLE, HE, SHE, IT.
 09:48:57 I'M NOT SURE WHO SHE WAS SPEAKING TO, BUT SHE NOW KNOWS NOT
 09:49:01 TO TRUST PEOPLE WHO ARE REACHING OUT TO HER LIKE THAT.
 09:49:04 AGAIN, WE DON'T KNOW WHO WE'RE TALKING TO.
 09:49:08 BETTER NOW, THOUGH, BECAUSE WITH FaceTime, WE ACTUALLY CAN
 09:49:11 GET PEOPLE ON THE PHONE AND SEE WHO THEY ARE.
 09:49:13 IT'S REALLY A BENEFIT WHEN IT COMES TO TECHNOLOGY BECAUSE
 09:49:17 BEFORE THEY REALLY COULD HIDE BEHIND TEXTING.

 09:49:21 SO MY MOM WOULD ASK ABOUT SEND A PHOTOGRAPH OR LET'S
 09:49:25 FaceTime.
 09:49:26 OH, MY PHONE IS BROKEN.
 09:49:27 CAN'T DO THAT.
 09:49:28 CAMERA IS BROKEN.
 09:49:29 THAT'S A CONCERN.
 09:49:30 IF THEY SEEM TO BE TOO GOOD TO BE TRUE, THEY PROBABLY ARE.
 09:49:36 THESE ARE OTHER IN THE ROMANCE SCAMS.
 09:49:39 BROAD INTEREST, GET SERIOUS AFTER A SHORT TIME.
 09:49:42 THEY ALL LOVE TO WALK ON THE BEACH AT SUNSET BECAUSE WHO
 09:49:46 WOULDN'T, RIGHT?
 09:49:47 THEY HAVE A JOB THAT TAKES THEM OVERSEAS, AND, AGAIN, THEY

09:49:50 WILL ASK YOU FOR MONEY.
 09:49:52 DO BE CAREFUL IF ANYONE CONTACTS YOU OUT OF NOWHERE.
 09:49:56 REALLY DISSECT THOSE E-MAILS.
 09:49:57 IF YOU HAVE A QUESTION AND YOU'RE NOT SURE, GIVE US A CALL
 09:49:59 AT THE SHERIFF'S OFFICE.
 09:50:00 I'D BE HAPPY TO LOOK AT A FORWARDED E-MAIL, EVEN SOMETHING
 09:50:03 IN SNAIL MAIL.
 09:50:05 I HAVE PEOPLE COME UP.
 09:50:06 MY GOSH, WHEN THE CENSUS WAS GOING ON, THESE POOR CENSUS
 09:50:09 WORKERS, NOBODY TRUSTED THEM.
 09:50:11 NOBODY WANTED TO ANSWER THOSE QUESTIONS BECAUSE WE'RE
 09:50:13 GETTING SMARTER.
 09:50:14 WE'RE GETTING MORE SAVVY.

 09:50:16 AND IF YOU DON'T FALL FOR SOMETHING, STILL LET US KNOW WHAT
 09:50:20 YOU'RE HEARING.
 09:50:22 WE LIKE TO SEE THE TRENDS SO WE CAN WORK WITH THE MEDIA AND
 09:50:24 GET OUT THERE AND GET AHEAD OF IT AND WARN PEOPLE AND
 09:50:28 ENCOURAGE PEOPLE TO BE SAFE.
 09:50:29 OKAY.
 09:50:31 SO WHAT CAN YOU DO?
 09:50:33 ALL RIGHT, HEATHER, I'M GOING TO TELL YOU SOMETHING, ALL
 09:50:36 YOUR INFORMATION IS OUT THERE.
 09:50:37 IF YOU'VE NEVER GOOGLED YOURSELF, PLEASE DO.
 09:50:40 GOOGLE YOURSELF AND SEE WHAT PEOPLE CAN FIND OUT ABOUT YOU.
 09:50:44 THINK LIKE A THIEF.
 09:50:46 THINK LIKE A CRIMINAL.
 09:50:49 YOUR INFORMATION IS OUT THERE BECAUSE PEOPLE ASK ME, WHAT
 09:50:51 CAN I DO?
 09:50:52 IF YOU FILLED OUT ANY FORM AT YOUR DOCTOR'S OFFICE, WE DON'T
 09:50:56 KNOW THE NEW RECEPTIONIST WHO HAS BEEN THERE FOR TWO MONTHS.
 09:51:01 WE DON'T KNOW HER STORY.
 09:51:02 DOES SHE HAVE A MOM WHO NEEDS TO HAVE SURGERY AND SHE'S
 09:51:06 GOING TO GRAB ONE OF THOSE FILES AND PRETEND TO BE THAT
 09:51:09 PERSON?
 09:51:10 WE NEED TO LOOK AT THE EXPLANATION OF BENEFITS AND MAKE SURE
 09:51:11 THAT THE PROCEDURES THAT YOU ARE PAYING FOR YOU ACTUALLY
 09:51:16 HAD.
 09:51:17 ALSO, YOUR BANK ACCOUNTS AND STATEMENTS.

 09:51:20 EVERY DAY, JUST LIKE YOU GO CHECK YOUR MAILBOX, I WANT YOU
 09:51:23 TO CHECK YOUR FINANCIAL INSTITUTIONS.
 09:51:25 I WANT YOU TO CHECK YOUR BANK ACCOUNTS, YOUR CREDIT CARD
 09:51:28 ACCOUNTS DAILY.
 09:51:30 NOW, CREDIT CARD COMPANIES ARE DOING A PRETTY GOOD JOB AND
 09:51:35 YOU WON'T BE LIABLE OFTEN IF THERE IS SOME CRIMINAL ACTIVITY
 09:51:37 BECAUSE THEY HAVE A WHOLE HOST OF DETECTIVES AND THEY'LL
 09:51:40 LOOK INTO IT, BUT THIS IS SOMETHING THAT YOU CAN DO

09:51:42 PROACTIVELY.
 09:51:43 THE OTHER THING YOU CAN DO IS FREEZE YOUR CREDIT.
 09:51:47 FREEZING YOUR CREDIT IS FREE.
 09:51:49 YOU JUST CONTACT THE CREDIT AGENCIES, AND IF YOU'RE NOT IN
 09:51:52 THE MARKET FOR A CAR, HOUSE, BOAT, FREEZE YOUR CREDIT.
 09:51:57 I WOULD SUGGEST YOUNG PEOPLE DO THAT AS WELL.
 09:51:59 THEN YOU THINK, I WOULD LIKE A BOAT AND YOU GO TO TRY TO BUY
 09:52:03 A BOAT AND THEY SAY WE CAN'T GET ON.
 09:52:05 WE CAN'T CHECK YOUR CREDIT.
 09:52:07 THEY CAN THAW IT.
 09:52:08 IT'S FREE.
 09:52:09 IT IS A QUICK PHONE CALL, AND THEN WE CAN FREEZE IT AGAIN.
 09:52:12 THIS WILL INHIBIT PEOPLE FROM GETTING IN THERE AND OPENING
 09:52:15 ACCOUNTS WITH YOUR INFORMATION.
 09:52:16 CREDIT CARDS ARE GREAT.
 09:52:18 I'M A LITTLE CAUTIOUS WITH DEBIT CARDS BECAUSE WE HAVE A LOT
 09:52:22 OF MONEY SOME OF US IN OUR BANK ACCOUNTS.

 09:52:25 I KNOW THAT THE BANKS ARE DOING A BETTER JOB SECURING IT.
 09:52:29 WHAT I'M REALLY TRYING TO GET AT IS YOUR INFORMATION IS OUT
 09:52:33 THERE.
 09:52:33 IF THERE IS A WILL, THERE IS A WAY.
 09:52:35 SO WE JUST HAVE TO BE SUPER CAUTIOUS ABOUT WHO WE'RE TALKING
 09:52:38 TO AND WHAT INFORMATION WE'RE PROVIDING AND MONITOR YOUR
 09:52:41 ACCOUNTS.
 09:52:42 MY SAYING IS, THE VERY BEST WAY TO KEEP SCAMMERS AWAY IS
 09:52:49 CHECK YOUR ACCOUNTS EVERY DAY.
 09:52:50 I WILL TELL YOU, TOO, TO SHRED YOUR DOCUMENTS.
 09:52:55 TRY NOT TO LEAVE THEM AROUND BECAUSE EVERYBODY HAS A PHONE
 09:53:00 THESE DAYS.
 09:53:00 WE HAND OUR CREDIT CARDS TO OUR FOOD SERVERS WHEN WE GO OUT
 09:53:04 TO A RESTAURANT.
 09:53:05 WE HAND OUR CREDIT CARDS OVER TO A STRANGER AND THEY WALK
 09:53:08 AWAY WITH THEM.
 09:53:10 THEY HAVE PHONES.
 09:53:12 THEY CAN TAKE A PICTURE OF THE FRONT AND THE BACK.
 09:53:14 WHO IS TO SAY THEY ARE NOT ON AMAZON OR THEY ARE NOT GETTING
 09:53:17 BABY FORMULA.
 09:53:19 WE DON'T KNOW.
 09:53:20 SO BY CHECKING YOUR ACCOUNTS, YOU'RE GOING TO BE ABLE TO SEE
 09:53:22 THAT THOSE PURCHASES MADE WITH YOUR CARD ARE YOUR PURCHASES.
 09:53:27 SO THIS IS JUST THE TIP OF THE ICEBERG, BUT THERE ARE A LOT
 09:53:34 OF THINGS THAT WE CAN DO, AND WE REALLY WANT TO WORK WITH

 09:53:38 OUR RESIDENTS JUST AS YOU DO IN KEEPING THEM SAFE.
 09:53:44 AGAIN, WE LIKE TO HEAR THE TRENDS.
 09:53:46 WE LIKE TO HEAR WHAT HAPPENS.
 09:53:49 UNFORTUNATELY, SO MANY PEOPLE DON'T REPORT FRAUD AND SCAMS

09:53:53 BECAUSE THEY ARE EMBARRASSED.
 09:53:55 THEY ARE EMBARRASSED BECAUSE THEY FELL FOR IT.
 09:53:57 THEY ARE EMBARRASSED THAT THERE WAS THAT VULNERABLE MOMENT,
 09:53:59 THEY WERE SO STUPID, BUT SO MANY PEOPLE ARE VICTIMS.
 09:54:03 AND I FEEL LIKE IF WE TALK MORE ABOUT IT AND WE SHARE OUR
 09:54:06 STORIES THAT WE COULD PREVENT A LOT OF THIS FROM HAPPENING.
 09:54:09 DO YOU HAVE ANY QUESTIONS FOR ME?
 09:54:14 >>Mayor Errington: THANK YOU.
 09:54:15 WE HAVE A FULL AGENDA.
 09:54:17 >> SO YOU GET TO IT.
 09:54:19 >>Mayor Errington: THANK YOU VERY, VERY MUCH.
 09:54:21 YOU HAVE BEEN A GREAT BENEFIT.
 09:54:22 [APPLAUSE]
 09:54:23 ITEM NUMBER 2, APPROVAL OF AGENDA, ADDITIONS, AND DELETIONS.
 09:54:33 ANYONE HAVE ANY COMMENTS?
 09:54:37 I WILL ENTERTAIN A MOTION TO APPROVE.
 09:54:42 MOTION MADE BY VICE-MAYOR McLAIN AND SECONDED BY COUNCIL
 09:54:47 MEMBER RIBBLE.
 09:54:48 WILL YOU PLEASE CALL THE ROLL.
 09:54:50 >>Joanne Ribble: AYE.
 09:54:52 >>Larry Fiesel: AYE.

 09:54:54 >>Jim Boesch: AYE.
 09:54:54 >>Jim Ward: AYE.
 09:54:56 >>Jim Wilson: AYE.
 09:54:58 >>Vice-Mayor McLain: AYE.
 09:54:58 >>Mayor Errington: AYE.
 09:55:00 ITEM NUMBER 3, PUBLIC COMMENT ON NON-AGENDA ITEMS, DO WE
 09:55:06 HAVE ANYONE?
 09:55:08 >>Carol Sacco: YES, WE DO MAYOR.
 09:55:09 LIKE TO CALL UP SUSAN CICERO FROM THE BELLAGIO.
 09:55:21 >> GOOD MORNING.
 09:55:23 SUSAN CICERO.
 09:55:25 THANK YOU FOR TAKING THE TIME TO LISTEN.
 09:55:30 I WILL BEG YOUR INDULGENCE AS I RETURN TO A HISTORICAL EVENT
 09:55:38 IN OUR COMMUNITY.
 09:55:39 MY TOPIC TODAY IS TRANSPARENCY AND THE TRAFFIC REPORTS FROM
 09:55:46 THE LEE COUNTY SCHOOL DISTRICT.
 09:55:49 THE LAST TIME I SPOKE TO YOU, I TALKED ABOUT LEE COUNTY
 09:55:54 SCHOOL DISTRICT TRANSPARENCY AND WHY REALLY THE SCHOOL
 09:55:57 PROJECT WAS HALTED.
 09:56:00 TODAY, I CALL YOUR ATTENTION TO THE FACT THAT IN JULY 2020,
 09:56:06 OUR COUNTRY WAS EXPERIENCING THREE MILLION CASES OF
 09:56:12 COVID-19.
 09:56:16 THE SCHOOL DISTRICT ON SEPTEMBER 30th, 2020, IN THE MIDDLE
 09:56:22 OF THE COVID PANDEMIC, THERE WAS NO VACCINE, I WILL REMIND
 09:56:28 YOU, UNTIL JANUARY OF '21.

09:56:32 THEY DID THEIR TRAFFIC STUDY FOR FIVE DAYS -- WEDNESDAY,
 09:56:37 THURSDAY, FRIDAY, SATURDAY, AND SUNDAY, DURING THE LOW
 09:56:43 SEASON.
 09:56:43 THEY ASSUMED A GROWTH RATE OF 3%.
 09:56:49 THEY USED TRAFFIC COUNTERS.
 09:56:54 THEY SAID THAT STUDENTS WITHIN TWO MILES WOULD UTILIZE
 09:56:56 SIDEWALKS ALONG THE THREE OAKS PARKWAY, ESTERO PARKWAY, AND
 09:57:01 CORKSCREW ROAD TO WALK TO SCHOOL.
 09:57:05 PERSONALLY, I WOULD NOT LIKELY LET MY FIRST, SECOND, OR
 09:57:11 FIFTH GRADER WALK ON THOSE ROADS.
 09:57:14 IN 2017, YOU WILL RECALL THAT THE VILLAGE OF ESTERO DID
 09:57:19 THEIR OWN TRAFFIC STUDY.
 09:57:20 IT WAS 106 PAGES IN LENGTH.
 09:57:26 YOU HAD TO BE AN ENGINEER TO UNDERSTAND 90% OF IT.
 09:57:31 WHEN THEY DID IT, WILDBLUE, CORKSCREW SHORES, CORKSCREW
 09:57:37 FARMS, PEPPERLAND RANCH, VERDANA, ET CETERA, THEY WERE
 09:57:42 ASSUMED BUT THEY WERE NOT IN PLACE.
 09:57:44 THEY SAID THAT THE TRAFFIC HOURS AND CONGESTION WAS 4 TO
 09:57:55 5:45, WITH 5,848 CARS AT THE THREE OAKS CORKSCREW
 09:58:02 INTERSECTION.
 09:58:03 THAT WAS IN FEBRUARY OF 2017.
 09:58:08 THEIR STUDY WAS DONE DURING THE HIGH SEASON AND SCHOOL WAS
 09:58:14 IN SESSION.
 09:58:15 THE TRAFFIC BACKUP AT THREE OAKS AND CORKSCREW I DON'T HAVE
 09:58:20 TO TELL YOU IS CURRENTLY --

09:58:23 >>Mayor Errington: YOU'LL HAVE TO WRAP IT UP, PLEASE.
 09:58:26 >> OKAY.
 09:58:27 I AM JUST ASKING YOU TO REMEMBER THAT AN EIGHT-PAGE TRAFFIC
 09:58:32 REPORT FROM THE LEE COUNTY SCHOOL DISTRICT VERSUS THE
 09:58:37 106-PAGE REPORT THAT WAS DONE BY THE VILLAGE OF ESTERO, TAKE
 09:58:44 A LOOK.
 09:58:45 RECONSIDER.
 09:58:46 THE SCHOOL WILL BE REVISITED UPON US.
 09:58:49 THANK YOU VERY MUCH FOR YOUR ATTENTION.
 09:58:51 >>Mayor Errington: THANK YOU.
 09:58:51 ANYONE ELSE?
 09:58:53 >>Carol Sacco: NO, MAYOR.
 09:58:56 >>Mayor Errington: WE'RE MOVING ON TO ITEM NUMBER 4, CONSENT
 09:58:59 AGENDA.
 09:59:01 ANY COMMENTS, QUESTIONS?
 09:59:02 I NEED A MOTION.
 09:59:06 MOTION MADE BY COUNCIL MEMBER JIM WILSON.
 09:59:10 NEED A SECOND.
 09:59:11 COUNCIL MEMBER JIM BOESCH.
 09:59:13 PLEASE CALL THE ROLL.
 09:59:16 >>Jim Wilson: AYE.
 09:59:17 >>Jim Ward: AYE.

09:59:19 >>Jim Boesch: AYE.
 09:59:20 >>Larry Fiesel: AYE.
 09:59:21 >>Joanne Ribble: AYE.

 09:59:23 >>Vice-Mayor McLain: AYE.
 09:59:25 >>Mayor Errington: AYE.
 09:59:25 ITEM NUMBER 5, WE HAVE NO CONSIDERATION OF ITEMS DEFERRED,
 09:59:30 SO WE WILL MOVE ON WITH THAT.
 09:59:32 ITEM NUMBER 6, ACTION ITEMS REQUIRING A VOTE.
 09:59:36 FIRST ON THE AGENDA IS THE GREATER ESTERO CHAMBER OF
 09:59:42 COMMERCE IMPACT FEE.
 09:59:44 STEVE, WOULD YOU LIKE TO INTRODUCE THIS?
 09:59:47 >>Steven Sarkozy: THANK YOU, MAYOR AND MEMBERS OF COUNCIL.
 09:59:50 EACH YEAR, THE VILLAGE ENTERTAINS REQUESTS FROM THE CHAMBER
 09:59:55 OF COMMERCE FOR A CONTRIBUTION FOR THEIR ONGOING OPERATIONS.
 10:00:00 IN THE PAST, YOU HAVE CONTRIBUTED MONEY TOWARDS THIS
 10:00:05 PURPOSE, AND WE'VE INCLUDED THE LAST YEAR'S APPROPRIATION OF
 10:00:10 \$25,000 IN OUR UPCOMING BUDGET, OR IN OUR CURRENT BUDGET AS
 10:00:15 WELL.
 10:00:16 WE DO NOT MAKE THAT DISTRIBUTION UNTIL AND UNLESS THE
 10:00:20 VILLAGE COUNCIL APPROVES THAT.
 10:00:21 SO TODAY, THE ITEM IS ON YOUR AGENDA FOR CONSIDERATION, AND
 10:00:29 WE HAVE REPRESENTATIVES OF THE CHAMBER OF COMMERCE HERE WHO
 10:00:33 WOULD LIKE TO MAKE A BRIEF PRESENTATION TO THE VILLAGE
 10:00:36 COUNCIL.
 10:00:40 >>Mayor Errington: OKAY.
 10:00:42 DO WE HAVE ANY COUNCIL COMMENTS BEFORE GOING INTO THIS?
 10:00:44 WE WILL PROCEED THEN WITH -- NO ONE?
 10:00:52 WE WILL NOW TAKE PUBLIC COMMENT ON THIS ITEM.

 10:01:01 >>Carol Sacco: WE HAVE NONE.
 10:01:04 NO E-COMMENTS EITHER.
 10:01:07 >>Mayor Errington: DID YOU SAY WE HAD --
 10:01:09 >>Steven Sarkozy: WE SHOULD HAVE SOMEONE HERE FROM THE
 10:01:11 CHAMBER.
 10:01:13 I'M NOT SURE WHO IS HERE.
 10:01:14 >>Mayor Errington: DO YOU WANT TO COME UP NOW?
 10:01:19 SORRY ABOUT THAT.
 10:01:28 >> WE ALSO HAVE A COUPLE OF OTHER BOARD MEMBERS HERE JUST
 10:01:31 REPRESENTING US TODAY.
 10:01:34 WE HAVE GEORGE ZALUCKI, JONI PAVICH, AND JEANNIE --
 10:01:37 [INAUDIBLE] -- I'M SORRY.
 10:01:39 TALK INTO THE MIKE.
 10:01:41 I JUST WANT TO THANK YOU FOR HAVING US HERE TODAY AND HAVING
 10:01:45 US ON THE AGENDA.
 10:01:47 WE DID PRESENT OR MADE UP A PowerPoint PRESENTATION.
 10:01:55 IF WE COULD MAYBE GO THROUGH THAT QUICKLY.
 10:01:57 I KNOW WE DON'T HAVE MUCH TIME.

10:01:59 WE CAN DO THE NEXT SLIDE, IF POSSIBLE.
 10:02:02 OKAY.
 10:02:10 SORRY, NOT BEING TECHNICALLY WHATEVER HERE TODAY,
 10:02:23 PROFICIENT.
 10:02:24 THIS IS A BRIEF MISSION STATEMENT AND OVERVIEW OF THE
 10:02:27 CHAMBER.
 10:02:27 BASICALLY, OUR MISSION STATEMENT IS TO ENHANCE VIBRANT

 10:02:31 BUSINESS COMMUNITY THAT CREATES A DYNAMIC ECONOMIC GROWTH.
 10:02:35 AS YOU CAN SEE, I JUST SORT OF PUT A BRIEF HISTORY ABOUT MY
 10:02:40 TIME AT THE CHAMBER.
 10:02:41 NEXT MONTH, I WILL HAVE BEEN WITH THE CHAMBER FOR FIVE
 10:02:45 YEARS.
 10:02:45 I STARTED OUT AS PART-TIME BOOK-KEEPER AND SOON ELEVATED TO
 10:02:52 FULL-TIME AND BASICALLY DOING THE JOB OF PROBABLY LIKE THREE
 10:02:58 OR FOUR PEOPLE.
 10:02:59 LET'S DO THE NEXT SLIDE HERE.
 10:03:02 SO WHAT IS THE PURPOSE OF THE CHAMBER?
 10:03:10 EVERY COMMUNITY SHOULD HAVE A CHAMBER OF COMMERCE.
 10:03:15 BUSINESSES BELONGING TO THE CHAMBER CAN BOOST THEIR BOTTOM
 10:03:19 LINE.
 10:03:20 CONSUMERS ARE 49% MORE LIKELY TO FAVOR A BUSINESS THAT ARE
 10:03:25 MEMBERS OF A LOCAL CHAMBER.
 10:03:27 THE GOAL OF THE CHAMBER IS TO HELP FURTHER THE INTEREST OF
 10:03:30 SMALL BUSINESSES IN THE LOCAL AREA.
 10:03:32 WE OFFER FREE MARKETING FOR OUR MEMBERSHIP.
 10:03:35 WE GIVE BUSINESS OWNERS AN OPPORTUNITY TO MEET WITH OTHER
 10:03:39 LOCAL BUSINESS OWNERS AND NETWORK.
 10:03:41 WE HELP BOOST SALES AND IMPROVE A LOCAL BUSINESS' VISIBILITY
 10:03:46 AND CREDIBILITY.
 10:03:48 WE OFFER REFERRALS.
 10:03:50 WE ARE LIKE THE BETTER BUSINESS BUREAU OF ESTERO, MORE OR
 10:03:53 LESS.

 10:03:54 PEOPLE TRUST OUR REFERRALS.
 10:03:57 THE CHAMBER IS A COMMUNITY PARTNER THAT PEOPLE SEEK OUT AND
 10:04:00 TRUST FOR INFORMATION AND RECOMMENDATIONS.
 10:04:03 COMMUNITY RELATIONS, JUST A FEW.
 10:04:11 TOP 25 AWARD DINNER SCHOLARSHIPS TO ESTERO HIGH SCHOOL
 10:04:17 STUDENTS.
 10:04:18 ADVOCACY THROUGH THE SOUTHWEST FLORIDA ALLIANCE OF CHAMBERS.
 10:04:22 THAT REALLY QUICK IS WE ARE A MEMBER WITH THE EIGHT OTHER
 10:04:26 LOCAL PARTNERING CHAMBERS HERE IN THE COMMUNITY.
 10:04:32 ESTERO FEST, WHICH IS COMING UP IN APRIL, WHICH IS A HUGE
 10:04:36 COMMUNITY EVENT.
 10:04:37 ESTERO LEADERSHIP.
 10:04:38 THERE IS KIND OF A LITTLE BIT ABOUT THAT IN THE PACKET.
 10:04:41 THAT'S GOING TO BE LAUNCHING.

10:04:43 THAT'S NEW.
 10:04:44 IN OCTOBER OF THIS YEAR.
 10:04:46 WE PARTNER WITH FGCU, FOOD PANTRY, A LOT OF THEIR PROGRAMS.
 10:04:52 WE DO JOB PLACEMENTS.
 10:04:55 ASSISTING THE VILLAGE, OF COURSE, WITH OUR ANNUAL EVENTS.
 10:04:57 WORKING AND PROMOTING LOCAL NONPROFITS.
 10:05:00 WE HAVE AN EXPO FOR THEM SPECIFICALLY EVERY YEAR.
 10:05:03 WE DO PARTNER WITH THE LEE COUNTY SHERIFF'S OUTREACH
 10:05:05 PROGRAM.
 10:05:06 WE HAVE TWO OF THEIR EVENTS THAT WE'RE UTILIZING THIS YEAR.
 10:05:10 WE HAVE A WOMEN'S DEFENSE PROGRAM THAT WE'RE DOING IN APRIL

 10:05:13 AND IN SEPTEMBER WE ARE DOING WHAT YOU GUYS JUST HAD
 10:05:18 PRESENTED HERE, WHICH IS THE FRAUDS, SCAMS, THEY WILL BE
 10:05:23 PRESENTING TO OUR MEMBERS IN SEPTEMBER.
 10:05:24 WE HAVE PARTNERSHIPS WITH THE ESTERO FOREVER FOUNDATION,
 10:05:29 ECCL AND THE ESTERO HISTORICAL SOCIETY.
 10:05:31 I'M SORRY IF I'M TALKING FAST.
 10:05:34 I'M JUST TRYING TO GET THROUGH THIS.
 10:05:37 BOTTOM LINE IS WHY SHOULD THE VILLAGE OF ESTERO SUPPORT THE
 10:05:45 CHAMBER?
 10:05:46 THE CHAMBER IS THE CATALYST FOR BASICALLY BRINGING THE
 10:05:50 COMMUNITY AND THE BUSINESS -- BUSINESSES TOGETHER.
 10:05:53 WE NOT ONLY HELP BUSINESSES, BUT WE HELP PEOPLE HERE RIGHT
 10:05:58 IN ESTERO.
 10:06:00 THEY CALL OUR OFFICE SEEKING INFORMATION ON A NUMBER OF
 10:06:05 DIFFERENT TOPICS THAT WE TRY TO HELP THEM WITH.
 10:06:08 WE DO A LOT OF GOOGLING TO SEEK OUT THAT INFORMATION.
 10:06:14 BASICALLY, OUR MEMBERSHIP DUES ALONE CANNOT SUPPORT THE
 10:06:18 CHAMBER.
 10:06:20 I THINK IN A PREVIOUS SESSION, SOMEBODY NOTICED ON OUR
 10:06:23 WEBSITE, THE MAJORITY OF OUR MEMBERS JUST HAVE THE VERY
 10:06:29 BASIC MEMBERSHIP.
 10:06:30 BASICALLY, I CAN TELL YOU RIGHT NOW OUT OF ABOUT 212
 10:06:35 MEMBERS, 163 OF THOSE ARE AT THE BASIC MEMBERSHIP.
 10:06:42 NON-DUES REVENUE IS ESSENTIAL TO EVERY CHAMBER.
 10:06:47 WITH THE VILLAGE'S FINANCIAL SUPPORT, THE CHAMBER IS ABLE TO

 10:06:50 ADVOCATE FOR THE GROWTH OF SMALL BUSINESSES AND CONTINUE TO
 10:06:54 OFFER VALUABLE INFORMATION AND EDUCATION.
 10:06:57 AND THE CHAMBER SUPPORTS THE VILLAGE THROUGH ASSISTING AND
 10:07:01 PROMOTING EVENTS, ADVERTISING THROUGH EDITORIAL COVERAGE AND
 10:07:05 OUR ANNUAL MAGAZINE, ON WEBSITE AND BEING PROACTIVE AND
 10:07:10 SUPPORTING OF OUR BUSINESSES AND THE COMMUNITY THAT WE
 10:07:12 SERVE.
 10:07:12 SO THAT'S THE END OF BASICALLY OUR PRESENTATION.
 10:07:18 WE DO HAVE -- WOULD YOU LIKE TO READ -- THIS IS BLAKE, THE
 10:07:23 CHAIR OF OUR BOARD.

10:07:24 I THINK HE'S GOING TO READ A TESTIMONIAL FROM ONE OF OUR
 10:07:27 MEMBERS.
 10:07:28 >> YES.
 10:07:28 THANK YOU SO MUCH.
 10:07:29 PAM, FANTASTIC.
 10:07:31 PAM DOES A FANTASTIC JOB ON OUR STAFF.
 10:07:33 WE RUN A REALLY LEAN STAFF AND A COUPLE OF THINGS IN OUR
 10:07:37 PACKET ON OUR BUDGET AND SCHEDULE OF EVENTS AND THINGS OF
 10:07:40 THAT NATURE.
 10:07:40 BUT I WANTED TO READ A QUICK -- THIS IS JUST A TESTIMONIAL
 10:07:44 FROM SALLY RICCIARDELLI AT LMCU BANK IN ESTERO.
 10:07:48 SHE COULDN'T BE HERE TODAY.
 10:07:50 SHE HAS JURY DUTY BUT WANTED TO BE HERE TO TELL YOU HER
 10:07:53 STORY.
 10:07:53 SALLY, LMCU BRANCH MANAGER IN ESTERO.

 10:07:57 I'VE BEEN PART OF THE GREATER ESTERO CHAMBER OF COMMERCE FOR
 10:08:01 THE LAST SEVEN TO EIGHT YEARS.
 10:08:03 SINCE JOINING THE ESTERO CHAMBER OF COMMERCE, I'VE
 10:08:05 PARTICIPATED IN COMMUNITY FUND-RAISERS AND HELPING OUR
 10:08:09 COMMUNITY.
 10:08:10 I LOVE PEOPLE AND CONTINUE TO EDUCATE ALL SMALL BUSINESSES
 10:08:12 IN OUR COMMUNITY TO TELL THEM ABOUT ALL THE GOOD THINGS THAT
 10:08:15 THE CHAMBER HAS TO OFFER.
 10:08:17 FIRST TIME I WALKED INTO THE ESTERO CHAMBER, I WAS GREETED
 10:08:20 AND I CONTINUE TO BE GREETED EVERY TIME I SEE CHAMBER
 10:08:23 MEMBERS, NONMEMBERS, AND, OF COURSE, IN OUR COMMUNITY.
 10:08:27 SINCE OPENING THE ESTERO BRANCH IN JANUARY 25th, 2021, MY
 10:08:32 BUSINESS HAS TRIPLED.
 10:08:34 I AM ABLE -- I AM ALWAYS TALKING ABOUT THE ESTERO CHAMBER
 10:08:40 AND HOW TO HELP YOUR BUSINESS GROW.
 10:08:42 I REALLY ENJOYED BEING ON THE ESTERO CHAMBER BOARD AND WITH
 10:08:46 ALL THE OTHER BOARD MEMBERS WHO HELP EACH OTHER, REFER TO
 10:08:48 ONE ANOTHER, AND TRUST IN OUR BUSINESSES.
 10:08:51 SHE ALSO REMEMBERS SAYING THAT WHEN WE HAD HER RIBBON
 10:08:54 CUTTING THAT BILL RIBBLE SAID, HEY, WE HAVEN'T HAD A
 10:08:57 COMMUNITY EVENT LIKE THIS, A RIBBON CUTTING IN A LONG TIME.
 10:09:00 OUR NEW TAG LINE FOR LMCU IS YOUR HOMETOWN CREDIT UNION.
 10:09:04 THAT WAS OUR QUOTE FROM JOANIE PAVICH TOLD ME AFTER SHE
 10:09:07 WALKED INTO LMCU FOR THE FIRST TIME.
 10:09:10 LMCU LOVES IT AND THANK YOU TO EVERYONE FOR ALL THE SUPPORT.

 10:09:14 SHE JUST HAD A GREAT EXPERIENCE AND WANTED TO SHARE THAT AS
 10:09:19 KIND OF THE PRODUCT.
 10:09:20 I THINK LAST YEAR I WAS HERE TALKING ABOUT MY OWN AGENCY AND
 10:09:23 HOW IT'S BEEN REALLY HELPFUL IN ME FINDING AND ACQUIRING NEW
 10:09:27 TALENT AND THINGS OF THAT NATURE.
 10:09:28 THANK YOU SO MUCH.

10:09:29 WE REALLY APPRECIATE ALL THAT THE COUNCIL DOES.
 10:09:34 >>Mayor Errington: THANK YOU.
 10:09:36 >> ANY QUESTIONS FOR US?
 10:09:38 >>Mayor Errington: ANY QUESTIONS AT ALL.
 10:09:40 >>Jim Boesch: SO, I THINK I PASSED THIS MESSAGE ON THAT I'VE
 10:09:45 BEEN ON THE BOARD SINCE WE STARTED WITH THE WHOLE
 10:09:49 REDEVELOPMENT OF THE CHAMBER AND SO FORTH.
 10:09:51 IF YOU WENT TO A BANK FOR A LOAN, THE FIRST THING THEY WOULD
 10:09:56 SAY IS LET ME SEE YOUR FINANCIAL STATEMENT.
 10:10:00 SO YOU'RE LOOKING FOR \$25,000.
 10:10:05 DON'T YOU THINK AT LEAST WE WHO ARE REPRESENTING THE PEOPLE
 10:10:09 SHOULD SAY, LET US SEE -- I DON'T KNOW WHETHER YOU HAVE A
 10:10:14 MILLION DOLLARS IN YOUR ACCOUNT OR WHETHER YOU HAVE ONE.
 10:10:17 BUT I DO WANT TO KNOW WHY YOU NEED 25,000 AND HOW IT RELATES
 10:10:23 TO YOUR FINANCIAL STATEMENT.
 10:10:24 I DON'T THINK IT'S APPROPRIATE -- IF YOU HAVE YOUR OWN
 10:10:30 BUSINESS, IF YOU WENT TO THE BANK TO BORROW MONEY, WOULD YOU
 10:10:34 GO WITHOUT YOUR FINANCIAL STATEMENT?
 10:10:37 NO.

 10:10:38 I REALLY AM NOT WILLING TO FORWARD ANY TYPE OF MONEY TO YOU
 10:10:48 UNLESS YOU SHOW US YOUR FINANCIAL STATEMENT AND SHOW US
 10:10:54 WHERE THE \$25,000 GOES BECAUSE IF ONE OF MY RESIDENTS ASKED
 10:10:59 ME THAT QUESTION, I WOULD BE EMBARRASSED.
 10:11:02 I THINK ALL OF US WOULD BE EMBARRASSED TO SAY, GEE, I DON'T
 10:11:06 KNOW.
 10:11:07 WE JUST PUT 25,000 INTO THEIR ACCOUNT.
 10:11:11 I THINK NOT JUST CHAMBER, BUT ANYBODY WHO IS COMING HERE
 10:11:16 LOOKING FOR MONEY THAT IS A PRIVATE ENTERPRISE, PEOPLE ARE
 10:11:24 LOOKING FOR MONEY FOR THEIR NEW INVESTMENTS AND SO FORTH,
 10:11:31 THEY CERTAINLY -- THEY PROMISE AS THEY GO FORWARD THEY'LL
 10:11:35 PROVIDE US WITH THE INFORMATION IF WE GIVE MONEY AND SO
 10:11:38 FORTH.
 10:11:38 IT'S ONLY BECAUSE THAT'S WHAT THE RESIDENTS WOULD ASK OF US.
 10:11:42 YOU GAVE SO MUCH MONEY TO THAT GROUP, OR WHATEVER, SO WHAT
 10:11:51 IS THE MONEY GOING TO GO FOR?
 10:11:52 YOU WOULD HAVE TO SAY GENERAL, THE ADMINISTRATION.
 10:11:58 SO HOW MUCH MONEY DO THEY HAVE IN THE BANK AND WHAT ARE
 10:12:01 THEIR NEEDS AND SO FORTH?
 10:12:03 I DON'T KNOW WITH THIS.
 10:12:06 I DON'T WANT TO GET ON THE BANDWAGON, I MEAN, ON A LONG
 10:12:11 THING.
 10:12:12 I JUST HAVE TO SAY, IF YOU WANT \$25,000, I WANT TO SEE YOUR
 10:12:16 FINANCIAL STATEMENT FIRSTLY.
 10:12:20 THERE ARE SIX OTHER PEOPLE HERE, BUT THAT IS MY POSITION.

 10:12:23 >> I DON'T HAVE A PROBLEM WITH THAT.
 10:12:25 I CAN SUBMIT THAT WITHOUT AN ISSUE, AND YOU WOULD DEFINITELY

10:12:29 SEE FROM EITHER OUR BALANCE SHEET OR OUR BANK STATEMENTS
 10:12:36 THAT THE CHAMBER IS DEFINITELY NOT ROLLING IN THE DOUGH, AS
 10:12:42 YOU MIGHT SAY.
 10:12:44 WE, OF COURSE, HAVE OUR BOARD THAT WE MEET WITH, AND THEY
 10:12:48 APPROVE OUR FINANCIALS.
 10:12:49 SO THEY KNOW WHERE OUR MONEY IS GOING.
 10:12:51 AND WE DO NOT SPEND IT FLIPPANTLY, THAT IS FOR SURE.
 10:12:54 WE DEFINITELY ARE VERY CONSERVATIVE WITH HOW WE SPEND IT.
 10:13:01 LIKE I SAID IN THE SLIDE THAT'S UP RIGHT NOW, WITHOUT OUR
 10:13:04 LARGER PARTNERS, THE CHAMBER WOULD STRUGGLE.
 10:13:09 WOULD WE EXIST?
 10:13:12 YES.
 10:13:12 BUT WOULD WE BE ABLE TO SERVE THE COMMUNITY AND THE BUSINESS
 10:13:16 PARTNERS AS WELL AS WE ARE CURRENTLY DOING OR TRYING TO DO?
 10:13:21 NO.
 10:13:22 WE WOULDN'T BE ABLE TO.
 10:13:23 I AM THE ONLY FULL-TIME PERSON ON STAFF THAT WE PAY.
 10:13:28 AND MY SALARY IS NOTHING COMPARED TO OTHER PRESIDENTS AND
 10:13:33 CEOs IN THIS AREA.
 10:13:34 WE ONLY HAVE ME THAT'S FULL-TIME AND THREE OTHER PART-TIME
 10:13:40 PEOPLE.
 10:13:41 I WILL DEFINITELY GIVE YOU THE FINANCIALS.
 10:13:42 >>Jim Boesch: DO YOU HAVE A FINANCIAL STATEMENT?

 10:13:44 >> YES.
 10:13:45 NOT WITH ME.
 10:13:47 >>Jim Boesch: WHY WOULDN'T YOU BRING IT, AT LEAST IF YOU
 10:13:49 WANTED TO BE PRIVATE --
 10:13:51 >> I WAS GIVEN THE DOCUMENTS THAT WERE PRESENTED LAST YEAR,
 10:13:56 FINANCIALS, AS FAR AS I KNOW, WERE NOT PRESENTED LAST YEAR.
 10:14:01 I GAVE WHAT WAS ASKED.
 10:14:03 >>Jim Boesch: I THINK IT WAS BECAUSE YOUR -- REALLY IN A
 10:14:09 GROWTH PERIOD.
 10:14:12 I APPRECIATE -- NOW THAT YOU'RE ESTABLISHED, YOU HAVE YOUR
 10:14:16 FEET ON THE GROUND, YOU SHOULD, IN MY OPINION, BE AS
 10:14:21 PROFESSIONAL AS ANY OTHER ENTITY WOULD BE AND YOU MAY WANT
 10:14:29 PRIVATE.
 10:14:30 NO PROBLEM.
 10:14:31 COUNCIL PEOPLE ALWAYS HAVE THINGS THAT ARE KEPT PRIVATE.
 10:14:34 BUT I WISH YOU WOULD AT LEAST --
 10:14:37 >> THERE'S NOTHING PRIVATE ABOUT OUR FINANCIALS.
 10:14:39 LIKE I SAID, I DON'T HAVE A PROBLEM SUBMITTING THEM.
 10:14:41 I WILL GIVE YOU THAT AS SOON AS POSSIBLE.
 10:14:44 >>Mayor Errington: LET'S MOVE ON WITH THAT.
 10:14:46 I UNDERSTAND.
 10:14:47 I THINK SHE UNDERSTANDS.
 10:14:49 LET'S GET SOME MORE COMMENTS.
 10:14:51 THANK YOU, JIM.

10:14:52 JIM WARD.

10:14:54 >>Jim Ward: THANK YOU.

10:14:55 SINCE JOINING THE COUNCIL, I'VE BEEN THE LIAISON TO THE

10:14:57 CHAMBER OF COMMERCE, AND I WILL TELL YOU THEY DO A FANTASTIC

10:15:01 JOB.

10:15:02 I DO HAVE BUDGET IN FRONT OF ME.

10:15:07 ANNUAL INCOME IS \$174,000.

10:15:09 THEIR ANNUAL EXPENSES ARE ABOUT 174,000.

10:15:13 BUT AS THE LIAISON, I'M ALSO ON THE BOARD OF DIRECTORS OF

10:15:16 THE CHAMBER OF COMMERCE.

10:15:18 SO I'VE ATTENDED A NUMBER OF THEIR BOARD MEETINGS AND I'VE

10:15:21 ATTENDED A NUMBER OF THEIR EVENTS AND LUNCHEONS AND

10:15:24 ET CETERA.

10:15:25 THEY PROVIDE A UNIQUE SERVICE TO THE COMMUNITY IN THAT THEY

10:15:29 PROVIDE AN OPPORTUNITY FOR BUSINESSES IN ESTERO TO GROW.

10:15:33 THEY PROVIDE GUIDANCE TO NEW BUSINESS.

10:15:36 THEY MENTOR NEW BUSINESS.

10:15:38 THEY PROVIDE MARKETING SUPPORT.

10:15:40 THEY PROVIDE SOCIAL MEDIA SUPPORT.

10:15:43 THEY PROVIDE AN AREA OR AN OPPORTUNITY FOR PEOPLE TO MENTOR

10:15:47 EACH OTHER, TO WORK WITH NEW BUSINESSES, FOR BUSINESSES THAT

10:15:51 HAVE BEEN IN EXISTENCE FOR A LONG TIME TO WORK WITH NEW

10:15:54 BUSINESSES AND HELP THEM ESTABLISH AND GROW IN ESTERO.

10:15:57 AS WE ALL CAN APPRECIATE, SMALL BUSINESS IS THE HEART OF ANY

10:16:02 COMMUNITY, AND THE ESTERO CHAMBER OF COMMERCE DOES A GREAT

10:16:07 JOB IN WORKING WITH SMALL BUSINESS AND HELPING THEM GROW.

10:16:10 THEY DO A NUMBER OF DIFFERENT THINGS IN TERMS OF PROVIDING

10:16:13 LEADERSHIP TO OTHER BUSINESSES IN THE COMMUNITY AS WELL AS

10:16:18 TO MEMBERS IN THE COMMUNITY ITSELF THAT DO NOT HAVE A

10:16:22 BUSINESS.

10:16:22 THEY HAVE A BOLD AND BEAUTIFUL PROGRAM THAT IS ESSENTIAL TO

10:16:25 HELPING WOMEN IN THE BUSINESS COMMUNITY TO BE SUCCESSFUL.

10:16:30 THEY PROVIDE JOB OPPORTUNITIES.

10:16:33 THEY PROVIDE AN ECONOMIC ENGINE WITHIN ESTERO FOR GROWTH

10:16:38 WITHIN THE ESTERO COMMUNITY.

10:16:39 I FULLY SUPPORT WHAT THEY ARE TRYING TO DO.

10:16:42 I FULLY SUPPORT THE ESTERO COMMUNITY, CONTINUING TO SUPPORT

10:16:45 THEIR EFFORTS AS AN IMPACT PARTNER.

10:16:49 AS AN IMPACT PARTNER, WE CONTRIBUTE \$25,000 OUT OF THEIR

10:16:52 TOTAL REVENUE STREAM OF \$174,000.

10:16:56 THE IMPACT PARTNER TOTAL REVENUE IS 55,000.

10:17:00 THE MEMBERSHIP DUES ARE 20,000.

10:17:03 AND THE MEMBERSHIP RENEWALS ARE \$50,000.

10:17:06 SO THEY DON'T HAVE A SIGNIFICANT AMOUNT OF INCOME.

10:17:10 I'VE TALKED WITH STEVE ON A NUMBER OF DIFFERENT OCCASIONS

10:17:13 AND ASKED HIM HOW OTHER COMMUNITIES SUPPORT THEIR CHAMBER OF

10:17:15 COMMERCE, AND IT'S SOMEWHAT OF A MIXED BAG.
 10:17:18 THERE ARE A SIGNIFICANT AMOUNT OF COMMUNITIES OR VILLAGES,
 10:17:21 CITIES, THAT DO SUPPORT FINANCIALLY THE CHAMBER OF COMMERCE.
 10:17:25 THE ONES THAT DON'T ARE THE ONES THAT HAVE SIGNIFICANTLY
 10:17:28 LARGE BUSINESSES WITHIN THE COMMUNITY THAT ARE ABLE TO

 10:17:31 SUPPORT THE CHAMBER OF COMMERCE.
 10:17:33 IN A COMMUNITY LIKE ESTERO, WHICH IS RELATIVELY NEW AND
 10:17:38 GROWING, I THINK THE CHAMBER PROVIDES A UNIQUE OPPORTUNITY
 10:17:42 TO HELP BUSINESS GROW IN THE COMMUNITY WHICH ALSO HELPS THE
 10:17:47 COMMUNITY IN MANY OTHER DIFFERENT WAYS.
 10:17:50 SO I FULLY SUPPORT OUR ABILITY TO SUPPORT THE CHAMBER OF
 10:17:54 COMMERCE.
 10:17:56 >>Mayor Errington: THANK YOU.
 10:17:57 ANYONE ELSE?
 10:17:58 COUNCIL MEMBER RIBBLE.
 10:18:00 >>Joanne Ribble: LET ME START BY SAYING THAT THE CHAMBER IS
 10:18:03 A VERY GOOD ORGANIZATION, MUCH NEEDED, CONTRIBUTES TO THIS
 10:18:06 VILLAGE VERY MUCH.
 10:18:07 BUT MY ISSUE IS A BIGGER ISSUE.
 10:18:12 I HAPPEN TO BE IN THIS CHAMBER TWICE BEFORE WHEN PREVIOUS
 10:18:18 COUNCILS SAID WE WILL HELP YOU, TWO YEARS AGO, AND THEN LAST
 10:18:23 YEAR AGAIN, WE WILL HELP YOU, BUT THIS WILL BE THE LAST
 10:18:26 TIME.
 10:18:26 AFTER ALL THESE YEARS, AT SOME POINT, THE CHAMBER HAS TO BE
 10:18:31 FINANCIALLY VIABLE ON THEIR OWN.
 10:18:35 IF WE CONTINUE TO ADD TO YOUR BUDGET, MAYBE YOU'LL NEVER
 10:18:38 REACH THAT FINANCIAL VIABILITY.
 10:18:40 MY BIGGER ISSUE IS THE 501(C)(3) ISSUE, AND HOW DO WE LIMIT
 10:18:47 OURSELVES TO SOME AND NOT THE OTHERS.
 10:18:51 I WOULD IMAGINE THE HISTORICAL SOCIETY COULD CERTAINLY USE

 10:18:53 AN INFLUX OF MONEY.
 10:18:55 DO WE OPEN THAT DOOR?
 10:18:57 THAT IS MY ISSUE.
 10:18:58 I DON'T BELIEVE THE JOB OF GOVERNMENT IS TO FUND NONPROFITS.
 10:19:03 WE HAVE GOVERNMENT.
 10:19:05 WE HAVE BUSINESS.
 10:19:06 I THINK WE SHOULD SUPPORT THE CHAMBER.
 10:19:08 HOW DO WE SUPPORT THE CHAMBER?
 10:19:10 WE SHOULD BE GOING TO THEIR EVENTS.
 10:19:11 WE SHOULD BE PAYING FOR THE EVENTS THAT WE GO TO.
 10:19:16 WE CERTAINLY SHOULD SUPPORT OUR LIAISON ATTENDING THE
 10:19:19 EVENTS.
 10:19:19 I WOULD BE IN FAVOR OF DOING THAT, BUT I AM NOT IN FAVOR OF
 10:19:23 CONTINUING TO FUND THE CHAMBER.
 10:19:27 I THINK THEY SHOULD BE ABLE TO STAND ON THEIR OWN.
 10:19:31 >> WELL, FIRST OF ALL, WE ARE NOT A 501(C)(3).

