



## **LAKE MARY CITY COMMISSION**

**Lake Mary City Hall  
100 N. Country Club Road**

**Regular Meeting  
AGENDA  
THURSDAY, MAY 05, 2016 7:00 PM**

- 1. Call to Order**
- 2. Moment of Silence**
- 3. Pledge of Allegiance**
- 4. Roll Call**
- 5. Approval of Minutes: April 7, 2016**
- 6. Special Presentations**
  - A. Certificates of Appreciation - Seminole State College "Team Fire" Capstone Project**
- 7. Citizen Participation - This is an opportunity for anyone to come forward and address the Commission on any matter relating to the City or of concern to our citizens. This also includes: 1) any item discussed at a previous work session; 2) any item not specifically listed on a previous agenda but discussed at a previous Commission meeting or 3) any item on tonight's agenda not labeled as a public hearing. Items requiring a public hearing are generally so noted on the agenda and public input will be taken when the item is considered.**

**8. Unfinished Business**

**9. New Business**

- A. Ordinance No. 1541 - Providing for bear-proof commercial containers and carts for collection services and establishing a service fee for those services in the West Seminole County Urban Bear Management Area (WSCUBMA) - First Reading (Public Hearing) (Dianne Holloway, Finance Director)**

**10. Other Items for Commission Action**

**11. City Manager's Report**

**A. Items for Approval**

- a. Retirement Gift to Police Officer Jeffrey Napier**
- b. RFQ 16-04 Agent of Record Services for Employee Benefit Programs**
- c. RFP 16-03 Management and Operation of Lake Mary Tennis Center**
- d. Sports Complex/Batting Cage Concession Agreement Extension**
- e. Request for Expenditures from the State Law Enforcement Trust Fund for Donations**
- f. Surplus Computers**

**B. Items for Information**

- a. None**

**C. Announcements**

**12. Mayor and Commissioners Report - (3)**

**13. City Attorney's Report**

**14. Adjournment**

**THE ORDER OF ITEMS ON THIS AGENDA IS SUBJECT TO CHANGE**

**Per the direction of the City Commission on December 7, 1989, this meeting will not extend beyond 11:00 P. M. unless there is unanimous consent of the Commission to extend the meeting.**

**PERSONS WITH DISABILITIES NEEDING ASSISTANCE TO PARTICIPATE IN ANY OF THESE PROCEEDINGS SHOULD CONTACT THE CITY ADA COORDINATOR AT LEAST 48 HOURS IN ADVANCE OF THE MEETING AT (407) 585-1424.**

**If a person decides to appeal any decision made by this Commission with respect to any matter considered at such meeting or hearing, he or she will need a record of the proceedings, and that, for such purpose, he or she may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based. Per State Statute 286.0105.**

**NOTE: If the Commission is holding a meeting/work session prior to the regular meeting, they will adjourn immediately following the meeting/work session to have dinner in the Conference Room. The regular meeting will begin at 7:00 P. M. or as soon thereafter as possible.**

**UPCOMING MEETINGS**

1 MINUTES OF THE LAKE MARY CITY COMMISSION WORK SESSION held April 7,  
2 2016, 6:00 P.M., Lake Mary City Commission Chambers, 100 North Country Club Road,  
3 Lake Mary, Florida.

4  
5

6 The work session was called to order by Mayor David Mealor at 6:07 P.M.

7

8 Mayor David Mealor	Jackie Sova, City Manager
9 Commissioner Gary Brender	Carol Foster, City Clerk
10 Deputy Mayor George Duryea	Dianne Holloway, Finance Director
11 Commissioner Sidney Miller – Absent	John Omana, Community Development Dir.
12 Commissioner Jo Ann Lucarelli	Steve Noto, City Planner
13	Tom Tomerlin, Economic Development Dir.
14	Bryan Nipe, Parks & Recreation Director
15	Mike Biles, Police Captain
16	Frank Cornier, Fire Chief
17	Mary Campbell, Deputy City Clerk

18

19 Item for Discussion:

20

21 I. Mobility Alternatives

22

23 Ms. Sova said we will talk about a few ways to get around. One of the reasons we are  
24 here is Altamonte’s Uber Program. It’s the latest topic out and about. If we want to  
25 participate in their interlocal agreement, the clock is ticking. It is a one year pilot  
26 program so we don’t have a lot of months to decide whether or not we would like to  
27 participate.

28

29 Dr. Tomerlin said we want to talk about a couple more things besides Uber but want  
30 that to be the primary focus. He said he would leap through a handful of slides. He  
31 pointed out this was a team effort with John Omana, Steve Noto, and Bryan Nipe. The  
32 outline for this presentation is to talk about current initiatives and how they fared within  
33 the City. That is basically the TOD planning that we have done for our Downtown. He  
34 said he wanted to give an update on the agency vanpool grant, wanted to talk about  
35 Lynx cooperation, and will wrap up talking about some new potential initiatives looking  
36 at the commuter vanpool offered by Lynx, looking at an Uber subsidy program which is  
37 the Altamonte pilot project, and then talk about something interesting called Bike Share.

38

39 Dr. Tomerlin said the TOD plan is a form of a mobility option because if you do live in  
40 Station House, it is conceivable that a household living there is being able to get by with  
41 one less automobile because they can ride to work via SunRail. Although it is typically  
42 thought of as a planning instrument, the fact that we do have a TOD plan in Downtown  
43 really is a mobility option that the City has installed.

44

45 Dr. Tomerlin said in 2014 we passed the Agency Vanpool Grant program. The grant  
46 program has been shared with virtually all the major employers within the City of Lake

1 Mary. It has been talked about, we have met, and we had a great partner with reThink.  
2 reThink is FDOT's commuter option and they served to go out and talk to all the  
3 employers. He said he has attended quite a few of the meetings they had with  
4 employers. It has not been used once. We believe we have gotten good traction out of  
5 it from an economic development perspective and always share it with companies.  
6

7 Commissioner Brender asked Dr. Tomerlin if he had heard from any businesses directly  
8 saying why they haven't used it.  
9

10 Dr. Tomerlin said no one has been that plainspoken. He said his sense is that  
11 employers like to see this as an option but they do not want to be put into this game of  
12 installing commuting options if they don't have to. Unless there is a groundswell of  
13 people asking for it then it is not of interest to them. They don't want to get into this line  
14 of work. There are a couple of things working in tandem with this. One is it is easy to  
15 get to a Lake Mary job on North I-4. If you are located on International Parkway, if  
16 you're located off Lake Emma you are in a reverse commute. You are not fighting the  
17 primary traffic flow. One of the biggest traffic flows throughout Central Florida is people  
18 crossing that I-4 bridge over the St. Johns River from Volusia County into Seminole and  
19 Orange. In excess of 45,000 workers is the number he often hears traveling that on a  
20 daily basis. If you happen to live in Deltona or Debarry and commute to a job in Lake  
21 Mary it is easy to get over the bridge.  
22

23 Dr. Tomerlin said it has been a great experiment. We threw something out to see what  
24 kind of interest employers would have and we have not gotten any takers. It isn't  
25 because of a lack of trying. It wasn't just him doing the sales job. reThink that is  
26 contracted by FDOT went out and met with these employers and shared this program.  
27 They were quite excited about it. We have gotten no takers. That was very telling. We  
28 got some mileage out of it in terms of an economic development tool.  
29

30 Dr. Tomerlin said the next thing we want to talk about is an update on Link 45. He  
31 showed two diagrams, one showing heading westbound from our SunRail Station. It  
32 currently does a turnaround at Seminole State College Heathrow campus. That is  
33 about a 16-mile ride if you're heading westbound. As you are going eastbound, it takes  
34 a little diversion south on Lake Emma Road and that trip is extended out to a 30-minute  
35 length. Even prior to joining the City of Lake Mary, John (Omana), Steve (Noto) and  
36 others have talked to Lynx about the need to extend that Link 45 all the way up to 46A.  
37 He said he was happy to report that they will vote on that service change and have that  
38 Link 45 adjusted northward where the turnaround point will now be at 46A where the  
39 Marriott is. This is going to be voted on at their April 14<sup>th</sup> meeting. The good news is  
40 finally the idea of having that extend beyond Seminole State College at Heathrow all the  
41 way up to where we still have jurisdiction where the Verizon building is located is  
42 something that's on the table for approval by the Lynx board.  
43

44 Commissioner Brender said the problem is you have to address the timing eastbound  
45 because it's 30 minutes. He said he personally would not be adding 30 minutes to his

1 commute plus waiting for the train. If they leave the loop in there south of Lake Mary  
2 Boulevard they are cutting their nose off to spite their face.

3  
4 Dr. Tomerlin said we hope to learn more detail about how they propose to do this  
5 extension from Seminole State College up to 46A tomorrow. We have a meeting at  
6 Lynx and we hope to learn more. Some things we are hearing is that loop down Lake  
7 Emma which causes that additional time is still in the cards. He thought that was still  
8 going to play out.

9  
10 Dr. Tomerlin showed a chart of the different ways you could do a trip to work. At the top  
11 is driving your car to your destination and going back home in a car and is the dominate  
12 way of getting transported around Central Florida. He called this a one mode. A one  
13 mode transportation is an easy commute. Once you get into two modes you take a car  
14 to the SunRail Station and from the SunRail Station you go to a job in downtown  
15 Orlando. Still fairly reasonable but then you get into these three mode commutes where  
16 you take a car to SunRail, the SunRail stops somewhere in Orlando and then you have  
17 to take a bus to get to your destination. The pain level of a daily commute increases as  
18 you go down the list. The reason he shares is it is kind of intuitive. He has talked to a  
19 lot of people and even passed the laugh test with Bryan (Nipe) and the Planning team  
20 that it is an intuitive way to think about it. Once you get into a three mode transportation  
21 daily commute it becomes painful and people decide to stay in traffic in the car and  
22 make it a one mode. It is a useful diagram because if we are talking about something  
23 like an Uber subsidy you can see wherever the word Uber is installed in these  
24 commuting modes that we are now saying that is now something the City of Lake Mary  
25 can say we have some skin in the game in regard to providing that resource. One thing  
26 to note about this diagram is walking and biking is excluded. Walking doesn't count as  
27 a transportation mode.

28  
29 Dr. Tomerlin said there is another vanpool offered by Lynx. The City of Lake Mary's  
30 grant program was geared towards what they refer to as the Agency Vanpool. The  
31 Agency Vanpool is an employer based program. It is the employer that enters into a  
32 lease arrangement with Lynx. The City of Lake Mary said we are going to step up to the  
33 plate and if you apply for this grant we could probably put in 50% of the cost to lease  
34 this. It is a \$690 monthly lease. The City of Lake Mary's grant program provided \$345  
35 per month to have half the lease cost, but that was an Agency Vanpool which the  
36 employer enters into the lease. This is the more active vanpool program that Lynx  
37 administers and basically the lease is with a group of riders. It is a group of commuters  
38 that get together and say why don't we meet at a commuter lot like Orange City or the  
39 Winn Dixie on Lake Mary Boulevard at International Parkway where there is a  
40 commuter lot in the back. You will see vans that are stationed there overnight. Let's  
41 meet, get into this van and all commute together and save some miles on our cars.

42  
43 Dr. Tomerlin said in regard to thinking about having something similar to this and how  
44 would the City enter into this fold, it becomes very complex thinking about where are the  
45 benefits to the City of Lake Mary to try and encourage or think about subsidizing the  
46 commuter van pool. It is with a group of riders. It is difficult to see how getting into that

1 vanpool is of real substantial benefit to the City. It is something we can talk about but a  
2 couple of the considerations is that you would clearly want some of the riders to be Lake  
3 Mary residents but it's not hard if you live in Lake Mary to get transported to a Lake  
4 Mary employer. It is a pretty easy car drive. We would also want the van to be linked to  
5 a Lake Mary employer so this group of riders would want to be employed at a Lake  
6 Mary employer. We throw this out as an option that is available but it's difficult to piece  
7 together where the benefit to the City of Lake Mary would reside with this particular  
8 vanpool.

9  
10 Dr. Tomerlin said the next thing we want to talk about is the Altamonte one year pilot  
11 program they have with Uber. He showed a screenshot on the overhead of City Hall as  
12 a pickup location. There are two cars within the neighborhood. If you go into Altamonte  
13 Springs Uber uses the terminology of a geo-fence where they designate the city limits of  
14 the City of Altamonte Springs. He pointed out the slider has an additional option of  
15 Altamonte. The idea is that subsidy if someone is within the City of Altamonte Springs  
16 you have a pickup location. You can see the cars within the neighborhood. You slide  
17 this over and it is registering the fact that you are within Altamonte and it is up to Uber to  
18 track that that ride begins and ends in Altamonte before a subsidy would actually apply  
19 to it. The agreement the City of Altamonte Springs has with Uber says that if one of the  
20 beginning points or one of the end points is at the Altamonte Springs SunRail Station,  
21 we will subsidize 25% of that ride of the first \$25 to ride. It is unlikely you would ever  
22 exceed \$25 to get across the City of Altamonte Springs. He traced the potential cost to  
23 get from Victoria Square to the Marriott which is the longest distance across the City of  
24 Lake Mary and we don't exceed \$25.

25  
26 Dr. Tomerlin said it is basically a subsidy of 25% if you either start or end at the SunRail  
27 Station stop. The important thing is it has to both begin and end within the City. It is  
28 20% for beginning and ending anywhere else in the City. Their agreement spells out  
29 the distinction of a central business district but thought that was for reporting purposes  
30 because they are interested in seeing how much people take this to their uptown  
31 community. It is a 25% subsidy, the City gets billed by Uber for covering 25% of their  
32 costs to ride when you start or end at the SunRail Station stop, and 20% at any other  
33 beginning and ending point within the City of Altamonte Springs.

34  
35 Commissioner Brender asked if we would count all of Heathrow.

36  
37 Dr. Tomerlin answered negatively. Technically it is city limits.

38  
39 Ms. Sova said they already have us geo-fenced.

40  
41 Dr. Tomerlin said that question leads to a good line of thinking. The typical rider doesn't  
42 understand where the city boundaries are. It is designed to apply to where that city limit  
43 is. People often would associate the Publix plaza on Lake Mary Boulevard with the City  
44 of Lake Mary.

45

1 Ms. Sova said we tested the Altamonte city limits with the Uber ride right outside the  
2 edge and Altamonte popped off the screen. They have got that geo-fence done well.

3  
4 Commissioner Brender said two people get on an Uber ride at SunRail and one guy is  
5 going to AAA which is not in the city limits and the next guy is going to the Bank of New  
6 York which is the next building up and he is in the city limits so he gets 5%.

7  
8 Dr. Tomerlin said that is correct. We can't attest to it but it does appear they do the  
9 geo-fence correctly.

10  
11 Dr. Tomerlin said potential benefits of this pilot program. The City of Altamonte Springs  
12 did mention perhaps having a third party such as UCF and look at a study at the end of  
13 this pilot program. Some questions are does it have an effect on vehicle miles traveled.  
14 A very worthy objective is to look at vehicle miles traveled. Looking at congestion  
15 management, in terms of an Uber car that is transporting people from within the City of  
16 Lake Mary does that help with congestion to the extent that it serves as an additional  
17 SunRail feeder and a last mile provider. Those are the kinds of parameters that we  
18 think we would want to assess at the end of a pilot program.

19  
20 Dr. Tomerlin said some details of how the program would work according to how that  
21 contract is worked out between Altamonte and Uber is the City would be invoiced  
22 monthly by Uber. It is an anonymized monitoring report but it will provide things that are  
23 spelled out in the agreement. It will have trips, duration, distance, and the fares. The  
24 City of Altamonte Springs is looking at an interlocal agreement that would enable us to  
25 piggyback onto that Uber contract. The program also includes an incentive for people  
26 that are vehicles for hire or taxis to get reimbursed for their cost of their BTR that they  
27 would gather. If you need to get a business tax receipt to operate as a taxi or vehicle  
28 for hire within the City of Lake Mary, it would provide a reimbursement for that which is  
29 \$50 in the City of Lake Mary. That is the Altamonte program in a nutshell.

30  
31 Dr. Tomerlin said one of the things we have talked about was at the end of this pilot  
32 program if other cities want to enter into this is can we then think about having this  
33 program extended in such a way that there is a network between a ride that begins in  
34 Altamonte Springs and ends in Lake Mary and could it extend beyond. This trial  
35 program would be a piggyback onto the contract of Altamonte. It would only apply for  
36 us for a trip that begins and ends within the City of Lake Mary. Could that be something  
37 that's explored later to have a true network of trips that begin in Altamonte, Longwood  
38 and end in Lake Mary let's say.

39  
40 Dr. Tomerlin showed a table of costs on the overhead. He said this table was provided  
41 by Uber through the City of Altamonte Springs. They looked at the past ridership over  
42 the past three months. They said if we were to subsidize those trips we would be  
43 looking at roughly \$375 subsidy per month. That multiplied times 12 is \$4,500 for the  
44 cost of the subsidy. Keep in mind this is the cost of the subsidy if ridership is continuing  
45 according to the prior three months. The reason any government subsidizes something  
46 is because you want to increase in quantity. You want to increase ridership on Uber.