10:19:35 SO WE ARE A NONPROFIT, BUT WE ARE A 501(C)(6).
 10:19:43 THAT ALLOWS US TO COLLECT DUES FROM OUR MEMBERS AND ALSO TO
 10:19:49 ADVOCATE FOR OUR MEMBERS.
 10:19:51 NOT ONLY DOES -- YOU KNOW, THE CHAMBER IS LOOKING FOR
 10:20:03 FINANCIAL SUPPORT, YES.
 10:20:05 I DON'T WANT TO BRING THE COVID CARD OUT, BUT WE DID
 10:20:11 STRUGGLE FOR THE PAST TWO YEARS, OKAY.
 10:20:16 BECAUSE WHAT DOES THE CHAMBER THRIVE ON IS IN-PERSON EVENTS.
 10:20:22 THAT'S HOW WE MAKE THE MAJORITY OF OUR FUNDS IS HAVING

 10:20:26 EVENTS, SPONSORSHIPS, ET CETERA.
 10:20:28 I SEE THIS AS A PARTNERSHIP.
 10:20:32 OKAY.
 10:20:32 I MEAN NOT JUST US COMING -- IT'S LIKE I MEET WITH LEE
 10:20:37 HEALTH EVERY YEAR.
 10:20:39 THEY ARE ALSO IMPACT PARTNERS.
 10:20:41 SO LEE HEALTH DONATES \$10,000 TO US.
 10:20:45 OKAY.
 10:20:45 AND THEN WE HAVE SMALLER IMPACT PARTNERS.
 10:20:48 OKAY.
 10:20:48 BLAKE IS AN IMPACT PARTNER, IF YOU DON'T MIND ME SAYING, AT
 10:20:53 \$5,000.
 10:20:54 PAVICH REALTY.
 10:20:57 WE HAVE OTHER IMPACT PARTNERS IN THIS COMMUNITY, AND I SEE
 10:21:00 THE VILLAGE OF ESTERO AS BEING OUR LARGER IMPACT PARTNER,
 10:21:06 OKAY, TO HELP FUND THE CHAMBER.
 10:21:11 OKAY.
 10:21:11 YOU AS A VILLAGE GET A SEAT ON OUR BOARD FOR BEING AN IMPACT
 10:21:17 PARTNER AND CERTAIN BENEFITS THAT ARE LISTED OUT, LIKE ON
 10:21:21 OUR WEBSITE FOR ALL IMPACT PARTNERS.
 10:21:23 THAT'S HOW I SEE IT.
 10:21:27 I SEE US AS MORE OF A PARTNERSHIP, NOT THAT YOU GUYS WERE
 10:21:30 JUST GIVING US \$25,000 SO WE CAN STAND ON OUR OWN TWO FEET.
 10:21:34 YOU KNOW, IT'S MORE GIVING THAT MONEY TO JUST BASICALLY HELP
 10:21:43 FURTHER.

 10:21:43 WE'RE SERVING YOUR CONSTITUENTS BEHIND THE GATES.
 10:21:46 THIS IS YOUR COMMUNITY.
 10:21:47 PEOPLE THAT ARE WANTING TO COME HERE AND RENT IN ANY OF
 10:21:52 THESE GATED COMMUNITIES, THEY ARE CALLING US SAYING, HEY,
 10:21:56 WE'RE THINKING OF MOVING THERE AND GIVE US RECOMMENDATIONS.
 10:22:01 THINGS LIKE THAT.
 10:22:02 WHERE IS A GOOD PLACE TO EAT?
 10:22:04 WHERE CAN I DO THIS?
 10:22:05 WHERE CAN I DO THAT?
 10:22:07 THAT'S HOW I VIEW THIS.
 10:22:08 WE'RE ASKING FOR THIS MONEY TO STAND ON OUR OWN TWO FEET,
 10:22:13 EVENTUALLY.

10:22:13 WHICH WE ARE STANDING ON OUR OWN TWO FEET.
 10:22:16 EVEN THROUGH COVID.
 10:22:18 WE'RE CONTINUING TO GET NEW MEMBERS I JUST, AGAIN, SEE THIS
 10:22:24 AS US BEING ABLE TO GROW.
 10:22:30 WE'RE WANTING TO MOVE OUT OF THE CURRENT OFFICE SPACE THAT
 10:22:33 WE'RE IN.
 10:22:35 WE WANT TO OFFER THE VISITORS THAT COME HERE A PLACE WHERE
 10:22:39 THEY CAN COME AND GET INFORMATION.
 10:22:42 RIGHT NOW, WE DON'T HAVE THAT.
 10:22:44 BECAUSE OF COVID, WE HAD TO MOVE AND DOWNSIZE, AND WE'RE
 10:22:49 WANTING TO GROW AND BE MORE VISIBLE IN THE COMMUNITY.
 10:22:52 THAT'S HOW I SEE IT.
 10:22:55 >>Mayor Errington: THANK YOU.

10:22:56 ANYONE ELSE?
 10:22:57 VICE-MAYOR.
 10:22:58 >>Vice-Mayor McLain: THERE'S NO DOUBT THAT ESTERO NEEDS A
 10:23:02 CHAMBER OF COMMERCE IN MY MIND AND OBVIOUSLY FINANCIAL
 10:23:05 SUPPORT HAS ALWAYS BEEN AN ISSUE.
 10:23:08 IT'S BEEN FOR ME ALSO.
 10:23:09 I WOULD LOVE TO SEE YOU BE ABLE TO BE SELF-FUNDED AND THE
 10:23:14 LIKE, BUT I DO THINK WE HAVE BEEN THROUGH SOME DIFFICULT
 10:23:17 TIMES.
 10:23:17 JUST ONE QUESTION, MAYBE KICKING OFF ON JIM'S.
 10:23:22 DO YOU HAVE A CARRY-OVER BALANCE THAT COMES INTO THIS YEAR'S
 10:23:26 BUDGET?
 10:23:26 I DON'T SEE THAT ON YOUR PROJECTIONS FOR THE BUDGET FOR
 10:23:29 2020.
 10:23:30 IS THERE CASH IN THE BANK, IF YOU WERE TO SHOW US YOUR
 10:23:34 FINANCIAL STATEMENTS AT THIS POINT?
 10:23:36 >> YES, WE DO HAVE CASH IN THE BANK.
 10:23:38 WE HAVE ABOUT 28 AT THIS POINT, THOUSAND DOLLARS, SITTING IN
 10:23:41 A MONEY MARKET ACCOUNT.
 10:23:43 OTHER THAN OUR OPERATING ACCOUNT, WHICH IS CURRENTLY, AS YOU
 10:23:46 KNOW, VERY IN AND OUT, SO THAT FLUCTUATES QUITE A BIT.
 10:23:50 BUT CURRENTLY RIGHT NOW THERE'S ABOUT 7 SITTING IN THERE.
 10:23:54 >>Vice-Mayor McLain: 7,000?
 10:23:55 >> YES.
 10:23:57 >>Vice-Mayor McLain: THE OTHER THING, WHEN I LOOK AT YOUR
 10:23:59 BUDGET FOR THE COMING YEAR, 2022, EVERYTHING BALANCES OUT.
 10:24:04 THE INCOME VERSUS -- IS ZIP, ZIP.
 10:24:10 YOU'VE GOT AN EXCELLENT BOARD OF DIRECTORS THAT YOU'VE GOT
 10:24:14 IN THERE.
 10:24:14 I THINK THOSE ARE PRETTY STALWART FOLKS IN THE COMMUNITY.
 10:24:18 WHEN I JUST LOOK AT THE BUDGET, JUST AS A THOUGHT, IT LOOKS
 10:24:23 LIKE, AND I KNOW YOU'RE STAFF SHORT, BUT THE ACTIVITIES, THE
 10:24:27 EVENT INCOME IS A POSITIVE TO YOUR BALANCE SHEET.

10:24:32 WHEN I LOOK AT THAT COMING FROM MY BUSINESS BACKGROUND, ANY
 10:24:36 WAY THAT YOU CAN GET MORE INFORMATION WITH EVENTS LOOKS LIKE
 10:24:38 THAT COULD BE A POSITIVE THING.
 10:24:40 YOU'VE GOT A NICE LIST, GOLF TOURNAMENTS AND THE LIKE.
 10:24:44 I WOULD ONLY ENCOURAGE YOU FOR THE FUTURE IS IF YOU CAN
 10:24:48 STAFF THAT SUCCESSFULLY AND CARRY OFF A GOOD EVENT, BECAUSE
 10:24:51 IF YOU DON'T HAVE A GOOD EVENT, YOU'RE NOT GOING TO HAVE
 10:24:54 FUTURE EVENTS THAT CONTRIBUTE MONEY.
 10:24:56 SO I WOULD HAVE YOU JUST LOOK AT THAT.
 10:24:58 BUT I'M IN FAVOR THAT YOU CAN GET ON YOUR FEET.
 10:25:02 THERE ARE OTHER THINGS GOING ON IN THE VILLAGE THAT WE'RE
 10:25:04 GOING TO TALK ABOUT IN THE FUTURE THAT I THINK CAN HELP YOU
 10:25:09 BECOME A MORE VIABLE FISCAL OPERATION.
 10:25:12 BUT I THINK THE SERVICES THAT YOU PROVIDE ARE INSTRUMENTAL
 10:25:16 FOR THE FUTURE, I THINK, OF ESTERO.
 10:25:19 EVEN THOUGH BALANCE SHEET IS NOT HERE, IT'S PRETTY SIMPLE
 10:25:24 THAT YOU DON'T HAVE A SIGNIFICANT BALANCE.

10:25:29 \$7,000 IS A DECIMAL PLACE, I GUESS.
 10:25:34 I WANT TO SUPPORT THE CHAMBER OF COMMERCE THE BEST WE CAN,
 10:25:41 BUT I DO ALWAYS WANT TO PUSH.
 10:25:43 THERE IS A RATIONALE THAT SAYS WE'D LOVE TO SEE YOU BE
 10:25:46 SELF-SUFFICIENT.
 10:25:47 AND IF THERE ARE OTHER LARGE BUSINESSES IN HERE, AND I CAN
 10:25:51 THINK OF ONE OFF THE TOP OF MY HEAD, THEY SHOULD BE AN
 10:25:54 IMPACT PARTNER IN THERE.
 10:25:56 SO IF THERE IS ANYTHING THAT CAN BE DONE IN THAT REGARD, WE
 10:26:00 SHOULD CHASE THAT RABBIT.
 10:26:02 >> OKAY.
 10:26:02 WELL, I WOULD APPRECIATE YOU SHARING WITH ME WHO THAT PERSON
 10:26:06 IS.
 10:26:06 >>Vice-Mayor McLain: THE HERTZ CORPORATION.
 10:26:09 >> WE'VE GONE AFTER HERTZ.
 10:26:10 >>Vice-Mayor McLain: HOW DOES THAT WORK?
 10:26:13 >> NOT VERY WELL.
 10:26:13 >>Vice-Mayor McLain: THEY HAVE GONE THROUGH CHAPTER 11.
 10:26:16 THEY ARE OUT OF CHAPTER 11.
 10:26:18 I THINK THAT SHOULD BE AN ONGOING EFFORT THERE.
 10:26:20 ONE OF THE SIGNIFICANT BUSINESSES THAT WE HAVE IN THE
 10:26:22 VILLAGE OF ESTERO.
 10:26:26 WE LOVE TO HAVE THEM HERE, BUT I THINK THEY SHOULD BE A
 10:26:29 PARTNER HERE FOR YOU ALSO, AND THAT COULD HELP ERASE SOME OF
 10:26:32 THE -- [INAUDIBLE]

10:26:34 >> YEAH, WE ARE CONTINUALLY LOOKING TO ADD IMPACT PARTNERS.
 10:26:37 THAT IS DEFINITELY ONE OF OUR CONSTANT GOALS THAT WE DO TRY.
 10:26:44 BELIEVE ME, AS FAR AS EVENTS GO, WE TRY -- EVERY EVENT, THAT
 10:26:52 IS OUR GOAL IN MIND AS FAR AS, YOU KNOW, MAKING AS MUCH

10:26:56 PROFIT AS WE CAN ON THAT.
 10:26:58 SO, YES.
 10:26:58 >>Vice-Mayor McLain: THANK YOU.
 10:27:01 >>Joanne Ribble: HAVE YOU EVER THOUGHT OF JOINING FORCES
 10:27:04 WITH OUR FRIENDS DOWN THE ROAD AND BECOMING A JOINT CHAMBER?
 10:27:09 >> NO.
 10:27:13 >>Joanne Ribble: JUST A THOUGHT.
 10:27:14 I'M GLAD TO SEE YOU ARE GOING TO TRY TO INCREASE YOUR
 10:27:17 MEMBERSHIP AND GROW YOUR AMBASSADOR PROGRAM.
 10:27:19 HOPEFULLY THAT WILL BE HELPFUL TO YOU.
 10:27:22 >> LIKE I SAY, WE ARE CONTINUALLY TRYING TO GROW.
 10:27:25 WE ARE IMPLEMENTING NEW PROGRAMS, LIKE JIM MENTIONED THE
 10:27:28 WOMEN HELPING WOMEN BUSINESS.
 10:27:30 WE'RE PARTNERING WITH FGCU ON THAT ONE.
 10:27:34 AS FAR AS THE AZUL'S ATTIRE, THAT'S COMING UP IN JULY.
 10:27:37 WE ARE CREATING THIS ESTERO LEADERSHIP PROGRAM WHICH I'M
 10:27:44 HOPING THAT THE VILLAGE WILL DEFINITELY BE A BIG PART OF
 10:27:47 GOVERNMENT DAY FOR THAT PROGRAM AS WELL.
 10:27:50 THAT'S ALSO GOING TO ADD SOME FUNDS AS FAR AS FOR THE
 10:27:56 CHAMBER.
 10:27:57 BUT THIS IS OUR FIRST YEAR TRYING TO ATTEMPT THIS.

 10:28:00 OTHER CHAMBERS HAVE HAD THIS PROGRAM IN PLACE FOR WHO KNOWS.
 10:28:04 I DON'T KNOW.
 10:28:05 FIVE-PLUS YEARS.
 10:28:06 I DON'T KNOW.
 10:28:06 ANYWAY, WE ARE TRYING TO CREATE EVENTS LIKE THE ESTERO FEST.
 10:28:11 OF COURSE, LIKE THE LEADERSHIP PROGRAM, THINGS LIKE THAT, TO
 10:28:14 CREATE MORE REVENUE FOR THE CHAMBER.
 10:28:18 >>Mayor Errington: THANK YOU.
 10:28:19 ANYONE ELSE?
 10:28:20 JIM WILSON?
 10:28:21 >>Jim Wilson: YES.
 10:28:27 PRIOR TO HAVING A STROKE, I SERVED FOR TWO YEARS ON THE
 10:28:31 CHAMBER BOARD OF DIRECTORS, AND I SPEAK HIGHLY OF THE
 10:28:35 PARTNERSHIP WE HAVE WITH THEM.
 10:28:37 WHEN YOU LOOK AT OUR OWN CONCEPT OF BEING GOVERNMENT LIGHT,
 10:28:41 AND YOU THINK ABOUT ALL THE THINGS THEY'RE DOING THAT WE
 10:28:44 COULD NECESSARILY HAVE TO DO WITH POTENTIAL STAFF MEMBERS,
 10:28:50 THAT'S WHERE THESE PARTNERSHIPS ARE SO VALUABLE.
 10:28:53 SO I JOIN JON AND JIM IN SUPPORT OF THIS DONATION, AND I
 10:29:00 THINK THAT IT'S MONEY WELL SPENT BECAUSE WE GET A RETURN ON
 10:29:04 OUR INVESTMENT.
 10:29:05 >>Mayor Errington: THANK YOU.
 10:29:05 ANYONE ELSE?
 10:29:09 >>Larry Fiesel: A YEAR AGO WHEN THE CHAMBER STOOD BEFORE
 10:29:12 THIS COUNCIL, I WAS NOT OFFICIALLY A MEMBER.

10:29:15 I WAS SITTING IN THE BACK, AND I WATCHED THE CONVERSATION
 10:29:18 THAT TOOK PLACE.
 10:29:20 AS I RECALL, THE FLAVOR OF THE COUNCIL AT THAT TIME WAS THE
 10:29:25 \$25,000 LAST YEAR WAS TO BE THE LAST THAT YOU WERE ASKED TO
 10:29:31 BRING FORWARD YOUR OWN FINANCING.
 10:29:33 I THINK THE CHAMBER IS VERY IMPORTANT TO THIS COMMUNITY, AND
 10:29:36 I THINK WE SHOULD BE INVOLVED IN SUPPORTING THEM
 10:29:39 FINANCIALLY.
 10:29:41 I'M NOT 100% SURE AT THIS POINT THAT I'M IN FAVOR OF THE
 10:29:45 LEVEL OF SUPPORT THAT WE'RE BEING ASKED TO PROVIDE.
 10:29:48 I WOULD LIKE TO, LIKE JIM, SEE A FINANCIAL STATEMENT SO I
 10:29:53 CAN BETTER UNDERSTAND WHERE OUR CONTRIBUTION WILL STAND IN
 10:29:57 THE OVERALL FUNCTION OF THE CHAMBER.
 10:30:02 >> WELL, JUST TO KIND OF ANSWER THAT, THE CHAMBER IS VERY
 10:30:06 UNIQUE IN THAT WE DON'T SELL GOODS.
 10:30:08 WE ARE IN A RELATIONSHIP BUSINESS.
 10:30:14 SO WHAT WE DO IN TERMS OF THAT IS A LITTLE HARD TO BE
 10:30:19 TANGIBLE.
 10:30:20 BUT I WILL SAY THAT THE MAJORITY OF THE FUNDS WOULD GO TO
 10:30:24 ADMINISTRATIVE COSTS, AS FAR AS OPERATING COSTS.
 10:30:28 LIKE I SAID, I AM THE ONLY FULL-TIME PAID STAFF.
 10:30:32 I DO HAVE THREE PART-TIME PEOPLE.
 10:30:34 THEY ARE LISTED ON THERE.
 10:30:36 I'M SORRY I DIDN'T SAY PART-TIME.
 10:30:38 I WAS TOLD I SHOULD HAVE DONE THAT.

 10:30:40 NANCY ONLY WORKS MAYBE TWO DAYS FOR ME, HALF DAYS A WEEK.
 10:30:44 I HAVE A MEDIA PERSON, AND THEN I HAVE A PART-TIME
 10:30:49 MEMBERSHIP SALES PERSON WHO HELPS AND MAYBE ONE DAY A WEEK,
 10:30:55 ABOUT HALF.
 10:30:57 I HAVE A VERY SMALL SUPPORT STAFF.
 10:30:59 OTHER THAN MY BOARD AND THEN MY CERTAIN COMMITTEES THAT HELP
 10:31:02 ME ON CERTAIN ANNUAL EVENTS, I'M IT.
 10:31:08 IT'S BASICALLY THE MONEY GOES TO KEEP OUR DOORS OPEN.
 10:31:12 THAT'S THE BOTTOM LINE.
 10:31:17 >>Joanne Ribble: MADAM MAYOR, I'D LIKE TO MAKE A MOTION.
 10:31:20 I DON'T KNOW IF IT WILL GET SECONDED.
 10:31:22 IF IT DOES, WE CAN DISCUSS IT.
 10:31:24 I WOULD LIKE TO MOVE THAT WE COME IN AS AN IMPACT PARTNER AT
 10:31:28 \$5,000 FOR THIS YEAR, NOT TO BE CONTINUED PAST THIS YEAR,
 10:31:35 UNLESS WE EVALUATE IT AGAIN, BUT I THINK THE 25,000 IS SO
 10:31:41 MUCH MORE THAN ANY OTHER IMPACT PARTNER.
 10:31:46 DUE TO COVID THIS PAST YEAR, I WOULD LIKE TO MAKE A MOTION,
 10:31:51 \$5,000 --
 10:31:57 TO COME IN AS A \$5,000, INSTEAD OF A \$25,000 IMPACT -- OR
 10:32:03 PARTNER.
 10:32:04 FOR THIS YEAR ONLY.
 10:32:08 >>Mayor Errington: I HAVE NOT GOTTEN TO SPEAK YET.

10:32:17 >>Jim Boesch: I'D LIKE TO AT LEAST SPEAK TO THE MOTION.
 10:32:22 >>Mayor Errington: JUST A MOMENT.
 10:32:23 >>Jim Wilson: THERE'S NO SECOND.

 10:32:31 >>Jim Boesch: THERE IS A MOTION ON THE FLOOR.
 10:32:34 IT HASN'T BEEN SECONDED, SO THE MOTION FAILS.
 10:32:38 >>Joanne Ribble: IF NOBODY SECONDS IT, YES, IT DOES FAIL.
 10:32:41 >>Jim Boesch: WHO SECONDED IT?
 10:32:43 >>Mayor Errington: DO WE HAVE A SECOND?
 10:32:45 >>Jim Boesch: THERE IS A MOTION ON THE FLOOR.
 10:32:46 NOBODY SECONDED IT --
 10:32:49 >>Mayor Errington: THERE IS A MOTION ON THE FLOOR.
 10:32:51 WHO WILL SECOND THE MOTION?
 10:32:52 SO THE MOTION FAILS.
 10:32:57 >>Jim Boesch: NOW I WOULD LIKE TO SPEAK.
 10:32:58 >>Mayor Errington: I HAVEN'T SPOKEN YET.
 10:33:00 THE CHAMBER HAS GONE THROUGH A LOT OF TURMOIL, I THINK, WITH
 10:33:11 COVID.
 10:33:12 I'VE WATCHED THAT.
 10:33:14 I'VE EXPERIENCED IT.
 10:33:16 I REMEMBER WHEN I GOT ON THE BOARD OR ON THE COUNCIL THAT
 10:33:22 THE CHAMBER HAD A LOT OF DIFFICULTY, LOTS OF DIFFICULTIES.
 10:33:27 AND I THINK IT WAS WHEN YOU WERE MAYOR, JIM, THAT THE
 10:33:34 CHAMBER, IT WAS DECIDED THAT THE CHAMBER WOULD HAVE TO GO IN
 10:33:37 A DIFFERENT DIRECTION.
 10:33:38 AND IT WAS ALMOST LIKE STARTING OVER AGAIN, AND THAT'S WHAT
 10:33:42 YOU DID.
 10:33:43 YOU STARTED OVER AGAIN.
 10:33:45 AND AT THAT TIME, THERE WERE LOTS OF VOLUNTEERS.

 10:33:49 I KNOW I HEARD FROM MEMBERS IN THE COMMUNITY THAT THEY WERE
 10:33:53 SADDENED BECAUSE THEY COULDN'T BE VOLUNTEERS ANY LONGER, SO
 10:33:57 THOSE WERE CUT OUT.
 10:33:58 THINGS CHANGED AND YOU TRIED TO MOVE FORWARD.
 10:34:01 IN THE MEANTIME, WE'VE HAD SOME DIFFICULT YEARS, AND I THINK
 10:34:04 THE CHAMBER HAS STARTED TO GROW.
 10:34:07 I SEE IT AS AN INFANT THAT'S GROWING IN ESTERO.
 10:34:11 WE DID LOOK AT GOING WITH BONITA AND ESTERO CHAMBER
 10:34:17 COMBINED, AND WE DECIDED NOT TO DO THAT.
 10:34:19 WE NEED OUR OWN CHAMBER.
 10:34:21 AND THAT'S WHERE I THINK WE ARE TODAY.
 10:34:23 I THINK COVID HIT YOU PRETTY HARD.
 10:34:26 HOW CAN YOU SOCIALIZE IF YOU HAVE TO DO IT ON ZOOM?
 10:34:32 NOBODY WANTED TO GO OUT AND MEET AND GREET AND DO THE FUN
 10:34:34 THINGS THAT YOU DO WITH THE CHAMBER.
 10:34:36 I HAVE A PERSON RIGHT NOW I KNOW IS EAGER TO GET INTO THE
 10:34:41 CHAMBER.
 10:34:41 SHE WOULD BE A REAL WORKER.

10:34:43 SO WE NEED TO LOOK AT WAYS WE CAN HELP YOU.
 10:34:49 MAYBE WE DO A PLAN, LIKE A THREE-YEAR PLAN OR A FIVE-YEAR
 10:34:54 PLAN OR SOMETHING.
 10:34:55 HOW ARE WE GOING TO HELP YOU TO GET BEYOND COMING AND ASKING
 10:34:59 FOR THE IMPACT FEES OR DONATIONS?
 10:35:04 WE CAN DO THAT.
 10:35:05 I PERSONALLY WANT TO SEE THE CHAMBER THRIVE AND BE VERY

 10:35:10 BENEFICIAL IN THE COMMUNITY.
 10:35:11 AND I THINK YOU'RE ON THE RIGHT PATH.
 10:35:12 YOU HAVE SOME OBSTACLES, AND WHERE YOU ARE RIGHT NOW IS AN
 10:35:16 OBSTACLE.
 10:35:17 THEY CAN'T FIND YOU.
 10:35:18 PEOPLE CAN'T FIND YOU.
 10:35:20 SO YOU NEED SOMEPLACE ELSE.
 10:35:22 BUT I WOULD SAY IF IT TAKES -- IF YOU'RE ASKING FOR 25,000,
 10:35:29 IF WE HAD 12,500 EVEN FOR SIX MONTHS, GIVE THAT, AND THEN
 10:35:34 COME BACK IN SIX MONTHS AND DO ANOTHER 12,500, IF WE COULD
 10:35:39 DO THAT, IF THE COUNCIL WOULD GO ALONG WITH THAT.
 10:35:41 SHOW US WHAT YOU'RE DOING.
 10:35:43 I'M TRYING TO HELP TO YOU GET THE FOOTING TO GET SOME
 10:35:45 CATALYST TO GET THIS MOVING ALONG.
 10:35:48 WE CANNOT LET YOU GO AWAY.
 10:35:49 YOU'RE VERY IMPORTANT TO US, AND WE WANT TO HELP YOU.
 10:35:54 MAYBE WE CAN WORK TOGETHER SOME WAY AS PARTNERS IN HELPING
 10:35:58 EACH OTHER TO SHOW YOU THAT MAYBE THE DOWNFALLS THAT YOU SEE
 10:36:04 THAT YOU MAY HAVE.
 10:36:05 YOU HAVE STRENGTHS HERE WITH YOUR OUTINGS AND HOW CAN WE
 10:36:09 HELP YOU WITH THAT.
 10:36:11 DOES THAT MAKE ANY SENSE TO YOU?
 10:36:13 I THINK SOME PEOPLE ARE WANTING TO SPEAK HERE.
 10:36:18 >> THANK YOU.
 10:36:18 I'M JEANNIE GAWRONSKI.

 10:36:21 I'M A BOARD MEMBER OF THE CHAMBER AND DIRECTOR OF HOPE FOR
 10:36:24 KIDS WHO PROVIDES FOR CHILDREN THAT ARE IN FOSTER CARE HERE
 10:36:28 IN SOUTHWEST FLORIDA.
 10:36:29 I THINK YOU ARE ON THE RIGHT PATH WITH WHAT YOU'RE SAYING.
 10:36:32 I UNDERSTAND THAT MAYBE VILLAGES OR TOWNS DON'T PROVIDE
 10:36:37 FUNDS FOR THEIR CHAMBERS, BUT WE HAVE GONE THROUGH A LOT.
 10:36:42 PAM HAS ONLY BEEN HERE FOR A YEAR AND HAS DONE AN ABSOLUTELY
 10:36:46 PHENOMENAL JOB, AND THE TEAM OF PEOPLE THAT WE HAVE WORKING
 10:36:49 TOGETHER, WHICH IS LEE HEALTH AND THE SECRETARY TO THE
 10:36:53 PRESIDENT OF FGCU AND THE BUSINESS SCHOOL AT FGCU AND PAVICH
 10:36:59 REAL ESTATE, AND SOUTH STATE INSURANCE, SOME MAJOR
 10:37:03 BUSINESSES, AND PEOPLE THAT REALLY GENUINELY CARE ABOUT THE
 10:37:07 COMMUNITY AND MAKING IT BETTER ARE OUR TEAM.
 10:37:11 AND SO I WOULD JUST ASK THAT MAYBE -- THAT WAS A REALLY GOOD

10:37:15 SUGGESTION.
 10:37:15 IF YOU COULD GIVE US HALF OF THAT MONEY NOW TO HELP US OUT
 10:37:19 AND WE'LL COME BACK IN SIX MONTHS AND GIVE YOU AN UPDATE AS
 10:37:22 TO WHERE WE ARE.
 10:37:23 BUT I THINK THAT OUR BUDGET NEEDS THE HELP OF ESTERO.
 10:37:27 AND LIKE PAM SAID, THIS IS A PARTNERSHIP.
 10:37:30 WE ARE WANTING TO SUPPORT THE VILLAGE AND ENHANCE THE
 10:37:34 QUALITY OF LIFE HERE.
 10:37:36 BUT, HONESTLY, SHE NEEDS SOME MORE TIME TO GET THIS GOING.
 10:37:40 WE HAVE THIS LEADERSHIP THING THAT'S GOING TO BE PHENOMENAL
 10:37:44 THAT WE'RE WORKING ON, BUT IT DOESN'T START UNTIL OCTOBER.

10:37:47 HERE IS THE GREAT THING ABOUT PAM.
 10:37:51 I'M SURE SHE'S WORKING 80 HOURS A WEEK, BUT SHE ALSO
 10:37:54 UTILIZES ALL OF US IN TEAMS.
 10:37:57 AND PEOPLE THAT ARE ON THOSE TEAMS TAKE THOSE POSITIONS VERY
 10:38:01 SERIOUSLY AND REALLY GIVE A TREMENDOUS AMOUNT OF EFFORT.
 10:38:05 SO WHEN THEY DID THEIR ANNUAL LUNCH OR WE DID OUR ANNUAL
 10:38:08 LUNCH, IT WAS PHENOMENAL, AND EVERYBODY CAME TO IT.
 10:38:12 I UNDERSTAND THAT AT SOME POINT MAYBE THAT YOU DON'T FUND
 10:38:16 ANYTHING, ALTHOUGH YOU ARE THE LEADERSHIP OF ESTERO, I THINK
 10:38:21 THERE SHOULD BE SOME KIND OF IMPACT PARTNERSHIP BETWEEN BOTH
 10:38:25 OF THOSE, LIKE THE HOSPITAL HAS, BUT FOR RIGHT NOW, MAYBE
 10:38:29 YOU COULD JUST CONSIDER LETTING US HAVE HALF OF WHAT YOU HAD
 10:38:33 BUDGETED AND LET US COME BACK AND DISCUSS WHERE WE ARE IN
 10:38:37 SIX MONTHS.
 10:38:38 SO THAT WAS AN EXCELLENT IDEA.
 10:38:40 THANK YOU.
 10:38:42 >>Mayor Errington: JONI, DID YOU HAVE SOMETHING?
 10:38:47 >>Jim Boesch: I WOULD LIKE TO MAKE IT CLEAR THAT I'M NOT
 10:38:52 SAYING THAT I DON'T THINK YOU SHOULD GET \$25,000, WHAT I AM
 10:38:58 SAYING, YOU CAN'T JUST COME AND SAY, HERE'S WHAT WE HOPE TO
 10:39:02 DO THIS YEAR, THIS IS THE BUDGET WE HOPE TO DO THIS YEAR.
 10:39:07 YOU SHOULD HAVE A TRACK RECORD OF LAST YEAR AND COMPARE LAST
 10:39:10 YEAR TO THIS YEAR.
 10:39:12 AND BECAUSE OF THESE REASONS, HERE'S THE FINANCIAL
 10:39:18 STATEMENT.

10:39:18 YOUR PERSON AT THE BANK COULD SAY YOU HAVE -- I AGREE, WE
 10:39:22 HAVE SO MUCH MONEY IN THE BANK AND SO FORTH AND SO ON.
 10:39:29 A PROFESSIONAL STATEMENT TO US SO THAT IF ANYBODY CAME AND
 10:39:31 SAID WHY WE'RE \$25,000, YOU COULD PULL THAT OUT AND SAY,
 10:39:37 HERE IS LAST YEAR'S.
 10:39:39 HERE IS A TRACK OF WHAT WE'RE DOING THIS YEAR.
 10:39:41 TRACKING THE MONEY SO FORTH, AND WE SAY THERE'S \$7,000 IN
 10:39:45 THE BANK.
 10:39:46 STATEMENT FROM THE BANK OR BANK MANAGER SAYS, YES, THAT'S
 10:39:51 THE CASE.

10:39:53 I'M IN FAVOR OF DOING IT, BUT I JUST WANT TO HAVE A
 10:39:59 PROFESSIONAL DOCUMENT TO COVER THE STATEMENT THAT YOU PUT
 10:40:03 FORWARD.
 10:40:04 I THINK SOMEONE IN YOUR ORGANIZATION SHOULD BE ABLE TO SET
 10:40:09 THAT UP.
 10:40:09 CAN EASILY SET THAT UP ON EXCEL.
 10:40:14 DO THAT AND FOLLOW THROUGH AND SO FORTH.
 10:40:16 THAT'S ALL I'M SAYING --
 10:40:17 >>Mayor Errington: THANK YOU.
 10:40:18 WE GET THE MESSAGE.
 10:40:19 THANK YOU.
 10:40:24 >>Jim Wilson: IT'S OBVIOUS TO ME THAT WE HAVE MIXED FEELINGS
 10:40:27 AS A COUNCIL ON THIS MATTER.
 10:40:28 I WOULD LIKE TO MOVE THAT WE IMPLEMENT AND TAKE YOUR
 10:40:32 SUGGESTION AND PROVIDE TO THE CHAMBER \$12,500 NOW AND COME

 10:40:39 BACK FOR A MEETING IN SEPTEMBER AFTER WE RETURN FROM OUR
 10:40:42 VACATION WITH AN EXPLANATION ON WHERE THEY ARE AS AN
 10:40:47 ORGANIZATION.
 10:40:49 THAT WOULD BE MY MOTION.
 10:40:51 >>Mayor Errington: OKAY.
 10:40:52 DO I HAVE A SECOND?
 10:41:03 >>Jim Ward: I'LL SECOND.
 10:41:04 >>Mayor Errington: THE MOTION MAKER AND THE SECONDER, JIM
 10:41:06 WARD.
 10:41:07 ANY OTHER DISCUSSION?
 10:41:10 >>Vice-Mayor McLain: I SOMEWHAT THINK WE'RE SPLITTING HAIRS
 10:41:13 ON THIS, BUT PAM IS GOING TO HAVE TO ANSWER THIS.
 10:41:17 IF YOU GET 12,500 FROM US, COME BACK AND YOU MAY OR MAY NOT
 10:41:23 GET THE SECOND 12,500, WHAT DOES THAT DO FOR YOUR PLANNING
 10:41:30 FOR THE YEAR AND CONTRIBUTING FUNDS TO SUPPORT BEFORE YOU
 10:41:34 GET ANY INCOME COMING BACK?
 10:41:36 I'M WONDERING IF WE'RE TYING YOUR HANDS AT THIS POINT TOO
 10:41:41 MUCH FOR 12,500.
 10:41:44 IF YOU THINK YOU CAN MACHINING FORWARD, THEN I THINK IT'S A
 10:41:46 GOOD IDEA.
 10:41:47 IF, IN FACT, IT'S GOING TO IMPACT HOW YOU GROW THE CHAMBER
 10:41:50 GOING FORWARD BECAUSE OF AVAILABILITY OF CASH TO DO THE
 10:41:55 PROGRAMS YOU'RE TRYING TO WORK, THEN I WOULD BE AGAINST
 10:41:58 SPLITTING THAT FUND UP.
 10:41:59 WHAT ARE YOUR THOUGHTS?

 10:42:00 IF YOU CAN MANAGE IT -- YOU'RE THE PRESIDENT.
 10:42:06 YOU THINK YOU CAN MANAGE THE CASH FLOW, WHICH IS CRITICAL TO
 10:42:10 ANY BUSINESS ENTERPRISE, WITH THIS KIND OF CONTRIBUTION, I'D
 10:42:15 SAY I'M IN FAVOR OF IT.
 10:42:17 IF YOU DON'T THINK YOU CAN AND ALL WE'RE DOING IS GIVING
 10:42:21 12,500 AND IT'S GOING TO CREATE A SHORTFALL, IT WOULD BE THE

10:42:24 WRONG THING FOR YOU.
 10:42:25 >> WELL, IT'S KIND OF A HARD QUESTION.
 10:42:33 I THINK THAT THE 12,500 WILL DEFINITELY HELP US SINCE THIS
 10:42:40 IS ALREADY MARCH.
 10:42:43 BASICALLY, IT WILL GET US THROUGH -- HELP US GET THROUGH
 10:42:46 HALF THE YEAR.
 10:42:48 I WILL SAY THAT WE ARE TRYING TO MOVE LIKE I HAD ORIGINALLY
 10:42:54 STATED PREVIOUSLY, AND WE ALL KNOW THAT TAKES QUITE A BIT OF
 10:42:58 MONEY TO MOVE OUT.
 10:42:59 AND THAT WOULD MEAN MY RENT WOULD GO UP PROBABLY ALSO.
 10:43:03 I THINK AS FAR AS THE BUDGET AND FOR THE 12,500, I THINK WE
 10:43:15 WOULD BE ABLE TO MANAGE.
 10:43:17 WE WOULDN'T HAVE THE SURPLUS IF WE HAD THE 25, BUT AT LEAST
 10:43:20 WITH THE 12,500, I THINK IT WOULD HELP AT LEAST BOLSTER OUR
 10:43:25 FINANCES FOR THE TIME BEING.
 10:43:26 IF THAT'S AN ANSWER.
 10:43:32 >>Jim Ward: I JUST WANT TO BE CLEAR ON THE FACT THAT I FULLY
 10:43:35 SUPPORT THE \$25,000, BUT I RECOGNIZE THAT THE COUNCIL HAS
 10:43:38 SOME CONCERNS, SO THAT'S WHY I SECONDED THE MOTION.

 10:43:42 I THINK ONE OF THE THINGS WE NEED TO RECOGNIZE IS THIS IS
 10:43:44 NOT A UNIQUE SITUATION.
 10:43:46 THERE ARE MANY VILLAGES AND CITIES THAT DO SUPPORT
 10:43:49 FINANCIALLY THEIR CHAMBER OF COMMERCE.
 10:43:51 AND AS I MENTIONED EARLIER, I'VE HAD A NUMBER OF DISCUSSIONS
 10:43:54 WITH STEVE TO THAT POINT, AND HE'S EDUCATED ME SOMEWHAT AS
 10:43:58 TO HOW CHAMBERS DO FUNCTION.
 10:44:02 IN THE CASE OF THE VILLAGE OF ESTERO, WHERE WE HAVE SMALL
 10:44:05 BUSINESSES, WE DON'T HAVE ANY LARGE BUSINESS WITH THE
 10:44:08 EXCEPTION OF HERTZ, IT'S CRITICAL THAT THEY GET SUPPORT FROM
 10:44:14 THE ESTERO VILLAGE AND ANY CITY.
 10:44:17 WITH RESPECT TO HERTZ, YOU PROBABLY KNOW THEY DID JUST HIRE
 10:44:20 A NEW CEO, SO THAT MAY BE AN OPPORTUNITY TO REENGAGE WITH
 10:44:25 THEM, BUT I WILL SUPPORT THE 12,500 AND AS YOU SUGGESTED AS
 10:44:30 A HALFWAY MEASURE TO THIS POINT AND THEN REVISIT IT, BUT,
 10:44:34 QUITE FRANKLY, I WOULD HAVE SUPPORTED THE 25,000.
 10:44:37 >>Mayor Errington: THANK YOU.
 10:44:38 I ALSO WANT TO GO ON RECORD SAYING THAT I SUPPORT YOU AT
 10:44:42 25,000.
 10:44:43 JUST LISTENING TO THE COUNCIL, I THINK WE NEED A COMPROMISE
 10:44:48 AND MAYBE THIS IS ONE WAY OF DOING IT.
 10:44:51 AND I THINK WITHIN SIX MONTHS, WHEN YOU COME BACK, YOU BRING
 10:44:56 THE FIGURES WITH YOU AND SHOW US WHAT YOU'VE BEEN DOING AND
 10:45:00 HOPEFULLY WE CAN GET BROADER SUPPORT.
 10:45:02 BUT I AM IN SUPPORT OF THE 25,000.

 10:45:05 BUT IF IT WILL HELP YOU WITH 12,500 JUST UNTIL SEPTEMBER,
 10:45:11 WHICH YOU SAID IT WOULD, THEN I'M IN AGREEMENT WITH THAT.

10:45:15 DO YOU HAVE ANYTHING ELSE TO SAY?
 10:45:19 WE NEED COMMENTS.
 10:45:30 >> I WOULD JUST LIKE TO SAY THANK YOU.
 10:45:33 >>Mayor Errington: THANK YOU.
 10:45:33 YOU ARE A VITAL LINK TO ESTERO.
 10:45:38 WE STILL HAVE COMMENTS FROM THE PUBLIC?
 10:45:48 >>Carol Sacco: WE HAVE NONE.
 10:45:49 >>Mayor Errington: NO COMMENTS.
 10:45:50 OKAY.
 10:45:51 NO E-COMMENTS EITHER?
 10:45:53 >>Carol Sacco: NO, MAYOR.
 10:45:55 >>Mayor Errington: SO WE HAVE THE MOTION.
 10:45:56 SO WE'RE READY.
 10:46:01 WE ARE READY TO CALL THE ROLL.
 10:46:05 >>Joanne Ribble: I'M SORRY, BUT I'M GOING TO HAVE TO SAY NO.
 10:46:11 >>Larry Fiesel: YEAH.
 10:46:14 >>Jim Boesch: AYE.
 10:46:17 >>Jim Ward: AYE.
 10:46:18 >>Jim Wilson: AYE.
 10:46:20 >>Vice-Mayor McLain: AYE.
 10:46:22 >>Mayor Errington: AYE.
 10:46:23 THANK YOU.
 10:46:25 OKAY.

 10:46:31 ITEM NUMBER 7, PUBLIC COMMENT ON NON-AGENDA ITEMS.
 10:46:35 >>Carol Sacco: MAYOR, WE HAVE NO ONE SIGNED UP.
 10:46:37 >>Mayor Errington: THANK YOU.
 10:46:38 ITEM NUMBER 8, COUNCIL COMMUNICATIONS.
 10:46:48 OKAY.
 10:46:50 LET'S START TODAY WITH COUNCIL MEMBER JIM WILSON.
 10:46:55 WOULD YOU LIKE TO REPORT ANYTHING TO US?
 10:46:56 >>Jim Wilson: I'M PROUD TO SAY I HAVE NO REPORT.
 10:46:59 >>Mayor Errington: OKAY.
 10:47:00 THANK YOU.
 10:47:00 COUNCIL MEMBER JIM WARD.
 10:47:02 >>Jim Ward: JUST A QUICK COMMENT.
 10:47:05 I HAD THE OPPORTUNITY TO SEE THE BAT'S REVENGE AT THE ESTERO
 10:47:09 HIGH SCHOOL LAST SATURDAY EVENING.
 10:47:13 IT WAS DONE BY THE GULFSHORE OPERA.
 10:47:17 IT WAS VERY WELL DONE.
 10:47:18 THEY HAD SOME SOUND ISSUES, WHICH THEY ARE ATTEMPTING TO
 10:47:22 RECTIFY.
 10:47:23 MY WIFE SAW IT ALSO AT THE McCARDLE THEATER THE FOLLOWING
 10:47:29 DAY.
 10:47:29 IT WAS VERY WELL DONE, BUT SHE SAID THE THEATRIC BACKDROP
 10:47:37 CLEARLY WAS NOT AS GOOD AS WHAT WAS DONE AT THE HIGH SCHOOL.
 10:47:39 THE HIGH SCHOOL AUDITORIUM HAD JUST PROVIDED AN AMBIENCE OR
 10:47:43 AESTHETICS.

10:47:44 IT WAS JUST A VERY NICE PLACE TO GO AND SEE A THEATER

10:47:47 PRESENTATION.

10:47:48 WE THOROUGHLY ENJOYED IT.

10:47:50 I ENCOURAGE THEM TO CONTINUE TO DO A LOT WITHIN THE VILLAGE

10:47:53 OF ESTERO.

10:47:54 >>Mayor Errington: THANK YOU.

10:47:54 JIM BOESCH.

10:47:58 >>Jim Boesch: PASS.

10:47:59 >>Mayor Errington: PASS.

10:48:00 OKAY.

10:48:00 JOANNE?

10:48:02 >>Joanne Ribble: YES.

10:48:03 I WANT TO ALSO MENTION THE GULFSHORE OPERA PERFORMANCE ON

10:48:09 SATURDAY NIGHT.

10:48:10 IT WAS A WONDERFUL PERFORMANCE.

10:48:11 WE TALK ABOUT HAVING A PERFORMING ARTS CENTER IN THIS TOWN,

10:48:17 AND THIS WAS THE VERY FIRST PERFORMANCE BY THE OPERA IN

10:48:21 ESTERO.

10:48:23 IT WAS NOT TERRIBLY WELL ATTENDED, BUT EVERYONE THAT WAS

10:48:26 THERE ENJOYED IT.

10:48:27 I THINK IF WE'RE GOING TO HAVE VENUES LIKE THIS IN ESTERO,

10:48:30 THAT WE REALLY DO NEED TO GO OUT AND TRY AND SUPPORT ALL OF

10:48:34 THESE PERFORMANCES AND VENUES THAT COME UP AND AS WELL AS

10:48:39 EVENTS THROUGH THE CHAMBER.

10:48:41 I HAVE NO OBJECTION TO SUPPORTING THE CHAMBER AND THEIR

10:48:47 EVENTS.

10:48:47 BUT I THINK WE ALL SHOULD PARTICIPATE AND GET OUT AND

10:48:50 PARTICIPATE IN ALL THE EVENTS THAT ESTERO PUTS OUT.

10:48:54 >>Mayor Errington: THANK YOU.

10:48:55 LARRY FIESEL.

10:48:58 >>Larry Fiesel: I'M NOT GOING TO STEAL JON'S THUNDER, BUT

10:49:01 LOOKING FORWARD TO SATURDAY'S EVENT.

10:49:02 >>Mayor Errington: WHAT'S GOING ON SATURDAY?

10:49:04 [LAUGHTER]

10:49:09 >> MARCH 5, 7th ANNIVERSARY.

10:49:14 >>Vice-Mayor McLain: THANK YOU, LARRY.

10:49:15 I APPRECIATE THE INTRODUCTION.

10:49:16 I ALWAYS NEED HELP.

10:49:17 SPEAKING OF HELP, MARILYN EDWARDS IS HERE TODAY, AS ALWAYS,

10:49:23 BUT SHE'S BEEN VERY BUSY GETTING US OUT AND GETTING THIS

10:49:28 WORD OUT, AND HOPEFULLY THE HOAs, I KNOW CAROL HAS BEEN

10:49:32 OUT -- CAROL SACCO HAS BEEN OUT TRYING TO GET THE HOAs TO

10:49:37 GET THIS INFORMATION OUT.

10:49:38 I THINK WE'VE HAD SOME SUCCESS.

10:49:40 IF THERE ARE ANY FOLKS IN YOUR HOAs AND YOU DON'T HAVE

10:49:43 THIS INFORMATION WITHIN YOUR HOA, I'D ENCOURAGE YOU TO GO

10:49:47 BACK TO YOUR MANAGERS AND ASK FOR THE FLYER TO GET OUT.
 10:49:50 AND WE'D LIKE TO HAVE AS MUCH PARTICIPATION AS POSSIBLE FOR
 10:49:52 THE 7th ANNIVERSARY.
 10:49:54 WE HAVE -- WE ALSO HAVE NBC HERE TODAY, ALEX HOWARD, AND
 10:50:02 HE'S GOT HIS CAMERA.

10:50:03 SO I WOULD ENCOURAGE HIM, IF HE COULD, TO COME MAYBE TO OUR
 10:50:06 EVENT ON SATURDAY, AND IF POSSIBLE BEFORE THAT EVENT, MAYBE
 10:50:11 ON NBC, GET THE WORD OUT ON THINGS TO DO IN ESTERO, THAT
 10:50:15 WOULD BE A GREAT OPPORTUNITY TO GET SOME ADDITIONAL PEOPLE
 10:50:17 IN HERE.
 10:50:19 I THINK I'VE TOLD EVERYBODY PREVIOUSLY THE KINDS OF EVENTS
 10:50:23 THAT WE'VE HAD.
 10:50:24 WE HAVE BILLY DEAN AND DAWN.
 10:50:26 I'VE NOT HEARD THEM BUT I HEAR THEY ARE WONDERFUL SINGERS.
 10:50:30 THEY ARE GOING TO BE ENTERTAINING FOR US.
 10:50:31 WE HAVE A GREAT LIST OF SPEAKERS WHICH ARE GOING TO LIMIT
 10:50:34 THEIR TALKS TO TWO MINUTES, BECAUSE I HAVE A BIG HOOK THAT
 10:50:37 I'M GOING TO BRING WITH ME.
 10:50:39 OTHER THAN THAT, IT'S GOING TO BE A VERY GREAT DAY.
 10:50:41 WE'VE GOT FOOD TRUCKS.
 10:50:43 WE'VE GOT KIDS' FACE PAINTING.
 10:50:47 WE HAVE A JUMP STATION.
 10:50:48 FIRE RESCUE WILL BE THERE.
 10:50:49 IT'S GOING TO BE PARTICIPATED BY ALL THE ORGANIZATIONS
 10:50:52 WITHIN ESTERO AND THEIR LEADERSHIP.
 10:50:55 SO WE'RE HOPING THAT WE HAVE A RESOUNDING TURNOUT THROUGHOUT
 10:50:58 THE WHOLE COMMUNITY.
 10:51:00 THAT'S ALL I'VE GOT.
 10:51:01 >>Mayor Errington: OKAY.
 10:51:02 THANK YOU.

10:51:02 [AUDIO DROP]
 10:51:28 I HAVE SEVERAL THINGS TO REPORT.
 10:51:33 REPRESENTING THE COUNCIL AS THE MAYOR, I SPOKE AT THE SHADOW
 10:51:38 WOOD BREAKFAST CLUB ABOUT TEN DAYS AGO.
 10:51:41 THEY HAD A NICE TURNOUT.
 10:51:42 THEY HAD ABOUT 75 PEOPLE THERE, AND IT WAS VERY, VERY NICE,
 10:51:48 AND I TOLD A STORY ABOUT ESTERO TO THE NEWCOMERS CLUB, AND
 10:51:53 MOST OF THE PEOPLE THERE HAD JUST STARTED LIVING IN SHADOW
 10:51:59 WOOD, AND OTHERS HAVE BEEN THERE FOR QUITE A FEW YEARS.
 10:52:03 SO THAT WAS VERY ENJOYABLE.
 10:52:06 I ATTENDED THIS PAST MONDAY, I WAS INVITED TO ATTEND THE
 10:52:12 SPECIAL COIN PRESENTATION THAT'S IN THE PAPER TODAY, BOTH
 10:52:16 THE NAPLES DAILY AND THE NEWS PRESS, OF THE MEMBERS OF TASK
 10:52:20 FORCE SIX, THE MEN AND WOMEN WHO CAME HERE AND WE GAVE THEM
 10:52:27 A KEY TO THE CITY.
 10:52:29 SO THAT WAS -- THIS WAS A BIG DEAL.

10:52:32 THE STATE FIRE MARSHAL CAME, AND HE PRESENTED A COIN THAT
 10:52:38 HAD TASK FORCE 6 ON ONE SIDE AND SURF, WHERE THE COLLAPSE OF
 10:52:47 THE SURFSIDE OCCURRED IN MIAMI LAST YEAR.
 10:52:50 SO THE COINS WERE GIVEN.
 10:52:56 I WOULD HAVE GUESSED ABOUT 25 RESPONDERS THERE.
 10:53:00 I SHOOK EVERYONE'S HAND.
 10:53:03 I HAVE NOT BEEN SHAKING HANDS DURING COVID, DO A FIST BUMP,
 10:53:07 BUT I SHOOK HANDS.
 10:53:09 I REALLY APPRECIATE THE FACT, BEING A WOMAN, AND ALWAYS TOLD

 10:53:13 THAT THE WAY YOU DO A HAND SHAKE, YOU ALWAYS HAVE TO HAVE A
 10:53:16 FIRM GRIP.
 10:53:18 YOU SHOULD DO THAT.
 10:53:19 THERE WAS NOT ONE MAN WHO TRIED TO BREAK MY HAND.
 10:53:22 [LAUGHTER]
 10:53:23 I APPRECIATE THAT.
 10:53:23 SO THEY WERE VERY, VERY NICE.
 10:53:27 JUST SUCH GENTLEMEN.
 10:53:28 IT WAS HELD AT THE SAN CARLOS PARK, FIRE DEPARTMENT.
 10:53:33 AND IT WAS HOSTED THERE.
 10:53:34 SO THAT WAS A VERY NICE EVENT.
 10:53:36 AND THEN FROM THERE, I TRAVELED OVER TO FGCU.
 10:53:41 YOU REMEMBER PASTOR JOHN ROTH.
 10:53:44 MANY OF US WOULD LIKE TO COME AND TALK TO HIS CLASS ABOUT
 10:53:47 RELIGION AND POLITICS.
 10:53:49 I VOLUNTEERED, AND I DID IT, AND IT WAS INTERESTING.
 10:53:53 INSTEAD OF 13 STUDENTS, HE HAD 20 SOME STUDENTS.
 10:53:57 AND THEY ASKED SOME VERY INTERESTING QUESTIONS.
 10:54:01 SO WE HAD GOOD DISCUSSION, SO IT WAS A VERY WORTHWHILE VISIT
 10:54:06 OVER AT THE FGCU TO DO THAT.
 10:54:09 SO THAT'S THE EXTENT OF MY REPORT.
 10:54:13 I'M GOING TO ASK, BURT, DO YOU HAVE ANYTHING TO REPORT?
 10:54:17 >>Burt Saunders: NO, I HAVE NOTHING TO ADD.
 10:54:19 >>Mayor Errington: THANK YOU.
 10:54:19 STEVE?

 10:54:20 >>Steven Sarkozy: JUST BRIEFLY, WE'VE ALL EXPERIENCED COVID,
 10:54:25 OF COURSE, AND THAT'S REALLY DRAMATICALLY AFFECTED THE WAY
 10:54:28 WE CONDUCT BUSINESS.
 10:54:30 BUT I JUST WOULD LIKE TO OFFER UP MAYBE THIS IS THE TIME
 10:54:33 THAT WE GO BACK TO OUR NORMAL SEATING ARRANGEMENTS AND TRY
 10:54:39 TO RETURN TO A BIT OF NORMALCY HERE.
 10:54:44 IT MAY OR MAY NOT BE THE RIGHT TIME, BUT I JUST WANTED TO
 10:54:47 THROW THAT OUT FOR COUNCIL THOUGHTS AND CONSIDERATION.
 10:54:50 >>Mayor Errington: WILL JIM BE MY FRIEND IF HE SITS THAT
 10:54:52 CLOSE TO ME?
 10:54:53 >>Steven Sarkozy: I DON'T KNOW.
 10:54:56 MAYBE INSTEAD OF A WALL UP IN FRONT, PUT IT BETWEEN YOU.

10:54:59 [LAUGHTER]
 10:54:59 >>Mayor Errington: OKAY.
 10:55:00 THANK YOU.
 10:55:00 LET'S TAKE A BREAK.
 10:55:02 LET'S ADJOURN THIS REGULAR MEETING AND TAKE A BREAK AND COME
 10:55:07 BACK IN ABOUT TEN MINUTES.
 10:55:10 [RECESS]
 11:08:15 >>Mayor Errington: THANK YOU.
 11:08:17 NOW WE WILL CONVENE FOR THE WORKSHOP.
 11:08:24 THIS IS ITEM NUMBER 11A, ESTERO ON THE RIVER UPDATES.
 11:08:33 STEVE, WOULD YOU LIKE TO INTRODUCE THIS PLEASE?
 11:08:36 >>Steven Sarkozy: THANK YOU, MAYOR AND MEMBERS OF COUNCIL.
 11:08:38 THE COUNCIL IS CERTAINLY AWARE, AND SO IS THE ENTIRE

 11:08:42 COMMUNITY, THAT SEVERAL YEARS AGO WE BOUGHT THE 62.5-ACRE
 11:08:46 SITE AT THE CORNER OF U.S. 41 AND CORKSCREW ROAD, AND FOR A
 11:08:52 SMALL COMMUNITY JUST STARTING OUT, THE INVESTMENT OF
 11:08:54 \$24.5 MILLION TO BUY THAT LAND WAS A VERY BOLD MOVE FOR THE
 11:09:01 VILLAGE COUNCIL.
 11:09:02 THAT ACQUISITION WAS MADE WITH UNANIMOUS SUPPORT OF THE
 11:09:08 COUNCIL, AND WE WERE SOMEWHAT UNSURE OF JUST HOW WE WERE
 11:09:14 GOING TO USE THAT PROPERTY.
 11:09:16 A BIG PART OF THE ACQUISITION WAS TO PROTECT PROPERTY ALONG
 11:09:20 THE RIVER, WHICH THERE WAS ONLY A 50-FOOT SETBACK FROM THE
 11:09:26 RIVER FOR THE DEVELOPMENT THAT HAD BEEN PREVIOUSLY APPROVED
 11:09:29 BY LEE COUNTY, AND THE COUNCIL'S DESIRE WAS TO INCREASE THAT
 11:09:33 TO A COUPLE HUNDRED FEET, AT LEAST.
 11:09:36 BUT AS WE GOT INTO THE PROPERTY, IT BECAME VERY CLEAR THAT
 11:09:39 THE ENVIRONMENTAL AND AESTHETIC ASSETS, PARTICULARLY ON THE
 11:09:44 SOUTH SIDE OF THE RIVER, ARE SIGNIFICANT.
 11:09:49 SO WE'VE BEEN VERY CAREFUL AS A STEWARD OF THIS PROPERTY TO
 11:09:53 NOT MAKE ANY RASH DECISIONS, BUT THE QUESTION AT SOME POINT
 11:10:00 HAS TO BE CALLED WHAT ARE WE GOING TO DO WITH THAT PARCEL
 11:10:03 LONG TERM.
 11:10:05 AND IT SEEMS LIKE EVERYONE ON THE COUNCIL, EVERYONE ON THE
 11:10:09 PREVIOUS COUNCIL, IS SOMEWHAT INCLINED TO KEEP AT LEAST THE
 11:10:14 SOUTH SIDE OF THE RIVER IN ITS ENVIRONMENTAL STATE.
 11:10:18 WE'VE DONE AN ASSESSMENT OF WHAT'S ON THE SOUTH SIDE OF THE
 11:10:21 RIVER, AND IT'S TRULY A UNIQUE PARCEL OF PROPERTY THAT HAS

 11:10:27 NEVER BEEN CLEAR CUT.
 11:10:32 THERE ARE DECADES, CENTURY-OLD TREES IN THERE THAT ARE JUST
 11:10:35 FABULOUS, AND PEOPLE WHO ARE FROM FLORIDA AND HAVE LIVED
 11:10:43 HERE, AND THEIR FAMILIES HERE FOR GENERATIONS HAVE REMARKED
 11:10:50 THAT'S AN EXAMPLE OF OLD FLORIDA THAT SIMPLY DOESN'T EXIST
 11:10:54 IN MANY PLACES ANYWHERE, LET ALONE RIGHT IN THE HEART OF A
 11:10:59 FAST-GROWING COMMUNITY.
 11:11:01 SO ONE OF THE IDEAS THAT HAS COME FORWARD IS THAT WE SHOULD

11:11:06 TRY TO PRESERVE THE AREA SOUTH OF THE RIVER DOWN TO
 11:11:09 CORKSCREW, AND FROM U.S. 41 OVER TO THE RAILROAD TRACK.
 11:11:14 ALL OF THAT THAT WE OWN IN THAT AREA.
 11:11:16 WE'VE DONE, AS I MENTIONED, A TREE SURVEY.
 11:11:18 WE'LL TALK ABOUT THAT AND THE SIGNIFICANCE OF THE TREES
 11:11:21 THERE.
 11:11:21 WE'VE TALKED ABOUT OTHER UNIQUE HABITATS AND ALSO PROTECTING
 11:11:28 THE RIVER ITSELF.
 11:11:29 SO WHAT WE WOULD LIKE TO DO IS MENTION HOW WE MIGHT PROCEED
 11:11:37 ON THIS AND GET COUNCIL FEEDBACK ON BOTH -- WHETHER WE
 11:11:44 SHOULD PRESERVE THIS PROPERTY AS A PARK AND THEN, SECONDLY,
 11:11:49 HOW WE MIGHT DEVELOP THE PROPERTY FOR PARK PURPOSES.
 11:11:54 SO THERE ARE TWO PRESENTATIONS TODAY.
 11:11:57 THE FIRST BY MARY GIBBS, WHICH WILL TALK ABOUT HOW TO
 11:12:03 PROTECT THIS AS PARK AND TO PUT ZONING RESTRICTIONS ON IT
 11:12:09 THAT PROTECT IT INTO THE FUTURE.
 11:12:11 AND THEN SECONDLY, A PRESENTATION BY DAVID WILLEMS ABOUT HOW

 11:12:16 THE PARK CAN BE DEVELOPED FOR A PASSIVE KIND OF RECREATION,
 11:12:24 BUT ALSO ALLOWING THIS COUNCIL AND FUTURE COUNCILS SOME
 11:12:28 FLEXIBILITY ON HOW THAT PARK MIGHT BE DEVELOPED INTO THE
 11:12:31 FUTURE.
 11:12:32 SO WITH THAT, I'D LIKE TO TURN IT OVER TO MARY.
 11:12:42 AS MARY SPEAKS ABOUT THIS, THAT YOU, OF COURSE, HAVE A
 11:12:45 VARIETY OF DIFFERENT OPTIONS ON HOW TO PROCEED, BUT THIS IS
 11:12:49 ONE APPROACH THAT YOU MAY WISH TO CONSIDER.
 11:12:52 SO, MARY.
 11:12:55 >>Mary Gibbs: GOOD MORNING, EVERYONE.
 11:12:57 SO WE WANT TO TALK ABOUT THIS PROPERTY THAT WE OWN AND WHAT
 11:13:03 WE WERE LOOKING AT, THIS IS A MAP THAT SHOWS YOU THE
 11:13:05 PROPERTY SOUTH OF THE RIVER THAT WE'RE TALKING ABOUT.
 11:13:07 IT'S ABOUT 30 OR 31 ACRES IN SIZE.
 11:13:12 THE HAPPEHATCHEE PROPERTY YOU CAN SEE IS OUTLINED BY YELLOW.
 11:13:16 IT'S IN THE MIDDLE OF THIS PROPERTY.
 11:13:18 PROPERTY GOES FROM 41 EAST OVER TO THE RAILROAD RIGHT-OF-WAY
 11:13:23 TRACKS AND THEN NORTH OF CORKSCREW ROAD UP TO THE RIVER, BUT
 11:13:26 NOT INCLUDING THE RIVER.
 11:13:27 SO THIS IS WHAT WE'RE LOOKING AT DESIGNATING.
 11:13:31 THIS PROPERTY, IF YOU LOOK BACK ON THIS MAP, THE MAJORITY OF
 11:13:34 THIS IS ZONED AS MIXED-USE.
 11:13:36 SO IF YOU'LL SEE, MPD, MIXED USE PLAN DEVELOPMENT, THE
 11:13:41 WESTERN AND EASTERN PARTS, THAT WAS ZONED BY THE COUNTY IN
 11:13:46 2007.

 11:13:46 THAT WAS ZONED, THE MIXED USE ALLOWS EVERYTHING BUT THE
 11:13:51 KITCHEN SINK PRETTY MUCH.
 11:13:53 IT'S ZONED FOR SINGLE-FAMILY USES, MULTIFAMILY USES,
 11:13:57 COMMERCIAL PARCELS, MIXED-USE PARCELS WITH VERTICAL MIXED

11:14:01 USE AND HORIZONTAL MIXED USE, CIVIC USES, AND THEN THERE
 11:14:04 WERE SOME PRESERVE AND INDIGENOUS AREAS.
 11:14:07 IT'S KIND OF A POTPOURRI OF ALL KINDS OF ISSUES.
 11:14:11 THE HAPPEHATCHEE PROPERTY WHICH IS THE PIECE IN THE MIDDLE,
 11:14:14 THAT LONG, NARROW STRIP, THAT'S ZONED AGRICULTURAL.
 11:14:17 SO WHEN WE LOOK AT THE ZONING FOR THAT AND WE THINK ABOUT
 11:14:21 THIS, THE DEVELOPMENT PRESSURE IN ESTERO IS PRETTY INTENSE
 11:14:24 AS IT IS EVERYWHERE RIGHT NOW.
 11:14:26 DO WE WANT TO KEEP THIS ZONED FOR MIXED USE WITH THESE
 11:14:30 MYRIAD DIFFERENT USES AND PEOPLE COMING IN, TALKING TO US
 11:14:34 AND SAYING, HEY, WE WANT TO PUT A GAS STATION ON THE CORNER.
 11:14:38 WHAT DO YOU THINK ABOUT THAT?
 11:14:39 WE'RE LIKE, EWW.
 11:14:42 HOW DO WE PROTECT OUR INVESTMENT THAT WE MADE ON THIS
 11:14:45 PROPERTY?
 11:14:46 WHAT WE LOOKED AT, SHOULD WE CHANGE THE ZONING DESIGNATION
 11:14:49 ON THE PROPERTY IN IS IT MORE APPROPRIATE FOR IT TO BE
 11:14:52 DESIGNATED AS A PARKS AND COMMUNITY FACILITIES VERSUS THE
 11:14:54 MIXED USE?
 11:14:56 PARKS AND COMMUNITY FACILITIES IN OUR LAND DEVELOPMENT CODE,
 11:14:59 WE MADE A SPECIFIC ZONING THAT'S JUST FOR PUBLICLY OWNED

 11:15:02 PROPERTY AND IT IS FOR PARKS AND RECREATION, LIKE THE ESTERO
 11:15:06 COMMUNITY PARK IS ZONED THIS TYPE OF THING.
 11:15:09 YOU CAN DO ACTIVE AND PASSIVE RECREATION, YOU CAN HAVE
 11:15:13 PRESERVE LANDS.
 11:15:13 YOU CAN DO CIVIC USES.
 11:15:15 SO IT REALLY DOES WHAT WE THINK WE WANT TO DO ON THAT PART
 11:15:18 OF THE PROPERTY.
 11:15:19 AND THEN, OF COURSE, THINKING ABOUT THE HAPPEHATCHEE
 11:15:24 PROPERTY ZONED AGRICULTURE, SO THAT'S NOT REALLY THE MOST
 11:15:28 APPROPRIATE ZONING FOR THAT PROPERTY EITHER.
 11:15:30 SO IF WE DID, WE WOULD REZONE IT ALL ON TO ONE PARKS AND
 11:15:34 COMMUNITY FACILITIES.
 11:15:35 HOW DO YOU GO ABOUT DOING THAT?
 11:15:37 WE HAVE WHAT WE CALL A VILLAGE-INITIATED REZONING.
 11:15:39 THERE ARE A FEW STEPS THAT I'LL GO OVER HERE.
 11:15:41 SO, FIRST OF ALL, BECAUSE THE VILLAGE OWNS THE PROPERTY, WE
 11:15:45 CAN DO THIS AS VILLAGE INITIATED.
 11:15:47 AND WHAT YOU HAVE TO DO IS THIS IS A WORKSHOP.
 11:15:50 IF YOU WANTED TO GO FORWARD WITH THIS, THEN WE COME BACK TO
 11:15:53 THE COUNCIL AND YOU VOTE ON WHETHER YOU WANT TO REZONE IT OR
 11:15:56 NOT.
 11:15:57 IF YOU VOTE TO DO A REZONING, THEN THE STAFF WORKS ON AN
 11:16:00 APPLICATION, JUST LIKE WE WOULD WITH A PRIVATE DEVELOPER.
 11:16:04 WE HAVE TO HAVE A PUBLIC INFORMATION MEETING AT THE
 11:16:06 PLANNING, ZONING, AND DESIGN BOARD, BECAUSE WE WANT TO GET

11:16:09 THE WORD OUT TO THE PUBLIC THAT'S INTERESTED SO THEY CAN
 11:16:12 COME AND PROVIDE COMMENTS AND ASK QUESTIONS.
 11:16:15 AND THEN WE WORK ON A STAFF REPORT AND A RECOMMENDATION.
 11:16:18 WE GO BACK TO PUBLIC HEARINGS.
 11:16:20 SO WE WOULD HAVE A PUBLIC HEARING AT THE PLANNING, ZONING,
 11:16:23 AND DESIGN BOARD.
 11:16:24 WE TAKE PUBLIC INPUT AGAIN.
 11:16:26 THE PLANNING, ZONING, AND DESIGN BOARD WOULD MAKE A
 11:16:29 RECOMMENDATION TO COUNCIL, AND THEN THE COUNCIL HAS TO HAVE
 11:16:32 TWO PUBLIC HEARINGS BECAUSE IT'S A REZONING OF PROPERTY
 11:16:37 BIGGER THAN TEN ACRES.
 11:16:39 TWO ZONING PUBLIC HEARINGS ARE REQUIRED WITH ADVERTISING AND
 11:16:43 NOTICE.
 11:16:43 AND THEN IF IT'S APPROVED BY THE COUNCIL, THEN WE CHANGE THE
 11:16:46 ZONING MAP.
 11:16:47 SO THOSE ARE THE BASIC STEPS FOR A ZONING.
 11:16:51 NOW, I JUST PUT TOGETHER A TENTATIVE SCHEDULE IF YOU WANT.
 11:16:55 THIS IS WHAT THE PROCESS INVOLVES.
 11:16:56 IT TAKES ABOUT FOUR MONTHS.
 11:17:00 COUNCIL WORKSHOP IS ACTUALLY TODAY, I HAD THE WRONG DATE
 11:17:03 BECAUSE I THOUGHT WE WOULD DO IT ON THE 16th, BUT WE GOT
 11:17:06 AHEAD OF OURSELVES.
 11:17:07 IF YOU VOTE TO INITIATE THE ZONING AND THEN WE HAVE THE
 11:17:11 PUBLIC INFORMATION MEETING AT THE PLANNING, ZONING AND
 11:17:13 DESIGN BOARD WOULD BE PROBABLY IN MAY.

 11:17:16 PUBLIC HEARING, THE PLANNING, ZONING AND DESIGN BOARD, WE
 11:17:18 COULD DO IN JUNE.
 11:17:19 THEN IN JULY, WE COULD HAVE THE TWO COUNCIL MEETINGS.
 11:17:24 AGAIN THAT WOULD BE ABOUT A FOUR-MONTH PROCESS.
 11:17:26 IF YOU WANTED ADDITIONAL PROTECTIONS, YOU CAN ALSO CHANGE
 11:17:32 THE COMPREHENSIVE PLAN LAND USE CATEGORY.
 11:17:34 THAT IS A LITTLE BIT LENGTHIER PROCESS.
 11:17:37 SO RIGHT NOW, THE COMPREHENSIVE PLAN CATEGORY IS VILLAGE
 11:17:44 CENTER.
 11:17:45 VILLAGE CENTER ALSO ALLOWS A LOT OF OTHER THINGS.
 11:17:48 MID-RISE UNITS, MULTIFAMILY, SINGLE-FAMILY, COMMERCIAL.
 11:17:55 AGAIN, THAT POTPOURRI OF USES I TALKED ABOUT.
 11:18:00 YOU CAN CHANGE IT TO A PUBLIC PARKS AND RECREATION LAND USE
 11:18:03 CATEGORY, JUST SIMILAR TO THE ZONING CATEGORY.
 11:18:07 THAT PROVIDES THAT ADDITIONAL LAYER OF PROTECTION.
 11:18:10 IT'S MORE TIME-CONSUMING BECAUSE WHEN YOU CHANGE YOUR
 11:18:13 COMPREHENSIVE PLAN, YOU HAVE TO GO TO THE STATE AND THE
 11:18:15 STATE HAS TO REVIEW IT AND PROVIDE YOU COMMENTS AND ALSO
 11:18:19 THEY COULD OBJECT TO IT, ALTHOUGH IT'S NOT LIKELY THAT THEY
 11:18:21 WOULD.
 11:18:22 BUT IT'S JUST A MORE LENGTHY PROCESS.
 11:18:25 SO IF YOU LOOK, I PUT TOGETHER, IF YOU WANTED TO DO THE

11:18:29 COMPREHENSIVE PLAN CHANGE AS WELL THAT WOULD TAKE ABOUT SIX
 11:18:31 MONTHS BECAUSE YOU'VE GOT -- YOU CAN VOTE TO INITIATE THE
 11:18:34 AMENDMENT.

11:18:35 AND THEN IF YOU WANT TO, YOU CAN RUN THESE AT THE SAME TIME.
 11:18:38 YOU CAN DO THE COMPREHENSIVE PLAN AMENDMENT AND THE ZONING
 11:18:41 AT THE SAME TIME.

11:18:41 IT JUST TAKES LONGER FOR THE COMPREHENSIVE PLAN.

11:18:44 SO YOU VOTE TO INITIATE IT.

11:18:47 WE WOULD TAKE IT FOR A PUBLIC INFORMATION MEETING AT THE
 11:18:50 PLANNING, ZONING, AND DESIGN BOARD.

11:18:52 AND THEN IT HAS A PUBLIC HEARING FOR PLANNING, ZONING, AND
 11:18:56 DESIGN BOARD, WHICH WOULD RUN SIMILAR IN HAD JUNE, BUT THEN
 11:19:00 IT WOULD GO TO THE COUNCIL IN JULY.

11:19:02 YOU VOTE -- YOU WOULD HAVE TO VOTE TO TRANSMIT IT TO THE
 11:19:05 STATE.

11:19:05 THEN IT HAS TO GO TO THE STATE FOR REVIEW, AND THEN IT HAS
 11:19:09 TO COME BACK TO THE COUNCIL FOR AN ADOPTION PUBLIC HEARING.
 11:19:12 SO IT'S A LITTLE DIFFERENT, AND IT WOULD RUN ABOUT SIX
 11:19:16 MONTHS TO DO THAT.

11:19:17 AGAIN, YOU DON'T HAVE TO CHANGE THAT COMPREHENSIVE PLAN
 11:19:21 CATEGORY BECAUSE IT DOES ALLOW PARKS RIGHT NOW, BUT IF YOU
 11:19:24 WANT THAT ADDED LAYER OF PROTECTION, IT WOULD BE GOOD
 11:19:29 BECAUSE IF YOU -- LET'S SAY YOU DECIDED YOU WANTED THAT
 11:19:32 EXTRA PROTECTION, A REZONING YOU CAN CHANGE.
 11:19:36 YOU CAN VOTE TO INITIATE THAT AT ANY TIME.

11:19:38 SO YOU CAN CHANGE THE ZONING, BUT THEN A FUTURE COUNCIL
 11:19:42 MIGHT SAY, OH, WHAT IF WE WANT TO CHANGE THE ZONING?
 11:19:45 YOU CAN DO THAT.

11:19:46 IF YOU CHANGE THE COMPREHENSIVE PLAN LAND USE CATEGORY, IT'S
 11:19:50 A LITTLE MORE DIFFICULT TO DO BECAUSE YOU'VE GOT THAT STATE
 11:19:52 REVIEW.

11:19:53 SO I CALL THAT LIKE THAT ADDED -- [AUDIO DROP]
 11:19:58 YOU CAN DO THEM AT THE SAME TIME.

11:20:01 IT'S UP TO YOU.

11:20:03 BUT THAT'S BASICALLY WHAT'S INVOLVED IN A REZONING OR A
 11:20:08 COMPREHENSIVE PLAN AMENDMENT.

11:20:13 >>Jim Boesch: MARY, I THINK IT'S A GREAT IDEA TO HAVE A
 11:20:16 PARK, CERTAINLY IN OUR PARTICULAR SITUATION, WE ARE LIMITED
 11:20:22 ALREADY HAVING PARKS.

11:20:25 THE QUESTION I ASK IS, WHEN WE FIRST BECAME INCORPORATED AND
 11:20:33 STARTED DOING THE COMPREHENSIVE PLAN AND SO FORTH, WE WERE
 11:20:41 IN MANY CASES FACING PEOPLE SAYING, WELL, THIS HERE, SO YOU
 11:20:51 CAN'T -- GRANDFATHERED AND SO FORTH.

11:20:53 IS THAT THE CASE.

11:20:55 IF YOU TOOK A PIECE OF LAND AND YOU SAID WE'RE GOING TO MAKE
 11:20:58 THIS A VILLAGE THING, CAN THEY DO THAT?

11:21:03 >>Mary Gibbs: WE CAN DO THAT BECAUSE WE OWN THE PROPERTY.
 11:21:05 SO WE CAN CHANGE THE ZONING.
 11:21:07 WE'RE THE APPLICANT.
 11:21:09 IF THE COUNCIL WANTS TO DO THAT, RIGHT NOW, THE COUNTY
 11:21:14 ZONING RESOLUTION IS IN EFFECT, BUT IF YOU REZONE THE
 11:21:19 PROPERTY, NOW YOU'RE GOING TO HAVE A NEW ORDINANCE THAT WILL
 11:21:21 SHOW IT AS PARKS AND RECREATION TYPE USES.

11:21:24 SO YOU CAN DO THAT AND IT'S NOT GRANDFATHERED IN ANYMORE.
 11:21:30 >>Jim Boesch: IF WE OWN THE PROPERTY.
 11:21:31 >>Mary Gibbs: YES.
 11:21:32 >>Jim Boesch: IF WE DON'T OWN IT, WE CAN'T DO THAT.
 11:21:34 >>Mary Gibbs: WELL, YOU COULD, BUT YOU MIGHT GET SUED.
 11:21:40 >>Mayor Errington: JOANNE.
 11:21:42 >>Joanne Ribble: MARY, IF WE WERE TO SUBMIT THIS TO THE
 11:21:44 STATE, DO YOU FORESEE ANY CONDITIONS THAT THEY MIGHT COME
 11:21:47 BACK AND IMPOSE UPON US THAT WOULD BE DIFFERENT THAN WHAT WE
 11:21:51 INTEND TO DO WITH THE PROPERTY?
 11:21:53 >>Mary Gibbs: NO.
 11:21:53 AND I THINK WHAT I ANTICIPATE, THEY WOULD SAY, OH, YOU'RE
 11:21:57 BASICALLY TAKING A CATEGORY THAT'S VERY INTENSE AND MAKING
 11:22:00 IT LESS INTENSE AND MAKING IT A PUBLIC BENEFIT.
 11:22:04 I WOULD ANTICIPATE THEY WOULD SAY, THIS IS A REALLY GOOD
 11:22:07 IDEA.
 11:22:08 YOU SHOULD HAVE DONE IT A WHILE BACK.
 11:22:11 >>Joanne Ribble: THANK YOU.
 11:22:13 >>Mayor Errington: ANYONE ELSE?
 11:22:14 JIM WILSON.
 11:22:15 >>Jim Wilson: I THINK MAYBE IF WE CAN BUILD CONSENSUS THAT
 11:22:19 WE SHOULD DO BOTH.
 11:22:21 BECAUSE I THINK THAT WOULD SEND A STRONG MESSAGE TO FUTURE
 11:22:23 COUNCILS WHO MIGHT SAY, WELL, WE HAVE THIS NICE PIECE OF
 11:22:26 LAND OVER HERE ON CORKSCREW ROAD.

11:22:28 MAYBE WE SHOULD CHOP DOWN ALL THE TREES AND SELL IT.
 11:22:33 I WOULDN'T WANT TO STILL BE SITTING HERE IN THIS COMMUNITY
 11:22:35 WATCHING BECAUSE I WALKED THAT SITE, PARTS OF IT BACK IN
 11:22:39 HAPPEHATCHEE.
 11:22:40 IT IS A BEAUTIFUL AREA AND DEFINITELY NEEDS TO BE PRESERVED.
 11:22:44 THE CONCEPT OF THE WALKING TRAILS THAT WE'VE ALREADY
 11:22:46 DEVELOPED IS A GOOD CONCEPT.
 11:22:48 I THINK MAYBE EVEN IF THE EXTRA THING, AND I THINK MARY'S
 11:22:52 COMMENT THAT WE COULD RUN THE TWO PROJECTS OR THE TWO
 11:22:56 PROCESSES IS A BETTER WORD, THE TWO PROCESSES SIMULTANEOUSLY
 11:23:00 AND JUST DO THAT STAMP OF, YES, WE'RE FOR PRESERVATION
 11:23:05 BECAUSE WE HAVE HAD COMMENTS THAT VARIOUS COUNCILS HERE HAVE
 11:23:09 BEEN IN FAVOR OF OVERBUILDING, AND EVEN THOUGH WE KNOW THAT
 11:23:13 MOST OF THE OVERBUILDING THAT WE'VE SUFFERED HAS BEEN AT THE

11:23:15 HANDS OF COUNTY ZONING THAT WAS DONE OVER A PERIOD OF YEARS
 11:23:19 BEFORE WE WERE INCORPORATED.
 11:23:22 ANYWAY, THAT'S MY THOUGHTS ON HOW WE SHOULD PROCEED.
 11:23:28 >>Jim Ward: I FULLY SUPPORT WHAT MARY IS SAYING IN TERMS OF
 11:23:31 DOING BOTH THE REZONING AS WELL AS THE COMPREHENSIVE PLAN.
 11:23:34 I WAS NOT ON THE COUNCIL WHEN WE PURCHASED THE LAND, BUT HAD
 11:23:37 NUMEROUS DISCUSSIONS WITH STEVE ABOUT THIS PROPERTY, AND
 11:23:41 I'VE ALWAYS BEEN 100% IN FAVOR OF KEEPING IT RECREATIONAL,
 11:23:45 KEEPING IT NATURAL.
 11:23:47 I DON'T SUPPORT ANY ISSUE -- ANY SUGGESTION THAT WE SHOULD
 11:23:51 SELL PART OF THAT PROPERTY TO A THIRD PARTY.

11:23:55 THE PARCEL OF LAND NORTH OF THE RIVER WE CAN LOOK AT IT AT
 11:23:59 SOME POINT IN TIME.
 11:24:00 THE PROPERTY SOUTH OF THE RIVER SHOULD ALWAYS REMAIN IN ITS
 11:24:04 NATURAL STATE.
 11:24:05 >>Mayor Errington: THANK YOU.
 11:24:05 JON.
 11:24:06 >>Vice-Mayor McLain: I AGREE WITH ALL THOSE COMMENTS, AND I
 11:24:09 THINK WE REALLY HAVE AN OBLIGATION, WHEN WE PURCHASED THIS
 11:24:13 PROPERTY, WE HEARD BACK FROM ALL OF OUR CONSTITUENTS THAT
 11:24:16 THEY WANTED TO KEEP THIS NATURAL, PROBABLY THE WHOLE THING,
 11:24:20 BUT I THINK IF WE TIE THE HANDS SO THAT FUTURE COUNCILS, OR
 11:24:26 WHATEVER, THINGS CHANGE, I DON'T THINK WE SHOULD BE CHANGING
 11:24:29 THIS PROPERTY.
 11:24:30 I THINK WE BOUGHT IT WITH FULL SUPPORT OF THE COMMUNITY TO
 11:24:33 MAINTAIN IT IN ITS STATE FOR WALKING AND THE LIKE.
 11:24:39 SO A PARK DESIGNATION I THINK IS REALLY APPROPRIATE, AND IF
 11:24:42 WE CAN BIND THAT UP, I THINK WE SHOULD DO THAT.
 11:24:46 >>Mayor Errington: THANK YOU.
 11:24:46 ANY OTHER COMMENTS?
 11:24:47 LARRY.
 11:24:47 >>Larry Fiesel: ARE YOU IN FAVOR OF EITHER ONE OF THESE TWO
 11:24:50 THAT YOU'RE PROMOTING TO US THIS MORNING?
 11:24:53 OR CAN WE DO BOTH AT THE SAME TIME?
 11:24:54 >>Mary Gibbs: YEAH, YOU CAN DO BOTH AT THE SAME TIME.
 11:24:56 I ACTUALLY WOULD SUGGEST THAT BECAUSE IT WOULD BE EASIER TO

11:24:59 JUST COMBINE IT.
 11:25:01 >>Larry Fiesel: I AGREE.
 11:25:02 I THINK WE SHOULD DO THAT.
 11:25:03 I THINK WE'VE ALL AGREED THAT THIS PROPERTY IS VERY VALUABLE
 11:25:05 TO OUR COMMUNITY AND WE'D LIKE TO KEEP IT IN ITS NATURAL
 11:25:08 STATE AS BEST WE CAN.
 11:25:09 I THINK WE HAVE A LOT OF FUTURE OPPORTUNITIES TO DEVELOP IT
 11:25:13 INTO SOMETHING THAT IS PRETTY SPECIAL FOR OUR COMMUNITY,
 11:25:18 LEAVING IT IN ITS CONDITION AND PUT THE TRAILS IN AS WE'VE
 11:25:22 PREVIOUSLY DISCUSSED.

11:25:25 >>Mary Gibbs: ONE COMMENT I WAS GOING TO ADD, TOO, IF WE DO
 11:25:28 THIS, BECAUSE THE ZONING THAT WE'VE GOT IN PLACE NOW ALLOWS
 11:25:31 ALL THE USES ANYWAY.
 11:25:34 WHATEVER DAVID IS PROPOSING TO DO ON THE PROPERTY IS
 11:25:36 ALLOWABLE.
 11:25:37 SO IF WE DO A VILLAGE-INITIATED REZONING AND COMP PLAN
 11:25:41 AMENDMENT, THAT DOESN'T SLOW ANYTHING DOWN.
 11:25:43 >>Mayor Errington: ANY OTHER COMMENTS?
 11:25:45 I HAVE A COMMENT.
 11:25:47 THE VILLAGE CENTER, CENTER, THAT DOESN'T MEAN THAT A
 11:25:53 STRUCTURE OF A BUILDING, DOES IT?
 11:25:55 DEFINE VILLAGE CENTER?
 11:25:58 >>Mary Gibbs: WELL, THAT WAS THE IDEA WHEN WE DID THE FIRST
 11:26:01 AMENDMENTS TO THE COMPREHENSIVE PLAN TO DEVELOP A VILLAGE
 11:26:03 CENTER.

 11:26:03 IT WAS LIKE HUNDREDS OF ACRES, AND IT WAS THE IDEA THAT
 11:26:07 MAYBE WE NEEDED TO HAVE SOME AREA THAT'S MORE LIKE A
 11:26:09 DOWNTOWN INSTEAD OF JUST SUBURBAN, GATED RESIDENTIAL
 11:26:13 DEVELOPMENTS.
 11:26:14 IT WASN'T REALLY A CENTER OR CENTER OF A BUILDING.
 11:26:17 IT'S JUST SOME AREA THAT COULD BE MORE LIKE A DOWNTOWN AND
 11:26:20 PROVIDE SOME MIXED USE.
 11:26:22 >>Mayor Errington: BUT IT WOULDN'T BE A BUILDING, PER SE,
 11:26:24 ALLOWING A BUILDING.
 11:26:26 >>Mary Gibbs: NO.
 11:26:27 IT REALLY HAS NOTHING TO DO WITH BUILDING.
 11:26:29 >>Mayor Errington: OKAY.
 11:26:30 THAT'S IMPORTANT.
 11:26:30 I TOTALLY SUPPORT BOTH OF THE OPTIONS THAT YOU HAVE
 11:26:36 PRESENTED TO US HERE TODAY.
 11:26:39 THAT IS SUCH BEAUTIFUL PROPERTY.
 11:26:41 IT'S EXCITING TO THINK ABOUT EVERYTHING THAT CAN HAPPEN ON
 11:26:44 THAT PROPERTY.
 11:26:45 IT'S GORGEOUS.
 11:26:47 AND WITH THOSE BEAUTIFUL TREES -- HOW MUCH TREES DO WE HAVE?
 11:26:53 >>Mary Gibbs: I THINK STEVE SAID WE BOUGHT A TREE FARM.
 11:26:57 >>Mayor Errington: BUT THEY ARE OLD TREES.
 11:26:59 HERITAGE OAKS AND LIKE SEVERAL HUNDREDS OF THOSE.
 11:27:01 >>Mary Gibbs: THERE ARE HUNDREDS.
 11:27:03 >>Mayor Errington: IT'S HARD TO IMAGINE HOW BEAUTIFUL THAT

 11:27:07 WILL BE SOMEDAY.
 11:27:09 AND IT WILL BE THE CENTER OF ESTERO, I THINK.
 11:27:14 BUT ANYTHING THAT WE CAN DO TO PRESERVE THIS SO THAT
 11:27:19 SOMEBODY IN THE FUTURE CAN'T COME AND SAY, LET'S SELL IT --
 11:27:24 THAT'S MY OBJECTIVE.
 11:27:25 I DON'T KNOW WITH THE REST OF THE COUNCIL, IT SEEMS LIKE

11:27:30 THAT'S WHAT I'M HEARING THAT WE WANT TO PROTECT THIS SO THAT
 11:27:32 IT'S NOT ABLE TO BE SOLD EASILY.
 11:27:34 DEVELOPED EASILY.
 11:27:37 >>Mary Gibbs: WE'LL COME BACK IN A COUPLE OF WEEKS FOR A
 11:27:40 COUNCIL VOTE TO GET THAT GOING.
 11:27:42 THANK YOU.
 11:27:43 I'VE GOT TO TURN IT OVER TO DAVID.
 11:27:45 I THINK HE'S GOING TO SHOW YOU SOME EXCITING PICTURES OF
 11:27:49 WHAT -- WELL, MAYBE NOT.
 11:28:07 >>David Willems: GOOD MORNING.
 11:28:08 SO WHAT I WAS GOING TO DO WAS TALK ABOUT THE SOUTHERN PART
 11:28:12 OF THE ESTERO ON THE RIVER PROPERTY AND A COUPLE OF THINGS
 11:28:15 THAT WE'RE WORKING ON TO MOVE IT INTO MORE OF A PARK
 11:28:20 FACILITY.
 11:28:23 TALK ABOUT THE TRAILS, REALLY FOCUS ON THE TRAILS, AND THEN
 11:28:26 THE PERIMETER FENCE THAT COULD GO AROUND THE PROPERTY THAT
 11:28:29 WOULD REALLY IDENTIFY IT AS BEING OWNED BY THE VILLAGE OF
 11:28:31 ESTERO.
 11:28:33 MARY WENT OVER THE LOCATION.

11:28:35 WE'RE JUST TALKING ABOUT THE PART SOUTH OF THE RIVER.
 11:28:38 THIS IS REALLY JUST WHAT WE'RE LOOKING AT RIGHT NOW IS THE
 11:28:41 PHASE ONE AND PHASE TWO TRAILS.
 11:28:45 REALLY, RIGHT NOW, WE'RE WORKING ON PHASE ONE.
 11:28:47 IF YOU GO OUT THERE, MOST OF THAT IS ACTUALLY -- YOU CAN
 11:28:50 WALK PROBABLY 90% OF THAT PHASE ONE TRAIL RIGHT NOW.
 11:28:57 THERE ARE SOME DITCHES WE HAVE TO GET AROUND, SO WE'RE
 11:28:59 WORKING ON SOME PLANS TO ACTUALLY IN THE NEXT MONTH OR TWO
 11:29:01 TO GET IT SO YOU WOULD BE ABLE TO WALK AROUND THE WHOLE
 11:29:04 PHASE ONE.
 11:29:05 THERE ARE ABOUT -- ABOUT EIGHT TO TEN FEET WIDE.
 11:29:11 ACTUALLY ALREADY PRETTY SMOOTH.
 11:29:12 WE'LL GET A CONTRACTOR TO MAKE IT MORE SMOOTH.
 11:29:15 AND WHEN WE DID THAT TRAIL, THERE ARE NO TREES NO NATIVE
 11:29:20 TREES WERE REMOVED.
 11:29:21 IT'S AROUND ALL THE PINES, ALL THE OAKS, THEY ARE PRESERVED.
 11:29:26 SOME OF THEM GO RIGHT AROUND THE OAKS, SO YOU GET TO SEE THE
 11:29:29 BIG OAK TREE.
 11:29:30 IT IS REALLY NICE.
 11:29:32 ANOTHER THING THAT WE'RE WORKING ON TO GET SO WE CAN ALLOW
 11:29:34 THE PUBLIC OUT THERE IS THERE ARE TWO BUILDINGS, TWO OLD
 11:29:37 BUILDINGS THAT ARE KIND OF IN THE NORTHEAST CORNER OF THE
 11:29:41 PHASE ONE TRAIL.
 11:29:42 WE'RE GOING TO TRY TO GET THOSE DEMOLISHED HERE IN THE NEXT
 11:29:45 COUPLE OF MONTHS.