1 He said he extended out what the cost would be with certain percentage increases and  
2 ridership. The green bar is the annual cost of \$4,500. The subsidy we provide in Lake  
3 Mary had no effect on ridership. He said he then gave a couple of benchmark levels. If  
4 it increased 50%, we would look at an annual cost of \$6,750. If we were able to double  
5 ridership which is a 100% increase, we would be looking at a cost of \$9,000. If we were  
6 able to increase it by 150% the cost estimate would be \$11,250. He said he didn't think  
7 staff had a good idea of how much we think that subsidy would actually encourage  
8 ridership but he didn't think it would be anywhere in the ballpark of these bars at this  
9 end of the spectrum. It's probably going to be more towards \$9,000 annually or less  
10 with that 20% subsidy. There's no way to really say that. The reason he showed this  
11 graph is to show the idea that if we subsidize something you would think that people  
12 would demand more of the service because the price has dropped. There is no way to  
13 tell how much ridership would increase but we would expect it to increase because now  
14 it is a lot cheaper to ride Uber in the City of Lake Mary for a typical rider.

15  
16 Commissioner Brender asked the cost to ride from SunRail to Bank of America or AAA.

17  
18 Dr. Tomerlin said Steve Noto did a trip yesterday and the estimate was \$7.00 to \$10.00.

19  
20 Commissioner Brender said we are talking two bucks to \$2.50 a ride.

21  
22 Dr. Tomerlin said that is correct. They give you a range on the pricing of an Uber ride.  
23 It depends on things like congestion.

24  
25 Mr. Noto said also the size of the vehicle.

26  
27 Dr. Tomerlin said there is a category of vehicles called Uber X and that is the standard  
28 ride. You can request a larger vehicle like a minivan that would transport more people.  
29 You can request a high end car called Uber Black.

30  
31 Dr. Tomerlin said this is nothing more than just trying to draw a picture of what kind of  
32 costs could occur with the City of Lake Mary provided that we enter into this as a  
33 piggyback with the City of Altamonte Springs. It gives a range of possibilities. We don't  
34 have a terrific sense of how much ridership will increase or if it even will increase as a  
35 result of this subsidy, but subsidies do have that effect of increasing the quantity that  
36 clears the market. That is to say more people ride Uber because it is cheaper.

37  
38 Commissioner Lucarelli asked if we would still be paying if nobody uses it. She asked if  
39 there was an escape clause.

40  
41 Ms. Sova said we would be subsidizing that up for up to the year. The escape clause is  
42 it's over in a year.

43  
44 Dr. Tomerlin said the pilot program is to see how it works out. If we do see that  
45 ridership has a negligible increase then that's a big variable to consider whether or not  
46 you want to continue with this. He showed a map of the hot spots on the overhead.

1 SunRail is currently a hot spot in terms of rides beginning there. The Marriott and our  
2 employment centers are also hot spots of where these rides begin or end. This is the  
3 kind of data that Uber will provide. It won't ever get down to a specific trip because they  
4 believe this data is proprietary. Staff would like direction on whether we should bring  
5 this back in May for the City Commission to enter into this pilot program or at least  
6 consider it in May.

7  
8 Commissioner Brender said a \$10 ride is \$2.50 and five bucks a day may be worthwhile  
9 to a lot of office workers. Twenty-five dollars a week is not significant and could see  
10 how it might work. He said he was surprised there was interactivity in the City itself.

11  
12 Dr. Tomerlin said he tried to back into ridership currently and said let me just assume an  
13 average ride in the City of Lake Mary costs \$10. He said he didn't know if that was  
14 entirely accurate but he backed into these figures and thought they were telling us a  
15 ballpark of 2,000 rides. You can see at 3,000 rides we are looking at a subsidy of  
16 \$6,750. If we have ridership increase to 5,000 rides then we are getting up to that  
17 \$11,250. He said he had to assume a lot to get into those ridership numbers. They are  
18 estimates.

19  
20 Commissioner Brender asked what we are gaining from the City's standpoint. We're  
21 not really taking a car off the road because there is still a car on the road unless the  
22 Uber driver brings four people. He asked what was in it for us.

23  
24 Ms. Sova said we have talked for several years about what are we going to do about  
25 that last mile and how we can get people from the SunRail train to wherever it is they  
26 want to go. The more people that ride the SunRail train between now and the future the  
27 less maintenance cost there is going to be and less cost we pick up when six years from  
28 now the County owns sections of the trains. It's not the City directly but we are all going  
29 to pay. A good part of why Altamonte went for it is to try and get people to the train.  
30 We have talked and talked the last mile and this is how people can do that last mile.  
31 This is pretty quick on demand service. When you get to the train station you don't  
32 have to wait an hour or two hours to get down the road. You can call on the train and  
33 have a car there.

34  
35 Dr. Tomerlin said the estimate was seven minutes but if you get to the Longwood  
36 station and call you could conceivably have this timed such that the Uber car is waiting  
37 at the Lake Mary station.

38  
39 Ms. Sova said the Lynx product isn't attractive to most people. There is an inverse  
40 relationship between your income and bus rides. The younger folks are quick to use the  
41 Uber cars. A lot of times it is not intercity trips and they use them to go downtown. It's  
42 a lifestyle thing.

43  
44 Mayor Mealor asked who would handle the marketing.

1 Mr. Sova said Tom (Tomerlin) and Community Development. We would talk about it at  
2 WineART, Farmer's Market and at our other functions and let people know we are doing  
3 it.  
4  
5 Deputy Mayor Duryea asked if would be better to incentivize the companies to do their  
6 own.  
7  
8 Ms. Sova said we and reThink have talked to the companies, the County has helped us  
9 talk to the companies, and the Chamber has talked to the companies. The companies  
10 say it's great but do nothing.  
11  
12 Commissioner Brender said they don't want to get involved. They don't want the  
13 responsibility.  
14  
15 Mayor Meador said from a HR perspective he didn't blame them.  
16  
17 Mayor Meador asked if one year was the minimum timeframe for a pilot.  
18  
19 Dr. Tomerlin said that is spelled out in the Altamonte contract.  
20  
21 Deputy Mayor Duryea said let's talk about the insurance problems Uber is having. He  
22 questioned if we were taking on a potential liability by doing this.  
23  
24 Dr. Tomerlin said he believed that matter was addressed in the contract. There are a  
25 few things a Uber driver has to do. He has to get cleared with a criminal background  
26 check. He has to have a clean driving record. There is a section in the contract that  
27 Altamonte has that talks about that but he didn't know what those parameters are. It  
28 says notwithstanding anything in the contrary contained in Section 7 of the pilot project  
29 term, the city may at its sole discretion elect to cover its risks for any portion thereof  
30 through self-insurance. The City as a public body represents that it is self-funded for  
31 liability insurance. There is insurance addressed within the agreement but is something  
32 we would have to research more.  
33  
34 Commissioner Brender said Uber requires their drivers to have that, correct?  
35  
36 Dr. Tomerlin said they do require that.  
37  
38 Commissioner Brender said he would have questions about that side of it so we might  
39 want to get with Katie (Reischmann) and Altamonte Springs.  
40  
41 Deputy Mayor Duryea asked who was doing it now. Altamonte Springs is just in the  
42 planning stages.  
43  
44 Ms. Sova said Altamonte started March 21<sup>st</sup> and the program is in place.  
45

1 Dr. Tomerlin said it is the only one in the nation. They are the only city in the nation  
2 doing this.  
3  
4 Ms. Sova said they've gotten global interest in it.  
5  
6 Dr. Tomerlin said it was featured in *Fortune* magazine.  
7  
8 Ms. Sova said if the interest is here we can come back in May with the insurance issue  
9 and discuss that first.  
10  
11 Mayor Mealor asked if there were any objection to directing staff to bring something  
12 back to us. We're not locked into anything. He thought Deputy Mayor Duryea brought  
13 up a good point about the liability issue. If somebody could research what has been the  
14 liability or risk factor to the communities that have entered into this. There were no  
15 objections from the Board.  
16  
17 Dr. Tomerlin said we want to talk about Bike Share. We have had Bryan (Nipe) and  
18 Steve (Noto) use Bike Share. A bike share is a station with 10 to 20 bikes that are  
19 located throughout the City. He showed on the overhead places they thought made  
20 sense. Staff thought bikes should be discussed because we are having something big  
21 happen in Midtown. It fills in the gap that exists between our employment centers and  
22 our trail system that exists on this side of the City.  
23  
24 Ms. Sova said you swipe a credit card to be able to take one of the bikes off the rack.  
25 She thought it probably tracks to you by doing that if you don't drop the bike off at  
26 another Bike Share later.  
27  
28 Mr. Noto said on the bike security issue we talked to Juice Bike and Sobe Bike and  
29 asked what if I ride the bike to a station that is full. Some of these stations have 10  
30 racks and some have 20. He asked what if he goes there and there is nowhere to park  
31 the bike and was told all the bikes are self-locking and they have a geo-fence. You can  
32 park it within 100 feet of a station and you're good. There is GPS, there is credit card  
33 information if you try to stroll off with this thing or put it where you're not supposed to  
34 you are going to get dinged heavily by the people.  
35  
36 Dr. Tomerlin said this does have a component to parks and recreation. It will have the  
37 ability to let someone come in on the SunRail, get one of these bikes and travel along  
38 the trail system. The bikes are direct drive. There are no chains on them. They are  
39 designed to be low maintenance bicycles. The idea is now that we have Midtown filling  
40 in that hole we have these destinations that we think maybe this is something that would  
41 be viable within the City.  
42  
43 Commissioner Brender said he visited Piedmont by Seminole State College in  
44 Altamonte. They built these apartments with several bike rooms inside the buildings.  
45 These guys have \$500 bikes and they park them inside. The dentist, Seminole State

1 College, and Publix is right there within an easy bike ride. He could see how Midtown  
2 and Downtown could very well be a bike ride away.

3  
4 Dr. Tomerlin said walking from City Hall to Midtown is a bit of a walk but it's a very easy  
5 bike ride. What we would like is for the Commission to say keep looking into this.

6  
7 Ms. Sova said we didn't talk about the cost. These are budgetary items. They come in  
8 racks of 20 and racks of 10.

9  
10 Mr. Noto said they have flexible sizes but each rack is \$18,000 and they are sponsored  
11 by a company.

12  
13 Mayor Mealar said that would be good to know before we have the presentation.  
14 Maybe in May when we bring out the tentative contract related to Uber, you can give us  
15 additional data in terms of upfront costs, cost to continue level of service and that type  
16 of thing.

17  
18 There being no further business, the work session adjourned at 6:47 P.M.  
19

DRAFT

1 MINUTES OF THE LAKE MARY CITY COMMISSION MEETING held April 7, 2016,  
2 7:00 P.M., Lake Mary City Commission Chambers, 100 North Country Club Road, Lake  
3 Mary, Florida.

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1. Call to Order

The meeting was called to order by Mayor David Mealor at 7:15 P.M.

Mayor Mealor said we had an earlier work session dealing with mobility alternatives and the possibility of piggybacking on Altamonte Springs with their Uber activities, other transportation options, and a bike share program. We will be dealing with that more as we go forward.

2. Moment of Silence

3. Pledge of Allegiance

4. Roll Call

- |                                     |   |
|-------------------------------------|---|
| Mayor David Mealor                  | Jackie Sova, City Manager               |
| Commissioner Gary Brender           | Carol Foster, City Clerk                |
| Deputy Mayor George Duryea          | Dianne Holloway, Finance Director       |
| Commissioner Sidney Miller – Absent | John Omana, Community Development Dir.  |
| Commissioner Jo Ann Lucarelli       | Steve Noto, City Planner                |
|                                     | Tom Tomerlin, Economic Development Dir. |
|                                     | Bryan Nipe, Parks & Recreation Director |
|                                     | Gunnar Smith, Events Center Manager     |
|                                     | Mike Biles, Police Captain              |
|                                     | Frank Cornier, Fire Chief               |
|                                     | Katie Reischmann, City Attorney         |
|                                     | Mary Campbell, Deputy City Clerk        |

5. Approval of Minutes: March 17, 2016

**Motion was made by Commissioner Brender to approve the minutes of the March 17, 2016, meeting, seconded by Commissioner Lucarelli and motion carried unanimously.**

6. Special Presentations

Mayor Mealor changed the order of the presentations and heard Item C. first.

- C. Proclamation – North American Occupational Safety and Health Week and Occupational Safety and Health Day

1 Mayor Mealor asked Amber Sperlich to come to the podium.

2  
3 The City Attorney read a proclamation proclaiming May 1, 2016 through May 7, 2016 as  
4 "NAOSH Week" and Wednesday, May 4, 2016, as "Occupational Safety and Health  
5 Professional Day".

6  
7 Mayor Mealor presented the proclamation to Ms. Sperlich.

8  
9 Ms. Sperlich said she wanted to take this opportunity to say thank you for partnering  
10 with us to bring awareness to occupational safety and health. It is an important piece in  
11 making sure everyone goes home the same way they came to work.

12  
13 A. Captain Mike Biles, Lake Mary Police Department

14  
15 Ms. Sova asked Captain Mike Biles to come forward. She said she has authorized a  
16 small reorganization in the police department. We have promoted Mike Biles and also  
17 Joe Wallace to the rank of captain. We will have only one lieutenant coming forward.  
18 That lieutenant will be selected through a testing process. This is something the Chief  
19 and Deputy Chief have been pestering her about for quite a while. With Mike's  
20 completion with the FBI Academy she thought it was a timely thing to do.

21  
22 Captain Biles said he would speak on behalf of the Police Chief. He said thank you for  
23 the Commission's and City Manager's support in allowing him to go to the academy. It  
24 was everything he heard it was going to be and more. It was a great experience. There  
25 were 231 law enforcement executives there with 47 states represented and 28  
26 international students were there. It was an opportunity to interact with those people in  
27 those ten weeks. You tend to learn by being around good people and people that are  
28 doing the same job that you are doing. It was definitely a challenging curriculum and  
29 challenging physical fitness program, but it was a great time and a pinnacle of his  
30 career. He said he appreciated it.

31  
32 Mayor Mealor said we are fortunate that we were able to have Captain Biles represent  
33 us. The academy alumni group has 17,000 members represented in 170 countries. It  
34 is the largest law enforcement network in the world. The motto of that group in terms of  
35 knowledge and courage that you and your team display every day, but the most  
36 important thing is the issue of integrity. We know Captain Biles will be doing the right  
37 thing. He thought your promotion indicates the City Manager's and Commission's belief  
38 in the fact that our public safety department we hold to a standard and we now believe  
39 by the experience gained you will come back and take that group to the next level.  
40 That's our expectation. He congratulated Captain Biles for a job well done.

41  
42 B. Update on School Board – Tina Calderone, Chairman

43  
44 Mayor Mealor said we are fortunate this evening that we have the Chair of our School  
45 Board with us that would do an update from the School Board. He recognized Dr. Tina  
46 Calderone.

1  
2 Dr. Tina Calderone, Seminole County School Board Chairman, came forward. She said  
3 she appreciated the Commission allowing her to share an update of the Seminole  
4 County Public Schools because we know it's vital that we work collaboratively to serve  
5 the same citizens each year.  
6

7 Dr. Calderone said she would like to share some new things within our school district  
8 that you might not know about. We have 65,125 public school students within Seminole  
9 County as of today. In Lake Mary Elementary School you make a lot of decisions on  
10 capacity and where you allow growth.  
11

12 Dr. Calderone said for the first time ever we are offering foreign languages in all of our  
13 elementary schools. We have gotten great feedback from our families. We now have  
14 pre-K in every single one of our elementary schools. She was proud to say within our  
15 Lake Mary region when the state comes in each year and conducts readiness of those  
16 students, every single one of those students is 100% ready for kindergarten. That's the  
17 fiscally conservative right thing to do for these children. It gets them on the right path  
18 and we don't have to spend money on remediation in the future. We are probably the  
19 only school district in the nation that is teaching computer coding to all of our  
20 kindergarteners. She welcomed them to visit any of their kindergarten classrooms.  
21

22 Dr. Calderone said we are proud to say we are still ranked No. 1 in the State of Florida  
23 with the percentage of dollars spent in the classroom because we know that's where all  
24 the work is happening. We know how many jobs are out there in the STEM fields and  
25 we are proud to say that even though we are not the largest district in the State of  
26 Florida we are ranked No. 1 in the state with the number of students taking calculus.  
27 That's because we are really pushing the math, science and technology into the  
28 elementary schools.  
29

30 Dr. Calderone said our graduation rate last year was 86.4% which is above both the  
31 state and national average. Our SAT scores are well above the state and the U.S.  
32 average. We are very proud of the work that our teachers and students are doing.  
33

34 Dr. Calderone said specifically within the City of Lake Mary, she will bring them up to  
35 date with Lake Mary Elementary School. We are bringing the coding and the foreign  
36 languages but they also offer a robust arts program with band and chorus and we want  
37 to keep our children healthy so they are active in their running club. The Commission  
38 makes a lot of decisions as a city to bring development in because it is a great thing. At  
39 Lake Mary Elementary we can house 1,064 students and currently we have 979  
40 enrolled.  
41

42 Dr. Calderone said if we look at Crystal Lake Elementary School, Chris Pombonyo is  
43 the Seminole County Teacher of the Year. We are proud of him. He will be  
44 representing us in the State of Florida. This is the first time ever 100% of our top  
45 elementary, middle and high school teachers of the year are all in Lake Mary schools.  
46 That's a great reflection on our community.

1  
2 Dr. Calderone said the most unique thing about Greenwood Lake Middle School is we  
3 are a total amplified digital curriculum meaning language arts is delivered on computer  
4 devices to all the students. She welcomed the Commission to visit any of those  
5 classrooms because the children think they are actually gaming. We have seen them  
6 reading higher level literature and getting a greater love of reading. The other thing she  
7 likes is the professionalism the students are being taught. If they ever answer a  
8 question in the class, they must stand up and answer the question professionally to the  
9 teacher. We are teaching life skills and not just the important reading and analytic skills.

10  
11 Dr. Calderone said we have very many clubs we offer to the children and they also  
12 participate in all school sports. Our capacity at Greenwood is 1,300 and have 983  
13 currently enrolled.

14  
15 Dr. Calderone said at Markham Woods Middle School many of our Lake Mary students  
16 cross over to go there. They also have many different clubs and sports.

17  
18 Dr. Calderone said at Lake Mary High School their emphasis is on our forensic science  
19 and law program. Our newest program we have added this past year is our  
20 manufacturing program. In our first year we are already the largest manufacturing  
21 program in the State of Florida. We were lucky to get some additional budget dollars  
22 from the State of Florida to expand that. We have a Business Advisory Board of about  
23 a dozen manufacturing companies. We have many of them in Seminole County so we  
24 are building a pipeline for their workforce. Both the boys' and the girls' golf teams were  
25 state champions this year. She showed pictures on the overhead of what the advanced  
26 manufacturing lab looks like and would give tours to anybody who is interested.

27  
28 Dr. Calderone said districtwide we know quality happens in the classroom. We are so  
29 proud of the quality of teachers we have within the State of Florida. Forty-eight percent  
30 of our teachers in Seminole County public schools have advanced degrees. They care  
31 that much about their profession to make sure they are lifelong learners. The average  
32 experience of our teachers is 13 years. We hear that many people leave the teaching  
33 profession within the first five years but the people here in Seminole County are proud  
34 to be within our Seminole County family, and 98.4% of our teachers were evaluated last  
35 year as highly effective.

36  
37 Dr. Calderone said we transport in 474 buses each day and in a school year we drive  
38 7.4 million miles. We are proud of the work those people do. They are the first friendly  
39 face our students see each day and the last one when they go home safely.

40  
41 Dr. Calderone said to let you know generically where we stand nationwide and within  
42 the State of Florida, we are the 60<sup>th</sup> largest school district in the country and within the  
43 State of Florida we are the 12<sup>th</sup> largest. We can still say we are the No. 1 graduation  
44 rate in Central Florida and are the No. 1 graduation rate amongst the 17 largest  
45 districts. We have the highest enrollment of calculus but also physics. All of our high

1 schools this year for the first time ever were all rated A and we are very proud of our  
2 students, community and teachers for that.

3  
4 Dr. Calderone said we are the only school district in the nation that was awarded the  
5 Javits grant this year and were awarded \$2.4 million to help in the identification of those  
6 not normally identified as gifted. We are working on beefing up our gifted curriculum  
7 and making sure we are teaching every single student where they come and meet with  
8 us.

9  
10 Dr. Calderone thanked the Commission for their support of our school district. We  
11 welcome any future partnerships. If she or Dr. Griffin can help in recruiting businesses,  
12 we love giving tours to new residents moving in. We look forward to our future  
13 endeavors.

14  
15 Mayor Meador said at the State of the City we will be rolling out something we call “The  
16 Complete City”. The educational structure from Little League pre-K through a doctoral  
17 program and never leaving this community is remarkable.

18  
19 Mayor Meador said he would say something about the foresight of Dr. Griffin and the  
20 School Board with coding. This past week we started a full stacked coding boot camp  
21 at the University of Central Florida in partnership with Seminole State. The group that  
22 came in started out at Rutgers, they went to the University of Texas in Austin, they went  
23 to UCLA, and their southern footprint was at the University of Central Florida in our  
24 community. One of the things employees will tell you is it is the No. 1 skillset that they  
25 want. They are paying top dollar and it filled up immediately. We are in the second  
26 cohort group that will start in June. If that was done by design, intentionally what you  
27 are doing in kindergarten and beyond is nothing more than problem solving strategies.  
28 He thought they are to be commended. It is a joy to work with them. The quality of the  
29 school district is a wonderful economic development marketing tool.

30  
31 Dr. Calderone distributed the annual report and information on the magnet programs.  
32 All of your Lake Mary residents can attend any of our schools within our district with  
33 magnets.

34  
35 7. Citizen Participation – This is an opportunity for anyone to come forward and  
36 address the Commission on any matter relating to the City or of concern to our  
37 citizens. This also includes: 1) any item discussed at a previous work session;  
38 2) any item not specifically listed on a previous agenda but discussed at a  
39 previous Commission meeting; or 3) any item on tonight’s agenda not labeled as  
40 a public hearing. Items requiring a public hearing are generally so noted on the  
41 agenda and public input will be taken when the item is considered.

42  
43 No one came forward at this time and citizen participation was closed.

44  
45 Mayor Meador thanked the liaisons from the Forest. We appreciate everything they do  
46 for us. We appreciate the feedback we receive from them.

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8. Unfinished Business

- A. Ordinance No. 1540 – Final Planned Unit Development for Griffin Farm at Midtown, 114 Longwood Lake Mary Road – Second Reading (Public Hearing) (quasi-judicial) (Steve Noto, City Planner)

The City Attorney read Ordinance No. 1540 by title only on second reading.

Mr. Noto said this sets the entitlements through the developer’s agreement. He mentioned at first reading we were going to make some changes to the PUD agreement based on input from the P&Z and Commission. Those changes were made. They were non-substantive changes. Other than that we have nothing else to add.

Deputy Mayor Duryea said he read that a full traffic study has been done.

Mr. Noto said that was correct.

Deputy Mayor Duryea asked Mr. Noto to talk about that.

Mr. Noto showed the PUD site plan on the overhead. They reviewed the neighboring roadways going as far west as Rinehart Road to study the impacts of the development. They emphasized the fact this was a development that would promote internal capture so there are a certain number of trips that are looked at differently because of the types of trips that will be taken inside the development. Based on that study and in coordination with the City and County staff, the improvements to the roadway network that were decided upon was a readjustment of the median at Crystal and the post office, the adjustment of an addition of turn lanes, the new signal, a proposed left going westbound so you can enter the subject property, an extension of the existing turn lane at Longwood-Lake Mary Road, and as you go south on Longwood-Lake Mary Road there are additional turn lanes. They are looking at widening Longwood-Lake Mary Road to make it a four-lane roadway a portion of the length of the project.

Mr. Noto said a week or so ago they did submit their preliminary and final engineering plans for the entire project. Those plans will be coming before you later this year. That is when we are going to start nailing down the details of what’s going to happen on Longwood-Lake Mary Road. The plans shown on this sheet for Lake Mary Boulevard were worked out with the County and us and the details of how that will happen are in the PUD developer’s agreement.

Deputy Mayor Duryea asked if the traffic study had been done for the whole 30-something acres.

Mr. Noto said they did the entire 34-1/2 acres so it included the town center which includes the apartments and townhomes. The study was done for 300 apartments and 200 townhomes. The developer’s agreement is for a lower number of residential units.

1 They reviewed it for a higher number of square footage for commercial. What we are  
2 getting is something lower.

3  
4 Deputy Mayor Duryea asked Mr. Noto if he had any estimates of it.

5  
6 Mr. Noto said we are going from 300 apartment units to 265, from 200 townhomes to  
7 approximately 138 bungalow and townhome units on Lot 6, and we have commercial  
8 square footage around 130,000 square feet. The original was 150,000. We dropped  
9 20% across the board per the applicant just now (speaking from the audience).

10  
11 Commissioner Brender said at the last meeting we discussed a turn lane into the  
12 townhomes. He asked if there was further discussion on that.

13  
14 Mr. Noto said we have added some language into the PUD agreement that the entry  
15 gate needs to be set back far enough to allow for turnarounds. We just received the  
16 engineering plans and off the top of his head didn't know where they had placed it. That  
17 is one of our points of interest as we look at those plans.

18  
19 Mayor Mealor asked if anyone wanted to speak in reference to Ordinance No. 1540. No  
20 one came forward and the public hearing was closed.

21  
22 **Motion was made by Commissioner Brender to approve Ordinance No. 1540 on**  
23 **second reading, seconded by Commissioner Lucarelli and motion carried by roll-**  
24 **call vote: Commissioner Brender, Yes; Deputy Mayor Duryea, Yes;**  
25 **Commissioner Lucarelli, Yes; Mayor Mealor, Yes.**

26  
27 Mayor Mealor said it has been a joy working with the team. He thought this would be a  
28 project that is different. One of the things we specifically looked to you is the quality of  
29 your work and your reputation precedes you and we are looking forward to this to be  
30 one of the marker moments in Lake Mary in terms of the next step. Midtown at Griffin  
31 Farm is something we are all excited about.

32  
33 9. New Business

34  
35 A. Resolution No. 980 – Renaming Third Street to South Third Street (~~Wendy~~  
36 ~~Niles, Fire Marshal Jackie Sova, City Manager)~~

37  
38 The City Attorney read Resolution No. 980 by title only.

39  
40 Ms. Sova said Seminole County Addressing handles the addressing for the City of Lake  
41 Mary and from time to time they find something that has a conflict. Mostly they contact  
42 us when it could provide an emergency response difficulty. In this case somehow or  
43 another Third Street has become widely known as South Third Street. The City's  
44 records have it as South Third Street, and the USPS postal service calls it South Third  
45 Street. If mail is not addressed with the south indicator on it, it is delayed a day  
46 because it gets pulled out and has to be manually handled. We surveyed the owners

1 and over 50% preferred to continue with the South Third Street. To keep the property  
2 records straight we need to officially change the designation to include the south.

3  
4 **Motion was made by Commissioner Lucarelli to approve Resolution No. 980,**  
5 **seconded by Deputy Mayor Duryea and motion carried unanimously.**

6  
7 B. Request from Feather Edge Phase II for a \$6,410.60 Neighborhood  
8 Beautification Grant (Steve Noto, City Planner)

9  
10 Mr. Noto showed a rendering of the final product of this grant on the overhead. In 2013  
11 Feather Edge Phase II came before the Commission for their first Neighborhood grant.  
12 The grant program does allow for multiple applications as long as they don't happen in  
13 consecutive years.

14  
15 Mr. Noto said the total grant project is \$6,748.00 and the applicant is proposing to  
16 provide the 5% share required of \$337.40. An item of interest with this project is when  
17 Feather Edge II came in, some of the landscaping ended up in the right-of-way so we  
18 used the tools we have through right-of-way utilization permits and indemnification  
19 procedures so the City wouldn't be held liable for any of the landscaping in the right-of-  
20 way. There are some trees in the right-of-way that are coming out as part of this  
21 project. Some are on the west side of the hedge on Feather Edge II. We are going to  
22 work with the applicant and their team as well as the landscaper to find out how can we  
23 make the new trees be planted in such a way where they don't interfere with the power  
24 lines. They are proposing magnolias so that is a positive, and how we can minimize  
25 any liability to the City. We are going to proceed with the right-of-way permit like we did  
26 the first go round as well as the indemnification. We feel comfortable with this  
27 improvement as far as that goes.

28  
29 Mr. Noto said you will note in the Finding of Fact that staff is recommending approval of  
30 \$5,000.00. As you recall the max award for these grants is \$5,000.00; however, in the  
31 past the Commission has gone above the \$5,000.00 especially when an HOA or  
32 community had to expend a high amount of money on repairs and other unexpected  
33 things that have come up. As seen in the package from Feather Edge II, they have had  
34 a number of things come up over the years. They benefited well from the first grant and  
35 this acts as one of our many entry features and is part of that very important Rinehart  
36 Road corridor. We are looking forward to this improvement. Staff is recommending the  
37 \$5,000.00 but we added a note that if the Commission wishes to fund the full amount of  
38 \$6,410.60 that it be acknowledged that is due to the hardships suffered by the HOA.

39  
40 Mayor Meador said Mr. Harry Hilton did an exceptionally good job in terms of materials  
41 submitted to the City. He knew there had been good input from the community related  
42 to this request.

43  
44 Commissioner Brender said this was his neighborhood and declared a conflict of  
45 interest. He said he had submitted a Conflict of Interest form to the City Clerk and  
46 would abstain from voting.

1  
2 Commissioner Brender said there is probably not a more visible intersection in the City.  
3 This is why we are coming back in for a second grant. With the kind of traffic seen on  
4 Rinehart and Lake Mary Boulevard he thought this was going to be a very much  
5 noticeable improvement for that end of the Rinehart corridor. He hoped the  
6 Commission would support it.  
7

8 Mayor Mealor asked if there was any objection due to the hardship for the request for  
9 \$6,410.60. There were no objections from the Board.  
10

11 **Motion was made by Commission to approve the request from Feather Edge**  
12 **Phase II for a Neighborhood Beautification Grant in the amount of \$6,410.60 due**  
13 **to the hardships suffered by the HOA, seconded by Deputy Mayor Duryea and**  
14 **motion carried 3 – 0 (Commissioner Brender abstained).**  
15

16 10. Other Items for Commission Action  
17

18 There were no other items to discuss at this time.  
19

20 11. City Manager's Report  
21

22 A. Items for Approval

23 1. Request Approval of Emergency Purchase Order for City Hall Parking Lot  
24

25 Ms. Sova said the first item was a request to approve the emergency purchase order to  
26 repair the city hall parking lot and to ask for consideration to do the rest of the job. The  
27 city hall employee parking lot on the east side was scheduled to be replaced in 2017  
28 and the tree roots got to it faster than that. We had been looking into getting quotes and  
29 were well into that process. We had an employee fall and bang himself up pretty good.  
30 She had been concerned about the liability but because it's such a parent pickup area  
31 hadn't blocked it off. As it turns out we blocked it off and they didn't care much. It is  
32 very disruptive right now. Employees have been asked to not park in the merchant  
33 parking spots so they are parking in the Seminole and Lakeview parking lots. It has  
34 caused a problem with the rest of the people that use the lot all the time. The concrete  
35 is down now. It was going to have to be poured in a couple of sessions anyway.  
36

37 Ms. Sova said because she has to report an emergency purchase to the Commission,  
38 she requested they authorize the emergency purchase order to Castille Company in the  
39 amount of \$40,859 and allow the City Manager to execute a purchase order not to  
40 exceed \$58,231 to replace the rest of the parking lot. It was budgeted in 2017 at  
41 \$175,000 so this \$99,000 expenditure comes in well for us. We didn't have to wait as  
42 long as we thought for the concrete and we shouldn't have to wait long to finish the  
43 parking lot. Our employees took up the parking lot with city equipment. She thought  
44 they enjoyed using it to that extent. They don't usually get to do such large jobs. We  
45 enjoyed watching them use it. The reason we have to wait for concrete is I-4 Ultimate is  
46 taking a lot of materials these days.

1  
2 **Motion was made by Commissioner Lucarelli to approve the emergency purchase**  
3 **order to Castille Company in the amount of \$40,859 for City Hall parking lot**  
4 **repairs, seconded by Commissioner Brender and motion carried unanimously.**

5  
6 **Motion was made by Commissioner Brender to authorize the City Manager to**  
7 **execute a purchase order to Castille Company in an amount not to exceed**  
8 **\$58,231 to replace the rest of the employee parking lot, seconded by**  
9 **Commissioner Lucarelli and motion carried unanimously.**

10  
11 2. Lake Mary Events Center Catering Services (RFP #16-02)

12  
13 Ms. Sova said the next item is to approve the Lake Mary Events Center Catering  
14 Services contract. We did RFP #16-02. They were received February 26<sup>th</sup>. They were  
15 analyzed by a committee of three. We had eight of our current catering companies  
16 respond and there were three new respondents. We got a list of ten. One submission  
17 from Hard Rock Orlando/Shakers Bar was removed from qualifications because they  
18 didn't meet the minimum requirements of the RFP and that was because it was a joint  
19 venture.

20  
21 Ms. Sova said we are recommending that nine be selected instead of eight. There is no  
22 policy about the eight. The reason we selected the ninth was to bring in 4 Rivers  
23 Smokehouse. They are very popular for our luncheons and corporate meetings and are  
24 kind of popular for weddings and would like to keep them in the mix. She asked the  
25 Commission approve the recommendation of these nine caterers: Arthur's, Big City  
26 Catering, Puff N Stuff, River City, John Michaels, Cuisiniers, Levan's, Magic Occasions,  
27 and 4 Rivers Smokehouse.

28  
29 **Motion was made by Commissioner Lucarelli to authorize the City Manager to**  
30 **enter into agreements with the top nine caterers: Arthur's, Big City Catering, Puff**  
31 **N Stuff, River City, John Michaels, Cuisiniers, Levan's, Magic Occasions, and 4**  
32 **Rivers Smokehouse. Seconded by Commissioner Brender and motion carried**  
33 **unanimously.**

34  
35 3. Surplus Item – Large Format Scanner and Stand

36  
37 Ms. Sova said the next item is a request to surplus a large format scanner and stand.  
38 The scanner doesn't work and can't be updated and it's time to dispose of it.

39  
40 Commissioner Brender asked if we had replaced it yet.

41  
42 Ms. Sova answered affirmatively. We also have our Document Imaging Specialist on  
43 board.

44  
45 **Motion was made by Commissioner Brender to declare the Vidar Surveyor 600E**  
46 **large format scanner and stand, Asset #010740, surplus and City Manager to**

1 **dispose of, seconded by Commissioner Lucarelli and motion carried**  
2 **unanimously.**

3  
4 Ms. Sova said we plan to submit for 2017 a Community Planning Technical Assistance  
5 Grant for the Rinehart Road Corridor Study. She asked for a motion directing staff to  
6 apply for that grant.

7  
8 **Motion was made by Commissioner Brender to authorize staff to apply for a**  
9 **Community Planning Technical Assistance Grant for the Rinehart Road Corridor**  
10 **Study, seconded by Commissioner Lucarelli and motion carried unanimously.**

11  
12 B. Items for Information – None

13  
14 C. Announcements

15  
16 Ms. Sova said the last of the Car Show Spring Series will be held Sunday, April 10<sup>th</sup>  
17 from 11:00 A.M. until 2:00 P.M. It has been really popular and have had a lot of cars.