11:29:46 WE HAD AN ARCHAEOLOGICAL SURVEY JUST TO MAKE SURE THEY ARE
 11:29:50 NOT HISTORICAL, AND THEN WE'RE GOING TO BRING THAT BACK WITH

11:29:53 A PLAN, KIND OF A HISTORICAL PRESERVATION PLAN THAT
 11:29:57 DESCRIBES AREAS THAT SHOULD BE PRESERVED AND THEN THE AREAS
 11:30:00 THAT CAN BE REMOVED.
 11:30:00 WE EXPECT THOSE BUILDINGS ARE NOT HISTORICAL AND THEN ALSO
 11:30:05 THEY ARE IN SUCH CONDITION THAT THEY ARE PROBABLY NOT ABLE
 11:30:08 TO BE PRESERVED ANYWAYS.
 11:30:09 SO WE'RE MOVING FORWARD WITH THAT.
 11:30:11 YOU CAN SEE HERE THAT THERE ARE TREES SHOWN HERE, BUT WHEN
 11:30:14 YOU GO OUT THERE, THAT'S JUST A SMALL PERCENTAGE OF THE
 11:30:16 TREES.
 11:30:17 THAT'S NOT ALL THE TREES.
 11:30:18 THERE'S A LOT MORE THAN EVEN YOU SEE HERE.
 11:30:21 WE HAD SOME ECOLOGISTS GO OUT THERE AND LOOK AT THE
 11:30:25 DIFFERENT PLANT TYPES.
 11:30:27 WHAT'S NICE IS THIS TRAIL PROBABLY GOES THROUGH ABOUT FIVE
 11:30:29 OR SIX DIFFERENT HABITATS.
 11:30:33 IF YOU GO DOWN THE LOWER RIGHT-HAND CORNER WHERE THE PHASE
 11:30:36 TWO IS GOING TO BE, IT'S GOING TO GO THROUGH A PINE AND
 11:30:39 PALMETTO AREA, WHICH THAT IS THE ONLY AREA ON THE SITE WHERE
 11:30:43 IT HAS THAT.
 11:30:43 THAT AREA ACTUALLY HAS A LOT -- THAT'S THE ONLY AREA ON THE
 11:30:46 SOUTHERN PART THAT HAS GOPHER TORTOISES.
 11:30:49 WE'LL MAKE SURE WE GO AROUND THOSE, BUT WE SHOULD BE ABLE TO

 11:30:54 DO THAT.
 11:30:54 PHASE TWO WILL FOLLOW UP PROBABLY SOMETIME LATE SUMMER OR
 11:30:58 AFTER WE LOOK AT THE PROPERTY AFTER APRIL AND UNDERSTAND
 11:31:01 WHERE IT SHOULD GO.
 11:31:02 ULTIMATELY, IT'S GOING TO BE A MUCH MORE ROBUST TRAIL
 11:31:10 SYSTEM.
 11:31:10 THIS IS THE CONCEPT THAT OUR CONSULTANT, DAVID BARTH, CAME
 11:31:14 UP WITH.
 11:31:14 WHAT WE COULD DO FROM A TRAIL SYSTEM IN THE FUTURE.
 11:31:18 SO WE'RE DOING PHASE ONE.
 11:31:20 THERE COULD BE TEN OR MORE PHASES TO IMPLEMENT THIS.
 11:31:24 BUT HE ACTUALLY SPENT A LOT OF TIME, LOOKED AT THE BIGGER
 11:31:27 TREES AND TRIED TO HIGHLIGHT THOSE AND THE WAY THE TRAILS GO
 11:31:30 AROUND IT.
 11:31:31 THAT BLUE AREA IS AN ESTIMATE OF WHERE THE WETLAND IS, AND
 11:31:36 THOSE RED AREAS ARE WHERE WE WOULD HAVE BOARDWALKS OR
 11:31:39 DIFFERENT TRAILS THAT WOULD GO OVER THE WETLANDS SO THAT WE
 11:31:42 CAN SEE THAT.
 11:31:44 THE PHASE ONE TRAIL GOES ENTIRELY AROUND THE WETLAND AND
 11:31:48 WE'RE DOING THAT SO WE DON'T HAVE ANY WETLAND IMPACTS.
 11:31:51 WHAT'S INTERESTING, IF ANYBODY GETS A CHANCE TO GO OUT TO
 11:31:54 WHERE WE HAVE IT CLEARED, THERE'S ACTUALLY A HISTORIC
 11:31:58 BRIDGE, AN OLD FOOT BRIDGE THAT OUR TRAIL, OUR PHASE ONE
 11:32:02 TRAIL LINES UP WITH.

11:32:03 IT'S ACTUALLY IN REASONABLY GOOD SHAPE.

11:32:06 IT'S ONLY FOUR OR FIVE FEET WIDE, BUT THE ARCHITECTURE OF IT
 11:32:10 ACTUALLY LOOKS SIMILAR -- IF YOU'VE BEEN TO THE ONE IN
 11:32:14 KORESHAN, THE WHITE ONE, IT'S REMINISCENT OF THAT, JUST ON A
 11:32:18 SMALLER SCALE.

11:32:18 >>Mayor Errington: WHERE IS IT?
 11:32:19 CAN YOU POINT IT OUT.

11:32:21 >>David Willems: THE BRIDGE -- SEE THIS BLUE LITTLE FINGER
 11:32:24 HERE, THE BRIDGE CROSSES THAT.
 11:32:27 AND THEY BUILT IT JUST ACROSS THAT DITCH.
 11:32:30 IT'S BEEN THERE FOR A WHILE.
 11:32:31 I'M NOT SURE HOW LONG.
 11:32:33 I DON'T THINK IT WAS TO DO WITH THE KORESHAN, THE KORESHAN
 11:32:38 SETTLEMENT.

11:32:38 IT'S THERE AND LOOKS SIMILAR TO WHAT WAS DONE IN KORESHAN.
 11:32:42 THE OTHER PART IS A PERIMETER FENCE.
 11:32:44 RIGHT NOW, IT'S JUST A CHAIN-LINKED FENCE FOR MOST OF IT.
 11:32:49 SOME OF IT ACTUALLY ISN'T FENCED RIGHT NOW.
 11:32:50 SO TO BOTH PROVIDE SECURITY AND THEN ALSO PROVIDE A VISIBLE
 11:32:58 KIND OF SHOWING THAT THE VILLAGE OWNS THIS PROPERTY, WE
 11:33:02 COULD PUT UP A FENCE THERE.

11:33:04 WE HIRED INSIGHT TO LOOK AT WHAT COULD WE DO.
 11:33:07 WE KIND OF GAVE THEM A LITTLE BIT OF AN IDEA.
 11:33:09 WE ACTUALLY WALKED THE WHOLE PERIMETER JUST TO SHOW SO THEY
 11:33:12 COULD UNDERSTAND THE DIFFERENCES.
 11:33:14 SOME OF THE CHALLENGES ARE THE GROUND IS NOT EXACTLY FLAT,

11:33:17 AND THEN THE ROADWAY ACTUALLY, CORKSCREW ROAD ACTUALLY GOES
 11:33:21 UP SIGNIFICANTLY FROM THE EAST SIDE TO THE WEST SIDE.
 11:33:24 THE EAST SIDE, THE ROAD ISN'T MUCH HIGHER THAN THE PROPERTY.
 11:33:28 WHEN YOU GET UP TO U.S. 41, THE ROAD IS PROBABLY FIVE OR SIX
 11:33:33 FEET HIGHER THAN OUR PROPERTY.
 11:33:34 IF YOU'RE STANDING ON OUR PROPERTY, YOU'RE LOOKING UP AT THE
 11:33:37 ROADWAY.

11:33:38 SO WHAT THEY DID IS THEY CAME UP WITH A CONCEPT TO TRY TO
 11:33:41 MAKE THE FENCE LOOK NICE AND FIT IN WITH THOSE CONSTRAINTS.
 11:33:46 SO WHAT THEIR IDEA IS, IT WAS TO COME UP -- IT'S GOING TO
 11:33:50 HAVE A KNEE WALL AND THE REASON THAT THEY WANTED TO DO THAT
 11:33:54 IS BECAUSE THEY WANTED TO MAKE THE TOP OF THE FENCE FLAT, SO
 11:33:58 THE IDEA IS THE KNEE WALL WOULD MAKE UP THE DIFFERENCE IN
 11:34:00 THE ELEVATION OF THE GROUND.

11:34:04 AND THIS WOULD REALLY BE ON THE FRONTAGE OF CORKSCREW AND
 11:34:08 U.S. 41.
 11:34:10 THEY HAD SOME IDEAS A LITTLE BIT DIFFERENT RIGHT AT THE
 11:34:14 INTERSECTION OF U.S. 41 AND CORKSCREW TO KIND OF MAKE THAT
 11:34:18 STAND OUT.
 11:34:18 SO THE VILLAGE'S EMBLEM WOULD BE IN THE FENCE.

11:34:23 THIS WOULD BE AN IRON FENCE.
 11:34:25 SO IT'S SHOWN AS WHITE, BUT THAT'S JUST FOR THE CONCEPT PART
 11:34:28 OF IT.
 11:34:28 IT'S GOING TO BE METAL AND YOU'RE GOING TO SEE THROUGH IT.
 11:34:32 THE BOTTOM WOULD BE SOME SORT OF BLOCK WITH STUCCO AND THEN

 11:34:35 THE IDEA IS THAT THERE WOULD BE STONES ON THE PILLAR AND
 11:34:37 THEN ON THE LEDGE ITSELF.
 11:34:40 AND THERE ARE A COUPLE OF OTHER VISUALS OF WHAT THAT COULD
 11:34:44 LOOK LIKE.
 11:34:46 SET OUT DIFFERENT PARTS, MAKE THE CENTER GO UP A LITTLE BIT
 11:34:50 SO THE LOGO STANDS OUT.
 11:34:52 AND THEN USE PLANTING IN FRONT OF SOME OF THE FENCE SO YOU
 11:34:55 DON'T HAVE A QUARTER OF A MILE OF FENCE THAT'S STRAIGHT.
 11:34:59 IF YOU'VE BEEN OUT TO THE SITE, YOU NOTICE THAT THERE ARE
 11:35:02 SOME VERY LARGE OAK TREES THAT ARE ACTUALLY RIGHT ON THE
 11:35:04 PROPERTY LINE, AND WE DEFINITELY DO NOT WANT TO IMPACT THOSE
 11:35:08 SO WE SUSPECT THE FENCE, SOME OF THOSE IT WILL HAVE TO GO
 11:35:12 AROUND.
 11:35:13 THAT WILL BREAK UP THE FENCE SO IT'S NOT ONE LONG FENCE
 11:35:17 LINE.
 11:35:17 AND THEN IN SOME AREAS, MIGHT JUST PUT VEGETATION ALL THE
 11:35:21 WAY IN FRONT OF IT.
 11:35:23 THIS IS AT THE CORNER OF U.S. 41 AND CORKSCREW.
 11:35:26 THEY CAME UP WITH TWO IDEAS OF WHAT WE COULD DO THERE TO
 11:35:32 REALLY SET OFF THAT CORNER.
 11:35:33 AND ONE IS TO PUT A SIGN THAT'S MORE HORIZONTAL WITH THE
 11:35:38 FENCE BEHIND IT, SO THE SIGN WOULD BE IN FRONT OF THE FENCE.
 11:35:41 AND WHAT THIS DOES, IT GIVES A LITTLE BIT OF ABILITY TO MAKE
 11:35:44 UP FOR THAT FIVE-FOOT DIFFERENCE.
 11:35:47 AND THEN THIS ONE IS A LITTLE BIT MORE SUBDUED, BUT STILL

 11:35:52 STANDS OUT.
 11:35:53 IT KIND OF LOOKS LIKE A LOT OF THE GATED COMMUNITY MONUMENT
 11:35:58 SIGNS, SO I THINK IT WOULD BE LIKE THAT.
 11:36:00 FUTURE, THE CONSULTANT WILL BE WORKING ON A PEDESTRIAN
 11:36:06 BRIDGE.
 11:36:06 THEY ARE GOING TO TRY TO FIGURE OUT WHERE THE LOCATION OF
 11:36:09 THAT SHOULD BE TO MAKE IT FUNCTION AND THEN ALSO WORK FROM A
 11:36:13 PERMITTING STANDPOINT.
 11:36:14 RIGHT NOW, WE HAVE A TEMPORARY TRAILHEAD ON CORKSCREW ROAD
 11:36:19 BECAUSE IT'S ALREADY THERE.
 11:36:20 IT'S GOT A GATE ON IT.
 11:36:22 IT'S GOING TO GO RIGHT NEXT TO WHERE OUR PHASE ONE IS.
 11:36:24 ULTIMATELY, WE'LL WANT THAT TRAILHEAD ON THE NORTH SIDE OF
 11:36:27 THE RIVER.
 11:36:28 WE'LL COME BACK WITH THAT.
 11:36:29 AND THEN WE'RE GOING TO COME BACK WITH AN ESTIMATE FOR THOSE

11:36:33 PLUS AN ESTIMATE ON THE FENCE.
 11:36:34 WE DON'T HAVE THE COST ESTIMATE.
 11:36:35 THIS IS JUST THE CONCEPT, BUT WE KNOW COUNCIL CAN'T REALLY
 11:36:40 MAKE A DECISION UNTIL WE KNOW WHAT THOSE COSTS ARE.
 11:36:42 SO WE JUST WANTED TO GIVE AN UPDATE OF WHAT WE HAVE SO FAR
 11:36:47 AND GET ANY INPUT ON THE FENCE, IF YOU THINK IT LOOKS OKAY,
 11:36:50 ANY CONCERNS.
 11:36:53 >>Mayor Errington: ANY COMMENTS?
 11:36:56 >>Larry Fiesel: YOU DID CLARIFY THE FENCE BECAUSE IT DID

 11:36:59 APPEAR TO BE A SOLID FENCE IN THE RENDERING, AND I WAS A
 11:37:02 LITTLE CONCERNED ABOUT CLOSING THE PARK OFF WITH A SOLID
 11:37:04 FENCE.
 11:37:05 I LIKE THIS CONCEPT.
 11:37:06 I THINK IT LOOKS VERY ATTRACTIVE.
 11:37:08 THE ONLY CONCERN, AND I THINK I ADDRESSED THIS ONE TIME
 11:37:12 EARLIER, BETWEEN THIS FENCE AND THE CORKSCREW ROAD ITSELF IS
 11:37:16 A LOT OF REALLY JUNK.
 11:37:20 DO WE HAVE THE ABILITY TO DO ANY -- I'D HATE TO SEE A REALLY
 11:37:24 NICE-LOOKING FENCE AND HAVE ALL THIS JUNK IN FRONT OF IT
 11:37:26 THAT DETRACTS FROM THE FENCE.
 11:37:28 DOES THAT BELONG TO US?
 11:37:30 CAN WE DO ANYTHING TO THAT?
 11:37:32 >>David Willems: IT DOES NOT BELONG TO US.
 11:37:34 IT'S LEE COUNTY'S ROADWAY, BUT I'M PRETTY SURE THEY WOULD
 11:37:37 ALLOW US TO DO SOME THINGS THAT WOULD CLEAN THAT UP.
 11:37:41 IT WOULD BE A MATTER OF WORKING WITH THEM ONCE WE HAVE THE
 11:37:44 CONCEPTS AND THEN PERMITTING IT THROUGH LEE COUNTY.
 11:37:46 >>Larry Fiesel: I THINK THAT WOULD BE IMPORTANT.
 11:37:48 AS IT SITS NOW, IT DETRACTS FROM ANYTHING THAT WE WOULD DO
 11:37:52 THERE.
 11:37:52 >>David Willems: ABSOLUTELY.
 11:37:53 ONE OF THE OTHER THINGS THAT WE'VE TALKED TO OUR CONSULTANT
 11:37:56 ABOUT, IT'S PROBABLY GOING TO BE IMPORTANT TO DO A SIDEWALK
 11:37:58 THERE ON THE NORTH SIDE OF CORKSCREW ALONG THE VILLAGE'S

 11:38:02 PROPERTY, THERE IS NO SIDEWALK RIGHT NOW.
 11:38:04 SO AT SOME POINT, MAYBE WITH THIS FIRST PROJECT HERE, WE MAY
 11:38:09 WANT TO DO THE SIDEWALK THERE.
 11:38:10 IF WE DID THE SIDEWALK AND THE FENCE, YOU'D ALMOST HAVE THAT
 11:38:15 WHOLE AREA COMPLETE.
 11:38:16 >>Mayor Errington: ANY OTHER QUESTIONS?
 11:38:18 JIM?
 11:38:21 >>Jim Ward: I REALLY LIKE THE CONCEPT YOU SHOWED THERE,
 11:38:23 IDENTIFYING THAT IT IS THE ESTERO RIVER PROJECT.
 11:38:25 WHAT TYPE OF MATERIAL ARE YOU GOING TO BE USING ON THE
 11:38:30 PATHS?
 11:38:31 >>David Willems: WE HAVEN'T FULLY -- I THINK THE PHASE ONE,

11:38:34 IT WILL EITHER BE DIRT OR MULCH, FOR NOW.
 11:38:37 AS WE MOVE ON, I THINK WE EXPECT THAT, IF COUNCIL AGREES,
 11:38:42 THAT THAT BIG PERIMETER PATH WOULD LIKELY BE PAVED OR
 11:38:46 PERVIOUS PAVEMENT OF SOME SORT, JUST TO OPEN IT UP TO MORE
 11:38:50 OF THE RESIDENTS.
 11:38:52 >>Jim Ward: ONE OF THE QUESTIONS I ASKED EARLIER IS WHETHER
 11:38:54 YOU PLANNED TO HAVE ANY KIND OF EXHIBITS ALONG THE PATHWAYS
 11:38:59 AS PEOPLE -- WHETHER IT BE A FISH POND OR AN EXHIBIT FOR
 11:39:03 LIVE ANIMALS OR SMALL ANIMALS, CREATURES AND WHATNOT.
 11:39:09 >>David Willems: THAT HASN'T BEEN PART OF THE THOUGHT SO
 11:39:12 FAR.
 11:39:13 ALL OF THAT WOULD BE UP IN THE AIR.
 11:39:14 I WOULD AT LEAST ENVISION WE WOULD HAVE SIGNS THAT WOULD

 11:39:17 TELL PEOPLE WHAT DIFFERENT TREES ARE AND THINGS LIKE THAT
 11:39:20 JUST TO USE IT AS EDUCATION AS YOU'RE GOING AROUND THE PATH.
 11:39:28 >>Vice-Mayor McLain: RECENTLY WE HAD A DISCUSSION ABOUT
 11:39:30 LIABILITY.
 11:39:30 THE PATH, IT LOOKS LIKE THE PATH IS DONE -- I'M NOT SURE
 11:39:35 WHAT ACCESS THE PUBLIC MAY HAVE NOW, BUT I'M WORRIED A
 11:39:41 LITTLE BIT ABOUT HOW DO WE PROTECT OURSELVES FROM TRIPPING
 11:39:45 OVER A PATH THAT MAY NOT BE TOTALLY TRIP-PROOF.
 11:39:51 NOTHING IS TRIP-PROOF.
 11:39:53 IF SOMEBODY TRIPS, HOW ARE WE GOING TO COVER OUR LIABILITY
 11:39:56 ON THAT OR WOULD WE HAVE LIABILITY ON A PUBLIC PARK SUCH AS
 11:39:58 THAT?
 11:39:59 >>David Willems: I THINK THERE'S ALWAYS LIABILITY WHEN THE
 11:40:02 PUBLIC IS AT A FACILITY, BUT THAT'S THE REASON THAT IT'S NOT
 11:40:05 OPEN NOW, IS THERE ARE STILL ISSUES THAT NEED TO BE WORKED
 11:40:09 OUT BEFORE WE WOULD FEEL COMFORTABLE ALLOWING THE PUBLIC OUT
 11:40:12 THERE.
 11:40:15 >>Jim Boesch: PROBABLY GET INSURANCE.
 11:40:18 JON, PROBABLY GET INSURANCE TO COVER.
 11:40:21 >>Joanne Ribble: DAVID, RIGHT NOW, THE PERIMETER FENCING IS
 11:40:24 ONLY GOING TO GO NORTH TO SOUTH ON 41 AND EAST TO WEST ON
 11:40:27 CORKSCREW?
 11:40:27 WHEN THE ENTIRE TRAIL SYSTEM IS IN, WILL WE HAVE TO CLOSE
 11:40:31 OFF THE SECTION AGAINST THE RAILROAD DO YOU THINK?
 11:40:34 OR NO?

 11:40:36 >>David Willems: I DON'T KNOW HOW WE WOULD DO THAT WITH THE
 11:40:39 RAILROAD.
 11:40:39 I THINK IT WOULD BE DIFFICULT.
 11:40:41 WE'D PROBABLY HAVE AN EASIER TIME GOING NORTH ALONG -- ALL
 11:40:45 THE WAY NORTH ALONG THE RAILROAD SOMEHOW.
 11:40:48 >>Joanne Ribble: JUST WONDERING.
 11:40:49 >>David Willems: YEAH, IT'S A GOOD QUESTION.
 11:40:51 >>Mayor Errington: ANY OTHER QUESTIONS?

11:40:52 I HAVE A QUESTION.
 11:40:53 HOW HIGH WILL THE FENCE BE?
 11:40:57 I KNOW EIGHT FEET IS THE MAX.
 11:41:00 WE HAVE TO GO ALONG WITH LEE COUNTY WITH THAT, DON'T WE?
 11:41:03 WE DON'T?
 11:41:03 >>David Willems: I THINK IT WOULD BE UP TO US AS THE
 11:41:06 VILLAGE.
 11:41:07 >>Mayor Errington: I THOUGHT THAT WAS STANDARD THROUGHOUT --
 11:41:10 >>David Willems: WELL, THERE'S STRUCTURAL ANALYSIS AND
 11:41:12 THINGS THAT HAVE TO BE DONE TO MAKE SURE THE FENCE IS GOING
 11:41:14 TO HOLD UP.
 11:41:17 >>Mayor Errington: HOW MANY FEET -- LIKE, FOR SOMEONE TO
 11:41:20 JUMP THE FENCE TO GET IN THERE --
 11:41:22 >>David Willems: I WOULD EXPECT IT WOULD BE SIX TO EIGHT
 11:41:24 FEET.
 11:41:25 IT'S NOT GOING TO BE A CHAIN-LINK FENCE.
 11:41:27 THERE'S NOT THE FOOT HOLES.

 11:41:30 IT'S GOING TO BE AN IRON FENCE.
 11:41:32 RIGHT, IT WILL BE HARDER TO SCALE THAN THE TYPICAL
 11:41:35 CHAIN-LINK FENCE.
 11:41:35 >>Mayor Errington: AND WITH LIGHTING, WILL THAT COME LATER
 11:41:40 OR JUST CLOSE IT OFF AT NIGHT?
 11:41:43 >>David Willems: ON 41, THERE'S PLENTY OF LIGHT RIGHT NOW.
 11:41:46 ON CORKSCREW -- I MEAN, IF WE DID THE SIDEWALK, PROBABLY
 11:41:51 WOULD WANT TO ADD LIGHTING FOR THE SIDEWALK ON CORKSCREW.
 11:41:54 YOU MIGHT BE ABLE TO GET LIGHTING THERE AS WELL.
 11:41:57 >>Mayor Errington: IT WOULDN'T BE OPEN PROBABLY IN THE
 11:41:59 EVENING.
 11:42:00 >>David Willems: I WOULDN'T EXPECT SO, NO.
 11:42:02 AND THERE WOULD BE GATES.
 11:42:03 THE FENCE ISN'T DESIGNED YET, BUT THERE WOULD BE GATES AT A
 11:42:07 COUPLE OF LOCATIONS, I WOULD EXPECT.
 11:42:10 RIGHT NOW, IT'S GATED OFF IN THE LOCATIONS WHERE THERE'S
 11:42:14 ACCESS.
 11:42:14 ONE THING I DIDN'T BRING UP IS THIS FENCE, WE WOULDN'T
 11:42:18 EXPECT IT TO JUST BE ON THIS PROPERTY.
 11:42:21 SO IF WE DID A RECREATIONAL FACILITY, THIS DESIGN WOULD WORK
 11:42:26 THERE AS WELL.
 11:42:27 INSTEAD OF SAYING ESTERO ON THE RIVER, IT WOULD CALL IT
 11:42:30 WHATEVER THAT PARK IS OUT.
 11:42:32 THIS WOULD BE USED OTHER PLACES.
 11:42:34 IT WOULD KIND OF BRAND ESTERO AS THIS IS ESTERO.

 11:42:38 >>Mayor Errington: THE FENCE REALLY ADDS SOMETHING TO IT.
 11:42:41 IT LOOKS A LITTLE MORE -- YES, JON.
 11:42:44 >>Vice-Mayor McLain: WE TALKED ABOUT LIGHTING.
 11:42:46 THE ESTERO ON THE RIVER ON THE CORNER OF 41 AND CORKSCREW, I

11:42:49 DON'T KNOW WHAT THE LIGHT FROM OVERHEAD, BUT IT WOULD BE
 11:42:52 NICE, I THINK, FOR THAT SIGN IS TO HAVE 24-HOUR, IN THE
 11:42:58 EVENING WOULD HAVE LIGHT ON THAT.
 11:43:00 >>David Willems: YES.
 11:43:03 >>Mayor Errington: YES, JIM.
 11:43:04 >>Jim Ward: I THINK WE ASKED THE QUESTION ONCE BEFORE
 11:43:06 RELATIVE TO PARKING.
 11:43:09 WHERE DO YOU ANTICIPATE PARKING WOULD BE FOR RESIDENTS WHO
 11:43:13 WANT TO VISIT IT?
 11:43:24 >>David Willems: THE BOTTOM LINE FOR THE PATH, THE YELLOW,
 11:43:29 JUST TO THE EAST HERE, THERE IS AN EXISTING PARKING LOT.
 11:43:34 IT HAS A GATE ON IT AND EVERYTHING.
 11:43:37 FOR THE INTERIM, PHASE ONE, THAT IS THE ONLY THING OPEN, WE
 11:43:41 WOULD EXPECT THAT THEY WOULD PARK THERE.
 11:43:43 THERE WILL BE A PATH TO GET TO THE TRAIL FROM THAT PARKING
 11:43:46 LOT.
 11:43:46 BUT ULTIMATELY, ONCE WE HAVE THE BRIDGE, PEDESTRIAN BRIDGE
 11:43:50 OVER THE RIVER, THAT WOULD BE CLOSED AND THEN ACCESS WOULD
 11:43:54 BE FROM THE NORTH.
 11:44:00 >>Mayor Errington: HOW MANY MONTHS FROM TODAY DO YOU
 11:44:02 ANTICIPATE THAT THE FENCE WILL BE UP AND THE PATHS CAN BE

 11:44:05 WALKED?
 11:44:06 >>David Willems: THE FENCE WILL BE A WHILE BECAUSE WE STILL
 11:44:10 HAVE TO GET DESIGN PERMITTED AND EVERYTHING.
 11:44:12 THAT'S MONTHS AWAY.
 11:44:13 THE PATH ITSELF, WE'RE TRYING TO GET THE BUILDINGS
 11:44:17 DEMOLISHED AND THE PATH KIND OF FINISHED.
 11:44:21 THE PATH COULD BE FINISHED IN THE NEXT COUPLE OF MONTHS, BUT
 11:44:26 I'D THINK WE WANT TO DEMOLISH THE BUILDINGS BEFORE WE ALLOW
 11:44:29 THE PUBLIC OUT THERE.
 11:44:30 THAT HAS TO GO THROUGH DESIGN REVIEW.
 11:44:32 >>Mayor Errington: THE FENCE WOULD BE HOW LONG?
 11:44:34 >>David Willems: MAYBE THE END OF THE YEAR.
 11:44:37 >>Mayor Errington: ANY OTHER QUESTIONS?
 11:44:38 THANK YOU.
 11:44:41 WE HAVE COMMENTS NOW FROM ANYONE IN THE AUDIENCE.
 11:44:46 >>Carol Sacco: MR. JOE MICELI FROM ROOKERY POINT.
 11:44:49 >>Mayor Errington: THANK YOU, DAVID.
 11:45:07 >> GOOD MORNING, MADAM MAYOR, COUNCIL MEMBERS, JOE MICELI,
 11:45:11 20271 ROOKERY DRIVE.
 11:45:15 I'M REALLY IMPRESSED WITH THE WORK THAT MARY AND DAVID DID
 11:45:19 ON THIS PROJECT.
 11:45:20 AS YOU KNOW, BACK IN 2018, I CAME HERE AND JIM WAS THE MAYOR
 11:45:28 AT THAT TIME AND SPOKE IN FAVOR OF THE PURCHASE OF THE
 11:45:31 ENTIRE PIECE OF PROPERTY.
 11:45:37 I HAVE A COUPLE OF QUICK COMMENTS.

11:45:39 FIRST, MARY WITH ALL DUE RESPECT, AND I DON'T KNOW THE LAW
 11:45:42 LIKE YOU KNOW IT, I WOULD BE DARNED CAUTIOUS ABOUT GETTING
 11:45:47 THOSE FOOLS FROM TALLAHASSEE INVOLVED WITH OUR LOCAL
 11:45:57 COMMUNITY.
 11:45:57 WE KNOW HOW MUCH THEY CONSIDER LOCAL RULE AS IMPORTANT TO
 11:46:03 THE WHOLE STATE.
 11:46:04 IF THERE IS A LEGAL WAY THAT IS NOT GOING TO IMPACT US IN
 11:46:09 THE FUTURE, I SAY STAY AWAY FROM TALLAHASSEE.
 11:46:13 THAT'S ONE RECOMMENDATION.
 11:46:15 THE SECOND THING, I AM REALLY PLEASED TO SEE THE PATHWAYS
 11:46:20 THAT DAVID HAS COME UP WITH, AND I THINK MY ORIGINAL IDEA
 11:46:25 ABOUT FUNDING THIS PROJECT COULD BE MOVED DOWN THERE.
 11:46:30 FOR THOSE OF YOU WHO REMEMBER, I POSTULATED AWAY IN WHICH
 11:46:34 THE VILLAGE COULD MAKE MONEY UP ON THE NORTH SIDE.
 11:46:39 WE CAN BRING THAT DOWN THERE AND WE HAVE THE PATHS ALREADY
 11:46:43 IN PLACE AND EVERYBODY WILL BE VERY HAPPY.
 11:46:46 SO, DAVID, THANK YOU FOR REMEMBERING ALL OF WHAT I PROPOSED
 11:46:52 AT THE TIME IN 2018.
 11:46:55 I KNOW STEVE, I SAW HIM GROAN.
 11:47:00 I CAN REMEMBER THAT DAY VERY WELL.
 11:47:01 WITH THAT, I AM VERY MUCH IN FAVOR OF THIS SERIOUSLY.
 11:47:08 THERE WILL BE SOME OTHER THOUGHTS I HAVE ABOUT THE INPUT OF
 11:47:11 THE PARK ITSELF, ALONG THE PATHWAYS, WHICH I WOULD LIKE TO
 11:47:17 SUBMIT TO YOU, DAVID, FOR YOUR CONSIDERATION.
 11:47:19 IT DOESN'T HAVE TO BE DISCUSSED HERE.

11:47:21 AND ONCE AGAIN, I WANT TO THANK THE WORK OF MARY GIBBS AND
 11:47:26 DAVID WILLEMS.
 11:47:27 THEY REALLY ARE EXCELLENT PEOPLE FOR THE POSITIONS THAT THIS
 11:47:32 VILLAGE HAS.
 11:47:33 THANK YOU AGAIN.
 11:47:34 >>Mayor Errington: THANK YOU.
 11:47:35 YOU REMINDED US TO REMEMBER YOU, AND WE WILL.
 11:47:38 [LAUGHTER]
 11:47:38 THANK YOU.
 11:47:39 ANYONE ELSE?
 11:47:42 >>Carol Sacco: YES.
 11:47:43 I THINK CLARK McKENZIE.
 11:47:50 >> THANK YOU, COUNCIL, FOR LISTENING TO ME.
 11:47:52 >>Mayor Errington: STATE YOUR NAME, PLEASE.
 11:47:54 >> CLARK McKENZIE.
 11:47:55 I LIVE IN ESTERO JUST PART-TIME HERE.
 11:48:01 THE REASON I CAME TO ESTERO WAS TO DROP OFF MY MOTHER TO A
 11:48:07 WOMAN THAT HAS DONATED A VERY BIG PARCEL OF LAND, ELLEN
 11:48:11 PETERSON.
 11:48:12 AND I KNOW ELLEN PETERSON WAS THE ADVOCATE OF NATURAL THINGS
 11:48:19 AND MYSTICAL ALSO, I REMEMBER.
 11:48:21 SHE HAS DONATED THE LAND, RIGHT, THAT'S PART OF THIS PARK.

11:48:28 >>Mayor Errington: YES, TRUE.
 11:48:33 >> AND THE BOARD THAT GAVE IT TO YOU, I READ THE CONTRACT
 11:48:37 THAT YOU'RE SUPPOSED TO KEEP THIS LAND IN THE HAPPEHATCHEE

 11:48:44 AREA IN HER FAITH OF ENVIRONMENT AND GOOD THINGS, RIGHT?
 11:48:59 SHE WAS AN ADVOCATE OF GOOD THINGS.
 11:49:01 SO IT'S REALLY NICE TO SEE YOU GUYS HAVE REALLY DONE THE
 11:49:05 PARK THING.
 11:49:06 I'M VERY PLEASED.
 11:49:08 IT'S NICE TO HAVE GREENSPACE.
 11:49:11 ALL GOOD PLACES I KNOW HAVE A LOT OF GREENSPACES.
 11:49:16 THE NICE PLACES DO.
 11:49:18 NOT STRIP MALLS EVERYWHERE.
 11:49:20 QUITE A FEW OF THEM ALREADY, RIGHT?
 11:49:24 SO THANK YOU FOR REALLY -- SHE MADE THIS ALL HAPPEN.
 11:49:34 I'M GLAD YOU GUYS AGREED.
 11:49:36 THAT'S VERY NICE.
 11:49:37 >>Mayor Errington: DID YOU SAY -- ARE YOU HER SON?
 11:49:40 >> NO.
 11:49:40 MY MOTHER WAS WITH HER WHEN SHE DIED.
 11:49:43 >>Mayor Errington: OH, YOUR MOTHER WAS WITH ELLEN PETERSON.
 11:49:47 >> I JUST HAPPENED TO VISIT THERE AND I TAKE CARE OF MY
 11:49:53 MOTHER HERE IN TOWN.
 11:49:55 SO THAT'S REALLY NICE.
 11:49:57 THANK YOU.
 11:49:57 WE NEED MORE PLACES THAT ARE NOT ALL ABOUT MONEY.
 11:50:03 >>Mayor Errington: FOR THE RECORD, WE ARE DOING EVERYTHING
 11:50:08 THAT WE ARE ASKED TO DO WITH THE PROPERTY.
 11:50:12 >> RIGHT, THAT'S GREAT.

 11:50:13 THE YMCA IS THERE.
 11:50:17 >>Mayor Errington: YES, YES.
 11:50:18 >> THE CANOE PLACE IS THERE.
 11:50:20 THE SEWER SYSTEM IS GETTING CLEANED UP.
 11:50:24 WE DON'T HAVE TO MONETIZE EVERYTHING IN THE WORLD.
 11:50:28 SO THAT'S VERY NICE.
 11:50:29 THANK YOU.
 11:50:30 >>Mayor Errington: THANK YOU.
 11:50:31 THANK YOU FOR YOUR COMMENTS.
 11:50:32 ANYONE ELSE?
 11:50:33 >>Carol Sacco: NO, MAYOR.
 11:50:34 THAT'S IT.
 11:50:34 >>Mayor Errington: OKAY.
 11:50:36 WE CAN MOVE ON THEN.
 11:50:39 ITEM NUMBER 11B, CONFLICT OF INTEREST.
 11:50:47 STEVE.
 11:50:51 >>Steven Sarkozy: THANK YOU, MAYOR AND MEMBERS OF COUNCIL.
 11:50:54 THE COUNCIL HAS LONG BEEN CONCERNED ABOUT THE ISSUES OF

11:51:02 ETHICS AND THE APPEARANCE OF OUR ACTIVITIES FOR OUR BOARDS
 11:51:10 AND COMMISSIONS.
 11:51:12 ONE IN PARTICULAR ISSUE IS THE ISSUE OF CONFLICT OF INTEREST
 11:51:18 AS IT APPLIES TO THE MEMBERSHIP AND WHAT THEY ARE ALLOWED TO
 11:51:22 DO, MEMBERS OF THE PLANNING AND ZONING BOARD.
 11:51:24 THIS ISSUE HAS BEEN TALKED ABOUT OVER THE PAST SEVERAL
 11:51:29 YEARS.

 11:51:30 SEVERAL YEARS AGO, IT CAUSED THE VILLAGE COUNCIL TO MODIFY
 11:51:34 YOUR PROCEDURES AND SEVERAL PEOPLE HAD TO LEAVE THE BOARD
 11:51:38 BECAUSE OF THE PERCEIVED CONFLICT OF INTEREST ISSUES.
 11:51:44 SO AT THE FOREFRONT OF OUR THINKING HAS ALWAYS BEEN HOW TO
 11:51:50 PRESENT A FAIR AND EQUITABLE APPROACH WHEN WE HANDLE OUR
 11:51:54 PUBLIC BUSINESS.
 11:51:55 AND MARY HAS AN ISSUE STILL REGARDING THE PLANNING AND
 11:52:02 ZONING BOARD REGARDING CONFLICTS OF INTEREST THAT SHE WOULD
 11:52:06 LIKE TO DESCRIBE TO YOU.
 11:52:07 NO ACTION IS NEEDED AT THIS TIME, BUT IT'S AN ISSUE THAT IS
 11:52:10 BEING DISCUSSED AT THE UPCOMING PLANNING AND ZONING BOARD
 11:52:14 AND WILL ULTIMATELY COME BACK TO THE VILLAGE COUNCIL.
 11:52:17 >>Mayor Errington: THANK YOU, STEVE.
 11:52:17 >>Steven Sarkozy: MARY.
 11:52:19 >>Mayor Errington: WELCOME AGAIN, MARY.
 11:52:21 >>Mary Gibbs: WELCOME, OR THANK YOU.
 11:52:23 SO WE JUST WANTED YOU TO BE AWARE OF THIS.
 11:52:26 WE PUT IT ON THE AGENDA SO YOU WOULD KNOW WHAT'S GOING ON IN
 11:52:29 CASE SOMEBODY ASKED BECAUSE WE WILL BE TAKING IT BACK TO THE
 11:52:32 PLANNING, ZONING, AND DESIGN BOARD FOR DISCUSSION TUESDAY
 11:52:36 NIGHT AT OUR MEETING.
 11:52:37 IT CAME UP IN THE CONTEXT OF ONE OF THE BOARD MEMBERS ON
 11:52:41 PLANNING, ZONING AND DESIGN BOARD THAT HAS A CLIENT WITH A
 11:52:44 PROPOSED PROJECT NEXT TO FOUNTAIN LAKES.
 11:52:46 AND THEY WANTED TO DO THE PRESENTATION AT THE PLANNING,

 11:52:50 ZONING AND DESIGN BOARD.
 11:52:52 IN THE PAST, BEFORE WE HAD A LOT OF CONFLICTS, WE LET THEM
 11:52:58 DO PRESENTATIONS FOR THE INFORMATION MEETING.
 11:52:59 BUT, OF COURSE, YOU CAN'T VOTE.
 11:53:02 YOU'RE NOT ALLOWED TO VOTE BY STATE LAW EITHER ON SOMETHING
 11:53:05 THAT YOU REPRESENT A CLIENT SO THEY HAVE TO RECUSE
 11:53:09 THEMSELVES.
 11:53:09 WELL, OUR LAND USE ATTORNEY, NANCY STROUD, BECAUSE THIS CAME
 11:53:13 UP FOR A DISCUSSION, NANCY DID SOME ADDITIONAL RESEARCH INTO
 11:53:18 THE CONFLICTS OF INTEREST AND THE STATE COMMISSION ON ETHICS
 11:53:23 LOOKING FOR RULINGS AND OPINIONS.
 11:53:25 THEY HAVE ISSUED SOME OPINIONS THAT SAY THAT YOU CANNOT --
 11:53:30 YOU CANNOT REPRESENT YOUR OWN CLIENT AT THE MEETING IF
 11:53:33 YOU'RE ON THE BOARD.

11:53:34 BUT THERE WAS SOME CONFUSION THAT YOU COULD HAVE SOMEBODY
 11:53:38 ELSE FROM YOUR OFFICE PRESENT IT, BUT THE COMMISSION ON
 11:53:41 ETHICS RULINGS HAVE SAID YOU CANNOT PRESENT AND YOU CANNOT
 11:53:44 HAVE ANYONE ELSE FROM YOUR OFFICE PRESENT IT EITHER.
 11:53:47 SO WE HAD A DISCUSSION A COUPLE OF MONTHS AGO AT THIS
 11:53:50 MEETING AND THEY SAID, GEE, YOU KNOW, IS THIS GOING TO
 11:53:53 DISCOURAGE PEOPLE FROM PARTICIPATING ON THESE BOARDS?
 11:53:56 BUT ON THE OTHER HAND, YOU'RE TRYING TO BALANCE THE
 11:53:58 APPEARANCE, YOU KNOW, THE PERCEPTION THAT EVERYBODY HAS A
 11:54:01 CONFLICT OF INTEREST, AND IT JUST SENDS A BAD PUBLIC
 11:54:06 PERCEPTION.

11:54:07 THEY ASKED THE PLANNING, ZONING AND DESIGN BOARD, ASKED ME
 11:54:10 TO DO A LITTLE BIT OF ADDITIONAL RESEARCH AND TO KIND OF
 11:54:12 SUMMARIZE THAT IN A MEMO THAT EXPLAINS WHAT THE STATE RULES
 11:54:16 ARE AND GIVE SOME OPTIONS.
 11:54:18 SO, NANCY, WE ATTACHED THAT MEMO.
 11:54:20 WHAT YOU'VE GOT IN YOUR PACKET IS THE SAME MEMO THAT'S GOING
 11:54:23 TO THE PLANNING, ZONING AND DESIGN BOARD AND THE COMMISSION
 11:54:27 ON ETHICS RULINGS.
 11:54:29 BASICALLY, THE RULINGS ARE PRETTY STRICT AND NANCY SAID THAT
 11:54:36 THEY ARE STRICT FOR A PURPOSE.
 11:54:37 WE ARE GOING TO BE DISCUSSING THAT AT THE MEETING ON
 11:54:41 TUESDAY.
 11:54:42 THE STATE DOES PROVIDE AN EXEMPTION, A LIMITED EXEMPTION.
 11:54:46 SO IF YOU'VE GOT A BOARD THAT HAS DESIGN PROFESSIONALS ON
 11:54:49 IT, SUCH AS OUR BOARD THAT HAS ARCHITECTS AND ENGINEERS,
 11:54:52 THEN YOU CAN PROVIDE AN EXEMPTION IF YOU WANT TO, VERY
 11:54:57 LIMITED EXEMPTION THAT BECAUSE OF THEIR DESIGN PROFESSIONAL
 11:55:03 EXPERTISE THAT YOU CAN ALLOW THEM TO BE ON THE BOARD.
 11:55:06 BUT, AGAIN, THEY CAN'T VOTE, AND WE'VE BEEN VERY STRICT
 11:55:10 ABOUT THAT IN THE PAST.
 11:55:12 SO THIS IS GOING TO BE THE ISSUE THAT COMES UP TUESDAY NIGHT
 11:55:15 AT PLANNING, ZONING, AND DESIGN BOARD.
 11:55:18 NANCY SUGGESTED SOME DIFFERENT OPTIONS, AND WE'RE GOING TO
 11:55:21 BE DISCUSSING THAT, AND THEN DEPENDING ON WHAT THEY
 11:55:25 RECOMMEND, WE'LL BE COMING BACK TO THE COUNCIL FOR FURTHER

11:55:29 DISCUSSION TO SEE IF YOU WANT TO CHANGE THE WAY WE'RE
 11:55:31 HANDLING IT.
 11:55:33 >>Mayor Errington: THANK YOU.
 11:55:34 ANY DISCUSSION?
 11:55:35 COMMENTS?
 11:55:38 >>Vice-Mayor McLain: JUST AS THE LIAISON TO THIS BOARD, I
 11:55:40 JUST THINK IT'S IMPORTANT TO LET THE MEMBERS HAVE THIS OPEN
 11:55:44 DISCUSSION AMONGST THEMSELVES AND HOW THEY CAN FUNCTION AND
 11:55:47 HOW WE CAN HAVE THE BOARD STRUCTURED IN SUCH A WAY THAT WE
 11:55:51 GET THE BEST INDIVIDUALS TO EVALUATE ALL OF OUR PROJECTS

11:55:55 THAT WE HAVE.
 11:55:56 SO I'M CONFIDENT THAT THAT BOARD WILL BE ABLE TO COME BACK
 11:56:01 WITH SOME REALLY GOOD RECOMMENDATIONS AND MAINTAIN THE
 11:56:05 QUALITY THAT WE NEED ON THAT BOARD AS WE'VE GOT ALL THESE
 11:56:09 PROJECTS UNDER REVIEW ALL THE TIME.
 11:56:11 >>Mary Gibbs: WHEN WE DO COME BACK, WE MAY ALSO HAVE A
 11:56:15 RECOMMENDATION FROM OUR LEGAL COUNSEL AS WELL AS THE STAFF.
 11:56:19 SO YOU MAY HAVE A POTPOURRI OF RECOMMENDATIONS COMING BACK.
 11:56:25 >>Mayor Errington: THANK YOU.
 11:56:26 ANYONE ELSE?
 11:56:29 >>Jim Boesch: I AGREE WITH JON.
 11:56:31 I THINK THE BEST SOLUTION IS FOR THEM TO DISCUSS IT AND COME
 11:56:39 UP AND BRING IT BACK TO US.
 11:56:42 BETTER TO POLICE THEIR OWN BOARD RATHER THAN HAVING SOMEBODY
 11:56:46 ELSE DO IT.

 11:56:47 >>Mayor Errington: THANK YOU.
 11:56:48 ANY COMMENTS FROM ANYONE?
 11:56:52 >>Carol Sacco: NO, MAYOR.
 11:56:54 >>Mayor Errington: ALL RIGHT.
 11:56:55 WE'RE DOWN TO -- THANK YOU.
 11:56:57 WE'RE DOWN TO THE LAST ITEM.
 11:57:01 11C.
 11:57:02 GREATER ESTERO VIRTUAL INFORMATION CENTER.
 11:57:06 STEVE, WOULD YOU LIKE TO INTRODUCE THIS?
 11:57:10 >>Steven Sarkozy: THANK YOU, MAYOR AND MEMBERS OF COUNCIL.
 11:57:12 YOU'LL RECALL AT THE FEBRUARY 2nd COUNCIL MEETING IN A
 11:57:17 WORKSHOP THE REPRESENTATIVES IN THE COMMUNITY CAME FORWARD
 11:57:26 TO PRESENT TO COUNCIL THE OPTION FOR THE GEVIC PROGRAM, THE
 11:57:31 GREATER ESTERO VISITORS INFORMATION CENTER.
 11:57:33 THIS IS A VIRTUAL PRODUCT THAT WOULD SERVE THE COMMUNITY,
 11:57:40 OUR BUSINESSES, AND INSTITUTIONS.
 11:57:43 AND THE COUNCIL HAD SOME DISCUSSION ABOUT THIS AND DIRECTED
 11:57:46 THE GEVIC GROUP TO COME BACK WITH A MEMORANDUM OF
 11:57:50 UNDERSTANDING AND SOME ADDITIONAL INFORMATION ABOUT THEIR
 11:57:55 PROPOSED BUDGET.
 11:57:57 THEY'VE DONE SO, AND ARE HERE WITH A BRIEF PRESENTATION.
 11:58:02 WHAT WE'RE HOPING FOR IS TO GET FROM THE COUNCIL AN INFORMAL
 11:58:07 INDICATION WHETHER YOU WANT US TO MOVE FORWARD OR IS THIS A
 11:58:12 PROPOSAL THAT UPON FURTHER REVIEW IS NOT IN THE VILLAGE'S
 11:58:17 BEST INTEREST FOR THE COSTS INVOLVED.