18  
19 Ms. Sova said the Trailblazers 5K will be held on Saturday, April 23<sup>rd</sup> from 7:30 A.M.  
20 until 9:00 A.M. It begins at City Hall and proceeds through Downtown Lake Mary. For  
21 more information, including registration, visit the website lakemary5k.com. This year  
22 the proceeds will go towards Heritage Park.

23  
24 Ms. Sova said in observance of National Arbor Day, through the help of Duke Energy  
25 and LeFleur Nurseries, we will be giving away 350 trees at the Farmer's Market on April  
26 30<sup>th</sup>. We should be getting our Tree City award back for the 40<sup>th</sup> anniversary.

27  
28 Ms. Sova said if the Commission has no objection she was going to allow employees to  
29 use accrued leave in order to close non-emergency offices on the Friday prior to  
30 Christmas. We won't be doing it on the Friday prior to New Year's. It would allow  
31 everybody to have a four-day holiday. Christmas falls on Sunday this year which  
32 means employees automatically get Monday off. The employees look forward to this  
33 each year and want to give them plenty of time to plan. There were no objections from  
34 the Board.

35  
36 Ms. Sova reminded everyone that the State of the City is April 28<sup>th</sup> at the Events Center.  
37 Staff works hard on that.

38  
39 Ms. Sova asked to cancel the April 21<sup>st</sup> meeting. We don't have anything coming  
40 forward. If anything does come forward he can go ahead and schedule it. She said she  
41 would be out of town but Dr. Tomerlin can handle the matter. There were no objections  
42 from the Board.

43  
44 Commissioner Brender announced he would be absent for the May 5<sup>th</sup> meeting.

45  
46 12. Mayor and Commissioners' Reports

1  
2 Mayor Mealor said this past Thursday, the City sponsored an Economic Development  
3 Summit with the Mayors of Sanford, DeBary, Deltona and Lake Mary. It was very well  
4 attended. One of things he came away with was a deeper appreciation for what the City  
5 of Sanford is doing. There are a number of ways where we collaborate and work  
6 together. We have a great quality of life in the proximity to downtown historic Sanford,  
7 the River Walk and other areas add to our community.

8  
9 Mayor Mealor thanked a number of our employees led by Fire Marshal Wendy Niles.  
10 Many in our community have been impacted by cancer. The City of Lake Mary will host  
11 the Relay for Life at City Hall Central Park on Friday, April 29<sup>th</sup>. The opening  
12 ceremonies will be a 6:00 P.M. and will conclude at midnight. The reason he shares  
13 this is the City of Lake Mary departments have put together gift baskets that are going  
14 to be raffled. They are stunning. This is a fundraiser by raffle. If you go to  
15 [www.lakemaryfl.com](http://www.lakemaryfl.com) you can see what those are and we encourage all members of the  
16 community to take part in that activity. It is for an incredibly good cause. We have a  
17 number of our employees that will serve as honorary co-captains of the team that  
18 evening.

19  
20 Deputy Mayor Duryea had no report at this time.

21  
22 Mayor Mealor said we had from the Historical Commission a request to appoint  
23 Elizabeth Randall to fill an unexpired term. We also have a request to appoint Ingrid  
24 Blomgren to the Elder Affairs Commission. Ms. Randall's term will expire December 31,  
25 2016 and Ms. Blomgren will go through December 31, 2018.

26  
27 **Motion was made by Commissioner Lucarelli to appoint Elizabeth Randall to the**  
28 **Historical Commission and Ingrid Blomgren to the Elder Affairs Commission,**  
29 **seconded by Commissioner Brender and motion carried unanimously.**

30  
31 Mayor Mealor thanked Ms. Randall and Ms. Blomgren for their willingness to serve. We  
32 appreciate their interest in serving in that voluntary capacity.

33  
34 Commissioner Lucarelli gave a report on the Family Fun Day. The Mayor showed up.  
35 It was drizzling most of the morning but surprisingly had a good turnout. There were  
36 vendors and people running around in the rain and enjoying themselves. About 10:30  
37 she, Ronnie Gregory, the Fire Chief, and Messrs. Nipe and Williams went into the  
38 computer room and looked at the radar and decided we needed to call it. The lightning  
39 was way off to the west and we didn't get any rain other than the drizzle but it was the  
40 winds. With all the tents and inflatables it was not a good mix. It was definitely the right  
41 call. A tree went down by the clock tower a little bit after. We appreciate staff's hard  
42 work. We look forward to next year having better weather.

43  
44 Commissioner Brender said he attended CALNO yesterday and the City of Longwood  
45 hosted and gave an overview of their economic development plans from their Economic  
46 Development Director, Tom Krueger. It is interesting to see the differences that take

1 place from Longwood which is barely three miles south of us to here. The different  
2 kinds of businesses, the different kinds of incentives and that sort of thing we each offer.

3  
4 13. City Attorney

5  
6 Ms. Reischmann had no report at this time.

7  
8 14. Adjournment

9  
10 There being no further business, the meeting adjourned at 8:00 P.M.

11  
12  
13  
14  
15 \_\_\_\_\_  
16 David J. Mealor, Mayor

17  
18  
19 \_\_\_\_\_  
20 Mary Campbell, Deputy City Clerk

21  
22 ATTEST:

23  
24 \_\_\_\_\_  
Carol A. Foster, City Clerk



## MEMORANDUM

DATE: May 5, 2016

TO: Mayor and City Commission

FROM: Dianne Holloway, Finance Director

VIA: Jackie Sova, City Manager

SUBJECT: Ordinance No. 1541 - Providing for bear-proof commercial containers and carts for collection services and establishing a service fee for those services in the West Seminole County Urban Bear Management Area (WSCUBMA) - First Reading (Public Hearing) (Dianne Holloway, Finance Director)

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**DISCUSSION:** In November of 2014, the City Commission approved and adopted the Franchise Agreement for Solid Waste Collection Services with Waste Pro of Florida, Inc. (Franchise Agreement) with a March 1, 2015, implementation date.

Recently, the Seminole County Board of County Commissioners adopted a new chapter dealing with Urban Bear Management which focuses on the elimination of bear attractants with designated Urban Bear Management. Refuse management standards have been created for residential and commercial properties in both the unincorporated and incorporated areas of the County.

The City will need to abide by these refuse management standards for properties located in the West Seminole County Urban Bear Management Area (WSCUBMA) within the City limits located west of I-4 by making available bear-proof refuse containers to both residential and commercial properties. The WSCUBMA east of I-4 has been defined as the "Caution Zone" and will be reviewed in the future to determine what standards, if any, may be necessary.

Through the Franchise Agreement, the City currently provides solid waste collection services to approximately twenty-seven (27) commercial customers on the west side of I-4. There are no residential properties within the City limits west of I-4. Article 8 of the

current Franchise Agreement does provide bear-proof garbage carts to residents at the request of the City, however, it does not provide for commercial bear-proof containers. Therefore, an amendment to the Franchise Agreement is necessary.

Commercial bear-proof containers are available in four (4), six (6), and eight (8) yard sizes. Because bear-proof containers are not available in a two (2) yard, staff will need to work with four (4) commercial customers to either change to a larger container or a commercial garbage cart. Waste Pro will be able to provide all of the containers that are needed. Bear-proof containers are more expensive due to the metal lids and locking mechanisms. They will also need to be swapped out more frequently due to the wear and tear on the locking mechanisms. Therefore, Waste Pro is asking for a Service Fee of \$32.50 per month per container in addition to the current monthly rate for collection and disposal fees. If a commercial account would like to downsize to a bear-proof commercial garbage cart, utilization permitting, the Service Fee will be an additional \$12.50 per month. These fees would be passed through to the customer.

To adopt these changes, we will need to first amend the Franchise Agreement to 1) add Section 8.2.5 providing for bear-proof containers and establishing Service Fees for those containers; 2) amend Section 13.2.4 to include Section 8.2.5 to the compensation provisions of the Franchise Agreement; and 3) amend Exhibit 1 Service Fees to incorporate the commercial customer service fees for the solid waste collection services in the WSCUBMA. Once the amendments have been approved, it will be necessary to bring forth a resolution to add the service fees to the Solid Waste Collection Rate Schedule.

**RECOMMENDATION:** The City Commission adopt Ordinance No. 1541 amending the Franchise Agreement with Waste Pro of Florida, Inc. and authorize the City Manager to execute the amended agreement.

## ORDINANCE NO. 1541

**AN ORDINANCE OF THE CITY OF LAKE MARY, FLORIDA, AMENDING ORDINANCE NO. 1519, THE FRANCHISE AGREEMENT FOR SOLID WASTE COLLECTION SERVICES WITH WASTE PRO OF FLORIDA, INC., ARTICLE 8 CONTAINERS, TO ADD SECTION 8.2.5 PROVIDING FOR BEAR-PROOF COMMERCIAL CONTAINERS AND CARTS FOR COLLECTION SERVICES AND TO ESTABLISH A SERVICE FEE FOR THOSE SERVICES IN THE WEST SEMINOLE COUNTY URBAN BEAR MANAGEMENT AREA (WSCUBMA); AMENDING ARTICLE 13.2 COMPENSATION, SECTION 13.2.4.C TO INCLUDE SECTION 8.2.5; AMENDING EXHIBIT 1 SERVICE RATES TO INCLUDE SERVICE FEES FOR COMMERCIAL COLLECTION OF BEAR-PROOF CONTAINERS; PROVIDING FOR SEVERABILITY; PROVIDING FOR CONFLICTS AND PROVIDING AN EFFECTIVE DATE.**

**WHEREAS**, on November 6, 2014, the City Commission adopted Ordinance No. 1519, approving and adopting the Franchise Agreement for Solid Waste Collection Services with Waste Pro of Florida, Inc. "Franchise Agreement"; and

**WHEREAS**, on December 8, 2015, the Seminole County Board of County Commissioners amended County Code to include Chapter 258, a new chapter dealing with Urban Bear Management which focuses on the elimination of bear attractants within designated Urban Bear Management Areas; and

**WHEREAS**, on February 23, 2016, the Seminole County Board of County Commissioners amended Chapter 258 Urban Bear Management to add the term "Caution Zone" to identify the portion of the WSCUBMA located east of I-4 and establishing a review date and determinants for the application of bear management practices within the caution zone; and

**WHEREAS**, compliance with the requirement to secure refuse and other bear attractants for properties located within the WSCUBMA located west of I-4 became effective on March 24, 2016, for residential properties and on April 23, 2016, for commercial properties; and

**WHEREAS**, it is the desire of the City to amend the Franchise Agreement to provide for bear-proof commercial containers and establish service fees for solid waste collection services of bear-proof commercial containers; and

### **IT IS HEREBY ENACTED BY THE CITY OF LAKE MARY AS FOLLOWS:**

**Section 1.** Article 8 Containers, of the Franchise Agreement is hereby amended to add Section 8.2.5 to provide bear-proof commercial containers and service fees for solid waste collection services.

**Section 2.** Article 13 Compensation, Section 13.2.4 of the Franchise Agreement is hereby amended to add Section 8.2.5 to remit payment to Franchise Collector for costs and service fees associated with bear-proof carts.

**Section 3.** Exhibit 1 of the Franchise Agreement is hereby amended to establish Commercial Customer Service Fees for the Solid Waste Collection Services in the WSCUBMA.

**Section 4. Severability.** If any section, sentence, phrase, word or portion of this Ordinance is determined to be invalid, unlawful or unconstitutional, said determination shall not be held to invalidate or impair the validity, force or effect of any other section, sentence, phrase, word, or portion of this Ordinance not otherwise determined to be invalid, unlawful, or unconstitutional.

**Section 5. Conflicts.** All ordinances or resolutions or parts of ordinances or resolutions in conflict herewith are hereby repealed to the extent of any conflict.

**Section 6. Effective Date:** This Ordinance shall become effective immediately upon passage and adoption.

PASSED AND ADOPTED THIS 19<sup>th</sup> day of May 2016.

FIRST READING: May 5, 2016

SECOND READING: May 19, 2016

CITY OF LAKE MARY, FLORIDA

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MAYOR, DAVID J. MEALOR

ATTEST:

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CITY CLERK, CAROL A. FOSTER

to, being rust and damage free, freshly painted, and in good working order. Final determination of new, or like new, condition will be made by the City. Any Container not meeting the specification provided will be subject to replacement at the City's discretion. The City intends to conduct audits of Commercial Containers as necessary, Specifications provided in Exhibit 4. The initial distribution of Containers and distribution to any new Commercial Customer shall include an information brochure as specified in Article 12.1.2.

- 8.2.2 Ownership of Containers utilized for Commercial Collection Service shall rest with Franchise Collector at all times during the Agreement. Ownership of all Commercial Garbage Carts shall rest with Franchise Collector until expiration or termination of this Agreement, at which point ownership shall rest with the City.
- 8.2.3 All Franchise Collector-provided Containers shall have Franchise Collector's name and phone number clearly displayed. Containers shall be rust-free, have drain plugs installed to retain storm water and prevent leaching, and have lids in proper, safe working condition.
- 8.2.4 Franchise Collector shall maintain Containers so they are clean and free from offensive odors. Upon request, Franchise Collector shall deodorize, wash-out, paint, or switch-out Containers as needed.
- 8.2.5 Upon request by the City, the Franchise Collector shall provide bear-proof Containers and Commercial Garbage Carts. Bear-proof carts shall have same markings as regular containers and carts unless otherwise approved by the City Representative. Service fees will be \$32.50 and bear-proof Commercial Garbage Carts will be \$12.50 per month, reflecting the cost of the cart, delivery and service of the bear-proof Container/Carts. The City shall be responsible for the billing and receipt of said fees, and shall remit payment to the Franchise Collector as specified in Article 13.2.4.

### **8.3 Container, Storage, Repair, and Replacement**

- 8.3.1 Franchise Collector shall be responsible for the provision and storage of an adequate supply of Containers, including Garbage Carts and Recycling Carts, for Collection Services pursuant to this Agreement. Franchise Collector shall hold the City harmless for any liabilities arising out of the use thereof to the full extent described in Section 17.2.1. Containers shall be stored locally or within a reasonable distance to ensure timely delivery.
- 8.3.2 Franchise Collector shall inspect Containers on a regular basis and shall maintain them in proper operating condition. Any Container not meeting the specifications as provided in this Agreement shall be subject to repair or replacement.
- 8.3.3 Franchise Collector shall bear the cost of repairing or replacing all Carts, including RFID technology maintenance, and Containers. All final decisions regarding the condition or replacement of Containers will be made by the City Representative.
- 8.3.4 Franchise Collector shall not remove any Container without prior notification to the Customer. Franchise Collector shall provide, repair, replace, or exchange Containers within five (5) business days of request.
- 8.3.5 Franchise Collector shall report, on a monthly basis, Residential Cart and Container repair, replacement, and exchange services performed and date completed as specified in Articles 10.2.3 and 11.2.2 herein.

for this service at the rate so established less the current franchise fee for commercial service. Rates will be verified by submitting three (3) months prior invoices from the previous collection service provider. Beginning the thirteenth (13th) month following annexation, the rate will revert to the City of Lake Mary service rates in effect at that time, or service rates will be as provided by Section 171.062, Florida Statutes.

### **13.2 Collection Service Billing and Payment**

- 13.2.1 The policy of the City of Lake Mary is to make payments in accordance with the Local Government Prompt Payment Act, Section 218 and Part VII, Florida Statutes. Payment shall be made by the City as specified herein.
- 13.2.2 The City will bill and collect payment from Residential Customers and Commercial Customers, excluding compactor and roll-off services.
- 13.2.3 Franchise Collector will bill and collect payment for the following:
  - a. Commercial compactor and roll-off services, including administrative fees specified in Article 13.1.3 herein and actual disposal fees.
  - b. Recyclables collection service provided to Commercial Customers.
- 13.2.4 Within 30 days of the end of each month, the City shall remit payment to Franchise Collector for the following:
  - a. Residential Collection Services performed during that month based on the number of Residences billed, including Special Services.
  - b. Commercial Collection Services performed during that month based on the services billed, excluding commercial services billed by the Franchise Collector.
  - c. Costs and service fees associated with bear-proof carts as specified in Article 8.1.5 and 8.2.5.
- 13.2.5 Within 30 days of the end of each month, Franchise Collector shall remit payment to the City for the following:
  - a. Administrative fees due to the City for commercial compactor and roll-off service provided during that month.
  - b. Recycling Revenue for that month as specified in Article 13.4.
- 13.2.6 Franchise Collector is responsible for remitting all disposal fees to the Designated Facility for Solid Waste, Bulk Waste, and Yard Trash collected pursuant to this Agreement in a timely manner.

### **13.3 Change in Law**

- 13.3.1 Franchise Collector may petition the City to adjust Franchise Collector's rates based on unusual and unanticipated increases in the cost of doing business caused by or arising from change in law or regulation ("Change in Law"). Any such request shall be supported by full documentation establishing the increase in operating costs and the reasons therefore. The City shall be entitled to audit Franchise Collector's financial and operational records directly related to Franchise Collector's request in order to verify the increase in costs and the reasons therefore.
- 13.3.2 "Change in Law" means (i) the adoption, promulgation, or modification after the date of this Agreement of any law, regulation, order, statute, ordinance, or rule that was not adopted, promulgated, or modified on or before the date of this Agreement; or (ii) the imposition of any material conditions in connection with the issuance, renewal, or modification of any permit, license, or approval after the date of this Agreement, which in the case of either (i) or (ii) establishes requirements affecting Franchise Collector's operation under this Agreement more burdensome than the requirements that are applicable to Franchise Collector and in effect as of the Effective Date of this Agreement.