 11:58:20 SO KIND OF A DECISION POINT, ALTHOUGH MY SUGGESTION WOULD BE
 11:58:24 THAT YOU'RE NOT AT A SPOT TO CREATE A FINAL DECISION,
 11:58:30 BECAUSE PROBABLY HAVE TO HAVE SOME TYPE OF MODIFICATIONS TO
 11:58:34 THE MEMORANDUM OF UNDERSTANDING HERE, AND WE'LL SPEND SOME
 11:58:38 MORE TIME TO VET THAT IF YOU WANT US TO MOVE FORWARD.
 11:58:41 >>Mayor Errington: THANK YOU.

11:58:42 ARE WE CALLING SOMEONE UP NOW?
 11:58:46 WELCOME.
 11:58:53 >> I STAND BETWEEN YOU AND LUNCH.
 11:58:55 KIND OF A TOUGH PLACE TO BE.
 11:58:56 CAN I TAKE THIS DOWN, TAMMY?
 11:58:59 JUST TAKE IT OFF AND I'LL BRING IT BACK WHEN I NEED IT.
 11:59:15 THAT'S GOOD.
 11:59:15 THANK YOU.
 11:59:16 BARRY FREEDMAN, 19875 VINTAGE TRACE CIRCLE.
 11:59:21 MADAM MAYOR AND MEMBERS OF THE COUNCIL, I'M HERE WITH FOUR
 11:59:27 OR FIVE OTHER MEMBERS OF MY TASK FORCE, WHICH ARE TERRY
 11:59:31 FLANAGAN, ALLAN BOWDITCH, GEORGE ZALUCKI, AND JAMES SHIELDS.
 11:59:37 JIM GILMARTIN, PRESIDENT OF ECCL, HAD ANOTHER MEETING TO BE.
 11:59:40 HE COULDN'T BE HERE TODAY.
 11:59:41 FOLLOWING OUR LAST MEETING, YOU ALL PROVIDED TO MANAGER
 11:59:47 SARKOZY A LIST OF QUESTIONS, WHICH YOU FELT NEEDED SOME
 11:59:51 ADDRESSING BEFORE MOVING FORWARD.
 11:59:53 WE MET WITH HIM.
 11:59:54 WE REVIEWED THE QUESTIONS.

 11:59:55 AND THAT RESULTED IN THE PRODUCTION OF WHAT YOU HAVE SEEN AS
 12:00:00 A MEMORANDUM OF UNDERSTANDING AS A DRAFT, WHICH MAY NEED
 12:00:06 SOME ENHANCEMENT, WHICH IS WHY THIS IS A WORKSHOP.
 12:00:08 PART OF THAT MEETING WITH MR. SARKOZY WAS THAT HE WOULD LIKE
 12:00:13 TO CONSIDER THE OPPORTUNITY TO SUPPORT OUR EFFORT THROUGH
 12:00:19 WHAT'S CALLED A CHALLENGE GRANT WHERE WE WOULD RAISE MONEY
 12:00:25 FROM BUSINESSES AND OTHER SPONSORS IN THE COMMUNITY, AND
 12:00:29 THAT YOU WOULD MATCH IT.
 12:00:31 WE'RE ASKING FOR A MATCH UP TO \$125,000.
 12:00:35 TODAY I HANDED TO MR. SARKOZY A LETTER, WHICH I'VE ASKED HIM
 12:00:41 TO KEEP CONFIDENTIAL, WHICH LISTS THE NAMES OF BUSINESSES
 12:00:44 AND INDIVIDUALS WHO ARE WILLING TO STEP UP AND BE FOUNDING
 12:00:48 SPONSORS TO THE TUNE OF OUR FIRST TRANCHE OF MONEY THAT
 12:00:51 WOULD BE NEEDED WHICH IS \$75,000.
 12:00:54 WE'VE ASKED THAT WE NOT PUBLICLY LIST THE NAMES OF THOSE
 12:01:01 COMPANIES AND INDIVIDUALS UNTIL WE HAVE A SIGNED AGREEMENT
 12:01:06 BETWEEN GEVIC AND THAT COMPANY, THE SAME THING WE WOULD DO
 12:01:12 HERE.
 12:01:12 WE WOULD HAVE A SIGNED AGREEMENT BEFORE WE GO AHEAD AND
 12:01:16 DEVELOP AND DO ANYTHING.
 12:01:17 SO WE'RE PREPARED TO PRESENT -- WE HAVE PRESENTED TO STEVE A
 12:01:21 LIST OF COMPANIES THAT ARE OFFERING UP AND INDIVIDUALS
 12:01:24 OFFERING UP TO \$75,000, WHICH WHEN MATCHED BY THE CITY'S
 12:01:28 FIRST-YEAR CONTRIBUTION OF \$75,000, WE CAN THEN BEGIN THE
 12:01:33 DEVELOPMENT AND MARKETING OF THIS INCREDIBLE WEBSITE.

 12:01:37 BUT ONE OF THE QUESTIONS THAT WAS ASKED THAT I THOUGHT
 12:01:41 NEEDED A BIT MORE EXPLANATION THAN JUST A MEMORANDUM OF

12:01:45 UNDERSTANDING IS THE QUESTION YOU ASKED IS WHY SHOULD THE
 12:01:48 VILLAGE OF ESTERO BE A FOUNDING SPONSOR AND BENEFACTOR OF
 12:01:52 THE GEVIC WEBSITE?
 12:01:54 THAT IS A BIG QUESTION.
 12:01:55 I THINK I'VE COME UP WITH A WAY TO PROVIDE AN ANSWER THAT
 12:01:59 MAKES THE MOST SENSE IN THIS SITUATION.
 12:02:01 MOST OF WHAT I'M GOING TO READ TO YOU -- AND IT'S RATHER
 12:02:05 SHORT -- COMES FROM AN ORGANIZATION CALLED DESTINATION
 12:02:08 INTERNATIONAL.
 12:02:09 IT'S A PEER GROUP OF LEADERSHIP FROM VILLAGES AND CITIES AND
 12:02:17 TOWNS AROUND THE COUNTRY -- ACTUALLY, FROM AROUND THE WORLD,
 12:02:22 WHO MEET AS A PEER GROUP LIKE OTHER ORGANIZATIONS AND TALK
 12:02:25 ABOUT HOW THEY CAN BEST ENHANCE THE USE OF DESTINATION
 12:02:28 WEBSITES IN THEIR COMMUNITIES.
 12:02:30 ONLINE DESTINATION INFORMATION AND PROMOTION FILLS A
 12:02:36 COMMUNITY NEED AND IS FOR THE BENEFIT OF EVERY PERSON IN A
 12:02:40 COMMUNITY.
 12:02:41 IN TODAY'S GLOBALIZED NETWORKED WORLD, EVERY COMMUNITY MUST
 12:02:46 COMPETE FOR ITS VISIBILITY, ATTENTION, AND RESPECT, FOR ITS
 12:02:52 SHARE OF THE WORLD'S TOURISTS, CONSUMERS, AND AVAILABLE
 12:02:55 TALENT.
 12:02:55 FOR THE SHARE OF THE WORLD'S BUSINESS, AVAILABLE CAPITAL AND
 12:02:58 INVESTMENTS.

 12:02:58 THOSE COMMUNITIES WHO FAIL TO COMPETE LOSE GROUND AND ARE
 12:03:02 LEFT BEHIND.
 12:03:05 FOR A COMMUNITY TO COMPETE, PEOPLE NEED TO BE MADE AWARE OF
 12:03:08 THAT DESTINATION.
 12:03:10 THEY NEED TO HEAR ABOUT IT.
 12:03:11 THEY NEED TO SEE IT.
 12:03:13 THEY NEED TO BE ABLE TO FIND IT WHEN SEARCHING.
 12:03:15 THEY MUST HAVE A CLEAR AND POSITIVE IMAGE OF THE
 12:03:18 DESTINATION'S BRAND WHICH WILL CREATE A DESIRE FOR PEOPLE TO
 12:03:21 VISIT AND EXPERIENCE THE DESTINATION.
 12:03:23 THIS IS ACHIEVED THROUGH DEVELOPING, ARTICULATING, AND
 12:03:27 MANAGING THE COMMUNITY'S BRAND.
 12:03:29 EFFORTS MUST BE MADE TO PROMOTE, MARKET, AND ENGAGE
 12:03:33 POTENTIAL VISITORS AND FUTURE RESIDENTS.
 12:03:35 AS SUCH, INVESTING AND PROVIDING ONLINE DESTINATION
 12:03:39 INFORMATION AND PROMOTION IS ESSENTIAL TO DEVELOPING DYNAMIC
 12:03:44 ECONOMIC OPPORTUNITIES AND BUILDING QUALITY OF LIFE FOR THE
 12:03:49 PEOPLE OF ESTERO.
 12:03:49 INVESTING ONLINE DESTINATION INFORMATION AND PROMOTION LEADS
 12:03:53 TO JOB CREATION, INCREASES LOCAL SPENDING, AND INCREASES
 12:03:57 LOCAL TAX REVENUE FROM OUTSIDE SOURCES.
 12:04:00 NOW, I'M -- IN A FEW MINUTES, I'M GOING TO WALK YOU THROUGH
 12:04:05 SOME EXAMPLES OF WHAT DESTINATION WEBSITE, INFORMATION
 12:04:10 WEBSITES COULD LOOK LIKE FOR THE GREATER ESTERO AREA.

12:04:13 NOW, THESE ARE NOT IN CEMENT.

12:04:15 THEY EXIST FOR OTHER CITIES AND TOWNS.

12:04:19 AND THEY ARE DEVELOPED PRIMARILY TO SHOW YOU WHAT CITIES AND

12:04:23 TOWNS OF OUR SIZE AND AREA CAN DO.

12:04:26 I'M NOT GOING TO SHOW YOU NEW YORK CITY AND MIAMI AND

12:04:30 ALEXANDRIA, VIRGINIA, WHICH WE WILL NEVER BE AS LARGE AS

12:04:35 HOPEFULLY.

12:04:36 AND ONE LAST THING, TWO OF OUR TASK FORCE PEOPLE, JIM

12:04:41 SHIELDS AND TERRY FLANAGAN, MET RECENTLY WITH THE LEADERSHIP

12:04:45 OF FGCU'S BUSINESS AND ENTREPRENEURIAL SCHOOLS.

12:04:48 IN AN EFFORT TO FIGURE OUT WAYS TO COORDINATE WORKING WITH

12:04:53 THOSE SCHOOLS ON THE DEVELOPMENT OF THIS PROGRAM OVER THE

12:04:59 NEXT SEVERAL YEARS, ESPECIALLY FROM A MARKETING STANDPOINT.

12:05:03 THE COLLEGE HAS COMMITTED TO DEVELOP A DEPARTMENT OF DIGITAL

12:05:10 MEDIA DESIGN.

12:05:14 IT WILL BE THE DIGITAL DESIGN HUB FOR THE COLLEGE AND

12:05:19 AVAILABLE AROUND THE FIRST OF JULY.

12:05:21 WE ANTICIPATE THAT OUR MARKETING ARM, WHICH IS BASICALLY

12:05:28 HOFFMAN CREATIVE AGENCY, WILL BE WORKING VERY CLOSELY WITH

12:05:31 THE COLLEGE AND ITS STUDENTS TO HELP PROMOTE FROM WITHIN THE

12:05:37 ABILITY FOR THOSE STUDENTS TO HELP US WITH THE MARKETING OF

12:05:40 THIS AND PERHAPS LEAD TO A CAREER FOR THEM.

12:05:43 IT'S PRETTY EXCITING THAT THEY HAVE AGREED TO COME ALONG AND

12:05:46 DEVELOP THIS AND WANT OUR HELP WITH IT.

12:05:48 SO, NOW, IF I CAN FIGURE OUT HOW TO GET BACK ON HERE.

12:05:53 SHOW ME HOW TO GET BACK ON.

12:06:04 IT TO BRING UP THE FIRST WEBSITE, WHICH IS ELY, MINNESOTA.

12:06:07 I GOT IT.

12:06:12 THANK YOU.

12:06:13 SOME OF YOU MAY KNOW WHERE ELY, MINNESOTA, IS, A LITTLE TOWN

12:06:18 IN NORTHERN MINNESOTA.

12:06:20 PRETTY SMALL.

12:06:21 THEY, TOO, WERE A LOT LIKE ESTERO.

12:06:27 IN THAT MANY PEOPLE YOU TALK TO THINK OF ESTERO AS A MAYBE

12:06:31 THAT OF FORT MYERS.

12:06:32 WE ARE NOT A NEIGHBORHOOD OF FORT MYERS.

12:06:36 WE STOPPED BEING A NEIGHBORHOOD SEVEN YEARS AGO.

12:06:39 WE BECAME A CITY, AND WE NEED OUR OWN IDENTIFICATION.

12:06:43 THE PEOPLE OF ELY, MINNESOTA, HAD THE SAME ISSUE.

12:06:47 THEY DEVELOPED A WEBSITE.

12:06:49 ONE OF THE THINGS I WANT TO SHOW YOU QUICKLY IS IF YOU WERE

12:06:51 TO CLICK ON THIS -- [MUSIC]

12:07:01 -- WHAT IT CAN ALSO DO, IT INTRODUCES A PARTICULAR CITY OR

12:07:10 TOWN LIKE PLEASANT PRAIRIE, YOU MAY SEE A FACE OR A VOICE OF

12:07:17 THE MAYOR, WELCOMING VISITORS, RESIDENTS, AND SO ON TO THE

12:07:23 GREATER ESTERO AREA AND OFFERING A BRIEF INTRODUCTION TO

12:07:28 WHAT YOU MAY FIND VISITING THIS WEBSITE.
 12:07:30 YOU'LL NOTICE THAT AS I SCROLL DOWN, IF I WERE TO CLICK ON
 12:07:35 ANY ONE OF THOSE, RESTAURANTS, MINI- TRAVEL, EXPLORE
 12:07:41 OUTDOORS, PLAN TO STAY, ATTRACTIONS, HOTELS, SO ON, IT
 12:07:45 BRINGS YOU DIRECTLY TO CERTAIN COMPANIES WHO HAVE PAID A

 12:07:48 MEMBERSHIP FEE TO BE ON THE SITE AND ATTRACT YOU TO THEIR
 12:07:51 DESTINATION.
 12:07:52 YOU MAY RECOGNIZE THE AREA OF PUNTA GORDA.
 12:07:59 THEY SEE THEMSELVES AS OUR BEST SIDE IS OUTSIDE.
 12:08:02 I THOUGHT IT WAS RATHER CATCHING, BUT IT'S ALSO GOT A
 12:08:05 FLOATING VIDEO.
 12:08:06 BUT IT, TOO, BRINGS YOU TO CATEGORIES, IF I WERE TO CLICK ON
 12:08:13 THEM, WOULD BRING YOU TO THOSE WEBSITES.
 12:08:15 ONE OF THE FIRST ONES WE LOOKED AT WAS BLOOMINGTON, INDIANA.
 12:08:22 IT'S A LANDLOCKED COLLEGE CITY.
 12:08:24 VERY MUCH LIKE THE POPULATION JUST ABOUT THE SIZE OF OURS,
 12:08:28 ESPECIALLY IN SEASON.
 12:08:30 THESE TABS BRING YOU TO VARIOUS CATEGORIES AND COMPANIES
 12:08:36 WITHIN THOSE TABS.
 12:08:38 AND THERE'S ALWAYS A WELCOME, WHICH WOULD EITHER BE IN
 12:08:43 WRITING OR IN AUDIO OR A VOICE THAT CAN EASILY BE CHANGED.
 12:08:50 YOU KNOW HOW SIMPLE IT IS TO MAKE A SIMPLE VIDEO RECORDING
 12:08:53 ON YOUR PHONE TODAY, AND IT CAN BE ADDED OR DETRACTED FROM
 12:08:57 HERE INSTANTANEOUSLY.
 12:08:59 I WOULD LIKE TO ASK GEORGE TO COME UP FOR A MOMENT AND
 12:09:10 EXPLAIN TO YOU WHAT IS CALLED A LANDING PAGE, AND WHY WE ARE
 12:09:14 IN THE PROCESS OF CREATING A LANDING PAGE FOR THOSE WHO
 12:09:18 WOULD BE INTERESTED IN LEARNING WHY THEY SHOULD OR SHOULDN'T
 12:09:21 PARTICIPATE AS A BUSINESS ON THE GEVIC WEBSITE.
 12:09:27 GEORGE?

 12:09:30 >> THANK YOU.
 12:09:33 GOOD MORNING, GOOD AFTERNOON, COUNCIL.
 12:09:34 THIS IS AN UNPREPARED PRESENTATION, BUT WE WERE TALKING
 12:09:38 ABOUT HOW GEVIC WOULD BEST MARKET TO POTENTIAL SPONSORS.
 12:09:45 WITH THAT THOUGHT, THE BEST WAY I CAN THINK OF IS USING
 12:09:49 TECHNOLOGY TO GARNER PEOPLE THAT EMBRACE TECHNOLOGY.
 12:09:52 SO ONE OF THE THINGS I KIND OF CREATED HERE WAS A PROJECT,
 12:09:57 SMALL PROJECT THAT IS A LANDING SITE.
 12:10:00 AND INSTEAD OF SENDING E-MAILS AND ATTACHMENTS, YOU CAN VERY
 12:10:04 SIMPLY SEND A PROSPECT, A WEB PAGE.
 12:10:08 THEY CAN GO THERE AND THEY CAN LEARN ALL ABOUT THE
 12:10:10 ORGANIZATION, WHAT WE DO, AND LEARN ABOUT OUR VALUES AND
 12:10:14 LEARN HOW TO CONTRIBUTE, ET CETERA.
 12:10:17 QUITE SIMPLY, IF YOU WERE TO GO TO THIS WEBSITE -- AND KEEP
 12:10:20 IN MIND, THIS IS JUST A DEMONSTRATION WEBSITE.
 12:10:23 I PUT THIS TOGETHER IN ABOUT 45 MINUTES.

12:10:25 BUT TO GIVE YOU AN IDEA HOW WE'RE THINKING WHEN IT COMES TO
 12:10:30 MARKETING.
 12:10:30 YOU LEARN ABOUT GEVIC JUST BY CLICKING HERE.
 12:10:34 IT TALKS ABOUT GEVIC, THE MISSION, THE KEY OBJECTIVES,
 12:10:38 SCROLL DOWN, VALUE PROPOSITION.
 12:10:41 SOME OF THE MAIN POINTS THAT PROSPECTS WANT TO LEARN ABOUT
 12:10:44 AND THEY WANT ANSWERS TO.
 12:10:45 SO AS YOU SCROLL DOWN, WE TALK A LITTLE BIT ABOUT THE
 12:10:48 BENEFITS AND THOSE ARE ALL OUTLINED.

12:10:53 AND WE TALK ABOUT THE DIFFERENT SPONSORSHIP PROGRAMS WHICH
 12:10:58 YOU WERE ALL PROVIDED THOSE DIFFERENT TIERS PREVIOUSLY.
 12:11:02 IF YOU WANT TO LEARN MORE, YOU CAN CLICK ON THE PRESENTATION
 12:11:06 THAT YOU SAW FROM THE HOFFMAN GROUP AT OUR LAST MEETING.
 12:11:10 YOU CAN CLICK ON THE BUSINESS PLAN.
 12:11:12 THIS DOWNLOADS AS A PDF, AND ALSO, YOU CAN CLICK ON THE
 12:11:16 SUPPORTERS.
 12:11:17 AGAIN, THIS IS JUST A SAMPLE, BUT IF YOU ARE TO DO THAT, IT
 12:11:20 WOULD SCROLL OVER TO AND SHOW THE DIFFERENT PEOPLE THAT
 12:11:24 SUPPORT GEVIC AT THAT PARTICULAR TIME, TO BUILD SOME
 12:11:27 INTEREST, TO BUILD THE GOODWILL AND TO SHOW THE COMMUNITY
 12:11:31 WHO IS A STAKEHOLDER WITH THIS PROJECT.
 12:11:34 AGAIN, THIS IS JUST A SIMPLE, I GUESS, WAY TO SHOW YOU HOW
 12:11:38 WE PLAN TO USE THESE TOOLS TO MARKET THE MESSAGE AND TO
 12:11:45 GARNER THE SPONSORSHIPS WE NEED TO GET THIS OFF THE GROUND.
 12:11:52 >> ONCE WE HAVE STARTED THE PROCESS OF DEVELOPMENT, WHICH
 12:11:57 COMES WHEN WE HAVE SOME MONEY TO SEND TO THE DEVELOPER, AT
 12:12:00 THE SAME TIME, WE BEGIN THE MARKETING PROCESS.
 12:12:03 THIS IS ONE TOOL WE EXPECT WE WILL PROBABLY USE.
 12:12:08 SO WHEN I GO TO ABC COMPANY AND SAY, IF YOU'D LIKE TO KNOW
 12:12:14 MORE ABOUT WHAT A VISITOR'S INFORMATION CENTER IS ALL ABOUT,
 12:12:18 ALL I HAVE TO DO IS LEAVE HIM THE WEBSITE ADDRESS.
 12:12:23 AND HE CAN PULL UP OR SHE CAN PULL UP ALL THE INFORMATION
 12:12:26 THEY NEED ABOUT WHAT THE MARKETING IS ALL ABOUT.
 12:12:28 THIS IS NOT THE WEBSITE THAT THE PUBLIC WILL SEE.

12:12:32 THIS IS STRICTLY A MARKETING WEBSITE.
 12:12:35 LIKE GEORGE SAID, WE DON'T WANT TO HAVE TO SEND OUT --
 12:12:39 PROBABLY WILL TO SOME EXTENT ANYWAY, MASSIVE AMOUNTS OF MAIL
 12:12:43 AND E-MAIL AND TEXT.
 12:12:45 WE'RE TRYING TO USE THE TECHNOLOGY AND UPGRADE OUR OWN
 12:12:48 MARKETING TO USE THE TECHNOLOGY THE BEST WAY WE KNOW HOW.
 12:12:51 I DON'T KNOW IF YOU PICKED UP ON IT, BUT GEORGE WAS ABLE TO
 12:12:54 CREATE THIS LITTLE LANDING PAGE IN ABOUT 45 MINUTES TO AN
 12:13:01 HOUR.
 12:13:02 IT DOESN'T REQUIRE ANYTHING IN THE WAY OF COST TO DO THAT
 12:13:04 SORT OF THING.
 12:13:05 TO DEVELOP THE WEBSITE AS A DESTINATION THE WAY WE NEED IT

12:13:08 IS EXPENSIVE.
 12:13:09 IT NEEDS A LOT MORE THAN JUST SOME INFORMATION.
 12:13:12 THE OTHER THING IN YOUR PACKET, YOU ASKED FOR AN EXPANSION
 12:13:18 OF OUR FINANCIALS AND YOU HAVE AN EXPANSION, WHICH WE PUT
 12:13:21 TOGETHER WHAT IS AN INCREDIBLY CONSERVATIVE ESTIMATE OF WHAT
 12:13:25 WE MIGHT LOOK LIKE FINANCIALLY MOVING THROUGH 2028.
 12:13:29 IT ALSO SHOWS VERY SPECIFICALLY THAT WE WILL NEVER COME BACK
 12:13:33 TO THIS COUNCIL FOR ANY MORE FINANCIAL SUPPORT.
 12:13:38 IT'S BASICALLY A TWO-YEAR SPREAD OF \$125,000.
 12:13:43 WE'VE COME UP WITH OUR 75 NOW.
 12:13:46 WE'D LIKE TO YOU MATCH THAT SO WE CAN BEGIN THE MARKETING
 12:13:50 AND DEVELOPMENT PHASE.
 12:13:51 WITH THAT, I'LL TAKE YOUR QUESTIONS.

12:13:54 >>Mayor Errington: ANY QUESTIONS?
 12:13:55 JIM BOESCH.
 12:13:59 >>Jim Boesch: BARRY, I'LL TELL YOU ONE GOOD ADVANTAGE OF
 12:14:02 COMING BACK, AT LEAST HE GAVE ME A CHANCE TO TALK TO PEOPLE
 12:14:08 AND FIND OUT IF THERE'S A NEED, NUMBER ONE, AND IF THERE IS
 12:14:11 A NEED, HOW CAN THAT NEED BE ADDRESSED?
 12:14:15 IT ALSO REMINDED ME THAT JON'S GOT -- SHOULDN'T SAY JON, BUT
 12:14:23 JON IS PUTTING ON AN ENTERTAINMENT ON SATURDAY, AND WE'RE
 12:14:31 REALLY LIMITED IN HOW DO WE GET THE MESSAGE OUT, ESPECIALLY
 12:14:38 ONE LABEL THAT SENIORS ESPECIALLY LIKE TO HAVE ON
 12:14:43 ENTERTAINMENT IS THE WORD "FREE."
 12:14:45 USUALLY WE CAN GET A LOT OF PEOPLE WHEN IT COMES UP TO THAT.
 12:14:50 BUT, UNFORTUNATELY, WE'RE REALLY LIMITED IN HOW WE GET THE
 12:14:56 MESSAGE OUT TO THE PEOPLE.
 12:15:00 THERE ARE MANY OTHER THINGS GOING ON.
 12:15:02 THE PEOPLE, YOU MENTIONED EVEN SMALL THINGS THAT ARE
 12:15:05 HAPPENING IN YOUR COMMUNITY, AND PEOPLE DON'T KNOW ANYTHING
 12:15:08 ABOUT IT.
 12:15:08 THEY SAY, WELL, GEE, IT GOES BY.
 12:15:12 IN THINKING ABOUT THIS, NUMBER ONE, I BELIEVE THAT WE ARE AT
 12:15:18 THE STAGE WHERE WE NEED SOME TYPE OF MESSAGE BOARD WHERE
 12:15:23 PEOPLE CAN FIND OUT WHAT'S HAPPENING IN THE CITY, IF THEY
 12:15:26 WANT TO COME OR DON'T WANT TO COME.
 12:15:29 SO IF I WERE IN THAT TYPE OF VENUE, AND I WAS IN CHARGE OF
 12:15:35 THAT, I WOULD THEN SAY, WELL, HOW ARE WE GOING TO GET THE
 12:15:40 MESSAGE OUT?
 12:15:40 IF WE'RE GOING TO THAT IT ON A TOWN BASIS, WE HAVE TO,
 12:15:46 BECAUSE OF OUR STRUCTURE AND OUR CONCEPT, HAVE TO OUTSOURCE
 12:15:53 AN ENTITY TO DO SOMETHING LIKE THIS TO GET IT DONE.
 12:15:56 ONE OF THE CONSIDERATIONS -- THE MAIN CONSIDERATION, I
 12:16:02 CONSIDER THIS LIKE OUTSOURCING THIS TYPE OF THING, WORKING
 12:16:08 IN CONJUNCTION WITH THE VILLAGE.
 12:16:12 IT CAN BE VERY HELPFUL.

12:16:15 THE MOST IMPORTANT THING THAT I REALIZED FROM NOW THE
 12:16:21 PRESENTATION IS THE CASH FLOW PROPOSITION.
 12:16:24 YOU BEGIN TO TAKE IN A POSITIVE FINANCIAL ISSUE AT THE END
 12:16:35 OF MAYBE NOT TWO YEARS, BUT MAYBE -- PROBABLY FOR SURE BY
 12:16:39 THREE YEARS YOU'LL BE IN A PRETTY GOOD SITUATION.
 12:16:47 AS YOU KNOW, AS A MEMBER OF THE ESTERO FOUNDATION, WE HAVE
 12:16:53 TO FIND WAYS, MANY DIFFERENT WAYS TO GET PEOPLE NOT JUST
 12:17:00 REALIZING MONEY FROM THIS ENTITY ITSELF, BUT GETTING THE
 12:17:04 MESSAGE OUT TO PEOPLE THAT JUST MAYBE PUT SOMETHING IN YOUR
 12:17:11 WHEEL, OR DIFFERENT IDEAS.
 12:17:12 CAN BE A GREAT MEDIA FOR US TO DO SOMETHING LIKE THAT.
 12:17:19 AFTER GOING THROUGH THIS WHOLE THING AND THINKING ABOUT IT
 12:17:24 AND TALKING TO PEOPLE, I THINK THIS IS SOMETHING THAT WE
 12:17:27 NEED TO DO HERE IN ESTERO.
 12:17:29 IT MAKES US UP TO DATE.
 12:17:31 IT MAKES US I WOULD SAY EVEN MORE MODERN THAN MOST
 12:17:39 MUNICIPALITIES ARE DOING TODAY.

12:17:41 MOST IMPORTANT, IT WILL BRING THE RESIDENTS UP TO DATE ON
 12:17:45 WHAT ALL THE DIFFERENT THINGS WE'RE DOING HERE IN ESTERO.
 12:17:48 SO I DO, AFTER LOOKING OVER AND THINKING OVER, I DO SUPPORT
 12:17:53 THAT WE GO AHEAD WITH THIS PROJECT AND START AS QUICKLY AS
 12:17:58 POSSIBLE.
 12:17:58 >>Mayor Errington: THANK YOU.
 12:17:59 JIM WILSON IS NEXT.
 12:18:02 >>Jim Wilson: I THINK IT'S VERY IMPORTANT THAT WE GET A KEEN
 12:18:05 UNDERSTANDING OF WHAT THE GREATER ESTERO AREA IS BECAUSE A
 12:18:11 LOT OF THE BUSINESSES -- A LOT OF THE RESTAURANTS THAT MY
 12:18:14 WIFE AND I GO TO ARE NOT ESTERO.
 12:18:16 THEY ARE IN BONITA.
 12:18:17 IF A BONITA RESTAURANT OR A BONITA HOTEL OR ANOTHER BONITA
 12:18:25 BUSINESS OR ONE THAT'S LOCATED IN UNINCORPORATED LEE COUNTY
 12:18:29 OR EVEN IN SOUTHERN FORT MYERS WANTS TO BE A MEMBER ON THIS
 12:18:34 LIST, ONE OF THE MAJOR BENEFACTORS IS THE VILLAGE OF ESTERO
 12:18:40 TAXPAYERS, THE BENEFIT OF PEOPLE GOING ON THE SITE AND
 12:18:44 FINDING OUT ABOUT THE CHINESE RESTAURANT THAT'S LOCATED
 12:18:50 SOMEWHERE, IS NOT IN ESTERO BUT, IN FACT, OUTSIDE THE
 12:18:53 BOUNDARIES, IS YOUR ORGANIZATION GOING TO ALLOW LIKE BONITA
 12:18:57 -- OR ASK BONITA SPRINGS TO BE THE SPONSOR OF THIS
 12:19:01 CONFIDENTIAL LIST YOU HAVE?
 12:19:04 DOES IT INCLUDE LEE COUNTY?
 12:19:06 DOES IT INCLUDE BONITA?
 12:19:08 >>Barry Freedman: WE KNOW THAT ESTERO IS LOCATED HALFWAY
 12:19:10 BETWEEN SARASOTA AND MARCO ISLAND.
 12:19:13 THAT TO ME AND US IS GREATER ESTERO.
 12:19:15 IT CONSISTS OF 1.3 MILLION PEOPLE.
 12:19:18 OUR MARKETING WILL BE FOCUSED IN THE ENTIRE AREA, FROM

12:19:23 YANKEES SPRING TRAINING IF THEY EVER PLAY BASEBALL AGAIN, TO
 12:19:27 THE PICKLEBALL TOURNAMENT IN NAPLES AND EVERY KIND OF
 12:19:30 BUSINESS IN BETWEEN.
 12:19:31 IF THAT ANSWERS YOUR QUESTION.
 12:19:36 >>Jim Wilson: IT GIVES ME AN UNDERSTANDING OF THE SCOPE, BUT
 12:19:39 IT STILL LEAVES ME WONDERING WHY WE'RE PUTTING IN WHAT MAY
 12:19:43 BE THE LARGEST CONTRIBUTION.
 12:19:45 I DON'T WANT IT TO SPILL OVER IN THE DISCUSSION WE HAD AN
 12:19:48 HOUR AGO.
 12:19:49 BUT IF WE'RE GOING TO BE PUTTING IN A BIG CHUNK OF MONEY,
 12:19:53 QUARTER OF A MILLION DOLLARS, A LOT OF THE BENEFIT IS GOING
 12:19:56 TO BEFALL TO PEOPLE THAT HAVE NOTHING TO DO WITH OUR
 12:20:01 VILLAGE, WHY ARE WE DOING THAT?
 12:20:02 >>Barry Freedman: ALL OF THE BENEFIT ACCRUES TO THREE
 12:20:05 ORGANIZATIONS.
 12:20:06 ALL THE NET PROCEEDS WILL BE -- THE BENEFACTOR OF THE NET
 12:20:12 PROCEEDS WILL BE THE VILLAGE OF ESTERO, ECCL, AND,
 12:20:16 ESPECIALLY LISTENING TO YOUR CONVERSATION THIS MORNING, THE
 12:20:19 CHAMBER OF COMMERCE.
 12:20:19 THE CHAMBER OF COMMERCE CANNOT AFFORD TO HELP US
 12:20:25 FINANCIALLY.

 12:20:25 BUT IN KIND, THEY CAN DO A LOT BECAUSE THEY HAVE AN E-MAIL
 12:20:28 LIST OF BOTH IN ESTERO AND A LOT OF OTHER PLACES.
 12:20:31 AND WE SPECIFICALLY STATED IN OUR ORIGINAL MISSION WAS THE
 12:20:37 BENEFACTORS OF THIS WEBSITE WOULD ACCRUE TO THE VILLAGE, THE
 12:20:42 ECCL, AND THE CHAMBER OF COMMERCE.
 12:20:44 PICK A YEAR, BUT THREE YEARS FROM NOW, IF THE MAYOR COMES TO
 12:20:51 US AND SAYS, WE NEED \$20,000 TO DO THE VETERANS DAY BENEFIT
 12:20:55 OR THE 4th OF JULY CELEBRATION, WE WANT TO HAVE FUNDS THAT
 12:20:58 WE'VE ACCUMULATED FROM THROUGHOUT THE GREATER ESTERO AREA TO
 12:21:03 PARTICIPATE IN THOSE ACTIVITIES.
 12:21:06 THIS IS NOT TO BENEFIT THE LEADERSHIP OF THE VILLAGE -- OR
 12:21:12 THE CITY OF BONITA SPRINGS, LEHIGH ACRES OR CAPE CORAL OR
 12:21:17 ANYONE ELSE.
 12:21:17 BUT THOSE BUSINESSES THAT WILL WANT TO BE ON THE WEBSITE
 12:21:20 WILL WANT PEOPLE FROM ESTERO VISITING THOSE BUSINESSES, AND
 12:21:23 THAT'S FINE.
 12:21:24 BUT I WANT TO KNOW WHEN I CAN GO TO THE TWINS GAME OR
 12:21:28 YANKEES GAME OR PICKLEBALL TOURNAMENT, I'VE GOT TO GO
 12:21:31 HELTER-SKELTER TO FIND IT NOW.
 12:21:33 THAT'S WHAT THIS WEBSITE IS INTENDED TO DO, TO BRING IT ALL
 12:21:35 TOGETHER.
 12:21:38 >>Mayor Errington: ANY OTHER COMMENTS?
 12:21:39 JIM?
 12:21:40 >>Jim Ward: BARRY, FIRST OF ALL, COULD WE GET A COPY OF THE
 12:21:44 LINK THAT GEORGE JUST PUT UP TO GET A LITTLE BIT BETTER

12:21:46 UNDERSTANDING OF HOW YOU'RE MARKETING THIS PROJECT WITHIN
12:21:49 THE COMMUNITY?

12:21:50 >>Barry Freedman: SURE.

12:21:51 GEVIC.GODADDYSITES.COM.

12:22:03 BUT IT IS AN EXAMPLE.

12:22:04 I SUSPECT, IN FACT, I KNOW OUR MARKETING PEOPLE, CHRIS

12:22:12 ARMSTRONG WHO WAS HERE, THEY'LL DO THE DEVELOPMENT OF A
12:22:15 LANDING PAGE.

12:22:16 THAT'S WHAT THIS IS CALLED.

12:22:17 WHAT WILL ULTIMATELY BE ON IT?

12:22:21 CERTAINLY, THE BOARD OF DIRECTORS OF GEVIC WILL APPROVE IT.

12:22:24 WE CAN SHOW IT TO YOU.

12:22:25 OUR FOUNDERS AND SO ON BEFORE WE LAUNCH IT.

12:22:28 BUT THAT'S THE MARKETING PHASE WE NEED TO GET INTO.

12:22:32 >>Jim Ward: I UNDERSTAND.

12:22:34 WHAT I ASKED FOR IS ACTUALLY DIFFERENT THAN THE GEVIC
12:22:37 PRESENTATION.

12:22:37 I WANTED TO GET A LITTLE BETTER.

12:22:39 >>Barry Freedman: GEVIC.GODADDYSITES.COM.

12:22:44 >>Jim Ward: I WANT TO COMMEND YOU AND THE TASK FORCE ON THE

12:22:47 WORK DONE SO FAR.

12:22:48 REALLY INCREDIBLE HOW MUCH YOU'VE ACCOMPLISHED TO DATE.

12:22:51 THANK YOU FOR THAT.

12:22:52 ONE OF THE THINGS I ASKED YOU ABOUT THE LAST TIME YOU WERE

12:22:54 HERE, I WANT TO GET A BETTER UNDERSTANDING OF HOW MUCH OF

12:22:57 THIS PROJECT IS LOOKING TO ATTRACT PEOPLE FROM OUTSIDE OF

12:23:03 THE FLORIDA AREA, PEOPLE IN THE MIDWEST, PEOPLE IN THE

12:23:07 NORTHEAST, TO BECOME AWARE OF ESTERO, VERSUS HOW MUCH IS

12:23:10 GOING TO BE DEDICATED TO EDUCATING THE PEOPLE IN THE GREATER
12:23:16 ESTERO AREA.

12:23:17 SEEMS TO ME THERE IS A DUAL FUNCTION THERE.

12:23:20 I'M TRYING TO UNDERSTAND, IS IT A 50-50 PROPOSITION?

12:23:24 >>Barry Freedman: THAT IS A GOOD QUESTION.

12:23:26 I DON'T KNOW IF I CAN ANSWER THAT.

12:23:27 IT'S ALL ABOUT SEARCHING.

12:23:29 IF SOMEBODY IN MUNICH, GERMANY, COMES HERE FOR VACATION,

12:23:33 WHICH I HAPPEN TO HAVE SOME FRIENDS WHO COME HERE QUITE A

12:23:35 BIT FROM MUNICH, THEY ARE GOING TO LOOK UP BEFORE THEY GET

12:23:38 HERE, WHERE TO STAY, WHERE TO EAT, HOW TO GET AROUND, GET A

12:23:44 CAB, THEY ARE GOING TO GO TO THE WEBSITE.

12:23:45 SOMEBODY IN HERE NOW MAY NOT HAVE ANY INTEREST IN LEARNING

12:23:51 ABOUT WHAT I DO WITH THE AIRPORT, BUT WHEN IS THE NEXT

12:23:54 EVENT?

12:23:54 HOW DO I GET INVOLVED IN ESTERO FEST OR THE ANNIVERSARY

12:23:57 PARTY?

12:23:58 THEY ARE GOING TO BE LOCAL.

12:23:59 THE MARKETING WILL BE FOR ALL OF THAT.

12:24:03 SO I CAN'T GIVE YOU THAT ANSWER.
 12:24:05 ONE OF THE THINGS I CAN DO IS I CAN GET RESEARCH FROM OTHER
 12:24:12 SITES THAT HAVE BEEN DEVELOPED THAT PROVIDE ANALYTICS TO

 12:24:16 EVERY BUSINESS THAT SAYS DURING THIS SIX-MONTH PERIOD, YOUR
 12:24:21 RESTAURANT WAS CLICKED ON X NUMBER OF TIMES, AND IT CAN GIVE
 12:24:26 YOU EITHER PHONE NUMBERS OR E-MAIL ADDRESSES OF WHO CLICKED
 12:24:29 ON THEM.
 12:24:30 WHICH IS PRETTY GOOD.
 12:24:33 IF YOU ARE A MEMBER OF AN ORGANIZATION, I DON'T KNOW, I
 12:24:39 DON'T CARE, PICK THE NEW COMERS CLUB, THEY DON'T HAVE ANY
 12:24:42 WAY OF KNOWING WHO IS REALLY LOOKING AT THEM BECAUSE THEY
 12:24:45 DON'T HAVE -- THEY CAN'T DEVELOP THIS KIND OF A REACTION OF
 12:24:49 A WEBSITE.
 12:24:49 BUT ANY BUSINESS WILL KNOW HOW HIS BUSINESS IS BEING HIT.
 12:24:52 YOU KNOW WHAT?
 12:24:55 THAT WILL TELL HIM WHETHER OR NOT HE SHOULD CONTINUE HIS
 12:24:58 MEMBERSHIP THE FOLLOWING YEAR, TOO.
 12:24:59 IF HE'S NEVER RECEIVED A CLICK ON HIS WEBSITE AND HE'S BEEN
 12:25:02 PAYING US \$60 A MONTH FOR A YEAR TO BE ON THERE, MAYBE HE'LL
 12:25:05 THINK TWICE, OR MAYBE HE'LL UPGRADE IT AND SAY, YOU KNOW, I
 12:25:07 NEED TO DO A LITTLE BIT MORE ADVERTISING, NOT JUST A
 12:25:10 HYPERLINK ON THAT WEBSITE.
 12:25:12 IT'S A TWO-WAY STREET HERE.
 12:25:16 >>Jim Ward: THANK YOU FOR THE CASH FLOW.
 12:25:17 IT'S SOMETHING I ASKED WHEN YOU WERE HERE LAST TIME.
 12:25:20 CONGRATULATIONS ON BEING CASH FLOW POSITIVE THROUGHOUT THE
 12:25:25 PERIOD.
 12:25:28 >>Mayor Errington: ANY OTHER COMMENTS?

 12:25:29 JOANNE.
 12:25:31 >>Joanne Ribble: BARRY, WHEN YOU FIRST CAME TO US AND GAVE
 12:25:35 US THIS IDEA, I THOUGHT IT WAS A WONDERFUL IDEA, AND I STILL
 12:25:38 DO.
 12:25:39 I THINK THE WEBSITE IS A WONDERFUL IDEA.
 12:25:42 I THINK YOU KNOW WHAT I'M GOING TO SAY NEXT.
 12:25:44 YOU'RE ASKING THE VILLAGE TO BE A MAJOR STAKEHOLDER IN THIS.
 12:25:50 MY BELIEF IS THAT WE HAVE A FIDUCIARY RESPONSIBILITY TO OUR
 12:25:58 TAXPAYERS, AND I DON'T KNOW THAT THIS WOULD BE THE BEST WAY
 12:26:02 TO SPEND TAXPAYER MONEY.
 12:26:04 AGAIN, FOR ALL THE REASONS THAT I MENTIONED BEFORE WITH THE
 12:26:07 CHAMBER.
 12:26:10 I DON'T LIKE THE VILLAGE BEING LOOKED AT AS A BANK WHERE
 12:26:14 NONPROFITS CAN COME TO US AND ASK FOR MONEY.
 12:26:18 I APPLAUD YOU IN WHAT YOU'VE BEEN DOING SO FAR AND THE
 12:26:21 COMMITMENTS THAT YOU'RE GETTING.
 12:26:24 I WOULD LIKE TO SEE YOU CONTINUE IN THE PRIVATE SECTOR.
 12:26:27 I WOULD LIKE TO SEE YOU GET MORE FOUNDERS INVOLVED.

12:26:29 I WOULD LOVE TO SEE BE SUCCESSFUL.
 12:26:32 IT MIGHT TAKE YOU A LITTLE BIT LONGER, BUT I ALSO AM AFRAID
 12:26:36 OF WHAT IT MIGHT DO TO THE CHAMBER.
 12:26:38 YOU MAY BE GOING AFTER THE SAME CLIENTELE.
 12:26:42 I DON'T KNOW THAT PEOPLE WOULD WANT TO BE IN BOTH.
 12:26:46 I ALSO AM NOT READY TO RISK THE TAXPAYER MONEY IN A PROJECT
 12:26:53 THAT WHAT HAPPENS IF YOU HAVE A SHORTFALL IN YEAR TWO?

 12:26:56 WHAT HAPPENS IF YOU HAVE A SHORTFALL IN YEAR THREE?
 12:26:59 YOU SAID YOU WON'T COME BACK TO THE VILLAGE.
 12:27:02 LET'S HOPE YOU DON'T HAVE TO, BUT MAYBE YOU MIGHT.
 12:27:05 THAT'S WHAT I'M WORRIED ABOUT HAPPENING IN THE FUTURE.
 12:27:08 I APPLAUD YOUR COOPERATION WITH FGCU.
 12:27:12 IT'S A SHAME THEY CAN'T DO THE WEBSITE FOR YOU FOR A LESSER
 12:27:16 AMOUNT.
 12:27:16 BUT I STILL THINK THAT WE HAVE TO LOOK AT WHAT OUR CPA
 12:27:24 OUTLETS ARE.
 12:27:26 COMMUNITY INVOLVEMENT PROJECTS.
 12:27:28 I KNOW WE HAVE A LOT OF MONEY GOING OUT IN COMMUNITY
 12:27:32 INITIATIVES.
 12:27:33 I HAPPEN TO KNOW IN THE VERY NEAR FUTURE, THERE ARE SOME
 12:27:37 PROJECTS COMING FORWARD THAT WE HAD NOT ANTICIPATED, THAT
 12:27:40 THERE'S GOING TO BE A LOT OF MONEY GOING OUT.
 12:27:42 I DO NOT FEEL THAT BEING GOVERNMENT LIGHT THAT WE SHOULD PUT
 12:27:49 OUR TAXPAYERS' MONEY AT RISK RIGHT NOW.
 12:27:53 BUT I DO --
 12:27:55 >> THANK YOU.
 12:27:56 >>Joanne Ribble: I DO THINK THE WEBSITE WOULD BE A
 12:27:57 WORTHWHILE THING FOR US.
 12:28:01 ONE OTHER QUESTION.
 12:28:03 WHAT MR. BOESCH SAID, YOUR TARGET AUDIENCE IS BASICALLY
 12:28:07 THOSE LIVING OUTSIDE OF ESTERO PROPER.
 12:28:11 >>Barry Freedman: I DISAGREE.

 12:28:12 OUR TARGET AUDIENCE -- ONE OF THE THINGS THE MAYOR AT THE
 12:28:14 TIME ASKED US IN A MEETING WE HAD -- IN FACT, TWO YEARS AGO
 12:28:17 THIS MONTH, MIGHT EVEN HAVE BEEN THIS WEEK.
 12:28:20 WHEN THE MAYOR SAID TO US, HOW DO WE GET THE PEOPLE TO GET
 12:28:23 OUT OF THEIR GATED COMMUNITIES AND DO WHAT -- DO EVERYTHING
 12:28:27 THEY CAN AROUND HERE?
 12:28:29 JUST LIKE JIM SAID, HOW DO WE GET THEM TO SHOW UP AT
 12:28:32 VETERANS DAY.
 12:28:32 YOU HAD 500 PEOPLE THERE.
 12:28:34 THAT'S NOTHING.
 12:28:34 I'M AFRAID YOU WON'T EVEN HAVE THAT THIS WEEKEND.
 12:28:37 I HOPE YOU DO.
 12:28:38 NO, OUR TARGET IS VERY MUCH, NUMBER ONE, THE RESIDENTS IN
 12:28:41 THIS GENERAL AREA.

12:28:42 NUMBER TWO, THE VISITORS.
 12:28:43 NUMBER THREE, BUSINESSES.
 12:28:45 THE OTHER THING I WOULD REPLY TO YOU IN THIS WAY, STEVE CAME
 12:28:53 TO US AND SAID, LOOK, MAYBE THE BEST THING TO DO IS TO HAVE
 12:28:56 A CHALLENGE GRANT.
 12:28:58 WELL, I THOUGHT THAT WAS A PRETTY GOOD IDEA, BECAUSE THAT
 12:29:01 WOULD ELIMINATE, AT LEAST I WOULD THINK IT MIGHT ELIMINATE,
 12:29:05 EVERY SMALL NOT FOR PROFIT GETTING IN HERE AND WANTING MONEY
 12:29:08 FROM YOU.
 12:29:09 WE DECIDED TO AGREE WITH THAT.
 12:29:12 AND WE INTEND, FULLY INTEND AND OUR FINANCIALS PROVE IT,

 12:29:15 WE'RE GOING TO RETURN ALL THE MONEY YOU WILL GIVE US THROUGH
 12:29:22 THE NET CASH FLOW.
 12:29:23 IT WILL START AFTER THREE YEARS.
 12:29:25 EVERY CONCEIVABLE WAY THAT WILL WORK.
 12:29:28 THERE HAS NEVER BEEN, AND THAT WAS INTERESTING, WE ASKED THE
 12:29:31 PEOPLE AT SIMPLE VIEW THIS.
 12:29:32 THEY HAVE NEVER HAD A DESTINATION WEBSITE FAILURE.
 12:29:36 I THINK I KNOW WHY.
 12:29:39 I'M 80 YEARS OLD.
 12:29:40 THIS GROUP OF TASK FORCE PEOPLE ARE ALL, EXCEPT FOR GEORGE
 12:29:44 IS A BABY, JUST HAD A BIRTHDAY TODAY, HE'S JUST NOT EVEN 60
 12:29:47 YET, WE'RE NOT GOING TO BE AROUND HERE.
 12:29:49 BUT I'LL TELL YOU WHO WILL BE AROUND HERE.
 12:29:52 COMES LIKE THE HOFFMAN CREATIVE GROUP AND ORGANIZATIONS LIKE
 12:29:55 FGCU.
 12:29:57 WITHIN A YEAR OR SO, THEY'LL HAVE A DIGITAL MEDIA GROUP UP
 12:30:01 TO SPEED.
 12:30:02 THEY COULD JUMP ON THIS IN A HEARTBEAT AND CONTINUE TO MAKE
 12:30:05 IT THE SUCCESS THAT IT IS.
 12:30:07 THAT'S WHAT OUR BYLAWS WILL ALLOW FOR, AND THEY WILL BE
 12:30:10 WRITTEN ONCE WE HAVE MONEY TO PAY THE ATTORNEY TO WRITE
 12:30:12 THEM.
 12:30:13 AND DEVELOP A METHOD WHERE THIS BUSINESS WILL CONTINUE
 12:30:20 AD INFINITUM AND THE VILLAGE WILL GET ITS MONEY BACK.
 12:30:25 >>Joanne Ribble: LET ME FINISH BY SAYING I HOPE YOU ARE

 12:30:27 SUCCESSFUL.
 12:30:27 I HOPE THAT YOU GET A GREAT BUY-IN BY THE PUBLIC.
 12:30:31 I WOULD LIKE TO SEE THE VILLAGE BE A PARTNER IN KIND.
 12:30:35 SO GOOD LUCK TO YOU.
 12:30:38 >>Mayor Errington: VICE-MAYOR.
 12:30:39 >>Vice-Mayor McLain: BARRY, I'M IN SUPPORT OF THIS PROGRAM.
 12:30:42 I THINK THERE IS SOME RISK OF PUBLIC FUNDS THAT YOU SHARE
 12:30:46 THERE, BUT I'VE BEEN LOOKING AT THE MEMORANDUM OF
 12:30:50 UNDERSTANDING.
 12:30:51 I DON'T KNOW IF STEVE CAN ANSWER THIS OR NOT.

12:30:55 IN LOOKING AT THAT, THERE IS A REIMBURSEMENT PLAN.
 12:30:59 BARRY, YOU KIND OF TOUCHED ON IT.
 12:31:00 IS THERE DEDICATED FUNDS TO THAT REIMBURSEMENT PLAN?
 12:31:05 IF YOU'VE GOT A CASH FLOW HERE, WHATEVER IT IS, LET'S SAY
 12:31:08 YOU HAVE 189,000 OUT THERE, ARE WE GOING TO GET 30% OF THAT?
 12:31:14 IS THAT PUT IN RESERVE FOR US SO WE CAN LOOK AT THAT?
 12:31:17 >>Barry Freedman: THE WAY IT'S BEEN WRITTEN SO FAR IS THAT
 12:31:19 WHEN WE ARE NET CASH FLOW POSITIVE, WE WILL ALLOCATE 50% OF
 12:31:23 OUR NET CASH FLOW TOWARDS REIMBURSEMENT.
 12:31:28 THAT WILL INCLUDE ALL THE FOUNDERS BY PERCENTAGE, AND YOU
 12:31:32 WOULD BE -- LET'S SAY YOU'RE A 50% OF THE 50, THEN YOU GET
 12:31:37 THAT MONEY BACK IN THAT RESPECT.
 12:31:39 WE'D LIKE TO USE THE OTHER 50% TO BENEFIT THE CHAMBER, THE
 12:31:45 VILLAGE, ECCL AND SO ON.
 12:31:47 THAT'S THE IDEA.

12:31:49 >>Vice-Mayor McLain: THERE IS A RISK ASSOCIATED, BUT AS YOU
 12:31:51 SAID, THERE'S BEEN NO FAILURES I THINK FROM FISCAL
 12:31:57 STANDPOINT AND CITIZENS LOOKING AT THIS COULD SAY THERE IS
 12:32:01 GOING TO BE A RETURN BACK TO US ALSO.
 12:32:02 IF YOU LOOK AT IT OVER A TEN-YEAR PERIOD, WE WOULD BE CASH
 12:32:06 NEUTRAL OR PROBABLY POSITIVE.
 12:32:08 AND IN THE YEARS FORWARD.
 12:32:09 THAT'S WHAT I'M ANTICIPATING, AND I'M WILLING TO TAKE A RISK
 12:32:15 THAT BASED ON PRIOR CITIES AND THE LIKE HAVING POSITIVE
 12:32:20 EXPERIENCES WITH THIS AND US WANTING TO BE KIND OF LEADING
 12:32:24 EDGE, I THINK JIM TALKED ABOUT THAT, ALLOWING OUR FOLKS TO
 12:32:29 HAVE BETTER ACCESS AND THE SOONER THE BETTER BECAUSE WE'RE
 12:32:33 ALL GETTING A LITTLE OLDER.
 12:32:34 WE'VE GOT TO LOOK TO THE FUTURE.
 12:32:37 I THINK THIS IS A GOOD BROADCAST WAY TO DO THAT.
 12:32:40 AND I THINK, YEAH, EVERYTHING IS A RISK, BUT I THINK YOU'VE
 12:32:43 GOT TO MEASURE THOSE OUT, AND I THINK WE'VE DONE A PRETTY
 12:32:46 GOOD JOB ON THAT.
 12:32:48 >>Barry Freedman: I'D LIKE TO COMMENT ON THAT.
 12:32:51 JIM YOU MADE THE COMMENT -- AND I APPRECIATE YOUR COMMENT
 12:32:53 ABOUT HOW MUCH WORK HAS GONE INTO THIS OVER THE PAST TWO
 12:32:55 YEARS.
 12:32:56 I COULD BRING HERE FILE BOXES OF DATA THAT I HAVE WITH OUR
 12:33:03 TASK FORCE HAVE ACCUMULATED FROM CITIES AROUND THE WORLD AND
 12:33:06 AROUND THE COUNTRY THAT ARE TWICE OUR SIZE AND HALF OUR SIZE

12:33:09 TO SHOW YOU THE BENEFITS THAT THIS CREATES.
 12:33:13 I JUST DIDN'T WANT TO OVERWHELM YOU WITH ALL THIS PAPER.
 12:33:18 LET'S TAKE THE STEP PROCESS AND BEGIN TO WORK ON IT.
 12:33:20 THAT'S ALL I'M ASKING.
 12:33:22 LET'S BEGIN THE PROCESS.
 12:33:23 I CAN'T EVEN BEGIN IT WITHOUT SOME UNDERWRITING HELP.

12:33:27 AND THAT'S WHAT WE'RE ASKING FOR.
 12:33:29 I DON'T EVEN NEED ALL THE MONEY THIS YEAR.
 12:33:31 IF I TAKE 75,000 THE FOUNDERS HAVE GIVEN US OR PROMISED US
 12:33:35 BASED ON THE SIGNED AGREEMENT, 75,000, THAT \$150,000 WILL
 12:33:40 GET US THROUGH OUR FIRST YEAR OF DEVELOPMENT AND MARKETING.
 12:33:43 AND YOU'LL SEE THE RESULTS ALONG THE WAY.
 12:33:48 >>Mayor Errington: ANY OTHER COMMENTS?
 12:33:51 >>Jim Ward: ONE LAST POINT.
 12:33:52 I AGREE WITH WHAT JOANNE SAID IN TERMS OF OUR FIDUCIARY
 12:33:57 RESPONSIBILITY TO TAXPAYERS.
 12:33:58 WHEN I LOOK AT THIS AS A RETURN ON INVESTMENT, AND I LOOK AT
 12:34:02 THE CHAMBER AS OUR RETURN ON INVESTMENT, DON'T SEE IT AS
 12:34:06 FUNDS GOING OUT THE DOOR.
 12:34:07 I SEE IT AS FUNDS THAT ARE HELPING YOU TO RETURN INVESTMENT
 12:34:12 TO THE ESTERO VILLAGE OVER TIME.
 12:34:15 FROM THAT PERSPECTIVE, I SUPPORT IT.
 12:34:17 I DO AGREE THAT THERE ARE RISKS ASSUMED IN IT, BUT YOU'RE
 12:34:22 NOT GOING TO GET ANYWHERE IN LIFE IF YOU DON'T TAKE RISKS.
 12:34:28 >>Mayor Errington: I HAVE A QUESTION.

 12:34:29 WHY DO YOU CONTINUE WITH SIMPLE VIEW?
 12:34:31 I LIKE THE PROJECT.
 12:34:32 I LIKE WHAT YOU HAVE DONE.
 12:34:34 I KNOW HAVING BEEN IN THE COMPUTER WORLD FOR A LONG, LONG
 12:34:39 TIME NOW, YOU CAN ACCOMMODATE YOURSELF WITH LOTS OF DATA.
 12:34:45 AND THAT'S VERY, VERY IMPORTANT, AND YOU SAID YOU HAVE DONE
 12:34:47 THAT.
 12:34:49 BUT SIMPLE VIEW IS THE EXTENSION OF TRYING TO REACH OUT TO
 12:34:53 THE WORLD.
 12:34:54 THE WORLD IS IN INFLUX RIGHT NOW.
 12:34:56 THINGS AREN'T LOOKING REALLY, REALLY GOOD THROUGHOUT THE
 12:35:00 WORLD.
 12:35:01 WHY WOULD WE WANT TO PAY FOR SIMPLE VIEW TO DEVELOP A
 12:35:06 PROGRAM THAT REACHES OUT TO GERMANY?
 12:35:09 I HAVE FRIENDS FROM GERMANY, TOO.
 12:35:10 AND PEOPLE -- I'VE TRAVELED AND EVEN TRAVELING ALONG THE
 12:35:16 HIGHWAY HERE, YOU CAN PICK UP YOUR PHONE AND AN APP AND YOU
 12:35:18 CAN FIND WHERE TO EAT.
 12:35:20 IT'S SO EASY AND SIMPLE.
 12:35:22 WHEN YOU GET TO A CITY, WHERE DO YOU WANT TO EAT?
 12:35:25 YOU'RE IN THE CAR, YOU CAN FIND IT REALLY EASY.
 12:35:27 BUT SIMPLE VIEW TO ME IS DOUBLING THE COST TO DO THIS.
 12:35:32 IF YOU HAVE FGCU AND YOU HAVE HOFFMAN, YOU'VE GOT THE IDEAL
 12:35:39 SITUATION.
 12:35:39 WHY DO YOU NEED SIMPLE VIEW?

 12:35:41 AND I WAS LOOKING, I WAS CHECKING INTO SIMPLE VIEW.
 12:35:44 DO YOU KNOW THAT ANNUALLY THEY CHARGE A MAINTENANCE, AN

12:35:47 ANNUAL CONTRACT MAINTENANCE OF \$90,000 JUST TO KEEP --
 12:35:53 >>Barry Freedman: IT'S 90, BUT IT'S UP THERE.
 12:35:55 >>Mayor Errington: IT'S UP THERE.
 12:35:55 THIS TIME NEXT YEAR, THEY WANT \$90,000 OR THEY ARE GOING TO
 12:35:59 CUT YOU OUT.
 12:35:59 >>Barry Freedman: LET ME TRY TO ANSWER IT THIS WAY.
 12:36:02 FIRST OF ALL, SIMPLE VIEW DOESN'T REACH OUT TO FOREIGN
 12:36:05 COUNTRIES.
 12:36:05 THAT'S NOT THEIR JOB WITH US.
 12:36:07 THEIR JOB WITH US IS TO DEVELOP THIS WEBSITE AND TO FOCUS ON
 12:36:14 THIS AREA AND THIS AREA ONLY.
 12:36:16 THEY HAVE NOTHING TO DO WITH BRINGING PEOPLE IN FROM
 12:36:19 SWITZERLAND OR GERMANY OR AUSTRALIA.
 12:36:21 THAT'S NOT THEIR JOB.
 12:36:22 THEY ARE THE LEADING COMPANY IN THE WORLD IN DEVELOPING
 12:36:27 DESTINATION WEBSITES.
 12:36:28 I LOOKED AT -- I CAN'T EVEN BEGIN TO TELL YOU HOW MANY
 12:36:32 COMPANIES LOCALLY AND NATIONALLY TO DEVELOP THIS WEBSITE.
 12:36:36 NO ONE COULD DO IT WITH THE EXPERTISE THAT THEY HAVE, AND
 12:36:40 THEY DO IT AT LESS COST TO US THAN THREE OF THE LOCAL
 12:36:44 DIGITAL MARKETING COMPANIES THAT I INTERVIEWED, FACE TO
 12:36:47 FACE, AND I WOULD BE HAPPY TO GIVE YOU THE NUMBERS IF YOU
 12:36:50 WANT IT AND TELL YOU WHO THE COMPANIES ARE.

 12:36:52 THEY WERE MORE MONEY TO DEVELOP IT THAN SIMPLE VIEW.
 12:36:55 HOWEVER, SIMPLE VIEW IS NOT GOING TO BE OUR MARKETING ARM.
 12:37:00 IF WE WERE GOING TO USE SIMPLE VIEW AS A MARKETING ARM,
 12:37:04 THEN, YES, I WOULD HAVE THE CONCERN ABOUT REACHING OUT
 12:37:06 AROUND THE WORLD.
 12:37:07 SO OUR ANNUAL MAINTENANCE FEE TO SIMPLE VIEW WILL BE THE
 12:37:10 MANAGEMENT OF THE INTERIOR AND THE DATA ANALYTICS OF THE
 12:37:14 WEBSITE.
 12:37:15 WE'VE CHOSEN A LOCAL DIGITAL MARKETING COMPANY THAT DOES NOT
 12:37:20 HAVE THE EXPERTISE TO DEVELOP THIS MASSIVE OF A WEBSITE, BUT
 12:37:23 CAN BE THE MARKETING ARM INSTEAD OF SIMPLE VIEW DOING THE
 12:37:28 MARKETING.
 12:37:29 IN FACT, SIMPLE VIEW IS THE ONE WHO RECOMMENDED THAT WE FIND
 12:37:31 A LOCAL DIGITAL MARKETING ARM TO BE THE LOCAL MARKETING
 12:37:35 MANAGER.
 12:37:36 WHEN I TALKED TO FOUR OF THE LOCAL DIGITAL MARKETING
 12:37:43 COMPANIES, I ASKED THEM, CAN YOU DEVELOP THIS WEBSITE THE
 12:37:46 WAY WE WANT IT DEVELOPED?
 12:37:48 ONE CAME BACK WITH A PROPOSAL THAT WAS MORE MONEY THAN
 12:37:51 SIMPLE VIEW, AND THE OTHER THREE SAID, NOT REALLY.
 12:37:54 WE'RE A MARKETING COMPANY.
 12:37:55 WE'RE A PUBLISHING COMPANY.
 12:37:57 WE DO LOCAL ADVERTISING FOR LOCAL BUSINESSES.
 12:37:59 THEY DON'T HAVE THE CAPABILITY TO DO IT.

12:38:04 EVEN HOFFMAN ADMITTED HE DOESN'T HAVE THE STAFF OR

12:38:07 CAPABILITY TO DEVELOP THE WEBSITE.

12:38:08 >>Mayor Errington: WHAT DID YOU SPECIFICALLY ASK FOR THEN?

12:38:11 >>Barry Freedman: PROPOSAL TO DEVELOP THE DESTINATION --

12:38:13 >>Mayor Errington: JUST IN THE UNITED STATES?

12:38:15 >>Barry Freedman: THIS IS THE DESTINATION.

12:38:17 GREATER ESTERO IS THE DESTINATION WEBSITE.

12:38:20 >>Mayor Errington: RIGHT.

12:38:20 BUT YOU'RE MARKETING IT OUT TO --

12:38:23 >>Barry Freedman: NO.

12:38:24 WE ARE MARKETING THROUGH THE AREA BETWEEN SARASOTA AND MARCO

12:38:26 ISLAND.

12:38:27 FOCUSING ON BASICALLY LEE COUNTY.

12:38:30 BUT THE MARKETING IS ALL DONE LOCALLY.

12:38:33 WE ARE NOT GOING TO BE ASKING FOR BUSINESSES IN FOREIGN

12:38:35 COUNTRIES OR IN OTHER STATES TO BE LISTING ON OUR WEBSITE.

12:38:41 IF THEY WANT TO, THAT'S FINE.

12:38:42 IF MARRIOTT WANTS TO RUN A BIG AD FOR THEIR HOTEL CHAINS

12:38:47 THROUGHOUT THIS COUNTY AND THEY WANT TO POST AN AD AND PAY

12:38:50 US TO DO IT ON A REGULAR BASIS, SURE, WE'LL TAKE THE AD.

12:38:53 WE'LL BE LOOKING FOR SOME OF THOSE ADS, ACTUALLY.

12:38:55 NOT THE FIRST TWO YEARS, BY THE WAY, BECAUSE THEY WON'T COME

12:38:58 TO US UNTIL THERE ARE A NUMBER OF SUBSCRIBERS TO THE

12:39:02 WEBSITE.

12:39:02 WE'VE LOOKED AT ALL THAT.

12:39:04 AM I MAKING MYSELF CLEAR?

12:39:07 I DON'T KNOW HOW ELSE TO EXPLAIN IT.

12:39:14 THEY ARE THE BEST MARKETER -- THE DEVELOPER, I'M SORRY, OF

12:39:18 WEBSITES.

12:39:19 AND I DON'T WANT THEM TO DO THE LOCAL MARKETING.

12:39:21 THEY DON'T KNOW THE AREA.

12:39:23 SO WE LOOK FOR A LOCAL DIGITAL MARKETING COMPANY TO DEVELOP

12:39:27 AND DO THE MARKETING.

12:39:28 >>Mayor Errington: FGCU --

12:39:30 >>Barry Freedman: THEY ARE NOT READY YET.

12:39:32 >> I'M JIM SHIELDS.

12:39:34 I LIVE IN ESTERO.

12:39:37 JIM GILMARTIN, A MEMBER OF OUR CORE GROUP, AND I MET WITH

12:39:41 CHRIS ARMSTRONG YESTERDAY AT HOFFMAN COMPANIES DOWN IN

12:39:43 NAPLES.

12:39:44 CHRIS HAS SAID DIFFERENT TIMES, SIMPLE VIEW OR THE PEOPLE

12:39:50 THAT SHOULD DO EXACTLY WHAT BARRY IS TALKING ABOUT, HE SAID

12:39:53 THAT IS THEIR EXPERTISE.

12:39:56 WHAT HOFFMAN CREATIVE WAS GOING TO DO, THEY ARE GOING TO

12:39:59 TAKE THE LEAD IN THE MARKETING, EXACTLY WHAT BARRY IS

12:40:03 TALKING ABOUT.

12:40:05 AND THE DESIGN MEDIA, THE DIGITAL DESIGN MEDIA IS NOT A NEW
 12:40:14 THING AT FGCU.
 12:40:16 IT'S BEEN HOUSED AT THE BOWER SCHOOL OF MUSIC AND THE ARTS,
 12:40:19 DESIGN ARTS, AND THEY HAVE OVER 300 STUDENTS THAT HAVE BEEN
 12:40:24 IN THIS PROGRAM.

12:40:26 THE NEW PROVOST AT FGCU JUST MADE A DECISION TO MOVE THIS
 12:40:33 DESIGN -- DIGITAL DESIGN MEDIA GROUP OVER TO THE DAVELER &
 12:40:38 KAUANUI ENTREPRENEURSHIP SCHOOL TO MARRY TOGETHER THE
 12:40:42 ENTREPRENEURIAL MINDSET THAT DKE HAS WITH THE BEST IN CLASS
 12:40:49 DIGITAL ARTS.
 12:40:51 THE FUNDS HAVE BEEN GRANTED BY THE PROVOST.
 12:40:55 TWO DAYS AGO, TERRY FLANAGAN, AND SHE SAID THE RESOURCES ARE
 12:40:59 COMING FORWARD FROM THE UNIVERSITY TO DAVELER & KAUANUI WITH
 12:41:05 STATE-OF-THE-ART TOOLS THAT ARE EVEN BETTER THAN WHAT THEY
 12:41:08 HAVE EMPLOYED THE LAST COUPLE OF YEARS.
 12:41:11 WHAT THEY WANT TO DO IS TO BUY IN WITH US ON GEVIC AND
 12:41:15 CREATE THE CONTENT FOR THE WEBSITE AT THE LEADERSHIP OF
 12:41:20 CHRIS ARMSTRONG WITH HOFFMAN CREATIVE.
 12:41:22 SO IT'S COMING TOGETHER MUCH CLEARER, MUCH BETTER THAN WE
 12:41:28 COULD HAVE EVER, EVER EXPECTED.
 12:41:30 AND FGCU WANTS TO DO IT WITH US.
 12:41:32 >>Mayor Errington: JIM, CAN YOU EXPLAIN SIMPLE VIEW THEN IN
 12:41:36 YOUR ANALYSIS OF SIMPLE VIEW, HOW DO THEY FIT IN?
 12:41:43 >> SIMPLE VIEW.
 12:41:44 >>Mayor Errington: HOW THEY FIT IN WITH FGCU AND HOFFMAN?
 12:41:49 HOW DO THEY FIT IN THERE?
 12:41:53 >> GEVIC WILL ENGAGE SIMPLE VIEW TO BUILD A WEBSITE, WHAT
 12:41:59 BARRY HAS SAID.
 12:42:00 GEVIC WILL ENGAGE HOFFMAN TO LEAD THE MARKETING.
 12:42:05 THE TEAM THAT WILL CREATE THE DIGITAL DESIGN WILL COME FROM

12:42:15 THE STUDENTS AT FGCU AND GEVIC WILL ENGAGE THE STUDENTS.
 12:42:23 DAVELER & KAUANUI WILL GET A REVENUE STREAM.
 12:42:27 THAT REVENUE STREAM WILL BE USED NOT TO PUT MONEY IN THE
 12:42:30 POCKETS OF FGCU BUT ACCORDING TO SANDRA KAUANUI, THEY WILL
 12:42:36 BE IN THE FORM OF SCHOLARSHIPS FOR STUDENTS TO ALLOW THEM TO
 12:42:39 CONTINUE WITH THEIR EDUCATION AND ALSO TO CONTINUE TO BUY
 12:42:43 THE BEST OF CLASS ART, THE TOOLS TO KEEP THEIR DESIGN MEDIA
 12:42:49 AT THE FRONT OF THE CLASS.
 12:42:52 I THINK YOU KNOW DKE IS NOW THE 21st RANKED
 12:42:56 ENTREPRENEURSHIP SCHOOL UNDERGRADUATE IN THE UNITED STATES.
 12:43:01 THEY ARE NUMBER THREE IN THE SOUTHEAST.
 12:43:03 THAT'S A BIG DEAL.
 12:43:04 I'LL TELL YOU RIGHT NOW, I WENT TO TOWN PLACE SUITES,
 12:43:12 MARRIOTT HOTEL, COCONUT POINT, IN THE ABSENCE OF ANYTHING
 12:43:16 WE'RE TALKING ABOUT NOW, THIS IS WHAT YOU'LL GET.
 12:43:20 IT'S FROM THE SOUTHWEST FLORIDA ADVERTISING.

12:43:25 IF YOU LOOK AT THIS, THERE ARE TWO TOWNS ON HERE.
 12:43:28 SOUTHWEST FLORIDA.
 12:43:29 FORT MYERS AND NAPLES.
 12:43:32 IF YOU LOOK REAL HARD DOWN HERE, YOU CAN SEE A LITTLE TOWN
 12:43:35 BY THE NAME OF ESTERO.
 12:43:38 WE'RE NOT A NEIGHBORHOOD OF FORT MYERS.
 12:43:41 WE'RE A VILLAGE OF OVER 33,000 YEAR ROUND, AND WE SWELL TO
 12:43:46 50,000 AND MORE IS EVEN COMING.
 12:43:48 WE NEED TO GET ON THE MAP.

 12:43:50 WE NEED TO DO GEVIC TOGETHER SO YOU GET YOUR MONEY BACK.
 12:43:56 IT'S AN INVESTMENT IN YOUR COMMUNITY FOR THE BUSINESSES, FOR
 12:43:58 THE RESIDENTS, FOR ALL OF US TOGETHER.
 12:44:01 >>Barry Freedman: ONE FINAL POINT ON THAT, WHAT FGCU WILL
 12:44:05 OFFER TO HOFFMAN CREATIVE IS SOME BRILLIANT YOUNG MINDS WHO
 12:44:10 WILL GET SCHOLARSHIPS, PERHAPS GET PAID AS INTERNS, AND GET
 12:44:15 COURSE CREDIT BECAUSE HE'S GOING TO USE THEIR TALENT TO HELP
 12:44:20 THE DEVELOPMENT OF THIS WEBSITE.
 12:44:23 IT'S A GREAT OPPORTUNITY FOR US.
 12:44:27 >>Joanne Ribble: SO FGCU IS AN IN-KIND PARTNER WITH YOU.
 12:44:31 FGCU IS AN IN-KIND PARTNER WITH GEVIC?
 12:44:37 >> RELATIONSHIP, RELATIONSHIP, RELATIONSHIP.
 12:44:38 >>Barry Freedman: I WOULDN'T CALL IT ANY KIND OF -- YEAH,
 12:44:39 THEY ARE AN IN-KIND PARTNER.
 12:44:40 THEY MAY BE A FINANCIAL PARTNER.
 12:44:43 WE'RE IN DISCUSSION ABOUT THAT.
 12:44:44 THEY ARE NOT PART OF THE ORIGINAL \$75,000.
 12:44:50 >>Joanne Ribble: I'M NOT SAYING THEY ARE.
 12:44:52 THEY WILL BE GIVEN SCHOLARSHIPS.
 12:44:54 HOW WILL THAT -- THAT'S WHAT I DIDN'T UNDERSTAND.
 12:45:00 >> FGCU HAS A FORMAL PARTNERSHIP AGREEMENT WITH ECCL.
 12:45:05 ECCL IS ONE OF THE THREE PARTNERS IN GEVIC.
 12:45:10 ECCL HAS GONE TO DAVELER & KAUANUI, AND AS I'VE EXPLAINED TO
 12:45:16 YOU ABOUT THE ROLE THAT THEY WOULD PLAY, AND THINK OF IT AS
 12:45:20 A RELATIONSHIP, NOT A PARTNERSHIP, A RELATIONSHIP.

 12:45:24 AND YESTERDAY WHEN TERRY AND I MET WITH SANDRA KAUANUI, WE
 12:45:30 PARSED THAT OUT AND SAID WE NEED TO USE THE WORD
 12:45:32 "RELATIONSHIP."
 12:45:33 IT IS NOT A PARTNERSHIP.
 12:45:34 IT IS A RELATIONSHIP.
 12:45:35 BUT ECCL DOES HAVE A FORMAL PARTNERSHIP AGREEMENT WITH FGCU.
 12:45:44 >> WHERE DOES THE SCHOLARSHIP MONEY COME FROM?
 12:45:47 >> THE SCHOLARSHIP MONEY COMES FROM THE REVENUE STREAM THAT
 12:45:50 DAVELER AND KAUANUI GETS FROM DEVELOPING THE CONTENT FOR THE
 12:45:55 SPONSOR WITH GEVIC.
 12:45:57 THE REVENUE STREAM COMES AND SANDRA KAUANUI HAS BEEN VERY
 12:46:02 SPECIFIC TO SAY THAT MONEY WILL GO TOWARDS SCHOLARSHIPS FOR

12:46:04 THE STUDENTS TO KEEP THEM IN SCHOOL AND ALSO TO MAKE THE
 12:46:10 TOOLS OF THEIR CONTENT DEVELOPMENT, THEIR DIGITAL DESIGN
 12:46:17 STUFF BEST IN PLACE, STATE OF THE ART.
 12:46:21 >>Mayor Errington: CAN YOU EXPLAIN HOW -- YOU ADDED ANOTHER
 12:46:24 LAYER TO THIS NOW WITH THE FGCU STUDENTS FROM THE FIRST TIME
 12:46:29 YOU PRESENTED.
 12:46:30 >>Barry Freedman: I THINK OF IT MORE LIKE STAFFING HELP TO
 12:46:33 THE DIGITAL MARKETING COMPANY AND BEING ABLE TO PAY BACK TO
 12:46:36 THE VILLAGE -- I MEAN TO THE SCHOOL FOR THE CONTRIBUTION
 12:46:40 THEY ARE MAKING IN THE FORM OF SCHOLARSHIP MONEY.
 12:46:44 >> YOU'VE GOT BASICALLY \$40,000 A YEAR FROM HOFFMAN
 12:46:48 CREATIVE.
 12:46:49 WILL THEY BE GIVING THOSE SCHOLARSHIP DOLLARS BACK TO -- SO

 12:46:53 I DON'T SEE A LINE ITEM IN HERE.
 12:46:54 >>Barry Freedman: IF THEY ARE GOING TO PAY AN INTERN
 12:46:57 THEORETICALLY X DOLLARS PER HOUR, IT IS THOSE HOURLY MONIES
 12:47:00 THAT WILL BE USED FOR SCHOLARSHIPS AT THE COLLEGE.
 12:47:02 THE KIDS WON'T GET THE MONEY.
 12:47:04 THEY'LL BE DOING INTERN WORKING TO GET COLLEGE CREDIT.
 12:47:08 THE MONEY THAT WOULD BE PAID BY HOFFMAN FOR THE HOURLY PAY
 12:47:10 THEY ARE GETTING WOULD GO TO DR. KAUANUI'S SCHOOL AND USE
 12:47:15 THAT FOR SCHOLARSHIPS.
 12:47:19 >>Vice-Mayor McLain: IN FACT, HOFFMAN IS REALLY CREATING THE
 12:47:23 VEHICLE TO GIVE SCHOLARSHIPS BASED ON --
 12:47:27 >> HE'S DELIGHTED TO HAVE THE HELP.
 12:47:29 I CAN ASSURE YOU.
 12:47:30 BY THE WAY, ONE THING THAT DID -- GLAD ATTORNEY SAUNDERS IS
 12:47:34 HERE.
 12:47:39 >> THE REVENUE STREAM GOES DIRECTLY TO DKE.
 12:47:43 IT DOES NOT GO TO HOFFMAN AND THEN TO DKE.
 12:47:46 THE STUDENTS ARE DOING THE WORK.
 12:47:48 THE AGREEMENT WILL BE MADE SO THAT THE HOURS OF WORK, THAT
 12:47:53 MONEY GOES TO DKE.
 12:47:58 >>Mayor Errington: HOW WILL THE VILLAGE GET PAID BACK THEN?
 12:48:01 IF THAT GOES DIRECTLY TO THE STUDENTS, YOU HAVE A FLOW LINE
 12:48:04 THAT GOES DIRECTLY TO THE VILLAGE TO BE PAID BACK?
 12:48:08 >>Barry Freedman: THIS WAS ON THE FINANCIAL SHEETS I GAVE
 12:48:11 YOU.

 12:48:12 THAT'S WHAT WE EXPECT TO BE THE MINIMUM NET REVENUE AFTER
 12:48:15 THREE YEARS.
 12:48:15 50% OF THAT WOULD BE USED FOR FOUNDERS PAYBACK AND HALF OF
 12:48:21 THAT IS YOURS.
 12:48:22 >>Mayor Errington: AND IT'S IN CASH.
 12:48:24 IT'S NOT IN --
 12:48:26 >>Barry Freedman: RIGHT.
 12:48:27 IT WILL BE A CHECK.

12:48:31 >>Mayor Errington: IT WON'T BE SPEAKERS --
 12:48:34 >> NO, CASH.
 12:48:36 >>Burt Saunders: YOU ABSOLUTELY CAN.
 12:48:38 THE AGREEMENT OBVIOUSLY NEEDS TO BE FLESHED OUT A LITTLE
 12:48:40 BIT.
 12:48:41 CERTAINLY NOTHING THAT WOULD PROHIBIT THAT TYPE OF AN
 12:48:44 ARRANGEMENT.
 12:48:45 >>Barry Freedman: YOU ALSO SAID IT WAS ON THE PHONE LAST
 12:48:48 TIME, THAT THE VILLAGE SUPPORTING THIS EFFORT IS ALLOWABLE
 12:48:54 UNDER THE VILLAGE BYLAWS.
 12:48:56 >>Burt Saunders: THE VILLAGE COUNCIL CAN MAKE A
 12:48:58 DETERMINATION THAT THIS INVESTMENT WOULD BE IN THE PUBLIC
 12:49:02 INTEREST, AND THAT WOULD AUTHORIZE THE USE OF THOSE FUNDS.
 12:49:06 JUST FOR THE COUNCIL'S GENERAL KNOWLEDGE, OBVIOUSLY, ANY
 12:49:09 EXPENDITURES YOU HAVE, HAVE TO BE IN THE PUBLIC INTEREST.
 12:49:11 BUT THE PUBLIC INTEREST IS GENERALLY DEFINED AS THE WAY YOU
 12:49:14 DEFINE IT.

 12:49:15 SO YOU'VE GOT A LOT OF FLEXIBILITY THERE.
 12:49:18 IT CAN'T BE SOMETHING ABSURD, BUT THIS OBVIOUSLY WOULD FIT
 12:49:22 INTO THE PUBLIC INTEREST.
 12:49:24 YOU JUST NEED TO MAKE THAT DETERMINATION.
 12:49:26 IF THAT ANSWERS YOUR QUESTION THERE.
 12:49:31 >>Mayor Errington: ANY OTHER COMMENTS?
 12:49:35 >>Vice-Mayor McLain: WE'VE BEEN TALKING ABOUT THIS A LOT.
 12:49:37 STEVE JUST LEFT FOR MAYBE ANOTHER APPOINTMENT BECAUSE WE'RE
 12:49:40 GOING A LITTLE LONG.
 12:49:41 >>Mayor Errington: HE'S COMING BACK.
 12:49:42 >>Vice-Mayor McLain: WHAT'S OUR NEXT STEPS ON THIS?
 12:49:45 WE FINALIZED THE MEMO OF UNDERSTANDING, MAKE SOME
 12:49:49 WORDSMITHING ON THAT.
 12:49:50 LET'S GET IT BACK TO THE COUNCIL HERE IN A COUPLE OF WEEKS
 12:49:53 AND NOT KEEP TALKING.
 12:49:57 >>Mayor Errington: I HAVE A MAJOR CONCERN, TOO.
 12:50:00 IT'S A WONDERFUL IDEA.
 12:50:02 IT'S A GREAT IDEA.
 12:50:03 I'M IN AGREEMENT, TOO, THAT WE ARE RESPONSIBLE TO THE
 12:50:07 CITIZENS HERE AND HOW WE ARE SPENDING THIS MONEY.
 12:50:10 AND THEN WHEN PEOPLE LOOK AT THE VIDEO, WHAT HAPPENED THIS
 12:50:13 MORNING WITH THE CHAMBER OF COMMERCE AND THEN FOR THAT SMALL
 12:50:17 AMOUNT OF MONEY AND THEN THIS IS A HUGE AMOUNT, I MEAN,
 12:50:20 THAT'S WHERE I'M CONCERNED.
 12:50:21 HOW DO WE JUSTIFY --

 12:50:25 >>Barry Freedman: I SEE IT TOTALLY DIFFERENT.
 12:50:27 THIS IS AN INVESTMENT YOU'LL GET BACK.
 12:50:29 >>Mayor Errington: YOU'RE NOT OWN A 503 B.
 12:50:32 >> WE WILL BE A 501(C)(3).

12:50:34 I PROMISE YOU THAT.
 12:50:36 THAT'S PART OF THE AGREEMENT.
 12:50:37 >>Burt Saunders: ASSUMING THIS WILL COME BACK, I DO WANT TO
 12:50:40 SUGGEST THAT THERE IS A LINE ITEM IN THE PROPOSED MEMORANDUM
 12:50:43 THAT TALKS ABOUT A REIMBURSEMENT PLAN REGARDING -- GRANT
 12:50:49 FUNDS.
 12:50:50 YOU REALLY NEED TO ELABORATE ON HOW THAT WILL WORK.
 12:50:52 YOU MENTIONED 50% HERE AND 50% THERE.
 12:50:54 IT NEEDS TO BE LAID OUT.
 12:50:56 >> FINE.
 12:50:57 THAT'S WHY I WANTED TO BRING IT BACK AS A DRAFT.
 12:50:59 >>Mayor Errington: THE WAY WE'RE LEAVING THIS THEN, IS THAT
 12:51:01 IF THE COUNCIL WOULD GO ALONG WITH THIS, WE WILL BE REPAID.
 12:51:05 >>Barry Freedman: YES.
 12:51:07 >>Mayor Errington: IN THREE YEARS.
 12:51:09 >>Barry Freedman: STARTING IN THREE YEARS.
 12:51:10 >>Mayor Errington: STARTING IN THREE YEARS.
 12:51:21 >>Vice-Mayor McLain: THE CARRYOVER IN 2028, WHICH WOULD BE
 12:51:25 SIX YEARS, LET'S SAY, IS \$189,000.
 12:51:28 YOU GET HALF OF THAT.
 12:51:29 SO 90,000.

 12:51:31 >>Barry Freedman: YOU WILL BE PAID BACK LONG BEFORE THAT.
 12:51:33 >>Vice-Mayor McLain: WE'LL GET CASH ALONG THE WAY.
 12:51:35 >>Barry Freedman: A LITTLE AT A TIME SO IT'S ALL PAID BACK.
 12:51:42 >>Vice-Mayor McLain: -- THE UNDERSTANDING, PARAGRAPH 1C,
 12:51:45 THAT NEEDS TO GET FLESHED OUT OF HOW THE PERCENT AND THE
 12:51:48 LIKE.
 12:51:49 >>Barry Freedman: THAT'S WHY WE PRODUCED IT AS A DRAFT.
 12:51:51 WE WANTED TO PRESENT IT TO YOU.
 12:51:52 GET YOUR INPUT, GET IT BACK TO STEVE.
 12:51:55 GET IT BACK TO OUR ATTORNEY, WE'LL WRITE IT UP TO BE
 12:51:57 APPROVED.
 12:51:58 THANK YOU.
 12:52:00 >>Burt Saunders: CAN I MAKE ONE OTHER COMMENT?
 12:52:03 BARRY, YOU SAID SOMETHING AT THE VERY BEGINNING THAT YOU
 12:52:05 PROVIDED A LETTER THAT YOU WANTED TO STAY CONFIDENTIAL.
 12:52:09 NOTHING THAT YOU PROVIDE TO THE VILLAGE IS CONFIDENTIAL.
 12:52:11 SO IF YOU'VE GOT ANYTHING THAT YOU WANT TO KEEP
 12:52:13 CONFIDENTIAL, DON'T GIVE IT TO US.
 12:52:17 >>Barry Freedman: I DIDN'T WANT IT OUT IN PUBLIC.
 12:52:19 >>Burt Saunders: AS SOON AS YOU GIVE A DOCUMENT TO THE
 12:52:22 VILLAGE, IF ANYBODY FROM THE PUBLIC, FROM THE MEDIA, ANYBODY
 12:52:24 ASKS FOR IT, IT HAS TO BE TURNED OVER.
 12:52:28 >>Barry Freedman: STEVE HAS IT.
 12:52:30 >>Vice-Mayor McLain: WOULDN'T NECESSARILY BROADCAST IT, BUT
 12:52:32 THE PUBLIC HAS THE RIGHT FOR IT.

12:52:34 >>Mayor Errington: TRANSPARENT.
 12:52:37 >>Jim Boesch: IMPORTANT TO SAY IN TERMS OF THIS FORMAT,
 12:52:44 ESTIMATING, THESE ARE ALL ESTIMATED NUMBERS, PROJECTED THAT
 12:52:53 POSSIBLY COULD HAPPEN.
 12:52:54 BUT THE ONE THING, AS THE SURPLUS NUMBERS COME, 50% OF THAT
 12:53:03 MONEY IS GOING TO COME BACK TO US.
 12:53:07 HOPEFULLY IT WILL BE THREE MONTHS, BUT IT COULD BE FOUR
 12:53:10 MONTHS.
 12:53:11 BUT IT DOESN'T MAKE --
 12:53:12 >>Mayor Errington: YEARS.
 12:53:13 YEARS.
 12:53:14 >>Jim Boesch: -- RELATIVE TO THE FACT THAT --
 12:53:17 >> MAY BE GOOD, BUT NOT THAT GOOD.
 12:53:19 >>Mayor Errington: OKAY.
 12:53:19 LET'S MOVE ON.
 12:53:20 I THINK WE HAVE A COMMENT FROM THE PUBLIC.
 12:53:22 >>Carol Sacco: YES, WE DO, MAYOR.
 12:53:23 >>Mayor Errington: THEN WE'LL BE ABLE TO END THIS MEETING.
 12:53:26 JOE MICELI FROM ROOKERY POINT.
 12:53:37 >> I'M BACK.
 12:53:39 THAT WAS QUITE AN EDUCATIONAL EXPERIENCE FOR ME TO HEAR WHAT
 12:53:45 WAS GOING ON HERE.
 12:53:46 I HAVE TO SAY I REALLY AM IN COUNCILWOMAN RIBBLE'S PORT
 12:53:55 RIGHT NOW.
 12:53:56 WITH ALL THE DISCUSSION HERE, I'VE NOT BEEN CONVINCED THAT

 12:54:00 WE SHOULD PROCEED WITH THIS.
 12:54:03 THAT'S MY OPINION, AND I'LL GIVE YOU A COUPLE OF REASONS
 12:54:06 WHY.
 12:54:07 ONE, IF YOU BELIEVE WHAT YOU SEE AND HEAR IN THE LOCAL NEWS
 12:54:14 AND READING THE PAPERS, THIS HAS BEEN A BANNER YEAR FOR
 12:54:20 PEOPLE COMING HERE.
 12:54:21 IF WE GO OUT AND TRY TO GET MORE, IT'S GRIDLOCK RIGHT NOW.
 12:54:27 WE CAN'T EVEN GET THE ROADS EMPTY.
 12:54:30 YOU CAN'T GO ANYWHERE HERE.
 12:54:32 UNFORTUNATELY, WHEN I MOVED HERE ALMOST 20 YEARS AGO, IT WAS
 12:54:37 WONDERFUL.
 12:54:38 AND THIS OVERGROWTH IN DEVELOPMENT THAT EVERYBODY PROMOTES
 12:54:44 HAS GOT TO STOP.
 12:54:46 YOU KNOW MY BACKGROUND.
 12:54:48 AS A TOXICOLOGIST, I'M TELLING YOU THE ENVIRONMENT IS NOT
 12:54:52 GOING TO SUPPORT THIS.
 12:54:53 I THINK THE IDEA IS VERY INTRIGUING TO ME, VERY NICE, BUT
 12:54:59 THE ALGAE BLOOM IS GOING TO COME AGAIN, AND I CAN REMEMBER
 12:55:04 WHEN WE HAD THAT A FEW YEARS AGO, FRIENDS OF MINE WHO COME
 12:55:08 DOWN HERE, HEY, I'M COMING DOWN HERE, SO WHERE DO WE GO WITH
 12:55:14 THIS?
 12:55:15 YOU ALL GET PAID THE BIG BUCKS TO MAKE THE DECISION, AND I

12:55:19 DON'T ENVY YOU ON THIS ONE, BECAUSE A LOT OF WHAT HAS BEEN
 12:55:25 PRESENTED HERE I THINK IS REALLY BENEFICIAL.
 12:55:28 ON THE OTHER HAND, MY CONCERN IS WHERE ARE WE GOING TO PUT

 12:55:33 MORE PEOPLE HERE AT THE CURRENT TIME IF WE GO OUT AND WHO
 12:55:42 THIS IS ACTUALLY BEING TARGETED TO IS STILL NOT CLEAR IN MY
 12:55:45 MIND.
 12:55:45 IT REALLY IS NOT.
 12:55:47 AND I DON'T WANT TO GET INTO THE DEBATE ABOUT HEARING THIS
 12:55:50 AGAIN.
 12:55:51 WE MADE A COMPROMISE OR YOU MADE A COMPROMISE WITH THE
 12:55:57 CHAMBER OF COMMERCE.
 12:55:57 I THINK YOU NEED TO DO AT LEAST THAT.
 12:56:02 AS A CITIZEN HERE AND A TAXPAYER, I DO NOT RECOMMEND OR
 12:56:06 SUPPORT THE TOTAL AMOUNT THAT THEY ARE REQUESTING.
 12:56:13 NOW YOU GET PAID TO MAKE THE DECISION.
 12:56:16 GOOD LUCK.
 12:56:17 I WOULD THANK YOU FOR RAISING WHAT YOU RAISED, JOANNE.
 12:56:21 I REALLY APPRECIATE THAT.
 12:56:22 ONCE AGAIN, I APPRECIATE ALL OF YOU.
 12:56:25 OKAY.
 12:56:25 EVERYBODY ON THIS COUNCIL AND YOUR STAFF FOR THE VILLAGE OF
 12:56:29 ESTERO.
 12:56:29 THANK YOU.
 12:56:30 >>Mayor Errington: THANK YOU.
 12:56:31 DO I HAVE A MOTION TO ADJOURN?
 12:56:35 [SOUNDING GAVEL]
 12:56:37

DISCLAIMER:

THIS FILE REPRESENTS AN UNEDITED VERSION OF REALTIME
 CAPTIONING WHICH SHOULD NEITHER BE RELIED UPON FOR COMPLETE
 ACCURACY NOR USED AS A VERBATIM TRANSCRIPT.
 ANY PERSON WHO NEEDS A VERBATIM TRANSCRIPT OF THE
 PROCEEDINGS MAY NEED TO HIRE A COURT REPORTER.

Final Action Agenda/Minutes are supplemented by audio and video recordings of the meetings, as well as transcripts. Video recordings of Village Council meetings from June 8, 2016, forward, as well as agendas, staff reports, resolutions, ordinances, and other documents related to the meetings can be viewed online at <https://estero-fl.gov/agendas/> at the corresponding meeting date.

DRAFT

VILLAGE COUNCIL MEETING

**Village of Estero Council Chambers
9401 Corkscrew Palms Circle
Estero, FL 33928**

February 16, 2022 9:30 a.m.