## EXHIBIT 1 SERVICE RATES

<b>Residential Collection Rate</b>			<b>The Forest Club</b>			<b>Residential Special Service</b>		
City	Total	18.00	City	Total	3,840.51	Clean-Up per Cubic Yard	Yard Trash	Bulk Waste
Waste Pro	Collection	13.96	Waste Pro	Collection	2,910.90	City	20.00	20.00
	Disposal	10.75		Disposal	incl.in total	Waste Pro	16.76	16.76
		3.21			incl.in total	Collection	13.44	11.78
Service level 1 garbage/1 recycling/1 yard waste/week						Disposal	3.32	4.98
<b>Residential Rear-Door (Door-side)</b>			<b>Smathers/Anderson - per Section 5.2.3 residential dumpster</b>					
City	Total	24.00	City	Total	77.31			
Waste Pro	Collection	13.96	Waste Pro	Collection	58.76			
	Disposal	10.75		Disposal	incl.in total			
		3.21		Disposal	incl.in total			

Weekly Pickup Frequency for Commercial Container Service										
		Container Size	1	2	3	4	5	6	7	Extra PickUp
City		96 gal (HAP)	\$ 32.62	n/a	n/a	n/a	n/a	n/a	n/a	
Waste Pro	Total		\$ 28.08							
	Collection		\$ 25.01							
	Disposal		\$ 3.07							
City		2 Yard	\$ 67.73	\$ 111.83	\$ 155.82	\$ 199.92	\$ 243.92	\$ 288.02	\$ 332.01	\$ 40.00
Waste Pro	Total		\$ 48.37	\$ 90.98	\$ 127.83	\$ 173.90	\$ 209.59	\$ 238.38	\$ 254.51	\$ 19.94
	Collection		\$ 35.47	\$ 65.17	\$ 89.12	\$ 122.29	\$ 145.07	\$ 160.96	\$ 164.19	\$ 16.96
	Disposal		\$ 12.90	\$ 25.81	\$ 38.71	\$ 51.61	\$ 64.52	\$ 77.42	\$ 90.32	\$ 2.98
City		3 Yard*	\$ 92.72	n/a	n/a	n/a	n/a	n/a	n/a	\$ 40.00
Waste Pro	Total		\$ 69.10	n/a	n/a	n/a	n/a	n/a	n/a	\$ 21.57
	Collection		\$ 49.74							\$ 17.10
	Disposal		\$ 19.36							\$ 4.47
City		4 Yard	\$ 118.44	\$ 206.54	\$ 294.63	\$ 382.73	\$ 470.82	\$ 558.92	\$ 647.01	\$ 40.00
Waste Pro	Total		\$ 89.82	\$ 170.43	\$ 224.57	\$ 299.41	\$ 358.15	\$ 443.37	\$ 495.18	\$ 23.19
	Collection		\$ 64.01	\$ 118.82	\$ 147.15	\$ 196.18	\$ 229.12	\$ 288.53	\$ 314.53	\$ 17.23
	Disposal		\$ 25.81	\$ 51.61	\$ 77.42	\$ 103.23	\$ 129.03	\$ 154.84	\$ 180.65	\$ 5.96
City		6 Yard	\$ 162.34	\$ 292.68	\$ 423.02	\$ 553.37	\$ 683.61	\$ 813.95	\$ 944.30	\$ 40.00
Waste Pro	Total		\$ 125.10	\$ 223.66	\$ 322.23	\$ 432.13	\$ 522.41	\$ 620.14	\$ 721.19	\$ 26.45
	Collection		\$ 86.39	\$ 146.24	\$ 206.10	\$ 277.29	\$ 328.86	\$ 387.88	\$ 450.22	\$ 17.51
	Disposal		\$ 38.71	\$ 77.42	\$ 116.13	\$ 154.84	\$ 193.55	\$ 232.26	\$ 270.97	\$ 8.94
City		8 Yard	\$ 208.72	\$ 382.44	\$ 556.27	\$ 729.99	\$ 903.72	\$ 1,077.44	\$ 1,269.03	\$ 40.00
Waste Pro	Total		\$ 162.39	\$ 291.58	\$ 420.80	\$ 558.02	\$ 690.82	\$ 821.97	\$ 954.76	\$ 29.70
	Collection		\$ 110.78	\$ 188.35	\$ 265.96	\$ 351.57	\$ 432.75	\$ 512.29	\$ 593.46	\$ 17.78
	Disposal		\$ 51.61	\$ 103.23	\$ 154.84	\$ 206.45	\$ 258.07	\$ 309.68	\$ 361.30	\$ 11.92

\*Service no longer offered

Effective May 19, 2016	Unit	Frequency	Rate
Bear-Proof Container Surcharge (containers provided by Waste Pro)	per dumpster (HAP) service	per month	\$ 32.50
		per month	\$ 12.50

COMMERCIAL SERVICE - Compactors and Roll-Offs (1)		
Container Size	Container Rental & Maintenance per month	Fee per Pull (2)
20 cy Compactor	\$375.00	\$183.00
30 cy Compactor	\$375.00	\$183.00
34 cy Compactor	\$375.00	\$183.00
35 cy Compactor	\$375.00	\$183.00
40 cy Compactor	\$375.00	\$183.00
20 cy Roll Off	\$0.00	\$183.00
30 cy Roll Off	\$0.00	\$183.00
40 cy Roll Off	\$0.00	\$183.00

- (1) Waste Pro will invoice customers directly for these services.
- (2) In addition to these rates for compactors and roll-offs, Waste Pro shall include an administrative fee of \$20 per pull and remit to the City Monthly.



## CITY MANAGER'S REPORT

DATE: May 5, 2016  
TO: Mayor and City Commission  
FROM: Jackie Sova, City Manager  
SUBJECT: City Manager's Report

---

### **ITEMS FOR COMMISSION ACTION:**

1. Retirement Gift to Police Officer Jeffrey Napier.
2. RFQ 16-04 Agent of Record Services for Employee Benefit Programs.
3. RFP 16-03 Management and Operation of Lake Mary Tennis Center.
4. Sports Complex/Batting Cage Concession Agreement Extension.
5. Request for Expenditures from the State Law Enforcement Trust Fund for Donations.
6. Surplus Computers.

### **ITEMS FOR COMMISSION INFORMATION:**

1. None



## CITY MANAGER'S REPORT

DATE: May 5, 2016  
TO: Mayor and City Commission  
FROM: Steve A. Bracknell, Chief of Police  
VIA: Jackie Sova, City Manager  
SUBJECT: Retirement Gift to Police Officer Jeffrey Napier

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This memorandum is a request to surplus PFC Jeffrey Napier's department issued handgun and gift it to him upon his retirement. He has served the City as a police officer for more than 15 years.

This weapon is a Glock model 22, serial number LAP 429. Upon your approval, Chief Bracknell will present the weapon to him and have the weapon removed from our inventory.

**RECOMMENDATION:**

Request Commission declare the above listed Glock surplus and authorize presentation to PFC Jeffrey Napier.



## CITY MANAGER'S REPORT

DATE: May 5, 2016

TO: Mayor and City Commission

FROM: Jackie Sova, City Manager

SUBJECT: RFQ 16-04 Agent of Record Services for Employee Benefit Programs

---

Submissions for RFQ 16-04 were received on April 13, 2016. The intent of the RFQ was to choose an Agent of Record for Employee Benefit Programs. Five (5) proposals were received.

The Selection Committee consisted of: Dianne Holloway - Finance Director, Wanda Broadway - Human Resources Manager, and Jennifer Tate - Human Resources Specialist.

Committee members individually read and scored each proposal based on the following evaluation criteria:

1. Required Submittals and Completeness of the Proposal
2. Qualifications, Experience, Background and Workload
3. FRQ Understanding, Proposed Approach and Methodology
4. Compensation Recommendation

The Selection Committee met on Monday, April 18, 2016, to discuss their ranking of the submissions and an evaluation summary was developed. The committee also determined that presentations would not be needed as the information in the submittals was sufficient. The final ranking supported by the attached evaluation summary was determined to be:

1. Gallagher Benefit Services, Inc.
2. Hylant Group, Inc.
3. Brown & Brown of Florida, Inc.
4. MFB Financial, Inc., dba the Baily Group.
5. Seaside Insurance, Inc.

**Recommendation:**

Based on the submissions and scoring matrix, the Selection Committee recommends the City Commission authorize the City Manager to conduct negotiations with Gallagher Benefit Services, Inc. to serve as Agent of Record for Employee Benefit Programs.

**Attachment:**

Selection Committee Evaluation Summary

**EVALUATION FORM - RFQ 16-04  
AGENT OF RECORD SERVICES FOR EMPLOYEE BENEFIT PROGRAMS**

Firm Name	Dianne Holloway	Wanda Broadway	Jennifer Tate	Total Points	Ranking
MFB Financial, Inc. dba The Bailey Group	84	83	75	242	4
Hylant Group, Inc.	87	98	93	278	2
Brown & Brown of Florida, Inc.	74	97	89	260	3
Seaside Insurance, Inc.	59	76	58	193	5
Gallagher Benefit Services, Inc.	95	99	98	292	1

The selection committee met to establish the ranking of the firms following their individual review of the submitted qualifications. The numbers were tallied and a ranking determined. The committee was in agreement that presentations were not necessary as the submittals were sufficient. An agenda memo will be prepared to be submitted to the City Commission for approval via the City Manager's report.

Meeting Date: April 18, 2016

Meeting start time: 3:30 PM

Meeting location: City Hall Conference Room located at 100 N. Country Club Rd.

Committee members: Dianne Holloway, Finance Director, Jennifer Tate, Human Resources Specialist and Wanda Broadway, Human Resources Manager (via telephone). Also present were Jill J. Alvarez, Purchasing Coordinator and one vendor representative.

Meeting adjourned at 3:38 PM



## CITY MANAGER'S REPORT

DATE: May 5, 2016  
TO: Mayor and City Commission  
FROM: Gunnar Smith, Business Manager  
THRU: Bryan Nipe, Director of Parks and Recreation  
VIA: Jackie Sova, City Manager  
SUBJECT: RFP 16-03 Management and Operation of Lake Mary Tennis Center

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One proposal for RFP 16-03 was received on April 8, 2016. The intent of the RFP was to choose a Tennis Contractor for the Lake Mary Tennis Center to begin in May 2016. The submitted proposal was received from Steven Huber, Lake Mary Tennis.com, Inc.

**The Selection Committee consisted of the following members:**

1. Bryan Nipe, Parks and Recreation Director
2. Gunnar Smith, Business Manager
3. Radley Williams, Recreation and Events Manager

**Recommendation**

Based on the single proposal meeting all requested qualifications and Steve Huber's successful track record, staff recommends that the Commission authorize the City Manager to enter into contract negotiations with Steve Huber, Lake Mary Tennis.com, Inc., to serve as the Tennis Contractor.

**Attachments**

1. Steve Huber, Lake Mary Tennis.com, Inc. submittal

**PROPOSER'S CERTIFICATION**

I have carefully examined the Request for Proposal and any other documents accompanying or made a part of this Request for Proposal.

I hereby propose to furnish the goods or services specified in the Request for Proposal at the prices or rates quoted in my proposal. I agree that my proposal will remain firm for a period of up to one hundred twenty (120) days in order to allow the City adequate time to evaluate the proposals.

I agree to abide by all conditions of this proposal and understand that a background investigation may be conducted by the Lake Mary Police Department prior to award.

I certify that all information contained in this proposal is truthful to the best of my knowledge and belief. I further certify that I am duly authorized to submit this proposal on behalf of the vendor/contractor as its act and deed and that the vendor/contractor is ready, willing and able to perform if awarded the contract.

I further certify, under oath, that this proposal is made without prior understanding, agreement, connection, discussion, or collusion with any other person, firm or corporation submitting a proposal for the same product or service; and that the undersigned executed this Proposer's Certification with full knowledge and understanding of the matters therein contained and was duly authorized to do so.

LAK MARY TENNIS, COM INC

NAME OF BUSINESS

BY:

SIGNATURE

State of Florida  
County of Seminole

Sworn to and subscribed before me

this 3rd day of

April, 2016 by Stephen Huber.

Stephen Huber owner President

NAME & TITLE, TYPED OR PRINTED

556 Pleasant Grove Dr.

MAILING ADDRESS/OR IF DIFFERENT YOUR PRINCIPLE PLACE OF BUSINESS

Winter Springs FL 32708

CITY, STATE, ZIP CODE

708 324-3096

FAX NUMBER

Steve@LAKEMARYTENNIS.COM

E-MAIL ADDRESS

Jennifer Rezendes  
Signature of Notary

Notary Public, State of Florida

Personally Known

- OR -

Produced Identification

Type: FLDL H160-792-69-105-0

DUNS Number: n/a

Company Tax ID# n/a



JENNIFER REZENDES  
NOTARY PUBLIC  
STATE OF FLORIDA  
Comm# FF900130  
Expires 7/15/2019

**Stephen L. Huber - Response to:  
RFP 16-03 MANAGEMENT AND OPERATION OF LAKE MARY TENNIS CENTER**

**1.0 INTRODUCTION/SUBMITTAL REQUIREMENTS**

The City of Lake Mary is seeking proposals from qualified Tennis Professionals with facility management experience to act as an independent Contractor for the management, promotion, operation and maintenance of the Lake Mary Tennis Center, located at 515 Roland Garros Lane, Lake Mary, FL 32746. The Contractor will manage and operate the facility and provide tennis instruction at all levels of participation, including private and group lessons, and junior programs. The Contractor will provide service as described herein and provide reporting to the Director of Parks and Recreation.

*Attached proposal is respondent to my desire to be considered for the position of an independent contractor for the management, promotion, operation and maintenance of the Lake Mary Tennis Center.*

**2.0 DESCRIPTION OF TENNIS FACILITY**

The Lake Mary Tennis Center was constructed in 2001 and consists of seven lighted irrigated soft (HAR-TRU) courts, pro shop, office area, restrooms/locker rooms and parking lot. Currently courts are designated for membership play and daily fee play. The current level membership at the Lake Mary Tennis Center is 165, which includes family, youth, and individual adult memberships both resident and non-city resident. Daily fee users average 65 per day.

*Attached proposal is in reference to the facility as stated.*

**2.1 CURRENT ANNUAL MEMBERSHIP RATES AND DAILY PLAY FEES  
- RATES ARE SET BY THE CITY OF LAKE MARY**

Annual membership rates:

Resident (One Adult) \$305

Resident (Family) \$435

Resident Youth (18 and under) \$140

Non-Resident (One Adult) \$385

Non-Resident (Family) \$490

Non-Resident Youth \$195

Annual Corporate Rate \$750

Daily Rate (Per Person) \$8

*Attached proposal agrees with this fee schedule as being current.*

**2.2 OBJECTIVES**

The objective of this Request for Proposal (RFP) is to award a contractual agreement to the qualified Contractor who will accomplish the following:

- Optimize visitor participation at the Lake Mary Tennis Center by providing well maintained facilities, tennis instruction, excellent customer service, quality merchandise at reasonable prices, and marketing of the facility and activities/events.
- Maintain and provide if necessary any furnishings and equipment necessary to create a functional, attractive and inviting facility.
- Display awareness of the demographics and special needs of the community in providing services.

- Assume operation not later than 30 days from executed agreement.

***Attached proposal meets or exceeds the objectives as stated.***

### 3.0 TERM OF AGREEMENT

The initial term of this contract shall be effective for a period of three (3) years. The contract may be renewed by mutual agreement for two (2) additional twelve (12) month periods provided both parties are in agreement and all terms and conditions are mutually agreed upon.

***Attached proposal is predicated upon the term(s) as stated.***

### 4.0 CONTRACTOR RESPONSIBILITIES

#### 4.1 GENERAL DUTIES

1. Provide the Director of Parks and Recreation monthly reports of membership levels, daily fees and retail activity.
2. Manage and supervise all tennis play.
3. Manage and supervise charging of court fees and other privilege fees.
4. Manage and supervise the rental of tennis center equipment and maintenance thereof.
5. Provide competent tennis instruction for all groups and levels of players.
6. Manage, hire and supervise personnel such as assistant professionals, shop personnel, maintenance staff, etc., in the performance of their duties. All personnel will be subject to level 2 background checks through the City paid for by the Contractor.
7. Enforce all the Tennis Center's rules and regulations governing the use of the facility, its equipment and other property as established by the City.
8. Operate and maintain a reputable pro shop staffed with competent personnel and featuring quality merchandise and services.
9. Devote a reasonable number of hours to playing tennis with members regardless of their tennis excellence; such play is not to be considered a playing lesson.
10. Enthusiastically encourage tennis participation by planning events to promote the sport and fellowship in the tennis center. Event activities could include but not be limited to clinics, films, fun playing events or tennis education programs, etc.
11. Utilize an automated computer system that provides for online court reservations.

***Attached proposal acknowledges the general duties as stated.***

#### 4.2 SPECIFIC DUTIES

##### A. Tournaments & Events

1. Prepare and plan tennis events and tournaments. All tournaments and events must be approved by the Director of Parks and Recreation.
2. Secure adequate support personnel for various aspects of tournament events (publicity, umpires, etc.).
3. Promote and market tournaments and events.
4. Coordinate match schedules.
5. Ensure all facilities are ready for events.
6. Secure draw sheets, score cards and other such items necessary for respective tournaments.
7. Prepare and distribute event information sheets and entry blanks for participants.
8. Be available for rules decisions and other necessary coordination throughout the event.

9. Prepare post-tournament reports with details of the events and forward to the Director of Parks and Recreation.
10. Prepare annual calendar of tennis activities for the Tennis Center.