1. CALL TO ORDER

INVOCATION

Pastor Sheri Weston River of Life Church.

PLEDGE OF ALLEGIANCE

ROLL CALL

Present: Mayor Katy Errington - District 4, Vice Mayor Jon McLain - District 3, Councilmember Joanne Ribble - District 1, Councilmember Larry Fiesel - District 2, Councilmember Jim Boesch - District 5, Councilmember Jim Ward, - District 6, and Councilmember Jim Wilson - District 7.

Also present

Village Manager Steve Sarkozy, Village Attorney Derek Rooney, Public Works Director David Willems, Deputy Village Clerk Tammy Duran, and Village Clerk Carol Sacco.

RECOGNITION

Julie Yellig "Adopt a Road" Program

Staff Presentation/Comments

Steve Sarkozy, Village Manager

Council Questions or Comments

Mayor Errington.

2. APPROVAL OF AGENDA, ADDITIONS, AND DELETIONS

Motion: Motion to approve agenda.

Motion by: Councilmember Boesch

Seconded by: Councilmember Wilson

Action: Approved agenda.

Vote: (Roll Call)

Aye: Councilmembers Boesch, Fiesel, Ward, Wilson, Ribble,
Vice Mayor McLain, and Mayor Errington.

Nay:

Abstentions:

3. PUBLIC COMMENT ON NON-AGENDA ITEMS

None.

4. CONSENT AGENDA

(a) February 2, 2022, Council Meeting Minutes

(b) Financial Report for Month ended December 2021

Motion: Motion to approve the Consent Agenda.

Motion by: Councilmember Fiesel

Seconded by: Councilmember Ribble

Action: Approved the Consent Agenda.

Vote: (Roll Call)

Aye: Councilmembers Boesch, Fiesel, Wilson, Ward, Ribble, Vice
Mayor McLain, and Mayor Errington.

Nay:

Abstentions:

5. CONSIDERATION OF ITEMS DEFERRED FROM CONSENT AGENDA

None.

6. ACTION ITEMS

(a) FY 2021-2022 Interlocal Agreement between Village of Estero and Lee County for
Stray Animal Control Services

Staff Presentation/Comments

Steve Sarkozy, Village Manager

Council Questions or Comments

Councilmembers Boesch, Ward, and Fiesel.

Public Comment

None.

Motion: Motion to approve the 2021-2022 Interlocal Agreement between Village of Estero and Lee County for Stray Animal Control Services.

Motion by: Councilmember Wilson
Seconded by: Vice Mayor McLain

Action: Approved the 2021-2022 Interlocal Agreement between Village of Estero and Lee County for Stray Animal Control Services.

Vote: (Roll Call)

Aye: Councilmembers Fiesel, Wilson, Ribble, Ward and Boesch, Vice Mayor McLain, and Mayor Errington.

Nay:

Abstentions:

7. PUBLIC COMMENT ON NON-AGENDA ITEMS

None.

8. COUNCIL COMMUNICATIONS / FUTURE AGENDA ITEMS

Councilmembers Fiesel, Wilson, Ribble, Ward, Boesch, Vice Mayor McLain, and Mayor Errington.

9. VILLAGE ATTORNEY'S REPORT

Derek Rooney, Village Attorney

10. VILLAGE MANAGER'S REPORT

None.

Adjourn Regular Session at 10:18 a.m. and Convene Workshop Items at 10:18 a.m.

11. WORKSHOP ITEMS

(a) River Oaks

Staff Presentation/Comments

Steve Sarkozy, Village Manager

Public Comments

Charles D'Alessandro, Country Creek

Lou Frattarelli, The Preserve at Corkscrew

John Senopole, Estero Country Creek

Patty Whitehead, Old Estero

Gordon Brown, Pelican Sound

Barbara Saxton

Council Questions or Comments

Councilmembers Boesch, Ward, Vice Mayor McLain, and Mayor Errington.

(b) Public Works Update

Staff Presentation/Comments

Steve Sarkozy, Village Manager

David Willems, Public Works Director

Public Comments

None.

Council Questions or Comments

Councilmembers Fiesel, Ribble, Ward, Boesch, Vice Mayor McLain, and Mayor Errington.

(c) Appointment to the Lee County Tourist Development Council

Staff Presentation/Comments

Steve Sarkozy, Village Manager

Derek Rooney, Village Attorney

Public Comments

None.

Council Questions or Comments

Councilmembers Fiesel, Ward, Vice Mayor McLain, and Mayor Errington.

Due to time sensitivity of needing to appoint someone by February 28, 2022, the Council appointed Councilmember Fiesel by ballot vote.

12. ADJOURNMENT at 11:50 am.

ATTEST:

VILLAGE OF ESTERO, FLORIDA

By: _____
Carol Sacco, Village Clerk

By: _____
Katy Errington, Mayor

(td/CS)

For an official copy of the signed minutes, please submit a [Public Record Request](#).

AGENDA ITEM SUMMARY SHEET
VILLAGE COUNCIL MEETING
March 2, 2022

Agenda Item:

Financial Report for the month ended January 31, 2022.

Description:

This financial report provides details of operations for the month ending January 31, 2022, which is the fourth month of the 2021-2022 fiscal year. Activity year to date is trending as projected as the second quarter of the fiscal year begins. 4 months of activity represents 33.3% of the fiscal year completed.

- *Ad valorem (real estate) taxes:* January saw ad valorem taxes collected of \$141,896. November and December are the months where most of the ad valorem taxes are collected. January is the first month where it sharply declines as 93% of the budgeted amount has now been collected.
- *General Fund:* State Revenue Sharing Sales Tax is on target with budgeted amounts this fiscal year of \$215k, or 36% collected. Half-Cent Sales Tax is at \$840k, or 28% and local 6 cent Fuel Tax is at \$131k or 25% collected. Each of these revenues are above FY 2021 actual collections for the same period.
- *Reserved Funds:* \$5,596,700 in operating reserve funds (Unassigned General Fund Balance); \$670,000 in litigation deference reserve funds and \$148,000 in major road maintenance reserve funds.
- *Debt Reduction Funding:* \$7,481,005 has been allocated for Debt Reduction funding.
- *Available funds:* total funds categorized as available are \$41,546,153.

Action Requested:

Approve financial report.

Financial Impact:

There is no financial impact of this report.

Attachments:

1. January 31, 2022 Budget report



Village of Estero
Budget Report-All Funds
For the Month Ending January 2022

	Current Month <u>Actual</u>	2021-2022 Year to Date <u>Actual</u>	2021-2022 Original Budget	2021-2022 Budget <u>Variance</u>	2021-2022 Year to Date <u>Percentage</u>	2020-2021 Year to Date <u>Actual</u>
Ad Valorem Taxes	141,896	4,896,960	5,281,886	(384,926)	93%	4,694,893
Local Communications Svcs Tax	79,142	245,003	878,542	(633,539)	28%	213,568
Local Business Tax	542	2,841	21,900	(19,059)	13%	2,720
Franchise Fees-Electric	165,315	552,920	2,130,400	(1,577,480)	26%	532,608
Franchise Fees-Solid Waste	-	-	161,100	(161,100)	0%	-
Rev Sharing Sales tax	53,839	215,355	601,500	(386,145)	36%	194,824
Mobile Home License	475	1,952	3,600	(1,648)	54%	2,001
Alcohol Beverage Tax	-	-	32,300	(32,300)	0%	4,853
Half Cent Sales Tax	309,291	840,072	3,021,473	(2,181,401)	28%	681,008
Fines & Forfeitures	-	81	500	(419)	16%	67
Interest Income	595	1,630	32,400	(30,770)	5%	982
Rental income	3,000	15,000	36,000	(21,000)	42%	15,000
Miscellaneous Revenue	-	20	25,000	(24,980)	0%	-
Administrative Fee	-	1,544	18,000	(16,456)	9%	6,734
Cost Recovery-Admin Charge	350	7,350	9,000	(1,650)	82%	4,000
Dev & Zoning-Fixed Fees	5,965	15,158	40,400	(25,242)	38%	23,926
Dev & Zoning-Cost Recovery Fee	6,929	37,808	43,800	(5,992)	86%	29,312
Planning-Miscellaneous Revenue	4,075	764,761	-	764,761	100%	15,790
Code Comp & Contractor License	-	2,000	6,300	(4,300)	32%	172
Local Option Gas Tax-1-6 Cent	44,225	131,533	531,529	(399,996)	25%	121,245
ROW Permits	300	300	1,500	(1,200)	20%	500
Rev Sharing-Fuel Tax	14,485	57,938	-	57,938	100%	56,919
FDOT US 41 Light Maintenance	-	-	122,100	(122,100)	0%	-
ARPA Funding	-	8,482,206	-	8,482,206	100%	-
Covid Cares-Covid	-	-	-	-	0%	-
WCIND Marine Patrol Revenue	-	-	11,900	(11,900)	0%	-
FEMA-Federal Share	-	-	121,300	(121,300)	0%	-
	-	-	-	-	0%	-
Total Revenues-General Fund	830,422	16,272,431	13,132,430	3,140,001	124%	6,601,124
Building Fees	83,151	300,646	1,042,200	(741,555)	29%	257,067
Surcharge Fee Retained	-	-	3,300	(3,300)	0%	-
Convenience Fee	2,709	10,836	15,000	(4,164)	72%	9,367
Interest income	12	36	1,000	(964)	4%	42
	-	-	-	-	-	-
Total Revenues-Building Fee Fund	85,872	311,518	1,061,500	(749,982)	29%	266,476
Interest Income	121	359	10,000	(9,641)	4%	302
	-	-	-	-	0%	-
Total Revenues-Debt Serv	121	359	10,000	(9,641)	4%	302
Local Option Gas Tax 1-5 Cent	31,739	95,677	387,933	(292,256)	25%	88,700
Interest Income-Gas Tax	30	88	-	88	100%	67
Lee Cty Funding-Estero Prkway	-	-	-	-	0%	-
Developer Contributions-Inters	-	53,695	132,000	(78,305)	41%	-
FDOT Funding-US 41 Landscaping	-	-	1,100,000	(1,100,000)	0%	-
Road Imp Fee-Residential	-	9,996	145,800	(135,804)	7%	156,456
Road Imp Fees-Commercial	-	23,569	145,800	(122,231)	16%	21,518
Park Imp Fees-Residential	-	1,535	43,800	(42,265)	4%	16,885
Park Imp Fee-Commercial	-	-	80,200	(80,200)	0%	6,972
Interest Income-Rd Impact	144	286	42,000	(41,714)	1%	436
Interest Income-Com Prk Impact	2	147	-	147	100%	5
Interest Inc-Com Prk Contri	2	5	-	5	100%	5
Interest Inc-Public Land	2	7	-	7	100%	7
Interest Income-Park Imp	8	23	-	23	100%	21
	-	-	-	-	-	-
Total Revenues-Capital Projects Fund	31,927	185,028	2,077,533	(1,892,505)	9%	291,072



Village of Estero
Budget Report-All Funds
For the Month Ending January 2022

	Current Month <u>Actual</u>	2021-2022 Year to Date <u>Actual</u>	2021-2022 Original Budget	2021-2022 Budget <u>Variance</u>	2021-2022 Year to Date <u>Percentage</u>	2020-2021 Year to Date <u>Actual</u>
Total Revenues-All Funds	948,343	16,769,336	16,281,463	487,873	103%	7,158,975
Debt Serv Fd Trans from Gen Fd	-	2,515,197	2,515,800	(603)	100%	2,515,197
Proceeds from Debt Issue	-	-	-	-	0%	-
Cap Projects Trans from Gen Fd	36,518	480,472	4,447,800	(3,967,328)	11%	635,497
Cap Project Trans from Debt Serv	-	-	-	-	0%	-
Total Revenues and Other Financing Sources-All Funds	984,861	19,765,005	23,245,063	(3,480,058)	85%	10,309,668
Executive Salaries	10,356	41,426	124,300	82,874	33%	41,426
FICA Taxes	792	3,169	9,600	6,431	33%	3,169
Workers Comp	-	83	300	217	28%	63
Unemployment Comp	193	658	2,000	1,342	33%	571
Travel and Per Diem	-	-	22,000	22,000	0%	-
Books Pub & Memberships	885	7,589	5,000	(2,589)	152%	5,934
Training	-	295	2,000	1,705	15%	16
<i>Total Village Council</i>	<i>12,227</i>	<i>53,220</i>	<i>165,200</i>	<i>111,980</i>	<i>32%</i>	<i>51,179</i>
Executive Salary	15,383	63,179	205,000	141,821	31%	49,931
Car Allowance	554	2,275	7,200	4,925	32%	2,294
Regular Salaries & Wages	7,848	33,631	137,100	103,469	25%	61,478
FICA Taxes	1,793	4,401	26,200	21,799	17%	7,041
Retirement Contributions	2,269	9,321	36,000	26,679	26%	13,141
Group Insurance	7,318	24,951	69,900	44,949	36%	35,021
Worker's Compensation	-	165	800	635	21%	169
Unemployment Comp	97	301	1,200	899	25%	472
Miscellaneous Professional Srv	-	-	75,000	75,000	0%	-
Contractual Svcs-Adm Assist	-	-	-	-	0%	-
Communication Services	2,625	7,875	32,760	24,885	24%	10,500
Miscellaneous Contractual Svcs	-	-	35,000	35,000	0%	-
Travel & Per Diem	55	151	12,000	11,849	1%	-
Public Relations	970	5,638	15,000	9,362	38%	2,250
Books Pub & Memberships	150	750	3,000	2,250	25%	889
Training	-	-	4,000	4,000	0%	1,865
<i>Total Village Manager</i>	<i>39,062</i>	<i>152,638</i>	<i>660,160</i>	<i>507,522</i>	<i>23%</i>	<i>185,052</i>
Village Attorney	8,731	54,112	200,000	145,888	27%	26,707
Land Use Legal	-	9,079	85,000	75,921	11%	20,049
Comprehensive Plan Legal	-	-	15,000	15,000	0%	-
Code Enforcement Legal	-	-	12,000	12,000	0%	-
Land Dev Code Legal	-	-	15,000	15,000	0%	8,559
	-	-	-	-	0%	-
<i>Total Village Attorney</i>	<i>8,731</i>	<i>63,191</i>	<i>327,000</i>	<i>263,809</i>	<i>19%</i>	<i>55,316</i>



Village of Estero
Budget Report-All Funds
For the Month Ending January 2022

	Current Month	2021-2022	2021-2022	2021-2022	2021-2022	2020-2021
	<u>Actual</u>	<u>Actual</u>	<u>Original Budget</u>	<u>Budget Variance</u>	<u>Year to Date Percentage</u>	<u>Year to Date Actual</u>
Regular Salaries & Wages	2,874	11,746	121,000	109,254	10%	12,056
FICA Taxes	220	899	9,300	8,401	10%	922
Retirement Contributions	-	-	12,800	12,800	0%	-
Group Insurance	-	-	8,300	8,300	0%	-
Worker's Compensation	-	-	300	300	0%	63
Unemployment Compensation	58	194	600	406	32%	189
Codification	-	1,225	-	(1,225)	100%	-
Election Services	-	-	-	-	0%	-
Travel & Per Diem	-	-	1,000	1,000	0%	-
Legal Notices	-	373	5,000	4,627	7%	366
Book, Pub & Membership	-	-	500	500	0%	100
Training	-	-	100	100	0%	-
<i>Total Village Clerk</i>	<i>3,152</i>	<i>14,436</i>	<i>158,900</i>	<i>144,464</i>	<i>9%</i>	<i>13,696</i>
Regular Salaries & Wages	18,817	77,755	275,800	198,045	28%	66,559
FICA Taxes	1,439	5,948	21,100	15,152	28%	5,042
Retirement Contributions	953	3,914	29,000	25,086	13%	2,308
Group Insurance	1,556	5,587	26,100	20,513	21%	6,057
Worker's Compensation	-	110	600	490	18%	127
Unemployment Compensation	117	367	1,100	733	33%	378
Accounting Services	-	-	5,000	5,000	0%	14,325
Auditing & Actuarial Services	-	1,000	49,000	48,000	2%	4,500
Books, Publications & Members	-	-	586	586	0%	293
	-	-	-	-	37%	-
	-	-	-	-	0%	-
<i>Total Finance</i>	<i>22,883</i>	<i>94,682</i>	<i>408,286</i>	<i>313,604</i>	<i>23%</i>	<i>99,589</i>
Regular Salaries & Wages	20,599	79,846	154,200	74,354	52%	74,250
FICA Taxes	1,541	5,982	11,800	5,818	51%	3,971
Retirement Contributions	2,502	10,275	16,200	5,925	63%	8,200
Group Insurance	6,229	22,687	26,700	4,013	85%	19,879
Worker's Compensation	-	1,349	1,900	551	71%	654
Unemployment Compensation	105	310	500	190	62%	392
Land Development Code	-	7,301	40,000	32,699	18%	19,628
Comp Plan/Land Dev Regulations	-	-	30,000	30,000	0%	-
Growth Model Svcs	-	-	10,000	10,000	0%	-
Development Svcs Manager	-	-	40,000	40,000	0%	-
Misc Professional Services	-	-	65,000	65,000	0%	-
Economic Development	-	2,500	60,000	57,500	4%	2,500
Travel & Per Diem	66	66	2,000	1,934	3%	-
Legal Notices-Plan & Zoning	-	183	6,000	5,817	3%	3,166
Books, Pub & Memberships	-	4,426	10,000	5,574	44%	712
Training	-	125	600	475	21%	-
<i>Total Development Services</i>	<i>31,041</i>	<i>135,048</i>	<i>587,400</i>	<i>452,352</i>	<i>23%</i>	<i>133,352</i>
Cost Recovery-Wages	6,448	33,047	228,300	195,253	14%	23,957
Cost Recovery FICA Taxes	481	2,461	17,500	15,039	14%	1,612
Retirement Contributions	-	-	24,000	24,000	0%	-
Insurance	-	-	6,200	6,200	0%	-
Cost Recovery Worker's Comp	-	-	6,200	6,200	0%	-
Cost Recovery Unemploy Comp	-	-	1,600	1,600	0%	-
Cost Recovery Prof Services	-	2,300	17,518	15,218	13%	3,743
Planning & Zoning-Fixed Fee	-	56,291	364,000	307,709	15%	56,251
	-	-	-	-	0%	-
<i>Planning, Zoning and Development Review Services</i>	<i>6,929</i>	<i>94,099</i>	<i>665,318</i>	<i>571,219</i>	<i>14%</i>	<i>85,563</i>



Village of Estero
Budget Report-All Funds
For the Month Ending January 2022

	Current Month <u>Actual</u>	2021-2022 Year to Date <u>Actual</u>	2021-2022 Original Budget	2021-2022 Budget <u>Variance</u>	2021-2022 Year to Date <u>Percentage</u>	2020-2021 Year to Date <u>Actual</u>
Regular Salaries & Wages	-	-	36,300	36,300	0%	-
FICA Taxes	-	-	2,800	2,800	0%	-
Retirement Contributions	-	-	3,800	3,800	0%	-
Insurance	-	-	6,200	6,200	0%	-
Workers Compensation	-	-	500	500	0%	-
Unemployment Compensation	-	-	300	300	0%	-
Special Magistrate Srvs	-	2,288	16,000	13,713	14%	1,938
Code Compliance Contract Srvs	-	24,443	160,160	135,717	15%	23,616
Other Chrges-Filing Fees	-	50	1,200	1,151	4%	21
<i>Total Code Compliance Services</i>	-	26,780	227,260	200,480	12%	25,574
Lee Cty Animal Control Srvs	-	-	38,000	38,000	0%	-
<i>Total Animal Control</i>	-	-	38,000	38,000	0%	-
Regular Salaries & Wages	-	-	87,800	87,800	0%	-
FICA Taxes	-	-	6,700	6,700	0%	-
Retirement Contributions	-	-	9,200	9,200	0%	-
Insurance	-	-	19,400	19,400	0%	-
Workers Compensation	-	-	2,600	2,600	0%	-
Unemployment Compensation	-	-	300	300	0%	-
Flood Plain-Com Rating System	-	-	150,000	150,000	0%	3,099
NPDES Compliance	-	-	10,000	10,000	0%	-
Water Level & Quality Monitor	5,751	12,912	130,000	117,088	10%	1,178
Estero River Sediment Analysis	-	-	30,000	30,000	0%	-
Water & Sewer Expansion	22,239	28,154	-	(28,154)	100%	-
Community Monitoring	-	-	20,000	20,000	0%	-
Miscellaneous Stormwater Maint	-	206	300,000	299,794	0%	-
Estero River Maintenance	-	-	-	-	0%	-
Miscellaneous Stormwater Maint	-	9,900	-	(9,900)	100%	12,373
Water Quality Joint Advocacy	-	5,000	5,000	-	100%	5,000
<i>Total Public Works/ Physical Environment</i>	27,990	56,173	771,000	714,827	7%	21,649
Regular Salaries & Wages	-	-	79,800	79,800	0%	-
Public Works Wages	12,504	51,767	-	(51,767)	100%	53,377
FICA Taxes	909	3,765	6,100	2,335	62%	3,902
Retirement Contribution	1,006	4,132	8,400	4,268	49%	4,164
Group Insurance	3,781	13,262	19,400	6,138	68%	14,664
Worker's Compensation	-	1,046	2,600	1,554	40%	1,034
Unemployment Compensation	65	201	300	99	67%	275
Traffic Counts	799	799	16,500	15,701	5%	-
Misc Professional Services	-	490	60,000	59,510	1%	17,690
Misc Engineering Srvc	-	-	-	-	0%	-
Misc Construction Services	-	12,850	60,000	47,150	21%	5,130
Bridge Maintenance	-	-	10,000	10,000	0%	-
Irrigation Maintenance	1,233	6,634	-	(6,634)	100%	1,135
Landscape Maintenance	-	28,880	152,500	123,620	19%	2,020
Mowing Maintenance	11,410	22,820	-	(22,820)	100%	19,770
Ditch Maintenance	-	1,150	-	(1,150)	100%	-
Sidewalk Maintenance	17,852	17,852	-	(17,852)	100%	-
Street Light Maintenance	-	-	80,400	80,400	0%	2,373
Street Sweeping Services	-	4,200	22,000	17,800	19%	2,800
Traffic Sign Maintenance	-	-	5,000	5,000	0%	-
Traffic Signal Maintenance	-	1,285	-	(1,285)	100%	1,251
Right-of-Way Permit Review	-	2,806	20,000	17,194	14%	5,375
Railroad Maintenance	-	18,000	18,000	-	100%	18,000



Village of Estero
Budget Report-All Funds
For the Month Ending January 2022

	Current Month <u>Actual</u>	2021-2022 Year to Date <u>Actual</u>	2021-2022 Original Budget	2021-2022 Budget <u>Variance</u>	2021-2022 Year to Date <u>Percentage</u>	2020-2021 Year to Date <u>Actual</u>
Misc Traffic Safety Projects	-	-	-	-	0%	-
Misc Landscape Projects	-	-	-	-	0%	-
Sandy Lane Bridge Maint/Access	-	7,444	-	(7,444)	100%	-
Resurf/Drainage-Poinciana Trail	-	-	-	-	0%	51,857
Road Maintenance	200	1,610	250,000	248,390	1%	-
US41 Traffic Signal Maint	-	-	30,000	30,000	0%	-
US41 Landscape Maint	-	-	333,026	333,026	0%	-
Estero Parkway Landscape Maint	-	18,469	364,856	346,387	5%	-
Travel	159	597	5,000	4,403	12%	551
Communications	43	133	500	367	27%	128
Utilities	5,069	13,800	35,270	21,470	39%	13,051
Equipment & leases	242	968	2,500	1,532	39%	818
Street Light Insurance	-	3,214	16,500	13,286	19%	3,214
Operating Supplies	238	1,722	3,000	1,278	57%	475
Books, Publications & Members	-	800	1,500	700	53%	-
Training	-	324	2,000	1,676	16%	427
<i>Total Public Works/ Transportation</i>	<i>55,509</i>	<i>241,018</i>	<i>1,605,152</i>	<i>1,364,134</i>	<i>15%</i>	<i>223,482</i>
Webmaster Svcs & Maintenance	600	2,250	9,000	6,750	25%	1,584
Software Licensing	2,391	29,139	30,000	861	97%	2,485
Information Technology Svcs	2,225	24,140	130,000	105,860	19%	19,953
Audio Visual Services	3,570	14,925	46,000	31,075	32%	-
Small tools & equipment	-	-	13,800	13,800	0%	-
Capital Outlay	-	-	10,000	10,000	0%	-
<i>Total Information Technology</i>	<i>8,786</i>	<i>70,454</i>	<i>238,800</i>	<i>168,346</i>	<i>30%</i>	<i>24,022</i>
Lee Cty Law Enforcement	432	1,200	10,000	8,800	12%	1,152
<i>Total Law Enforcement/ Security</i>	<i>432</i>	<i>1,200</i>	<i>10,000</i>	<i>8,800</i>	<i>12%</i>	<i>1,152</i>
Parks Master Plan	-	-	-	-	0%	-
YMCA Operating Agreement	5,140	20,560	63,000	42,440	33%	21,960
Utilities	317	1,658	6,000	4,342	28%	2,515
Equipment Rent & Leases	-	-	1,100	1,100	0%	-
Repairs & Maint	-	177	20,000	19,824	1%	2,260
<i>Total Parks & Recreation</i>	<i>5,457</i>	<i>22,395</i>	<i>90,100</i>	<i>67,706</i>	<i>25%</i>	<i>26,735</i>
Lobbying Services	3,000	9,000	100,000	91,000	9%	5,000
State Administrative Fees	-	1,178	9,500	8,322	12%	1,951
Tax Collector Fees	-	0	3,750	3,750	0%	1,850
Audio Visual Services	4,280	5,775	-	(5,775)	100%	7,378
Misc Contractual Svcs	-	-	250,000	250,000	0%	-
Communications	390	1,253	5,000	3,747	25%	1,122
Freight & Postage	-	307	3,500	3,193	9%	507
Utilities	975	10,985	17,500	6,515	63%	10,403
Equipment Rental & Leases	1,049	3,362	10,000	6,638	34%	4,664
Office Lease-Corkscrew Palms	19,104	76,418	257,400	180,982	30%	76,340
Insurance	-	18,426	78,700	60,275	23%	16,542
Repairs & Maintenance	1,577	5,878	20,000	14,122	29%	7,274
Printing	-	-	1,500	1,500	0%	-
Contingency	-	-	104,200	104,200	0%	-
Office Supplies	214	1,226	6,500	5,274	19%	1,264
Operating Supplies	1,722	4,806	11,000	6,194	44%	8,014
Books Pub & Membership	-	-	2,000	2,000	0%	-
Capital Outlay	-	-	-	-	0%	-
<i>Total General Government</i>	<i>32,313</i>	<i>138,613</i>	<i>880,550</i>	<i>741,937</i>	<i>16%</i>	<i>142,310</i>



Village of Estero
Budget Report-All Funds
For the Month Ending January 2022

	Current Month <u>Actual</u>	2021-2022 Year to Date <u>Actual</u>	2021-2022 Original Budget	2021-2022 Budget <u>Variance</u>	2021-2022 Year to Date <u>Percentage</u>	2020-2021 Year to Date <u>Actual</u>
Covid Contractual Expenditures	-	-	-	-	0%	192,496
Repair and Maintenance	-	-	-	-	0%	1,800
Covid Supplies	-	-	-	-	0%	295,408
Capital Outlay	-	-	-	-	0%	-
<i>Total COVID</i>	-	-	-	-	0%	489,704
Lee Cty Marine Patrol	-	-	43,860	43,860	0%	-
<i>Total Lee County Marine Patrol</i>	-	-	43,860	43,860	0%	-
Disaster Preparedness Services	-	-	10,000	10,000	0%	-
<i>Total Hurricane Irma</i>	-	-	10,000	10,000	0%	-
Total Expenditures-General Fund	254,513	1,163,947	6,886,986	5,723,039	17%	1,578,374
Regular Salaries & Wages	-	-	12,100	12,100	0%	-
FICA Taxes	-	-	1,000	1,000	0%	-
Retirement Contributions	-	-	1,300	1,300	0%	-
Insurance	-	-	6,200	6,200	0%	-
Workers Compensation	-	-	500	500	0%	-
Unemployment Compensation	-	-	200	200	0%	-
Building Service Contract	-	172,681	954,100	781,419	18%	163,266
Laserfische Software	-	-	8,100	8,100	0%	-
Building IT Contract Services	-	849	5,300	4,451	16%	849
Records Imaging Services	-	-	-	-	0%	-
Inkforce Software	1,275	3,825	15,300	11,475	25%	2,550
Communications	152	421	1,400	979	30%	354
Freight & Postage	-	96	600	504	16%	144
Utilities	209	810	3,000	2,190	27%	767
Equipment Lease	635	2,286	9,800	7,514	23%	3,426
Office Lease-Corkscrew Palms	3,913	15,652	52,800	37,148	30%	15,636
Repairs & Maintenance	230	625	3,800	3,175	16%	572
Credit Card Fees	3,039	12,335	27,800	15,465	44%	9,286
Office Supplies	559	619	3,000	2,381	21%	632
Operating Supplies	1,128	2,638	4,800	2,162	55%	10
Capital outlay	-	-	211,530	211,530	0%	-
Total Expenditures-Building Fee Fund	11,141	212,837	1,322,630	1,109,793	16%	197,492
Principal Payments	-	-	697,344	697,344	0%	-
Interest Expense	-	339,019	678,485	339,466	50%	367,928
Total Expenditures-Debt Service	-	339,019	1,375,829	1,036,810	25%	367,928
Estero Parkway Improvements	-	379,378	360,000	(19,378)	105%	2,433,543
River Ranch Rd Improvements	-	7,963	4,977,800	4,969,838	0%	22,283
Corkscrew Rd Widening	14,001	25,404	4,426,000	4,400,597	1%	6,218
Bridge Maintenance	-	-	400,000	400,000	0%	-
Williams Rd Widening	-	-	867,500	867,500	0%	-
	-	-	-	-	0%	-
	-	-	-	-	0%	-
	-	-	-	-	0%	-
Total Roadway Projects	14,001	412,744	11,031,300	10,618,556	4%	2,462,043
Corkscrew Rd Signal-Puente Ln	-	-	-	-	0%	-
Williams Rd Intersection Impro	13,582	29,613	-	(29,613)	100%	-
Williams Rd High School Turn	-	-	-	-	0%	83,791
US41 Pelican Colony Signal	-	-	132,000	132,000	0%	-
	-	-	-	-	0%	-
Total Intersection Improve Proj	13,582	29,613	132,000	102,387	22%	83,791



Village of Estero
Budget Report-All Funds
For the Month Ending January 2022

	Current Month <u>Actual</u>	2021-2022 Year to Date <u>Actual</u>	2021-2022 Original Budget	2021-2022 Budget <u>Variance</u>	2021-2022 Year to Date <u>Percentage</u>	2020-2021 Year to Date <u>Actual</u>
Coconut Rd Crosswalks	-	1,429	177,800	176,371	1%	12,877
Williams Rd Bike/Sidewalks	1,650	10,035	2,213,700	2,203,665	0%	-
Intersect Safety Improv Study	-	-	110,000	110,000	0%	-
Sandy Ln Bike-Ped Improv	-	-	207,000	207,000	0%	-
Broadway E Shared Use Path	-	-	134,400	134,400	0%	-
Broadway W Bus Stop Improv	7,840	8,005	-	(8,005)	100%	6,550
<i>Total Bicycle & Ped Improv Proj</i>	9,490	19,469	2,842,900	2,823,431	1%	19,427
US 41 FDOT Landscape	633	1,900	-	(1,900)	100%	-
US 41 Landscaping Enhancement	17,470	43,022	-	(43,022)	100%	4,080
Via Coconut Pt Landscap Improv	46	46	-	(46)	100%	-
Ben Hill Griff Pkwy Landsc Imp	-	12,500	-	(12,500)	100%	-
I-75 Interchange Landscaping	-	-	-	-	0%	-
Landscaping Misc	-	-	3,706,000	3,706,000	0%	-
	-	-	-	-	0%	-
	-	-	-	-	0%	-
<i>Total Landscaping & Beauti Proj</i>	18,149	57,468	3,706,000	3,648,532	2%	4,080
Park Capital Projects	-	3,000	-	(3,000)	100%	-
Estero on River Master Plan	10,528	31,192	252,000	220,808	12%	14,850
Estero Com Prk Master Plan	-	-	150,000	150,000	0%	-
Estero Com Prk Expansion	-	-	738,000	738,000	0%	-
<i>Total Parks & Recreation Proj</i>	10,528	34,192	1,140,000	1,105,808	3%	14,850
Estero River N Brnch Drainage	-	-	-	-	0%	-
Estero Rvr Sediment Removal	-	-	-	-	0%	-
Stormwater Misc	-	-	354,000	354,000	0%	-
	-	-	-	-	0%	-
	-	-	-	-	0%	-
<i>Total Stormwater Projects</i>	-	-	354,000	354,000	0%	-



Village of Estero
Budget Report-All Funds
For the Month Ending January 2022

	Current Month <u>Actual</u>	2021-2022 Year to Date <u>Actual</u>	2021-2022 Original Budget	2021-2022 Budget <u>Variance</u>	2021-2022 Year to Date <u>Percentage</u>	2020-2021 Year to Date <u>Actual</u>
Land Purchase-Estero on River	-	-	-	-	0%	-
Williams Road Property-Church	-	-	-	-	0%	-
<i>Total Land Acquisitions</i>	-	-	-	-	0%	-
Total Expenditures-Capital Project Fund	65,750	553,486	19,206,200	18,652,714	3%	2,584,191
Total Expenditures-All Funds	331,404	2,269,289	28,791,645	26,522,356	8%	4,727,984
Gen Fd Trans to Debt Service	-	2,515,197	2,515,800	603	100%	2,515,197
Gen Fd Trans to Cap Projects	36,518	480,472	4,447,800	3,967,328	11%	635,497
Debt Serv Trans to Cap Projects	-	-	-	-	0%	-
CIP Tran from Gas Tax-300-000	-	-	-	-	0%	(83,791)
CIP Tran from RdImp 300-990	(29,233)	(73,014)	-	73,014	100%	(28,500)
CIP Tran from ComPrkIF 300-991	-	-	-	-	0%	-
CIP Tran from RegPrkIF 300-992	-	-	-	-	0%	-
CIP Tran from PubLand- 300-994	-	-	-	-	0%	-
CIP Tran from Park IF 300-995	-	-	-	-	0%	-
Gas Tax Trans to CIP-300-266	-	-	-	-	0%	83,791
Rd Imp Fee Trans to CIP-300-990	29,233	73,014	-	(73,014)	100%	28,500
ComPrk Imp Fee Tran to CIP-991	-	-	-	-	0%	-
RegPrk Imp Fee Tran to CIP-992	-	-	-	-	0%	-
PubLand BonusDen TrantoCIP-994	-	-	-	-	0%	-
Park Imp Fee Tran to CIP-995	-	-	-	-	0%	-
Total Expenditures and Other Financing Uses-All Funds	367,921	5,264,958	35,755,245	30,490,287	15%	7,878,678
Excess Revenue over Expenditures	616,939	14,500,047	(12,510,182)	27,010,229		2,430,990
Estimated Prior Year Surplus		41,145,056	34,841,408	6,303,648		36,251,537
Fund Balance		55,645,103	31,647,540	23,997,563		38,682,527

Village of Estero

	<u>Actual</u>	Year to Date	Bud Amend-	Budget	Year to	Year to Date
General Fund						
Revenues	830,422	16,272,431	13,132,430	3,140,001	124%	6,601,124
Expenditures	254,513	1,163,947	6,886,986	5,723,039	17%	1,578,374
Operating Excess (deficit)	575,910	15,108,484	6,245,444	8,863,040		5,022,750
Transfers out to Debt Service	-	(2,515,197)	(2,515,800)	603	100%	(2,515,197)
Transfers out to Capital Projects	(36,518)	(480,472)	(4,447,800)	3,967,328	11%	(635,497)
Operating Excess (deficit)	539,392	12,112,814	(718,156)	12,830,970		1,872,056



Village of Estero
Budget Report-All Funds
For the Month Ending January 2022

	Current Month	2021-2022	2021-2022	2021-2022	2021-2022	2020-2021
	<u>Actual</u>	<u>Actual</u>	<u>Original Budget</u>	<u>Budget Variance</u>	<u>Year to Date Percentage</u>	<u>Year to Date Actual</u>
Building Fee Fund						
Revenues	85,872	311,518	1,061,500	(749,982)	29%	266,476
Expenditures	11,141	212,837	1,322,630	1,109,793	16%	197,492
Operating Excess (deficit)	<u>74,731</u>	<u>98,681</u>	<u>(261,130)</u>	<u>359,811</u>		<u>68,984</u>
Debt Service Fund						
Revenues	121	359	10,000	(9,641)	4%	302
Expenditures	-	339,019	1,375,829	1,036,810	25%	367,928
Operating Excess (deficit)	121	(338,660)	(1,365,829)	1,027,169		(367,626)
Debt Service Proceeds	-	-	-	-	0%	-
Transfers in from General Fund	-	2,515,197	2,515,800	(603)	100%	2,515,197
Transfers out to Capital Projects	-	-	-	-	0%	-
Operating Excess (deficit)	<u>121</u>	<u>2,176,538</u>	<u>1,149,971</u>	<u>1,026,567</u>		<u>2,147,571</u>
Capital Projects Fund						
Revenues	31,927	185,028	2,077,533	(1,892,505)	9%	291,072
Expenditures	65,750	553,486	19,206,200	18,652,714	3%	2,584,191
Operating Excess (deficit)	(33,823)	(368,458)	(17,128,667)	16,760,209		(2,293,118)
Transfers in from Other Funds	36,518	480,472	4,447,800	(3,967,328)	11%	635,497
Operating Excess (deficit)	<u>2,695</u>	<u>112,014</u>	<u>(12,680,867)</u>	<u>12,792,881</u>		<u>(1,657,622)</u>

Reserved and Available Funds Report

General Fund Reserves	\$ 5,596,700
Litigation Defense Reserve	670,000
Major Road Maintenance Reserve	148,000
Debt Reduction	7,481,005
Total Reserved Funds	<u>\$ 13,895,705</u>
General Fund Capital Projects	\$ 28,875,814
Building Fee Fund	789,320
Gas Tax Capital Projects	1,859,577
Developer Contribution	386,458
Road Impact Fees	8,813,807
Community Park Impact Fees	107,857
Regional Park Impact Fees	-
Estero Park Entry Contribution	101,014
Park Imp Fees	469,164
Public Land Purchase	143,142
Total Available Funds	<u>\$ 41,546,153</u>

AGENDA ITEM SUMMARY SHEET
VILLAGE COUNCIL MEETING
March 2, 2022

Agenda Item:

Lee County Tourist Development Council Appointment

Motion to approve Councilmember Larry Fiesel to serve the Lee County Tourist Development Council.

Background:

On February 16, 2022, Village Council meeting Councilmember Fiesel was appointed by a ballot vote to occupy the ex-officio non-voting seat on Lee County Tourist Development Council beginning at the March 17th, 2022, meeting.

Description:

The appointee will rotate into the voting seat for a two-year term as described above. When the term ends, the Villages' appointee will then sit as an ex-officio member until the voting seat rotates back to Estero. Rotation schedule: Two (2) year terms between the municipalities of Bonita Springs (July 2023-June 2025), Cape Coral (July 2025-June 2027), Estero (July 2027-June 2029), and Fort Myers (July 2029- June 2031).

Action Requested:

Motion to approve Councilmember Larry Fiesel to serve the Lee County Tourist Development Council.

Process and Timeline:

- Received a letter by email from Lee County Commissioner Cecil Pendergrass on February 10, 2022, informing the village that on January 18, 2022, the Lee County Board of County Commissioners voted to add four (4) ex-officio non-voting seats to the Lee County Tourist Development Council to allow each of the municipalities to have a seat.
- Village of Estero appointed by ballot vote Councilmember Larry Fiesel on February 16, 2022.
- Village Attorney recommended to place this item on consent agenda.

Page 1 of 2

- Lee County Board of Commissioners will hold a formal appointment on March 1, 2022, meeting.
- Councilmember Larry Fiesel will occupy the ex-officio non-voting seat on Lee County Tourist Development Council beginning at the March 17th, 2022 meeting.

Financial Impact:

None

Attachments:

None

AGENDA ITEM SUMMARY SHEET
VILLAGE COUNCIL MEETING
March 2, 2022

Agenda Item:

Motion to approve
Greater Estero Chamber of Commerce approval of financial support for Strategic Plans
for Future Growth and Impact.

Background:

Each year in the past the Greater Chamber of Commerce has attended or provided the Village with their plans for the coming year. Last year the Village provided \$25,000 to the Chamber.

Description:

Annually a request from the Greater Estero Chamber of Commerce for financial support
for Strategic Plans for Future Growth and Impact.

Action Requested:

Motion to approve Greater Estero Chamber of Commerce approval of financial support
for Strategic Plans for Future Growth and Impact.

Process and Timeline:

The Village has contributed \$25,000 annually to the Estero Chamber of Commerce
starting in fiscal year 2018-19. With the approval of Village Council, the fiscal year 2021-
22 contribution will be processed immediately.

Financial Impact:

The funding request for 2022 is again at \$25,000. Funds are included in the Village's
2021-22 Annual Budget for this expenditure.

Given the strong role of the Greater Chamber in the Village in support of our business
community, their focus on economic development, and the strong support provided the
community during the COVID Pandemic a continued contribution from the Village would
seem appropriate.

Based on the support indicated by the Village Council at the Workshop discussion the \$25,000 allocation is on the Council Agenda for final approval.

Prepared by: _____

Attachments:

1. Greater Estero Chamber of Commerce's Impact on the SWFL Community
2. Greater Estero Chamber of Commerce 2022 Budget
3. Greater Estero Chamber of Commerce Invoice



Greater Estero Chamber of Commerce's Impact on the SWFL Community

Leadership:

Chamber staff:

Pamela Mueller, President & CEO
Nancy Brodbeck, Administrative Assistant
Kenzy Catron, Membership Director
Hallie Mae Mueller, Social Media Director

Board of Directors:

Blake Chapman, Chair, State Insurance USA
Sharon Van Rite, Co-Chair, Platinum Media Services
Jim Mendolera, Treasurer, Estero Fire Rescue
George Zalucki, Practical Product Solutions
Joni Pavich, J. Pavich Realty World
Jordan Azis, Stick Boy
Sally Ricciardelli, LMCU
Jeannie Gawronski, Hope 4 Kids
Pamela McCabe, FGCU
Alex Greenwood, Lee Health
Jim Ward, Village of Estero

Monthly Events:

The Chamber offers three events per month:

Breakfast Club: 1st Tuesday of the month at various locations from 8 am to 9:30 am. March 1st will be at the Estero Historical Society

Food for Thought: 2nd Wednesday of the month this event features speakers from various businesses on topics that are valuable to our members, 12 pm to 1:30 pm at different locations.

Alive After Five: 4th Thursday of the month this event is also held at different member's businesses from 5:30 to 7:00 pm. This is a benefit to our business because the members are coming to their business and seeing what services they provide. All about relationships.

Annual Events:

Estero Fest 2022 (this event is new and will most likely replace our regular Business EXPO)

June Annual Luncheon: June 17th at Pelican Sound River & Golf Club

October 3rd Annual Golf Tournament: West Bay Club

December: Holiday Party

New Programs:

Leadership Estero:

An exciting program that the chamber is introducing this fall (October) is our own Estero Leadership Program. This program will be a huge benefit not only to the chamber but to the community. It will start in October and end in May 2023. We will be meeting every month on the 3rd Friday and spending the day learning about the community around us. Some sample topics are Health, Government, Education, etc.

Bold and Beautiful: Women helping Women

I have created this program to provide a place for women only speakers on topics for women or women in business would benefit from. In July we are having a clothing drive and our speaker will be from FGCU Azul's Attire. They provide business clothing to students to wear on job interviews.

Chamber Accomplishments in 2021:

June Annual Luncheon & Business Meeting
August Golf Tournament
October Golf Tournament
Top 25 Award Dinner
Holiday Party

Chamber Goals for 2022:

- Increase membership from 215 to 250 members
- Increase member retention through better relationships
- Provide quality speakers and programs to benefit our members and businesses
- Grow and increase our Ambassador program
- Relocate the office to have more exposure to the community
- Kick off a successful “Leadership Estero” program
- Grow our Women in Business program
- Work more closely with the Village of Estero

The Chamber is a trusted source for people, not just the business community, call and reach out to for resources on all topics. We get calls and visits from people wanting to know how I can better advertise my business, rentals, shopping, places to eat, best beaches, etc. We are the information center for the community. If we don't know the answer, we google it or refer them to one of our businesses if we can.

ESTERO CHAMBER 2022 BUDGET

INCOME		
Event Income		
After Hours	\$	2,000.00
Annual Luncheon	\$	10,000.00
Business @ Breakfast	\$	300.00
B2B Expo	\$	6,500.00
Golf Tournament	\$	12,000.00
Holiday Party	\$	7,500.00
Lunch & Learn	\$	6,000.00
Impact Partners	\$	55,000.00
Membership Directory	\$	5,000.00
Membership Dues		
New Membership	\$	20,000.00
Renewals	\$	50,000.00
TOTAL INCOME	\$	174,300.00
EXPENSES		
Event Expenses		
Annual Luncheon	\$	6,500.00
Golf Tournament	\$	5,500.00
Holiday Party	\$	5,000.00
B2B Expo	\$	1,500.00
Lunch & Learn	\$	6,000.00
Partner Appreciation Event	\$	2,000.00
Other Expenses		
Convention, Conference, Meetings	\$	5,000.00
Advertising	\$	3,000.00
Charitable Contributions	\$	1,000.00
Phone/Internet	\$	4,200.00
Dues & Subscriptions	\$	1,500.00
Merchant Service Fees	\$	3,000.00
HR Administration		
Payroll Processing	\$	1,200.00
Insurance		
Liability	\$	1,500.00
Workers Comp	\$	250.00
Meals & Entertainment	\$	500.00
Miscellaneous	\$	1,000.00
Networking & Other Events	\$	500.00
Office Expense		
Office Supplies	\$	3,000.00
Other Office	\$	1,000.00
Payroll Expense		

	Gross Wages	\$ 96,880.00
	Payroll Tax Expense	
	FUTA	\$ 50.00
	Medicare - Employer	\$ 800.00
	Social Security - Employee	\$ 3,700.00
	Postage & Delivery	\$ 300.00
	Printing	\$ 500.00
	Accounting Fees	\$ 1,500.00
	Rent Expense	
	Storage	\$ 1,320.00
	Office/Visitor Center	\$ 8,600.00
	Scholarships	\$ 2,000.00
	Web/IT Expense	\$ 5,500.00
	TOTAL EXPENSES	\$ 174,300.00



Estero Chamber of Commerce - FL
PO BOX 588
ESTERO, FL 33929
(239) 948-7990
info@esterochamber.org

Invoice

Invoice Date: 2/22/2022
Invoice Number: 609
Account ID:

Village of Estero
Carol Sacco
9401 Corkscrew Palms Circle
Estero, FL 33928

Please contact pam@esterochamber.org if you have any questions or concerns regarding this invoice. Thank you.

Terms	Due Date
Net 30	3/24/2022

Description	Quantity	Rate	Amount
Impact Partner: Diamond Sponsor	1	\$25,000.00	\$25,000.00
Subtotal:			\$25,000.00
Tax:			\$0.00
Total:			\$25,000.00
Payment/Credit Applied:			\$0.00
Balance:			\$25,000.00

WORKSHOP ITEM SUMMARY SHEET
VILLAGE COUNCIL MEETING
March 2, 2022

Agenda Item:

Estero on the River Property Update

Description:

Village of Estero Staff will provide and update on the Estero on the River property. The update will include a summary of options to rezone the property to better match the intended use and an update on the status of the proposed trails and perimeter fence.