*Attached proposal is respondent to the section regarding tournaments and events as stated.*

#### B. Programs

1. Ensure programs are in place at the tennis center to service the entire membership (juniors, adults, seniors, etc.).
2. Organize periodic special events at the tennis center in an effort to attract and retain members' tennis interests.
3. Provide beginner through advanced instruction to enhance broad-based member participation.
4. Provide educational opportunities for all members so they can understand and enjoy tennis.
5. Prepare annual calendar of tennis activities for the Tennis Center.

*Attached proposal is respondent to my desire to be considered for this position as stated.*

#### C. Maintenance

1. Inspect and maintain the courts/facilities on a daily basis prior to the start of play and ascertain that all necessary maintenance has been performed.
2. Make certain that the necessary equipment for the maintenance and upkeep of the tennis center is on hand and properly maintained.
3. Keep the Director of Parks and Recreation informed on the status of the tennis center and equipment.
4. Ensure that all areas of the tennis center are neat and clean at all times.

*Attached proposal is respondent to my desire to be considered for this position as stated.*

#### D. Tennis pro shop operations

1. Keep pro shop in a clean and presentable condition.
  2. Maintain hours of operation of the pro shop consistent with the hours of Tennis Center operations.
  3. Maintain tennis merchandise at a reasonable level commensurate with members' needs.
- Attached proposal is respondent to my desire to be considered for this position as stated.*

#### E. Marketing

1. Market the facility and its activities through various media including print collateral, Social Media, etc.
  2. Provide the Director of Parks and Recreation with copy and imagery for updates to the City's website.
- Attached proposal is respondent to my desire to be considered for this position as stated.*

#### 5.0 RESPONSIBILITIES OF THE CITY

1. Provide those items specifically within the terms of the negotiated contractual agreement.
2. Provide grounds maintenance including mowing, edging, fertilizing, etc.
3. Provide all structural and fencing maintenance as deemed necessary by the City.

4. Provide bi-annual court resurfacing to all seven (7) har-tru courts.
5. Provide an internet connection to the Tennis Center.

*Attached proposal is respondent to my desire to be considered for this position as stated.*

#### 6.0 QUALIFICATIONS/EVALUATION CRITERIA

The contractor will be chosen for the position based on their strength and experience in the following areas out of a score of 100:

1. To be eligible for consideration, the Contractor must be a USTA Certified Tennis Professional and have a minimum of five (5) years of teaching experience as a tennis professional and be a member in good standing with the USTA with a USPTA qualification. (20 points)
2. A minimum of one (1) year of experience managing the operations of a tennis facility. (20 points)
3. Understanding/experience in soft court maintenance. (5 points)
4. Demonstrated success in developing and conducting a broad range of tennis programs for adults and youth including planning, promoting and conducting tournaments. (10 points)
5. References provided. (10 points)
6. Fee proposal as described under submittals 7.5. (20 points)
7. Thoroughness, completeness and creativity of submitted Business Plan. (15 points)

*Attached proposal is respondent to my desire to be considered for this position as stated.*

#### 7.0 SUBMITTALS

Responses to this Request for Proposals should contain the following information:

1. Provide a general narrative description of the contractor's philosophy and overall approach to the operation of tennis facilities at the City of Lake Mary Tennis Center as a component of the Business Plan.
2. Document the Contractor's qualifications and experience in the operation, soft court maintenance and management of tennis facilities.
3. Provide three (3) tennis industry related references, particularly for services provided to public agencies.
4. Identify the qualifications and experience of the proposed on-site manager and key staff in the operation of the facility.
5. A fee proposal. The Contractor shall collect all revenues associated with the facility and its programs. The City prefers to have the Contractor pay a fee or percent revenue share to the City. All daily fees and membership fees charged at the center shall be approved and set by the City.
6. Provided completed "standard forms" included in this RFP.

*Attached proposal is respondent to my desire to be considered for this position as stated.*

#### 8.0 SELECTIONS AND RANKING

All proposals received on or before 2:00 p.m. on Friday, April 8, 2016 will be reviewed and given full consideration. Proposals determined to represent the best qualifications; experience and response to the specific proposal elements identified in this RFP will be invited to an interview with a City Selection Committee.

All persons proposed to be working with youth pursuant to this contract will be required to submit to, and pass, a level 2 criminal background check as required. This requirement and other provisions for insurance, indemnification, and independent contractor status are set forth in the final contract, which will be negotiated with the successful Contractor, and for which the City reserves the right to further modify as needed for the agreement.

*Attached proposal is respondent to my desire to be considered for this position as stated.*

#### 9.0 NEGOTIATIONS AND CONTRACT AWARD

After the ranking is completed, the City will attempt to negotiate an agreement with the top ranked candidate that will be in the best interest of the City. The agreement will cover all aspects of the operation of the Lake Mary Tennis Center as described herein. If no agreement is reached with the top ranked candidate, negotiations will be terminated and initiated with the second ranked candidate, and so on, until an agreement is reached. Prior to awarding the contract, the City reserves the right to require a candidate to submit such evidence of its qualifications as it may deem necessary. The City Commission shall be the final judge of the competency of the candidate. Upon the successful negotiations of an agreement, a formal contract will be prepared and submitted to the City Commission for approval.

*Attached proposal is respondent to my desire to be considered for this position as stated.*

#### 10.0 INSURANCE REQUIREMENTS

##### WORKERS' COMPENSATION

Coverage is to apply for all employees for statutory limits in compliance with the applicable state and federal laws. The policy must include Employers' Liability with a limit of \$100,000 each accident, \$100,000 each employee, \$100,000 policy limit for disease.

##### COMMERCIAL GENERAL LIABILITY – OCCURRENCE FORM REQUIRED:

Contractor shall maintain commercial general liability (CGL) insurance with a limit of not less than \$300,000 each occurrence. If such CGL insurance contains a general aggregate limit, it shall apply separately to this location/project in the amount of \$600,000. CGL insurance shall be written on an occurrence form and shall include bodily injury and property damage liability for premises, operations, independent contractors, products and completed operations, contractual liability, broad form property damage and property damage resulting from explosion, collapse or underground (x, c, u) exposures, personal injury and advertising injury. Fire damage liability shall be included at \$100,000.

##### COMMERCIAL AUTOMOBILE LIABILITY INSURANCE:

The Contractor shall maintain automobile liability insurance with a limit of not less than \$300,000 each accident for bodily injury and property damage liability. Such insurance shall cover liability arising out of any auto (including owned, hired and non-owned autos). The policy shall be endorsed to provide contractual liability coverage.

##### EVIDENCE OF INSURANCE:

The Contractor shall furnish the City of Lake Mary with Certificates of Insurance. The Certificates are to be signed by a person authorized by that insurer to bind coverage on its behalf. The City of Lake Mary is to be specifically included as an additional insured on all policies except Workers' Compensation. In the event the insurance coverage expires prior to the completion of the project, a renewal certificate shall be issued thirty (30) days prior to said expiration date. The policy shall provide a thirty-day (30-day) notification clause in the event of cancellation or modification to the policy. All

certificates of insurance must be on file with and approved by the City of Lake Mary before the commencement of any work activities.

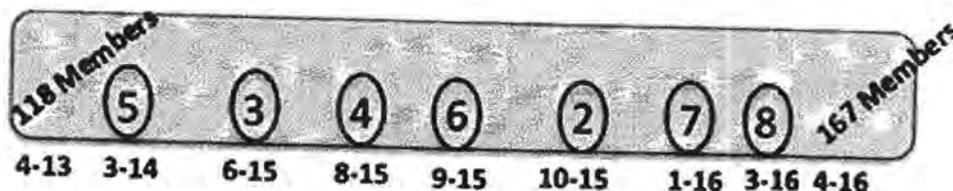
*Attached proposal is respondent to my desire to be considered for this position as stated.*

**Please see attached proposal (Specific Proposal Items)**

## Preface

1

*Lake Mary Tennis Center Accomplishments 2013 – 2016*  
*(more to come)*



- 1. Membership has increased by 42%**
- 2. First Corporate Sponsor (Star Child, Oviedo)**
- 3. USTA Sanctioned Entry Level Junior Tournaments**
- 4. Hosted First USTA Junior Tournament**
- 5. Premier of [www.lakemarytennis.com](http://www.lakemarytennis.com)**
- 6. Launch of "10 u pathway"**
- 7. Corporate Cardio Tennis, USTA Junior Team Tennis League, Web Video Promo**
- 8. Commissioned to host Bucky Copeland Memorial Tournament**

### Specific Proposal Items

Items directly related to:

#### 6.0 QUALIFICATIONS/EVALUATION CRITERIA

The contractor will be chosen for the position based on their strength and experience in the following areas out of a score of 100:

1. To be eligible for consideration, the Contractor must be a USTA Certified Tennis Professional and have a minimum of five (5) years of teaching experience as a tennis professional and be a member in good standing with the USTA with a USPTA qualification. (20 points)

2. A minimum of one (1) year of experience managing the operations of a tennis facility. (20 points)
3. Understanding/experience in soft court maintenance. (5 points)
4. Demonstrated success in developing and conducting a broad range of tennis programs for adults and youth including planning, promoting and conducting tournaments. (10 points)
5. References provided. (10 points)
6. Fee proposal as described under submittals 7.5. (20 points)
7. Thoroughness, completeness and creativity of submitted Business Plan. (15 points)

**Specific Responses:**

The contractor will be chosen for the position based on their strength and experience in the following areas out of a score of 100:

1. To be eligible for consideration, the Contractor must be a USTA Certified Tennis Professional and have a minimum of five (5) years of teaching experience as a tennis professional and be a member in good standing with the USTA with a USPTA qualification. (20 points)

**Response:**

*I am a USPTA (Ref: USTA) Certified Tennis Professional and have twenty-one (24) years of teaching experience as a tennis professional and I am a member in good standing with the USTA with a USPTA qualification. (20 points)*

2. A minimum of one (1) year of experience managing the operations of a tennis facility. (20 points)

**Response:**

*I have more than twelve (12) years of experience managing the operations of a tennis facility. Details are provided within the attached resume. (20 points)*

3. Understanding/experience in soft court maintenance. (5 points)

**Response:**

*I have a thorough understanding/experience in soft court maintenance. I have more than twelve (12) years experience in doing so. Also, during my previous tenure at Lake Mary Tennis Center, I attended certification schools for this type of court maintenance (Welch Courts and Har-Tru Corporation). Details are provided within the attached resume. (5 points)*

4. Demonstrated success in developing and conducting a broad range of tennis programs for adults and youth including planning, promoting and conducting tournaments. (10 points)

**Response:**

*I have demonstrated success in developing and conducting a broad range of tennis programs for adults and youth including planning, promoting and conducting*

*tournaments. I have organized promotional club events and fundraisers to develop new referrals and increase visibility of business in the community. As the director of programs, my accomplishments have included outstanding junior programs, tournaments, special events, adult tennis programs, and leagues. Examples include; I organized fund-raiser tournament for Seminole Community Behavioral Health Care, USTA Junior Sanctioned Tournaments and many other similar tournament events. Further details are provided within the attached resume. (10 points)*

5. References provided. (10 points)

*Response:*

*See provided form (10 points)*

6. Fee proposal as described under submittals 7.5. (20 points)

*Response:*

*Fee proposal as described under submittals 7.5 is provided below. (20 points)*

7. Thoroughness, completeness and creativity of submitted Business Plan. (15 points)

*Response:*

*Business Plan is attached to this document. (15 points).*

**Items directly related to:**

#### **7.0 SUBMITTALS**

Responses to this Request for Proposals should contain the following information:

1. Provide a general narrative description of the contractor's philosophy and overall approach to the operation of tennis facilities at the City of Lake Mary Tennis Center as a component of the Business Plan.
2. Document the Contractor's qualifications and experience in the operation, soft court maintenance and management of tennis facilities.
3. Provide three (3) tennis industry related references, particularly for services provided to public agencies.
4. Identify the qualifications and experience of the proposed on-site manager and key staff in the operation of the facility.
5. A fee proposal. The Contractor shall collect all revenues associated with the facility and its programs. The City prefers to have the Contractor pay a fee or percent revenue share to the City. All daily fees and membership fees charged at the center shall be approved and set by the City.
6. Provided completed "standard forms" included in this RFP.

**Specific Responses:**

1. Provide a general narrative description of the contractor's philosophy and overall approach to the operation of tennis facilities at the City of Lake Mary Tennis Center as a component of the Business Plan.

**Response:**

**A general narrative description of my philosophy and overall approach to the operation of tennis facilities at the City of Lake Mary Tennis Center follows.**

**The creation of a healthy, active, and appealing tennis environment that is cost-effective and safe for our members is primary to my philosophy of operations. This philosophy is made possible by the passionate leveraging of the qualifications and experiences as identified in the attached resume. The philosophy of operations is manifested within this document by promotion, expansion, creation and energetic pursuit of each marketing initiative. These initiatives focus on tennis center visibility, a social media presence, strong corporate affiliations, effective advertising, lasting USTA relationships and creative provision of unique programs and events to optimize the use and enjoyment of the tennis center by our members.**

2. Document the Contractor's qualifications and experience in the operation, soft court maintenance and management of tennis facilities.

**Response:**

**A document of my qualifications and experience in the operation, soft court maintenance and management of tennis facilities is attached in the business plan and also in my resume (below).**

---

**STEPHEN L. HUBER**

556 Pleasant Grove Dr. Winter Springs, FL 32708  
(407) 782-3625      [steve@lakemarytennis.com](mailto:steve@lakemarytennis.com)

---

**OBJECTIVE:**

To leverage my professional skills and natural aptitude for teaching tennis, outstanding management of superb facilities, member acquisition, needs-based selling and the articulation of the tennis center's mission, philosophy and objectives to the community of Lake Mary.

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**CORE COMPETENCIES:**

- Management Training
- Employee Development
- Member Acquisition
- Best Practices
- Business Development
- Program Coordinator
- Needs Based Selling Practices
- Promotions
- Customer Relationship Management

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**EDUCATION:**

Master of Science in Psychology,  
Bachelor of Science in Psychology,  
NCAA Collegiate Tennis Player,

Palm Beach Atlantic University 2007  
University of Central Florida 1996  
University of Central Florida 1988-1990

USPTA Certified Professional, USPTA since 1990  
 Certified in Clay Court Surfaces, Har-Tru Corporation 1997  
 Certified in Subsurface Clay Courts, Welch Tennis Courts 2005  
 Certified Professional Coach, Center for Coaching Certification since  
 2010  
 Trained in NLP for Sports Performance, Certified Coaches Federation 2008

**PROFESSIONAL EXPERIENCE:**

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**LAKE MARY TENNIS CENTER** Lake Mary, FL Current (2012 thru 2016) and  
 November 2002- November 2008  
**Director of Tennis (Manager)**

- Owner and CEO of Lake Mary Tennis Inc.
- Conducted quarterly sales excellence training for employees and contractors.
- Strategize new marketing programs to continually exceed fiscal year goals.
- Organize promotional club events and fundraisers to develop new referrals, networking contracts and increase visibility of business in the community.
- Director of all programs including junior programs, tournaments, special events, adult tennis programs, and leagues
- Advertise and market target demographics to increase revenue.
- Conduct semi-annual presentation for City Commissioners regarding attainment of profit goals for my BU.
- Conduct bi-weekly staff meetings to maintain quality control, reduce expenses, and generate employee morale and momentum toward calendar and fiscal year goals.
- Conduct semi-annual employee reviews for entire staff.
- Responsible for selling products and services for prospective clients.
- Provided excellent maintenance of all soft courts in conjunction with Welch Courts

**STRAYER UNIVERSITY and PALM BEACH ATLANTIC UNIVERSITY** 2008 -  
 2016

- Professor of Psychology
- Public Speaker

**BRADSTREET TENNIS INC.** Orlando, FL January 1998- November  
 2002

**Head Tennis Professional**

- Controlled and assured accuracy of day-to-day financial transactions of the Pro Shop
- Participated in quarterly sales excellence training for employees and contractors.
- Implemented new marketing programs to continually exceed fiscal year goals.
- Organized promotional club events and fundraisers to develop new referrals, networking contracts and increase visibility of business in the community.
- Directed all programs including junior programs, tournaments, special events, adult tennis programs and leagues.
- Responsible for selling products and services for prospective clients.

- Provided excellent maintenance of all soft courts in conjunction with Welch Courts.
- Provided stringing and re-stringing services on-site.

**IDLE HOUR COUNTRY CLUB                      Macon, GA**  
**1996 - 1997**

**Assistant Tennis Professional**

- Controlled and assured accuracy of day-to-day financial transactions of the Pro Shop
- Responsible for selling products and services for prospective clients.
- Provided excellent maintenance of all soft courts in conjunction with Har-Tru.
- Provided stringing and re-stringing services on-site.
- Coordinated the annual member-guest tournament.
- Managed the junior training program for beginners and tournament players.
- Prime interface for the USTA coordinator and ALTA (Atlanta Lawn and Tennis Association).

**BAYHEAD RACQUET CLUB                      Lake Mary, FL**  
**1992 - 1996**

**Junior Development Coordinator**

**CITY OF ALTAMONTE SPRINGS                      Altamonte Springs, FL**  
**1990 - 1992**

**Recreation Leader and Tennis pro**

**COMMUNITY RELATIONS**

**Continuing**

**Community Relations**

(Seminole Mental Health Services, CBC Seminole/Intervention Services, Embraced by Grace and others)

(Psychological, Nutritional, and Physical Health at the Lake Mary Rotary Club)

(NASA, NSA, City of Fernandina Beach, American Chemical Society, and US Army)

3. Provide three (3) tennis industry related references, particularly for services provided to public agencies.

*Response:*

*References are in the provided form.*

4. Identify the qualifications and experience of the proposed on-site manager and key staff in the operation of the facility.

**Response:**

**A document of the qualifications and experience of the proposed on-site manager and key staff in the operation of the facility is included below.**

# LAKE MARY TENNIS

ABOUT US

PROGRAMS

MEET THE PROS

MEMBERSHIP

## Steve Huber – Director of Tennis

Steve has been a USPTA professional for the past 22 years, as well as a former NCAA Men's Tennis Player for the University of Central Florida. He is also a Professor of Psychology at Palm Beach Atlantic University.

Steve is an internationally known speaker for several companies and organizations. Below are some of the companies Steve has had the privilege of speaking for:

- (NASA) Kennedy Space Center, Cape Canaveral, FL
- National Security Administration (NSA), Ft. Meade, MD
- Florida State Department of Health, Miami, FL
- Social Security Board, British Virgin Islands
- U.S. Army Base, Fort Campbell, KY
- The City of Fernandina Beach, Amelia Island, FL



His fundamental passion is not only seeing the game of tennis thrive in the Lake Mary community, but also equipping others to succeed mentally and physically on the court. This can be accomplished through physical peak performance and mental peak performance. This, in conjunction with an overall healthy lifestyle, is what Steve calls the Trifold healthy lifestyle.

[lakemarytennis.net](#) in a new tab

[www.lakemarytennis.net](#) of the Lake Mary community Steve was the Assistant Tennis Professional at

# LAKE MARY TENNIS

[ABOUT US](#)

[PROGRAMS](#)

[MEET THE PROS](#)

[MEMBERSHIP](#)

## John Moss – Tennis Professional

Hi. My name is John Moss and I have been playing tennis for 45 years. Tennis is a sport that I love and I enjoy helping others to learn to play and love as well. I am a certified USPTA instructor. I especially like to work with beginners – whether they be junior players or adults who have decided to give the game a try. As a beginner, I feel it's important to develop good fundamental skills, as this makes it easy to see results quickly. By going slowly, I feel I can help someone learn good techniques and habits on the tennis court. I also enjoy hitting with the more advanced player who needs the practice that having a hitting partner provides. Whether someone needs warm up before a match, or practice for upcoming tournament play, I can help you prepare your game.



I am available 7 days a week so give me a call ..we can start working on your game today.

# LAKE MARY TENNIS

[ABOUT US](#)

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[MEMBERSHIP](#)

## Tim Lynch



Tim is currently the Director of Competitive Doubles at the Lake Mary Tennis Center. Most recently, he spent 12 years as Tennis Professional at Red Bug Lake Park in Casselberry, FL. Tim then joined the Tusawilla Tennis Department in 2008 as the Head Tennis Professional. Tim's most noted accomplishment is that he is the creator of a visual double strategy system called situational doubles. Through this system Tim has lead many WAIT and USTA teams to successful campaigns, including a personal campaign to the USTA Nationals.

5. A fee proposal. The Contractor shall collect all revenues associated with the facility and its programs. The City prefers to have the Contractor pay a fee or percent revenue share to the City. All daily fees and membership fees charged at the center shall be approved and set by the City.

**Response:**

*I shall collect all revenues associated with the facility and its programs. As noted, I will pay a fee or percent revenue share to the City. All daily fees and membership fees charged at the center shall be approved and set by the City. Details of this item are shown below.*

Proposal A Narrative

The chart below contains a proposal paying the City of Lake Mary \$1,800 per month and 5% of membership and daily fee revenue.

Members	168	168
Membership	350	350
Year	1	
Month	12	

	Proposal A	
Given number of Members	168	
Yearly Membership	\$ 58,800.00	
Yearly Court Fees	\$ 15,080.00	

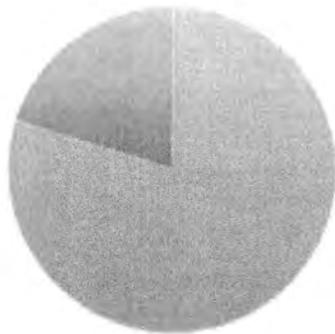
Actual		
Average Monthly Court Fees	\$ 1,160.00	
Average Monthly Membership Fees	\$ 4,900.00	
5% (all revenue and Court fees)	\$ 303.00	

City Monthly Payment		
month\$	\$ 1,800.00	
5% (all revenue and Court fees)		5%

Total \$ 2,103.00



- Average Monthly Court Fees
- Average Monthly Membership Fees



- Yearly Membership
- Yearly Court Fees

Members	168	168
Membership	350	350
Year	1	
Month	12	

		Proposal B
Given number of Members		168
Yearly Membership		\$ 58,800.00
Yearly Court Fees		\$ 15,080.00

Actual		
Average Monthly Court Fees	\$ 1,160.00	\$ -
Average Monthly Membership Fees	\$ 4,900.00	\$ -
5% (all revenue and Court fees)	\$ 303.00	\$ -

City Monthly Payment		
month\$		\$ 2,000.00
5 % (all revenue and Court fees)		0%

Total \$ 2,000.00

6. Provided completed "standard forms" included in this RFP.

Response:

Please see the signed standard forms provided.

Proposal for New Court Reservation System  
Bright House Hardware

A. The following below is a proposal from Bright House Solutions to provide service hardware support from the City of Lake Mary for an efficient Web-based court reservation system that will be provided by Contractor.

Business Solutions Order Form										
Order #										
Type of Order:	<input checked="" type="checkbox"/> New	<input type="checkbox"/> Change	<input type="checkbox"/> Transfer	<input type="checkbox"/> Renewal	Birth #					
Customer Name:	City of Lake Mary Courts				Current Provider:					
Name on Bill:	Lake Mary Courts				97%					
Service Address:	1000 Highland Business Loop				Customer is Primary owner of Service Address:	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No			
City/State/Zip:	Lake Mary FL 32746				Install Contact:	David Hubler				
Billing Address:					Contact Cell:					
City/State/Zip:					Contact Email:	dhubler@cityoflakemary.com				
MS or Tax ID:					Tax Exempt:	<input checked="" type="checkbox"/> Yes (Attached)	<input type="checkbox"/> No			
Terms of Service:	<input checked="" type="checkbox"/> Month to Month									
TELEPHONE NUMBER DETAILS					SURVEY		Date		Timeframe	
Line #	Telephone Number (Number for Name)	SP	MS	Port Fee	GC	Beam	Emergency	Call Forward	Call Block	Call Block
1	561-222-1111	SP	MS	0.00	0.00	0.00	0.00	0.00	0.00	0.00
2	561-222-1111	SP	MS	0.00	0.00	0.00	0.00	0.00	0.00	0.00
3	561-222-1111	SP	MS	0.00	0.00	0.00	0.00	0.00	0.00	0.00
4	561-222-1111	SP	MS	0.00	0.00	0.00	0.00	0.00	0.00	0.00
5	561-222-1111	SP	MS	0.00	0.00	0.00	0.00	0.00	0.00	0.00
6	561-222-1111	SP	MS	0.00	0.00	0.00	0.00	0.00	0.00	0.00
7	561-222-1111	SP	MS	0.00	0.00	0.00	0.00	0.00	0.00	0.00
8	561-222-1111	SP	MS	0.00	0.00	0.00	0.00	0.00	0.00	0.00
9	561-222-1111	SP	MS	0.00	0.00	0.00	0.00	0.00	0.00	0.00
10	561-222-1111	SP	MS	0.00	0.00	0.00	0.00	0.00	0.00	0.00
11	561-222-1111	SP	MS	0.00	0.00	0.00	0.00	0.00	0.00	0.00
12	561-222-1111	SP	MS	0.00	0.00	0.00	0.00	0.00	0.00	0.00
SERVICE DETAILS										
Business Phone	<input checked="" type="checkbox"/> Full Featured Line	<input type="checkbox"/> Basic Line	<input type="checkbox"/> Basic Home	<input type="checkbox"/> Business W/P	<input type="checkbox"/> Quad W/P	<input type="checkbox"/> 4-Party	Install Fee	Monthly Charge		
Business Internet	<input checked="" type="checkbox"/> 5MB	<input type="checkbox"/> 10MB	<input type="checkbox"/> 20MB	<input type="checkbox"/> 40MB	<input type="checkbox"/> 80MB	<input type="checkbox"/> 160MB	\$5.00	\$5.00		
Business Voice	<input checked="" type="checkbox"/> Residential	<input type="checkbox"/> Music Channels	<input type="checkbox"/> Cables	<input type="checkbox"/> Books			\$5.00	\$7.00		
Cell Plan	<input type="checkbox"/> New Plan	Provider	TF	Range To			\$0.00	\$0.00		
W/P	<input type="checkbox"/> New Plan	Provider	NCF	Range To			\$0.00	\$0.00		
Equipment/Ported	<input type="checkbox"/> Local Service	<input type="checkbox"/> Cloud Ser and	<input type="checkbox"/> Cloud Ser +	<input type="checkbox"/> Cloud Ser Plus	<input type="checkbox"/> Price		\$0.00	\$0.00		
W/P	<input checked="" type="checkbox"/> Complimentary W/P (W/P) Hardware		<input type="checkbox"/> Web Hosting Load				\$0.00	\$0.00		

I/We acknowledge and agree to the terms of Bright House Networks Business Solutions Service Agreement, as applicable and separately provided to me by BHS. The Bright House Networks Business Solutions Service Agreement is available at [www.brighthousesolutions.com/contracts](http://www.brighthousesolutions.com/contracts). Terms and conditions of the Service Order shall be enforceable for successive terms unless at least thirty (30) days prior to the expiration of the term current term, either party notifies the other party of such party's intent not to renew the Service Order. Service Order terms and corresponding monthly billing and commence on actual service installation date. Business TV and Equipment charges are billed on a month to month basis and subject to increases.

**For Voice Service Orders Only**  
By signing below, I authorize Bright House Networks, LLC ("BHS") as my preferred provider for local, long distance and international long distance telephone services for the address specified address and the telephone number(s). I authorize BHS to serve as my agent to effectuate the change of my telephone service for each such service. I understand that only one preferred provider may be designated for each telephone service associated with the telephone number(s). My service term at least 18 years of age and legally authorized to change telephone service providers for the address associated with such telephone number(s).

Authorized Name: \_\_\_\_\_ Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

2011 Authorization - The Business Solutions voice enabled equipment is electronically programmed in the event of a outage at Bright House Networks Service, Enhanced 9-1-1 services may not be available. The Bright House Networks Business Solutions Service Agreement provides that the voice enabled customer premises equipment is a non-physical. If you do so, Enhanced 9-1-1 services may not operate properly and emergency operators will be unable to accurately identify the caller's address. If you should file to move your service you must call Bright House Networks.

Order #

## Business Solutions Order Form

Type of Order:	<input checked="" type="checkbox"/> New <input type="checkbox"/> Change <input type="checkbox"/> Transfer <input type="checkbox"/> Renewal	BHN #:	
Customer Name:	City of Lake Mary Tennis	Current Provider:	
Name on Bill:	Lake Mary Tennis	BTN:	
Service Address:	515 Roland Garros Lane	Customer is Premises owner of Service Address	<input type="checkbox"/> Yes <input type="checkbox"/> No
City/State/Zip:	Lake Mary FL, 32746	Install Contact:	Steve Huber
Billing Address:		Contact Cell:	
City/State/Zip:		Contact Email:	steve@lakemarytennis.com
SS or Tax ID:		Tax Exempt:	<input type="checkbox"/> Yes (Attached) <input checked="" type="checkbox"/> No
Terms of Service:	<input checked="" type="checkbox"/> Month to Month		

TELEPHONE NUMBER DETAILS			SURVEY: Date				Timeframe		INSTALLATION: Date			Timeframe	
Line #	Telephone Number (Native for New)	FF BSC RCF TF	Hunt Fax CC Alarm	Voicemail	CallWaiting	3 Way Call	Call Block	Directory Name	Directory Category	Caller ID Display			
1	Native	FF	Phone	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Private	Private	LakeMary Tennis			
2				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>						
3				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>						
4				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>						
5				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>						
6				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>						
7				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>						
8				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>						
9				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>						
10				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>						
11				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>						
12				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>						

## SERVICE DETAILS

Business Phone	<input checked="" type="checkbox"/> Full Featured Lines: 1 (\$40.00)	<input type="checkbox"/> Basic Lines: ( )	Install Fees	Monthly Charges
	<input type="checkbox"/> Standard Voice Mails: ( )	<input type="checkbox"/> Basic Hunt: ( )	\$0.00	\$40.00
Business Internet	<input checked="" type="checkbox"/> 50 X 5 Mbps (\$50.00)	<input type="checkbox"/> Business WiFi <input type="checkbox"/> Guest WiFi ( ) # APs	\$0.00	\$50.00
	<input type="checkbox"/> Static IP: ( )	Outlets: ( )		
Business Video	<input checked="" type="checkbox"/> Private / Office (\$29.00)	<input type="checkbox"/> Music Choice ( )	Boxes: 1 (\$8.00)	\$0.00
Toll Free	<input type="checkbox"/> New Port	Provider:	TF:	Rings To:
RCF	<input type="checkbox"/> New Port	Provider:	RCF:	Rings To:
Helpdesk	<input type="checkbox"/>	Local Server	Cloud Svr std	Cloud Svr +
Firewall	<input type="checkbox"/>		Cloud Svr Prm	Price:
WiFi	<input checked="" type="checkbox"/> Complimentary BHN WiFi Hotspot	<input type="checkbox"/> Web Hosting Lead	*Prices do not include taxes, equipment and fees.	
			<b>Totals:</b>	\$0.00
				\$127.00

I have received and agree to the terms of Bright House Networks Business Solutions Service Agreement, as applicable and separately provided to me by BHN. The Bright House Networks Business Solutions Service Agreement is available at [business.brighthouse.com/legal/services\\_agreement\\_terms\\_and\\_conditions](http://business.brighthouse.com/legal/services_agreement_terms_and_conditions). This Service Order shall be renewable for successive terms unless at least thirty (30) days prior to the expiration of the then-current term, either party notifies the other party of such party's intent not to renew this Service Order. Service Order terms and corresponding monthly billing will commence on actual service installation date. Business TV and Equipment charges are delivered on a month to month basis and subject to increases.

## For Voice Service Orders Only

By signing below, I choose Bright House Networks, LLC ("BHN") as my preferred provider for local, long distance and international long distance telephone service(s) for the above service address and the telephone number(s). I authorize BHN to serve as my agent to effectuate the change of my telephone service for each such service. I understand that only one preferred provider may be designated for each telephone service associated with the telephone number(s) listed above. I am at least 18 years of age and legally authorized to change telephone service providers for the services associated with such telephone number(s).

Authorized Name	Authorized Signature	Date
-----------------	----------------------	------

E911 Notification - The Business Solutions voice-enabled equipment is electrically powered & in the event of a outage or Bright House Networks failure, Enhanced 9-1-1 services may not be available. The Bright House Networks Business Solutions Services Agreement prohibits moving the voice enabled customer premise equipment to a new address. If you do so, Enhanced 911 services may not operate properly and emergency operators will be unable to accurately identify the callers address. If you would like to move your service you must call Bright House Networks.

Notes:

**BRIGHT HOUSE NETWORKS  
business solutions**



Customer Business Name / Street Address: CITY OF LAKE MARY TENNIS 515 ROLAND GARROS LANE LAKE MARY FL, 32746

**Work Included at Time of Installation**

The work performed as part of this fee includes the following:

Installation Charge:

- Professional installation in designated equipment room of required BHN equipment
- Verification that service is operational at existing functional outlets
- One (1) new outlet or jack, including one wall fish if required (process where line is concealed inside the finished wall and connected from source to outlet)
- Installation of High Speed Data includes verification of internet connectivity and Bright House email (as applicable) on one (1) PC

This professional installation only covers the work described above. Any additional work required by the customer shall include additional charges as detailed below:

**Additional Work Performed at Job Site**

Service	HSD	Video	Phone	Total & Price	Total
Additional Outlet	Q:	Q:	Q:	0 @ \$60.00	\$
Activate Existing Phone Outlets	Q:	Q:	Q:	0 @ \$40.00	\$
				<b>Total:</b>	\$

I acknowledge that this form is subject to the terms of my Bright House Networks Business Solutions Services Agreement and that the above additional work is being requested by me, to be performed at the time of installation. I am aware that the above items will be shown on the installation work order, and will be billed at

\$ \_\_\_\_\_ to my account. (Standard Install Fee + Additional Work)

Customer Name (Print) \_\_\_\_\_

Customer Signature \_\_\_\_\_ Contact Number \_\_\_\_\_

Notes:  
Business Solutions Sales Outlet Form

B. The following below pertains to the software system that will be provided and paid for by the contractor.

Getting started is simple, quick, risk-free...

- 1 **'Start the ball rolling'** by completing our online questionnaire  
You complete our online questionnaire giving information on your club's facilities and policies, and your desired configurations for the online system.
- 2 **Within 24 hours** we create and configure a provisional site for you based on your responses to the questionnaire.
- 3 **We work with you** to explore and 'fine-tune' the site until it satisfies your exact requirements (this process can be as quick as an extended as you wish. We have had clubs go live within 24 hours of first contacting us) - more typical is 3-4 weeks.
- 4 **We assist as necessary** with any required data imports for member data or other integrations with your existing systems.
- 5 **And when desired**, we can create user accounts for your members and send notification email messages to your members.
- 6 **We provide FULL ON-GOING SUPPORT**

And we do all this without asking you to pay a penny!  
 Within 3 months you can be running using our service for almost everything. Once you are settled for the period, then quarterly thereafter (unless it amounts to less than 3 months).