Financial Impact:

The financial impact has not yet been determined. Staff will bring back more detailed designs that include project cost estimates.

Prepared by: David Willems & Mary Gibbs

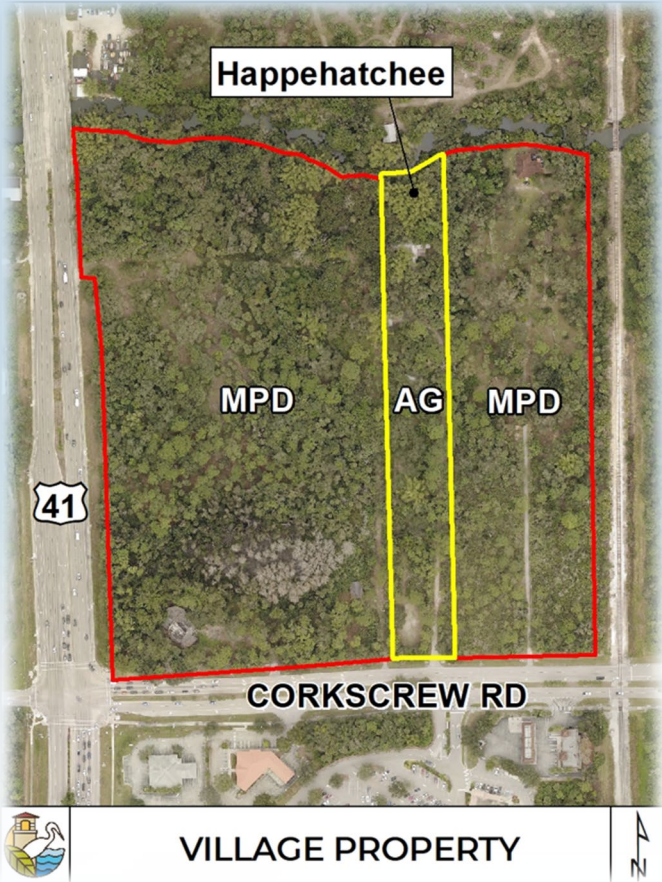
Attachments:

1. Zoning & Planning Options Presentation
2. Trails & Fence Presentation



Zoning & Planning Options for Estero on the River

Slide 1



**Designate property
south of the river for
public use**

(including Happehatchee property)

Slide 2



Majority of property is zoned

“Mixed Use”

Under Lee County Zoning Resolution Z-07-021

Slide 3



Mixed Use allows:

- * Residential Single & Multi-Family Units**
- * Commercial Uses**
- * Mixed Use Parcels**
- * Civic uses**
- * Preserve and Indigenous Areas**

Happehatchee property is zoned “Agriculture”

Slide 4



Development pressure is **INTENSE** in Estero

How can we protect our investment?

Slide 5



A more appropriate zoning designation is: “Parks & Community Facilities”

- * This zoning category is specific for publicly owned property**
- * Allows active & passive recreation, preserved lands and civic uses**

Slide 6



How do we do this?

Village-Initiated Rezoning

Slide 7



Village-Initiated Rezoning Steps

1. Village owns property
2. Village Council votes to begin rezoning process
3. Staff prepares application
4. Public Information Meeting held at Planning, Zoning & Design Board
5. Staff prepares staff report & recommendation
6. Public Hearing at Planning, Zoning and Design Board
(PZDB makes recommendation to Council)
7. Village Council reviews in two advertised public hearings
8. If approved, zoning map is changed

Slide 8



Tentative Schedule

Mar 16	Council Workshop
April 20	Vote to initiate rezoning
May 10	Public Info. Meeting at PZDB
June 14	Public Hearing at PZDB
July 6	1st Council Meeting
July 20	2nd Council Meeting

Expected Timeframe: 4 Months

Slide 9



For additional protection
Comprehensive Plan Category
may also be changed

Slide 10



Comprehensive Plan Category

- Comprehensive Plan category is **“Village Center”**
- Village Center allows parks
- Category can be changed later to **“Public Parks & Recreation”**
- This process is more time consuming because it involves State Review and specific advertising requirements & timeframes

Slide 11



Comp. Plan Amendment Schedule

April	Council votes to “initiate” amendment
May	Staff review & PIM at PZDB
June	PZDB Public Hearing
July	Council votes to transmit to State
Aug	State review
Sept/Oct	Council adopts at 2 nd Public Hearing

Tentative timeframe: 6 months

Slide 12



QUESTIONS?

Slide 13



Estero on the River

David Willems, P.E.

Slide 1



Project Update

Trails

Phase 1

Phase 2

Future

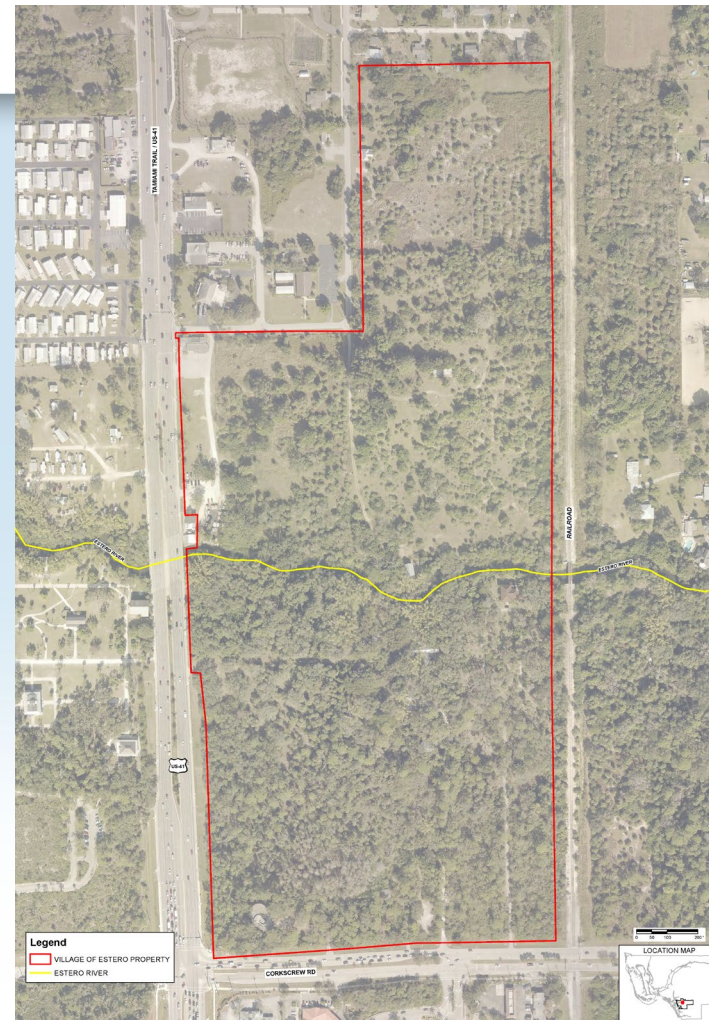
Perimeter Fence

Concept

Slide 2



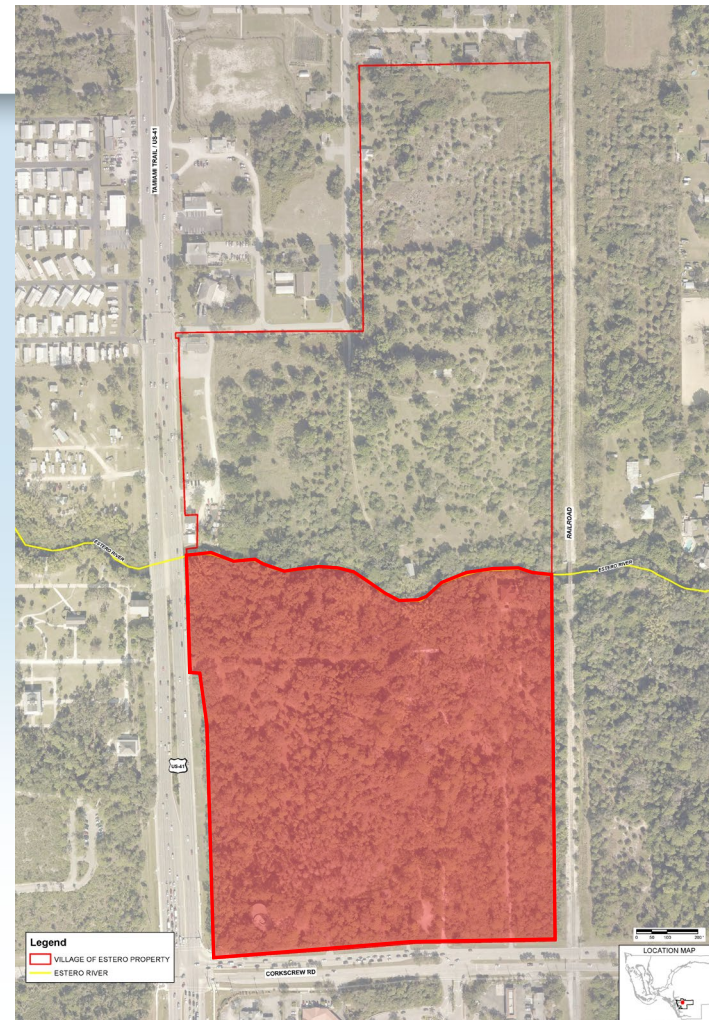
Estero on the River



Slide 3



Estero on the River



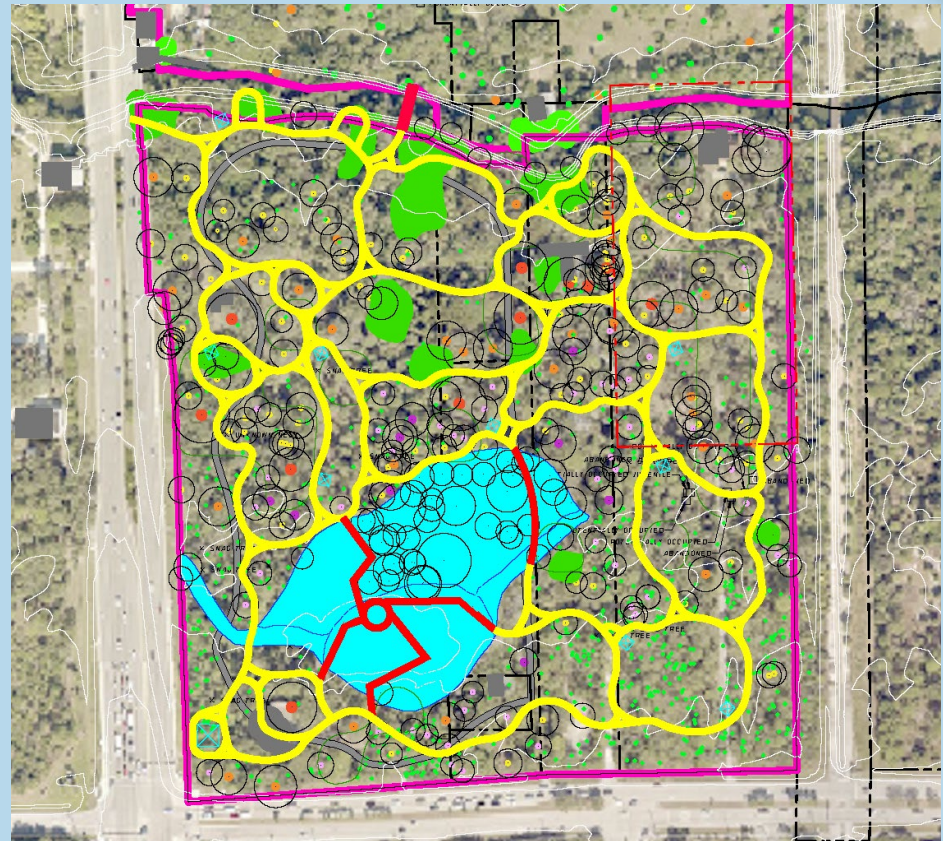
Slide 4

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General Attachment: Estero on the River Fence Path.pdf (Page 5 of 14)



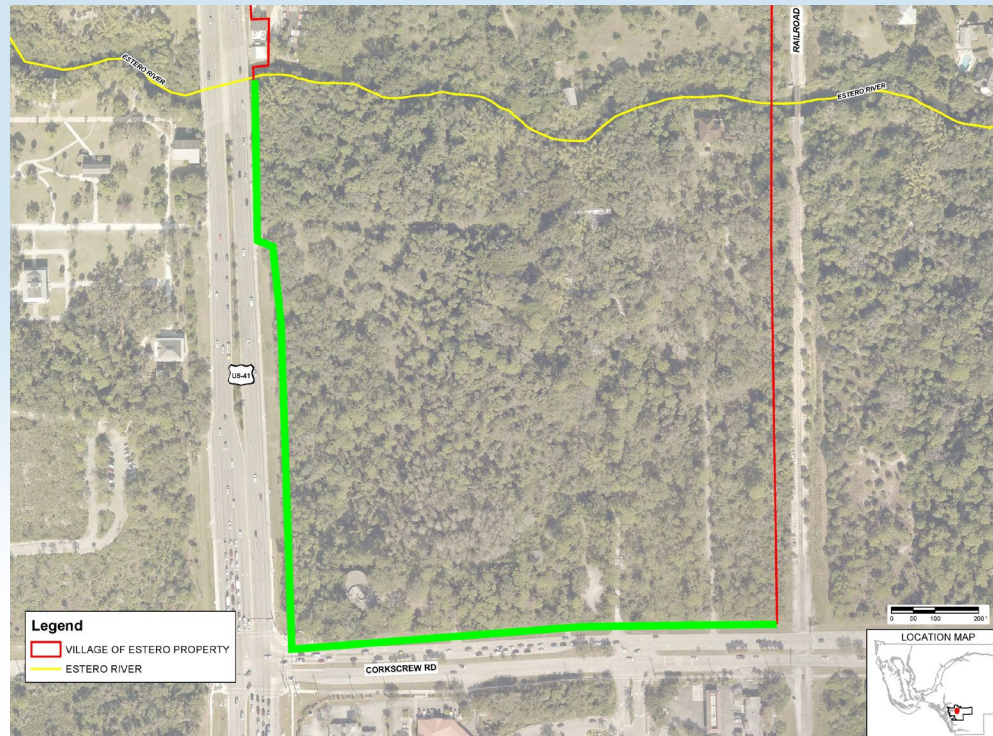
Trails – Future



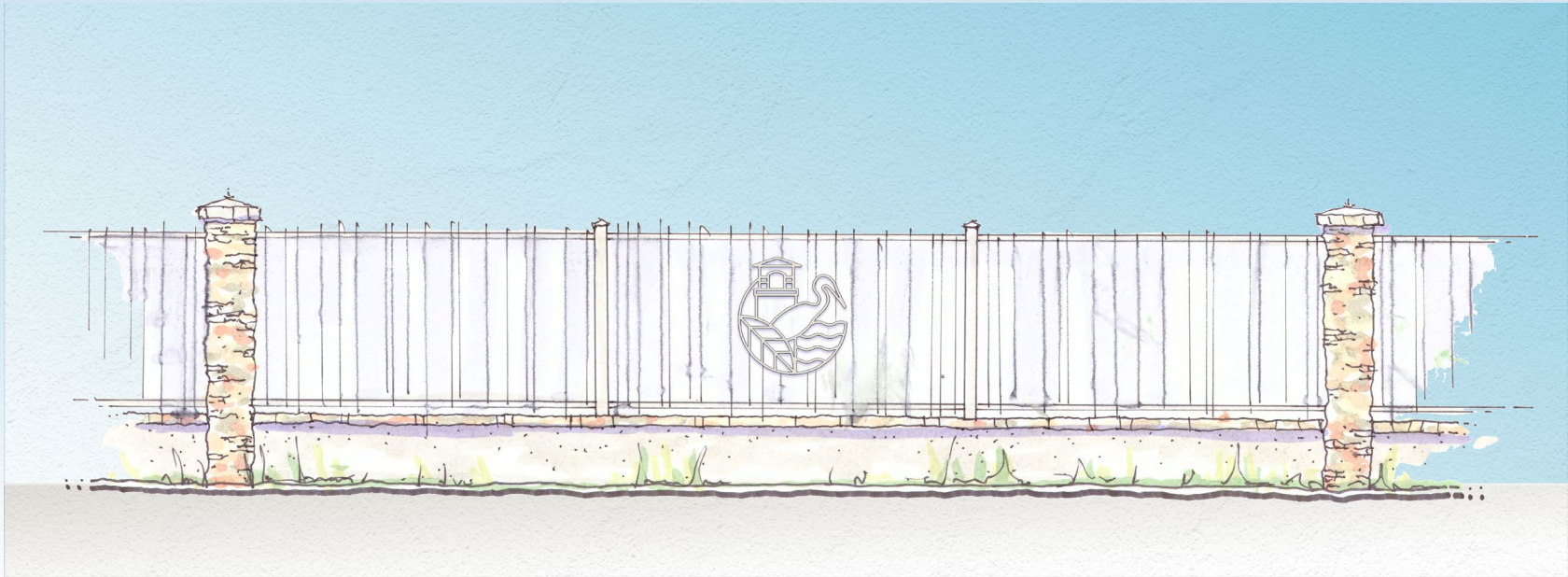
Slide 6



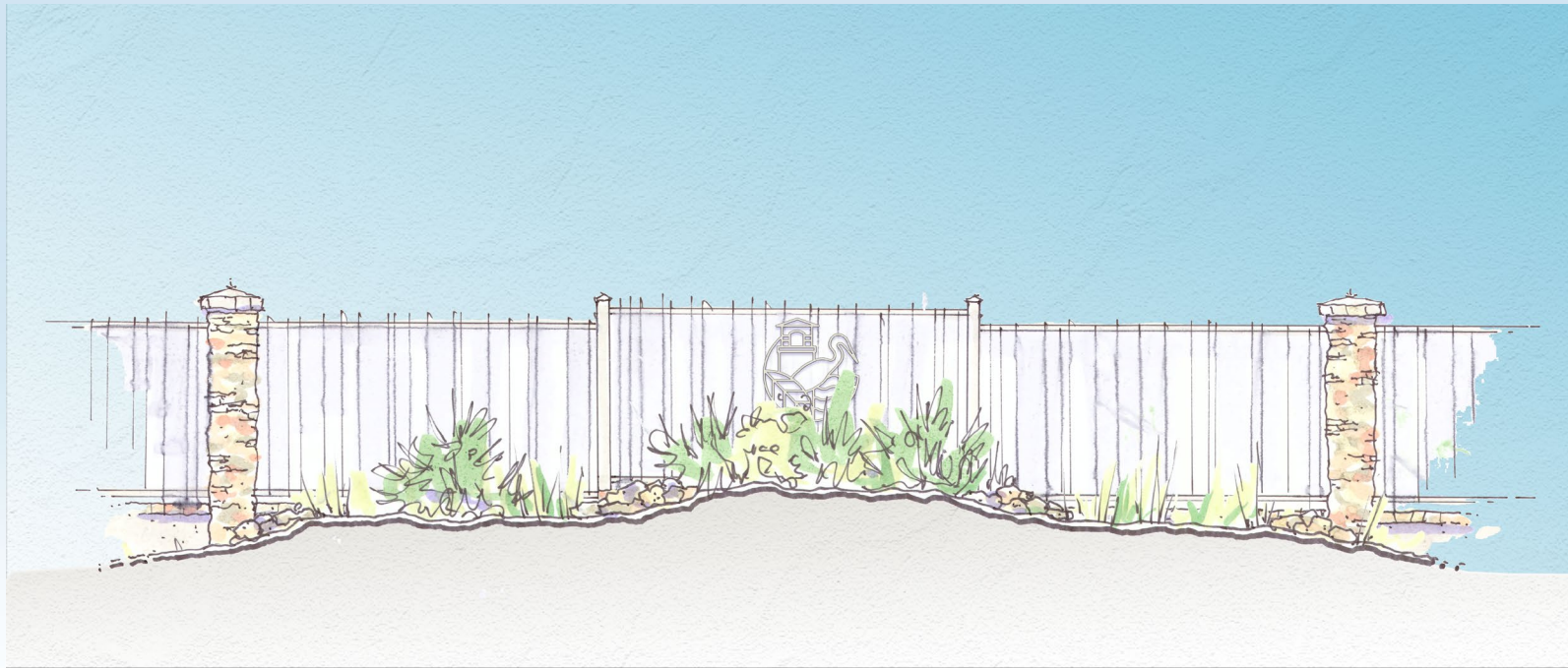
Perimeter Fence



Slide 7



Slide 8



Slide 9



Slide 10



Slide 11



Slide 12



Future Updates

Pedestrian Bridge

Trail Head & Parking Area

Cost Estimates

Slide 13



QUESTIONS?

Slide 14

WORKSHOP ITEM SUMMARY SHEET
VILLAGE COUNCIL MEETING
March 2, 2022

Agenda Item:

Conflict of Interest – Planning, Zoning and Design Board

Description:

The Planning, Zoning and Design Board recently discussed State conflict of interest rules relating to Board members who practice professionally in the Estero area, and challenges to their ethical responsibilities as Board Members. More specifically, questions arose regarding Board members or other members of their firms presenting projects or portions of projects to the PZDB.

The Board requested land use counsel and staff research this topic and provide a memo. The Village land use attorney Nancy Stroud has prepared a memo that will be distributed to the Planning, Zoning and Design Board and placed on their March 8th meeting agenda for further discussion, as requested. The memo is for your information and summarizes the conflict of interest law and some relevant rulings from the Florida Commission on Ethics. It also outlines an exception for Boards that have designated professional members, and several options. Some options may require an amendment to the Land Development Code.

It is expected that the PZDB will discuss this issue on March 8th, and they may make a recommendation to Council on a potential option.

Staff will bring this back to Council for further consideration after the PZDB meeting.

Financial Impact:

The PZDB is a volunteer Board.

Prepared by: Mary Gibbs

Attachments:

1. Memorandum from Village Land Use Counsel dated February 24, 2002
2. Commission on Ethics Opinions

Nancy E. Stroud, P.A.

MEMORANDUM

TO: Village of Estero Planning, Zoning and Design Board

FROM: Nancy Stroud
Village Land Use Counsel

RE: Conflict of Interest

DATE: February 25, 2022

The PZDB had a recent discussion about the state conflict of interest rules relating to Board members who practice professionally in the Estero area and the challenges that presents to their ethical responsibilities as Board members. As requested, I have reduced my research to a memo, and also some options for the Board to consider in recommending any changes to the Village Council.

The Florida Ethics Code and Commission on Ethics Opinions

Introduction. The Florida Ethics Code is a state statute that applies to all public officials, appointed or elected. It can be a bit vague and confusing, and that is why the legislature created the Florida Commission on Ethics. The Commission issues opinions regarding the application of the Code and those opinions have the effect of law – unless overturned by a state court of appeal. The Commission’s opinions are not simply advisory.

There are numerous opinions from the Commission that very clearly state that Board members cannot represent their business clients before the Board, as that would be a prohibited conflict of interest under Florida Statute 112.313(7)(a). Neither can a member of that Board member’s firm participate in representing the client.

Florida Statute 112.313(7)(a) states:

CONFLICTING EMPLOYMENT OR CONTRACTUAL RELATIONSHIP.--No public officer or employee of an agency shall have or hold any employment or contractual relationship with any business entity or any agency which is subject to the regulation of, or is doing business with, any agency of which he or she is an officer or employee . . . ; nor shall an officer or employee of an agency have or hold any employment or contractual relationship that will create a continuing or frequently recurring conflict between his or her private interests and the performance of his or her public duties or that would impede the full and faithful discharge of his or her public duties.

1575 N.W. Corporate Blvd., Suite 100, Boca Raton, Florida 33431
Telephone — 561 526 2500

There is an exception found in Commission on Ethics opinions that was applied to the DRB in at least one instance before the Village's new land development code created the PZDB. Where a local ordinance creates a board which has certain designated professional members, and persons are specifically appointed to those designated seats, then the Commission has opined that those particular board members can represent clients before their board. In that case, however, the Board member cannot vote on the matter and must file a conflict-of-interest form. The Village council under the DRB process also made clear that they expected that the Board member would leave the dais and the room while the matter was being presented and discussed.

1. The Conflict-of-Interest Commission on Ethics Opinions

Florida Commission on Ethics Opinion 20-18 explains the basis for the conflict-of-interest law as follows:

The phrase "conflict of interest," as used in the statute, is defined in Section 112.312(8), Florida Statutes, to mean "a situation in which regard for a private interest tends to lead to disregard of a public duty or interest." A "conflict of interest" maybe found if a public officer's duties and his private employment or contractual relationships "coincide to create a situation which 'tempts dishonor.'" See *Zerweck v. State Commission on Ethics*, 409 So. 2d 57 (Fla. 4th DCA 1982).

... (E)ssential to applicability of the prohibition is that the public officer hold a conflicting employment or contractual relationship. In the past, we have found that the second part of Section 112.313(7)(a) prohibits a public officer from representing a client in matters that are before a board where he is a member because it may interfere with the full and faithful discharge of his public duties.... And the conflict cannot be mitigated simply because another member of the public officer's professional firm engages in the representation. This is because the concern is the potential loss of objectivity a public officer may have if his firm is attempting to influence the decisions of his board.

... And compliance with the voting conflict statute--Section 112.3143(3)(a), Florida Statutes--has been found not to negate the prohibited conflict under the second part of Section 112.313(7)(a). Because we have found that the two statutes operate independently, we have found that following the requirements for responding to a voting conflict under Section 112.3143(3)(a) does not create a defense against the application of Section 112.313(7)(a).

Florida Commission on Ethics Opinion 79-7 further explains:

In our view, the representation of a client before one's board jeopardizes one's independence and impartiality, gives one an undeniable advantage over other members of one's profession or occupation in such matters, and strongly presents the appearance of public office being used for private gain.

Also see Florida Commission on Ethics Opinion 78-86:

When that (representation of a party before the member's board) occurs, the board member has the advantage of knowing intimately board procedures as well as the particular interests, views, and voting records of its members, and he can tailor his representation accordingly. In addition, the public officer's independence and impartiality are jeopardized. Finally, the appearance of public office being used for private gain undermines the confidence of people in their government.

. . . We do not feel that this conflict of interest could be mitigated or avoided by having another member or an employee of the public officer's professional firm represent the client before his board. The same conflict of interest and appearance of conflict of interest would be involved in this type of representation, as well as the same direct private gain to the public officer.

2. The Exception for Boards that have Designated Professional Members.

The Commission on Ethics has carved out an exception or "waiver", based on the Ethics Code, related to Boards that have designated professional members as required by ordinance. For example, Florida Commission on Ethics Opinion 04-1 explains:

Were we to apply Section 112.313(7)(a) in isolation, we would find that a prohibited conflict of interest would be created for all of the architect members of the Board were they to have clients with matters before the Board, inasmuch as they would hold employment or a contractual relationship with the clients (business entities) subject to the regulation of the Board (the members' public agency). However, inquiries such as yours necessarily involve consideration of Section 112.313(7)(b), Florida Statutes, which modifies the prohibitions of Section 112.313(7)(a), and which provides:

This subsection shall not prohibit a public officer or employee from practicing in a particular profession or occupation when such practice by persons holding such public office or employment is required or permitted by law or ordinance.

Consequently, we have found Section 112.313(7)(b) to operate to negate conflicts grounded in Section 112.313(7)(a) when, essentially, a law or **ordinance has worked a "waiver" of conflict by recognizing that certain credentials are so vital to the expertise and operation of a public board that the otherwise conflicting business/client connections of certain members must yield to the public purpose of a portion of the board's membership possessing such professional training and practice.**

. . . Thus, regarding the two architect members of the Board who occupy the two positions designated for registered architects, we find Section 112.313(7)(b) to be applicable, and thus find that no prohibited conflict of interest exists under Section 112.313(7)(a) regarding these two members.

Options for Board Membership

Based on the conflict-of-interest law described above, there are a variety of options for the Village of Estero to consider to address the current situation which would not allow a Board member or the member's firm to present an application for a Board decision. Some of the options are:

1. *Retain the current composition of the Board as provided in the Land Development Code.* The current Board is a composite of the original Design Review Board and the Planning and Zoning Advisory Board. The two boards were combined to bring a more efficient process to the review of development applications, that could allow more unified reviews of development projects and recommendations to the Village Council. The Board retains a mix of member qualifications as to background and expertise but does not designate any particular professional to a Board seat. It was also expected that a larger board would diminish the problems that had been experienced with the DRB in maintaining a quorum for meetings. There was some concern under the old code that the ability for some professionals to represent clients, while others could not, was disruptive to the Board's cohesion. On the negative side, there is a challenge to find volunteer professional members who are willing to forgo business opportunities in the Village in order to serve on the Board.

2. Amend the Land Development Code to designate certain Board "seats" to certified professionals, such as one or more of the following-- an architect, a landscape architect, and civil engineer -- whose expertise is particularly relevant to the work of the Board. This would allow those members and their firms to represent clients before the Board. A potential negative result from this option is that the public may perceive that members have conflicts of interest that reflect poorly on the Village. Variations of this option could include:

- a. Designated professional members can represent clients in all meetings of the Board, but of course could not participate in the vote.
- b. Designated professional members could only represent clients at public information meetings, with a member of the firm allowed to represent the client

in public hearings. The member would not participate in the public hearing but instead would leave the meeting.

- c. Designated professional members cannot represent clients in any meeting of the Board, but their firms can, and the members cannot participate in the vote but would leave the meeting.
- d. Limit the number of times that a member can represent a business client before the Board.
- e. Other options?

As the Local Planning Agency, the Board would be responsible for making a recommendation to the Village Council on changes to the Land Development Code.

CEO 88-40 -- June 9, 1988

CONFLICT OF INTEREST

**CITY COUNCIL MEMBER OR PARTNERS OF HIS LAW FIRM
REPRESENTING CLIENTS BEFORE CITY COUNCIL**

To: Mr. William H. Grace, Potential Candidate for City Council, City of Fort Myers

SUMMARY:

A prohibited conflict of interest would be created under Section 112.313(7), Florida Statutes, were a city council member or a partner of his law firm to represent a client before the city council regarding zoning matters or requests for variances. CEO 77-126 and CEO 78-86 are referenced.

QUESTION:

Would a prohibited conflict of interest be created were you to serve on a city council and were you or a partner in your law firm to represent a client before the city council in a zoning matter or a request for a variance?

Your question is answered in the affirmative.

In your letter of inquiry you advise that you are a practicing attorney and a partner in a law firm. You advise that you are considering running for election as a member of a city council. Your firm does not have any pending suits against the city, and you are not aware that the firm ever has litigated against the city or any of its agencies. However, you and other partners occasionally have appeared before the city council representing clients in zoning matters and requests for variances.

The Code of Ethics for Public Officers and Employees provides in relevant part:

**CONFLICTING EMPLOYMENT OR
CONTRACTUAL RELATIONSHIP.** -- No public officer or employee of an agency shall have or hold any employment or contractual relationship with any business entity or any agency which is subject to the regulation of, or is doing business with, an agency of which he is an officer or employee . . . ; nor shall an officer or employee of an agency have or hold any employment or contractual relationship that will create a continuing or frequently recurring conflict between his private interests and the performance of his public duties or that would impede the full and faithful discharge of his public duties. [Section 112.313(7)(a), Florida Statutes (1987).]

In a previous opinion, CEO 77-126, we advised that representing a client before a public board of which one is a member would violate this provision. Subsequently, in CEO

78-86 we advised that such a conflict of interest could not be mitigated or avoided by having another member or employee of the public officer's professional firm represent the client before his board.

We have advised that a city council member could represent clients as a consulting engineer before boards of the city other than the city council and that such representation should be disclosed as provided in Section 112.3145(4), Florida Statutes. See CEO 86-47. However, we suggest that you contact The Florida Bar for its opinion on these types of situations, as we note that Opinion 74-27 of the Professional Ethics Committee advised that a city board member could represent a client before other city agencies provided that the matter had no relationship to any decision made by the board, the board had no control over any administrative officer before whom the attorney would appear, and the board had no control over any public official who might appear in a proceeding as a witness and whose testimony the attorney might have to attack.

Accordingly, we find that a prohibited conflict of interest would be created were you or another partner of your law firm to represent a client before the city council in a zoning matter or a request for a variance, if you serve as a member of the city council.

CEO 78-86 -- November 15, 1978

CONFLICT OF INTEREST

**BOARD OF ADJUSTMENT MEMBER OCCASIONALLY REPRESENTING
CLIENTS BEFORE BOARD OF ADJUSTMENT**

To: Charles Vitunac, Palm Beach County Assistant County Attorney, West Palm Beach

Prepared by: Phil Claypool

SUMMARY:

The Code of Ethics prohibits a public officer from having any employment or contractual relationship that will create a continuing or frequently recurring conflict between his private interests and the performance of his public duties, and also prohibits such employment or contractual relationships as would impede the full and faithful discharge of one's public duties. Section 112.313(7) (a), F. S. 1977. In a previous advisory opinion, CEO 77-126, it was found a prohibited conflict of interest was created where a municipal planning board member privately had represented clients before the board on 11 of the 26 issues coming before the board, under the rationale that "undertaking to represent a client before a board of which one is a member necessarily interferes with the full and faithful discharge of one's public duties" Where a public officer undertakes to represent another person's interests before his own board, the board member has the advantage of knowing intimately board procedures as well as the particular interests, views, and voting records of its members. Also, the public officer's independence and impartiality are jeopardized, and such representation presents the appearance of public office being used for private gain. See s. 112.311, F. S. Accordingly, a prohibited conflict of interest would be created were a member of a county board of adjustment, or any member of his professional firm, to represent a client before the board.

QUESTION:

Does a prohibited conflict of interest exist when a member of a county board of adjustment occasionally represents in his private capacity a client before the board of adjustment?

Your question is answered in the affirmative.

In your letter of inquiry you advise that Mr. Jan Wolfe is a member of the Palm Beach County Board of Adjustment who is contemplating representing a client, through his land-planning and development consulting firm, before the board of adjustment. Also, you reference a previous advisory opinion of this commission, CEO 77-126, which found that a prohibited conflict of interest was created when a municipal planning board member privately

had represented clients before that board on 11 of the 26 issues coming before the board, and you question whether more occasional representations would be prohibited.

The Code of Ethics for Public Officers and Employees prohibits a public officer from having any employment or contractual relationship that will create a continuing or frequently recurring conflict between his private interests and the performance of his public duties, and also prohibits such employment or contractual relationships as would impede the full and faithful discharge of one's public duties. Section 112.313(7)(a), F. S. 1977. Conversely, the Code of Ethics also provides:

Construction -- It is not the intent of this part, nor shall it be construed, to prevent any officer or employee of a state agency or county, city, or other political subdivision of this state or any legislator or legislative employee from accepting other employment or following any pursuit which does not interfere with the full and faithful discharge by such officer, employee, legislator, or legislative employee of his duties to the state or the county, city, or other political subdivision of the state involved. [Section 112.316, F. S. 1977.]

In interpreting these two provisions of the Code of Ethics in CEO 77-126, we advised that

undertaking to represent a client before a board on which one is a member necessarily interferes with the full and faithful discharge of one's public duties and, particularly in the instant case where such representations are frequent, presents a continuing or frequently recurring conflict in violation of the second clause of s. 112.313(7)(a), above.

In other words, any representation of a client for compensation before a board of which one is a member impedes the full and faithful discharge of one's public duties, in violation of s. 112.313(7)(a). When one is employed to make several such representations, a frequently recurring conflict of interest arises, in further violation of that section.

We previously have advised that the Code of Ethics does not prohibit a public officer's appearing in his own behalf before any agency of government, including his own agency. See CEO 77-119. However, a different situation is presented when, as a part of his profession or occupation, an individual undertakes to represent another person's interests before his own board. When that occurs, the board member has the advantage of knowing intimately board procedures as well as the particular interests, views, and voting records of its members, and he can tailor his representation accordingly. In addition, the public officer's independence and impartiality are jeopardized. Finally, the appearance of public office being used for private gain undermines the confidence of people in their government. Such a situation would be similar to a member of the Commission on Ethics being retained to represent one who is charged with a violation of the Code of Ethics, or to a legislator acting as a paid lobbyist before the Legislature. See s. 112.311, F. S., in this regard.

We do not feel that this conflict of interest could be mitigated or avoided by having another member or an employee of the public officer's professional firm represent the client before his board. The same conflict of interest and appearance of conflict of interest would be

involved in this type of representation, as well as the same direct private gain to the public officer.

Accordingly, we find that a prohibited conflict of interest would be created were a member of a county board of adjustment to represent a private client before that board.

WORKSHOP ITEM SUMMARY SHEET
VILLAGE COUNCIL MEETING
March 2, 2022

Agenda Item:

Greater Estero Virtual Information Center (GEVIC)

Description:

On February 2, 2022 at the Village Council meeting, Barry Freedman, Nolen Rollins, Paul Franke/Simpleview, Chris Armstrong/Hoffman Creative Agency presented the Greater Estero Virtual Information Center (GEVIC). As explained, this is an information database about all things in and about Greater Estero. It is proposed to be seed-funded by the Village of Estero and other investors. The project will be set up by SimpleView.com, and managed locally by Hoffman Creative, Inc. It will be a non-profit organization with a Board of Directors consisting of three to five members from the Greater Estero area community.

The vision is to promote Greater Estero as a destination to visit, invest, live, learn, work, and play. The information center will be a portal to a website and provide an array of information locally, regionally, and nationally.

It was suggested that this be brought back to the Village Council at the March 2, 2022 Village Council meeting.

Financial Impact:

GEVIC is seeking a \$250,000 total investment by the Village of Estero and other Founding Sponsors to launch this project. The specific request from the Village is a maximum investment of \$125,000 and an equal or greater amount from Founding Sponsors over two years. These funds will cover the creation of the Virtual Information Center and operating expenses to launch. Ongoing operating revenues will come from sponsoring organizations, a business website linking subscriptions, and advertising revenue sharing. With the Chamber's assistance, the marketing partners are expected to recruit enough business subscriptions linking with the GEVIC website to generate substantial monthly subscription revenue.

Attachments:

1. Draft GEVIC MOU
2. GEVIC 7 year Annual Cash Flow Projection
3. GEVIC Articles of Incorporation

MEMORANDUM OF UNDERSTANDING

THIS MEMORANDUM OF UNDERSTANDING (this “**MOU**”), dated _____, 2022 is entered into between The Greater Estero Virtual Information Center, Inc (“**The Center**”), and The Village Council of the Village of Estero, Florida (“**The Council**”). The Center and the Council are sometimes referred to individually as a “**Party**” and collectively as “**Parties**”.

RECITALS

A. Whereas, The Greater Estero Virtual Information Center, Inc. is a Florida Not-for-Profit Corporation governed by Chapter 617 of the Florida Statutes and that certain Articles of Incorporation dated _____ (the “**Articles**”).

B. Whereas, The Village of Estero, Florida, (“**Estero**”) is a local Florida municipality administrated by the Village Council.

C. Whereas, The Center desires to provide a digital platform to cultivate Estero’s prosperity and quality of life through its member businesses and fulfill other purposes in furtherance of the greater good of Estero as more fully articulated in the Article.

D. Whereas, in furtherance of its stated purposes The Center has sought support from The Council in the form of a Challenge Grant.

E. Whereas, The Council has required certain acts and assurances from The Center as a condition of The Council’s support.

F. Whereas, The Center has provided The Council with a Business Plan with financial information including budgets and revenue projections. and

G. Whereas, the Parties desire to memorialize their understanding of their commitment.

UNDERSTANDING

1. The Center acknowledges that approval of the Challenge Grant is contingent upon The Center meeting the following conditions:

- a. Secure funding commitments from private sources.
- b. Register as a 501(c)3 organization.
- c. Provide The Council a funding reimbursement plan regarding Challenge Grant funds.
- d. Provide The Council an organizational chart of The Center.
- e. Provide The Council with links to websites of cities of similar size to Estero.

2. The Council will match funding received from private sources up to \$125, 000.00. The Center acknowledges that this will be a one-time funding commitment from The Council.

Greater Estero Virtual Information Center, Inc / The Village of Estero

3. Once operational, The Center shall before the following functions:
 - a. Report its status and progress to The Council semi-annually. Such reports shall include a financial report.
 - b. Maintain, via links on its website, information related to the events, amenities, attractions, and so forth of neighborhoods in the Estero area. Notwithstanding the foregoing, though G-Mapping is the technology currently used for the delivery and display of such information, due to the unforeseeable nature of technology, The Center shall retain the authority to choose, change, or alter, in its sole discretion, the information provided and means of delivery/display of same.
 - c. The Center will not engage in any activity, nor publish any information, in favor of or opposition to a political candidate, or party.

The Greater Estero Virtual Information Center, Inc.

By: Barry Freedman, Director

By: Terry Flanagan, Director

By: George Zalucki, Director

The Village Council of the Village of Estero,
Florida.

By: Katy Errington, Mayor

Appendix 3
GEVIC Annual Cash Flow Projections 2022-2028

	2022	2023	2024	2025	2026	2027	2028
Income							
Village	\$75,000	\$50,000	\$0	\$0	\$0	\$0	\$0
Founder (6) *	\$90,000	\$90,000	\$0				
Memberships							
(50 year 1, 60 year 2) **	\$30,000	\$60,000	\$110,000	\$150,000	\$160,000	\$170,000	\$180,000
Promotional Advertising***			\$10,000	\$20,000	\$20,000	\$20,000	\$25,000
Total	\$195,000	\$200,000	\$120,000	\$170,000	\$180,000	\$190,000	\$205,000
Expenses							
SimpleView	\$50,000	\$25,000	\$25,000	\$25,000	\$25,000	\$25,000	\$25,000
SEO (advanced)	\$25,000	\$25,000	\$25,000	\$25,000	\$25,000	\$25,000	\$25,000
Hoffman Creative	\$40,000	\$40,000	\$40,000	\$40,000	\$40,000	\$40,000	\$40,000
Legal & Pro	\$6,000	\$3,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000
Misc. Office	\$5,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000
Insurance	\$3,500	\$3,700	\$3,900	\$4,100	\$4,300	\$4,500	\$4,700
Marketing	\$50,000	\$50,000	\$50,000	\$50,000	\$50,000	\$50,000	\$50,000
Total	\$179,500	\$149,700	\$147,900	\$148,100	\$148,300	\$148,500	\$148,700
Net	\$15,500	\$50,300	-\$27,900	\$21,900	\$31,700	\$41,500	\$56,300
Carry Over	\$15,500	\$65,800	\$37,700	\$59,600	\$91,300	\$132,800	\$189,100

Notes:

* Founders (3@\$20,000, 3@10,000)

** Member businesses – Four Tiers of membership: \$40/ \$60/ \$80/ \$100 per month. Membership counts to increase significantly in each of first 3 years

***Promotional advertising revenues are expected to increase in year 3 and beyond

**ARTICLES OF INCORPORATION
OF
GREATER ESTERO VIRTUAL INFORMATION CENTER, INC.**
A Florida Not-for-Profit Corporation

Pursuant to Section 617.1007, Florida Statutes, Greater Estero Virtual Information Center, Inc., a Florida not for profit corporation (the "Corporation"), by its Incorporator, hereby file these Articles of Incorporation:

Article 1- Name of Corporation

The name of the Corporation shall be Greater Estero Virtual Information Center, Inc.

Article 2 - Principal Address

The principal address and the mailing address of the Corporation shall be:

19875 Vintage Trace Circle
Estero, FL 33967

Article 3 - Purpose of Corporation

The purposes for which the Corporation is organized are exclusively within the meaning of Section 501(c)(6) of the Internal Revenue Code of 1986 or the corresponding provision of any future United States Internal Revenue law (the "Code"), including to:

1. provide a digital platform to cultivate Estero's prosperity and quality of life through its member businesses;
2. improve the Estero market area;
3. assure a sound climate for business; and
4. promote business and community development by maintaining and improving the environment and quality of life by:

- (A) regular evaluation of community planning and governmental services;
- (B) encouraging responsible governmental programs and action;
- (C) educating and promoting civic, social, and cultural programs through its digital platform; and
- (D) being politically non-partisan and non-sectarian in all of its activities.

No part of the net earnings of the Corporation shall inure to the benefit of or be distributable to its officers, directors, or other private persons, except that the Corporation shall be authorized and empowered to pay reasonable compensation for services rendered and to make payments and distributions in furtherance of the purposes set forth herein.

Notwithstanding any other provisions of these Articles, the Corporation shall not carry on any other activities not permitted to be carried on by (a) an organization exempt from

federal income tax under Section 501(c)(6) of the Code or (b) an organization, contributions to which are deductible under section 170(c)(2) of the Code.

Article 4 - Members

The Corporation will be a membership organization for federal income tax purposes but will not have "members" as defined in Section 617.01401, Florida Statutes.

Article 5 - Board of Directors

The affairs of the Corporation shall be managed by a Board of Directors. The method of election of directors shall be as stated in the Corporation's Bylaws. The Board of Directors shall be the governing body of the Corporation and shall have all the requisite power and authority over the business and affairs of the Corporation. The initial Directors of the Corporation are:

Barry Freedman
19875 Vintage Trace Circle
Estero, FL 33967

Terry Flanagan
20310 Calice Court, Unit 1201
Estero, Florida 33928

George Zalucki
20470 Black Tree Lane
Estero, FL 33928.

Article 6 - Corporate Existence

The duration of the Corporation shall be perpetual, unless dissolved according to law. Distributions upon the dissolution of the Corporation shall be made according to the terms set forth in Article 9.

Article 7 - Bylaws

The Board of Directors of the Corporation shall adopt Bylaws consistent with these Articles of Incorporation. Thereafter, the Bylaws may be altered, amended, or rescinded by the Board of Directors in the manner provided by such Bylaws.

Article 8 - Registered Office

The street address of the Registered Office of the Corporation is 999 Vanderbilt Beach Road, Suite 210, Naples, Florida 34109 and the name of the registered agent of the Corporation at that address is Steven Adamczyk, Esq.

Article 9 - Distribution Upon Dissolution

Upon the dissolution of the Corporation, assets shall be distributed for one or more exempt purposes within the meaning of section 501(c)(3) or 501(c)(6) of the Code, or shall be distributed to the federal government, or to a state or local government, for a public purpose.

Any such assets not so disposed of shall be disposed of by the Circuit Court of Lee County, Florida, exclusively for such purposes or to such organization or organizations, as said Court shall determine, which are organized and operated exclusively for such purposes.

Article 10 - Amendment

The Board of Directors may amend, alter, change, or repeal any provisions contained in these Articles of Incorporation, or any amendment hereto, by a majority vote of the Directors then in office.

Article 11 – Incorporator

The name and address of the Incorporator is:

Barry Freedman
19875 Vintage Trace Circle
Estero, FL 33967

Article 12 – Effective Date

The effective date shall be the filing date.

I submit this document and affirm that the facts stated therein are true. I am aware that any false information being submitted in a document to the Department of State constitutes a third degree felony as provided in Florida Statutes section 817.155.

By: Barry Freedman, Incorporator

Dated this ____ day of January, 2022

ACKNOWLEDGEMENT OF REGISTERED AGENT. Having been named as registered agent to accept service of process for the Corporation at the place designated in this certificate, I am familiar with and accept the appointment as registered agent and agree to act in this capacity.

Steve Adamczyk, Esq.

Dated this ____ day of January, 2022.

Our workshop presentation will include the internet display of samples of similar website to be developed by Simpleview.

<https://www.ely.org>

<https://www.visitpleasantprairie.com>

<https://www.pureflorida.com>

<https://www.skagway.com>

<https://www.visitbloomington.com>