### Chose the Service Level That's Right for You

Our 3 tiers of service are shown below. You can even start at one tier then, at a later date, easily switch to a different tier (most commonly, clubs use this to begin with Tier 1 and later upgrade to Tier 3).

	TIER 1 Club Scheduler	TIER 2 Club Scheduler + Member Access	TIER 3 Club Scheduler + Member Bookings
Staff system	✓	✓	✓
Member Bulletin Board		✓	✓
Member Web Access		✓	✓
Member Online Bookings		✓	✓
Monthly fee (per court) *	\$5	\$6	\$10

\* Fees are provided to accommodate seasonal usage.  
 \* For smaller facilities where the total annualized charge (based on a monthly fee shown above) would be less than a set minimum, the maximum annual charge applies instead. Minimum annual charges are as follows: Tier 1 - \$300, Tier 2 - \$360, Tier 3 - \$600.  
 \* Discounts available for more than 10 courts.



- Home
- **Overview**
- Club Scheduler
- Member Access
- FAQs



Tennis Bookings is a completely web-based system - there is no software to be installed anywhere. Of course being on the web means that your staff (and optionally players too) can access it from any computer, tablet or smartphone that has an internet connection.

Each club gets their own website – with a name of their choosing such as [www.mytowntennisbookings.com](http://www.mytowntennisbookings.com) - to access their schedules. Member access (if you decide to allow it) is completely separated from club staff access –the member site is much more restrictive than the staff site. There are various ways in which the members' scheduler site can be integrated into your club's existing website (see section below "Integration With Your Existing Systems"), or it can be completely stand-alone.

Of course you have **full control** over the members' website – **you control what level of information is displayed and what functions are available**, etc., etc. And even within the staff site there are multiple different levels of access that can be granted to different staff members.

The system is highly customizable - we have hundreds of clients ranging from 2-court public facilities through to high-end country clubs with 30+ courts; and probably no two facilities use the system in exactly the same way! TennisBookings can even apply different policies for different courts (e.g. indoor vs. outdoor) and different days of the week! For examples of some of the customizations available, please see the ['Club Scheduling'](#) and [Member Access](#) pages.

## Options, options – and room to grow!

Tennis Bookings offers 3 tiers of service. If you aren't sure which tier would be best for you (or you just want to take it slow) you can start with a lower tier then, at a later time, advance to a higher tier. Commonly, clubs will start with tier II, to introduce their members to the idea of checking online for court/sign-up availabilities, then later advance to tier III to allow self-booking.

Our 3 tiers of service are:

### Tier I - Club Scheduler (no member access)

The system is accessed exclusively by staff, and is essentially invisible to members (though they might notice that the club is running more smoothly, and the front-desk staff are smiling more :). For details see [Club Scheduler](#).

### Tier II - Club Scheduler + view-only member access

This mode adds a website for your members that allows them to *view* court schedules and upcoming events (clinics, etc.) but they will not be able to make any bookings online (these will still be made by phone, etc.). Staff will also be able to use the 'Bulletin Board' to post news, photos, promotions, etc. on to the member site. Two key benefits of this mode are:

- Your staff will be fielding far fewer phone-calls about "What courts do you have for Tuesday morning...?", "Do you still have any places for the Thursday clinic...?". Ideally, the only calls you'll get are when members have already confirmed availability and are ready to book!
- Since it is now so easy for members to see what's available, you will see higher court-usage and sign-up rates.

**This tier represents great 'bang for the buck' in that it is very quick and easy to implement, yet has the potential to completely transform how your club operates and how members perceive and interact with it. Many clubs begin with this tier, then after 2-3 months find that they are ready to add Member Bookings.**

## Tier III – Club Scheduler + Member Bookings

Your members are already using the internet for everything from ordering pizza to booking airline flights. With tier III you can give them the same convenience for their leisure activities! Your members will be free to book at their convenience, 24/7 – and you can rest assured that the system is always enforcing your policies on what bookings are allowed. For details see [Member Bookings](#). We can even handle online payments for bookings (as optional or mandatory) along with appropriately handling any refunds for cancellations.

	TIER I Club Scheduler	TIER II Club Scheduler + view-only Member Access	TIER III Club Scheduler + Member Bookings
Staff system			
Member Bulletin Board			
Member View Access			
Member Online Bookings			

	<b>TIER I</b> Club Scheduler	<b>TIER II</b> Club Scheduler + view-only Member Access	<b>TIER III</b> Club Scheduler + Member Bookings
Monthly Fee (per court) *	<b>\$5</b>	<b>\$6</b>	<b>\$10</b>

\* Fees are pro-rated to accommodate seasonal usage.

\* For smaller facilities where the total annualized charge (based on a monthly fee shown above) would be less than a set minimum, the minimum *annual* charge applies instead. Minimum annual charges are as follows: Tier I - \$300; Tier II - \$360; Tier III - \$600.

\* Discounts available for more than 10 courts.

## **Business Plan**

# **Lake Mary Tennis Center Business Plan**

**Steve Huber  
Director of Tennis**

## **1.0 Executive Summary**

### **Mission**

**Our mission is to create a healthy, active, and pleasant tennis environment that is cost-effective and safe for our patrons.**

### **Philosophy**

**The creation of a healthy, active, and appealing tennis environment that is cost-effective and safe for our patrons is primary to my philosophy of operations. This philosophy is made possible by the passionate leveraging of the qualifications and experiences as identified in the attached resume. The philosophy of operations is manifested within this document by promotion, expansion, creation and energetic pursuit of each marketing initiative. These initiatives focus on tennis center visibility, a social media presence, strong corporate affiliations, effective advertising, lasting USTA relationships and creative provision of unique programs and events to optimize the use and enjoyment of the tennis center by our members.**

### **Objectives**

**Optimize visitor participation at the Lake Mary Tennis Center by providing well-maintained facilities, tennis instruction, excellent customer service, quality merchandise at reasonable prices, and marketing of the facility and activities/events.**

**Maintain and provide all furnishings and equipment necessary to create a functional, attractive and inviting facility.**

**Display awareness of the demographics and special needs of the community in providing services.**

### **Keys to Success**

**Maintain customer satisfaction at a high level by soliciting and responding to member feedback.**

**Deploy certified tennis professionals who exhibit integrity and a member-centric focus.**

**Optimize the budget provided by the City of Lake Mary for tennis operations and attain all marketing and strategic goals as set forth by the City of Lake Mary**

## **2.0 Company Summary (Future Plan)**

**Expand the area of awareness for the tennis center by establishing a higher level of visibility within the community, local businesses, civic organizations and other like affiliations.**

**Organize and promote an annual member/guest tournament to demonstrate the value-added impact of active participation in year-long events at the facility.**

**Hold monthly events such as social mixers, junior/senior tournaments, charity tournaments (featuring community spirit benefits such as breast cancer awareness, ecology based promotions, holiday celebrations and similar citizen involvement activities).**

**Create an electronic "Wall of Tennis Fame" featuring historical figures, significant events, dramatic championships and leading figures inside the pro shop.**

**Leverage the marketing plan shown below such that membership population is increased and the exposure to corporate memberships is initiated and executed on an increasing basis year-to-year.**

**Expand the footprint of the tennis center into the areas of social media "buzz" (facebook, twitter, etc), mobile advertising and general awareness within the growing technologically competent population.**

**Continue to enhance the visionary promise of the tennis center by making the evolution of the tennis center a "living experience".**

## **3.0 Products and Services**

### **Products**

**Racquets, racquet demos, balls, strings, grips, apparel (uniforms, shoes, socks, hats/visors), sunscreen, beverages, healthy snacks, and various other items as requested.**

### **Services**

**Stringing, re-gripping, ball machine rental, lessons (private and group), events, team clinics, round-robins, tournaments, junior programs, senior programs, cardio-tennis, USTA leagues, team tennis and junior matches, locker provision and other services as required by the membership.**

#### **4.0 Marketing Initiatives**

**Market test and create a "Saturday Afternoon Slippin' and Slidin' Doubles Play". This activity will promote additional memberships by incorporating more players into a specific time frame. The model would be to include 8 people into doubles play rather than 4.**

**Create a lasting and expanding relationship with the USTA and other associated tennis related organizations (Seminole Parks & Recreation, City of Altamonte Springs and Public Schools).**

**Establish an annual member-guest tournament with publicizing well in advance to build expectation and community interest.**

**Expand the team population by incorporation of a new WAIT-team, a new USTA men's team and a USTA junior league (USTA 10 and under initiative).**

**Offer and promote introductory memberships for 10 and under and offer special rates on family lessons. These items would be subject to City approval.**

**Enhance visibility of the tennis center by being present with literature at public venues (including a presence at the upcoming Sun Rail station at Palmetto and Lake Mary Boulevard).**

**Enhance and expand the previously mentioned Facebook and social media footprint. Also, create a "blog" presence on a regular basis to build a feeling of expectation and curiosity.**

**Build an accepted process for encouraging and building a base of corporate membership.**

#### **5.0 Summary**

**The creation of a healthy, active, and appealing tennis environment that is cost-effective and safe for our patrons is primary to our philosophy of operations. This philosophy is made possible by the passionate leveraging of the qualifications and experiences as identified in the attached resume. The philosophy of operations is manifested within this document by promotion, expansion, creation and energetic pursuit of each of the marketing initiatives shown in Section (4.0). These initiatives focus on tennis center visibility, a social media presence, strong corporate affiliations, effective advertising, lasting USTA relationships and creative provision of unique programs to optimize the use and enjoyment of the tennis center by our members.**

REFERENCES

Proposer shall submit as a part of the proposal package, at least three (3) tennis industry related references with name of the business, address, contact person, and telephone number, particularly for services provided to public agencies.

Name: USTA Florida Past President

Address: 626 Reginal Lane.  
LAKE MARY, FL-32746

Contact: Robert Pfaender

Phone: 407-361-0191

Fax: 386-671-8948

E-mail: Robert.Pfaender@hotmail.com

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Contact: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

Name: Interlachen Country Club

Address: 2245 Interlachen Court  
WINTER PARK, FL 32792

Contact: Sanlindo Park Tennis

Phone: 407-869-5966

Fax: \_\_\_\_\_

E-mail: BrianMorrissey@gmail.com

Name: Brian Morrissey

Address: 1601 Hattaway Drive  
Altamonte Springs, FL 32714

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Contact: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Contact: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

Contact: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_



3/8/16

TO WHOM IT MAY CONCERN:

On behalf of Mr. Steve Huber, tennis director for the City of Lake Mary Tennis Center, I would like to offer my support and letter of recommendation for him to continue in this position for another contract period and beyond.

Steve has done a fantastic job re-invigoration the tennis center and offering new programming to grow the game of tennis in Lake Mary with children, adults, and families.

As the immediate past president of the USTA Florida section, I have been very pleased and supportive of Steve getting more involved in the tennis community in the last two or three years. He has attended many USTA workshops, conventions, trainings, and helped with introducing and adopting some of the best programs we have in entry level, 10 & under programming, as well as our ROGY events for all levels of players. He also has overseen a strong following of adult players at the club and that segment is growing as well.

Thank you for continuing to allow Steve to direct the tennis offerings at the Lake Mary Tennis Center for many years to come.

Bob Pfaender

Immediate Past President, USTA Florida

USTA Florida Delegate to the national USTA

Resident, Lake Mary, FL - 626 Regina Lane, Lake Mary, FL 32746

(407)361-0191

[Robert.pfaender1@hotmail.com](mailto:Robert.pfaender1@hotmail.com)



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2245 Interlachen Court Winter Park Florida 32792 (407)657-0850 Fax (407)657-5037

**March 2016**

To whom it may concern,

I am delighted to write this letter of recommendation for Steve Huber. I have known Steve for over five years and we have worked closely on tennis industry community development projects during this period. He is a highly regarded and well-respected USPTA pro with a great reputation in the tennis community.

I would highly recommend that Steve be afforded the opportunity to manage and lead Lake Mary Tennis Center for the foreseeable future. We need a robust and well-run tennis program in northern Seminole County, and I believe he is the best person to accomplish this goal.

If you should require any additional information, do not hesitate to contact me.

Sincerely,

*Conrad C. Cowan*  
Conrad C. Cowan  
USPTA District President  
Director of Tennis  
Interlachen Country Club  
2245 Interlachen Court  
Winter Park, FL 32792  
Pro Shop: 407-671-0074  
Cell: 561-317-1237

**DRUG-FREE WORKPLACE FORM**

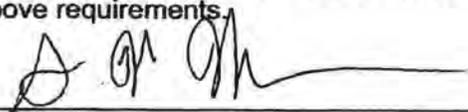
The undersigned vendor in accordance with Florida Statute 287.087 hereby certifies that

Stephen Huben does:

(Name of Business)

1. Publish a statement notifying employees that the unlawful manufacture, distribution, dispensing, possession, or use of a controlled substance is prohibited in the workplace and specifying the actions that will be taken against employees for violations of such prohibition.
2. Inform employees about the dangers of drug abuse in the workplace, the business's policy of maintaining a drug-free workplace, any available drug counseling, rehabilitation, and employee assistance programs, and the penalties that may be imposed upon employees for drug abuse violations.
3. Give each employee engaged in providing the commodities or contractual services that are under bid a copy of the drug-free statement.
4. Notify the employees that as a condition of working on the commodities or contractual services that are under bid, the employee will abide by the terms of the statement and will notify the employer of any conviction of, or plea of guilty or nolo contendere to, any violation of Chapter 893 or of any controlled substance law of the United States or any state, for a violation occurring in the workplace no later than five (5) days after such conviction.
5. Impose a sanction on, or require the satisfactory participation in a drug abuse assistance or rehabilitation program if such is available in the employee's community, by any employee who is so convicted.
6. Make a good faith effort to continue to maintain a drug-free workplace through implementation of this section.

As the person authorized to sign the statement, I certify that this firm complies fully with the above requirements.



Bidder/Proposer Signature

4/2/16

Date



## CITY MANAGER'S REPORT

DATE: May 5, 2016

TO: Mayor and City Commission

FROM: Gunnar Smith, Business Manager

THRU: Bryan Nipe, Director of Parks and Recreation

VIA: Jackie Sova, City Manager

SUBJECT: Sports Complex/Batting Cage Concession Agreement Extension

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The current Sports Complex/Batting Cage Concession Operations License Agreement with The Sweet Shoppe, LLC is set to expire on 4/30/16. In accordance with Section III of the agreement, both parties can mutually agree to extend the contract for any period of time deemed appropriate.

Under the current agreement, The Sweet Shoppe pays the City 35% of net income each month. The Concessionaire has requested an amendment to this Agreement in Section IV License Fee, to begin paying the City a flat fee of \$300 per month commencing in September 2016, until the completion of the agreement. The current average payment over the last 2½ years, based on the 35% fee, is \$284. Paying a flat monthly fee will be consistent with other similar department contracts including Trailhead concessions and WineART beverage concessions.

### **Recommendation**

Request Commission authorize City Manager to execute Sports Complex/Batting Cage Concession Operations License Agreement extension with The Sweet Shoppe, LLC for an additional 26 month period ending June 30, 2018, with the change in the license fee to begin in September 2016.

### **Attachments**

1. Excerpt from 2011 Sports Complex/Batting Cage Concession Operations License Agreement.
2. The Sweet Shoppe Contract Extension Agreement.

- (k) "SPORTS COMPLEX" means the CITY's sports facility located at 550 Rantoul Lane, Lake Mary, Florida 32746, which contains permanent improvements designed for the preparation and sale of concession products.
- (l) "NET REVENUES" shall mean all of the monies remaining after appropriate and approved expenditures for operation of concession and batting cages have been subtracted from the gross revenues. All expenditures shall be standard and appropriate for accounting practices as deemed by the City's Finance Director.

**SECTION 2. PURPOSE.** The purpose of this Agreement is to set forth the terms and conditions under which the CONCESSIONAIRE shall provide for the sale of concession products and operate the batting cages at the CITY's Sports Complex.

**SECTION 3. TERM.** The term of this Agreement shall commence on May 1, 2011, and terminate at midnight on April 30, 2016. This Agreement may be extended by approval of the City Commission for any period deemed appropriate.

**SECTION 4. LICENSE FEE.**

- (a) The CONCESSIONAIRE shall pay to the CITY a license fee for each accounting period which shall be 35% of the net income.
- (b) Each monthly payment shall be due within fifteen (15) days of the end of each month.

**SECTION 5. FACILITIES.**

- (a) Other City Facilities and Activities. With the approval of the Director, the CONCESSIONAIRE may provide mobile units at other CITY facilities and activities under the terms and conditions of this Agreement. The CONCESSIONAIRE shall coordinate the placement and scheduling of the units with the Director.

# City of Lake Mary, Florida

## Contractor/Vendor Contract Extension Agreement

This CONTRACT EXTENSION AGREEMENT made as of the 1<sup>st</sup> day of May, in the year Two Thousand and Sixteen,

Between the Owner:

City of Lake Mary  
P.O. Box 958445  
Lake Mary, FL 32795-8445

And the Contractor/Vendor:

The Sweet Shoppe, LLC  
550 Rantoul Lane  
Lake Mary, FL 32746

The Contractor/Vendor agrees to continue to provide concession services at the Lake Mary Sports Complex located at 550 Rantoul Lane, Lake Mary and the Contractor/Vendor agrees to continue to pay for said services as set forth under the revised guidelines below.

### ARTICLE ONE

#### CHANGE IN CONCESSION FEE (to begin 9/1/16)

Both parties mutually agree to change the compensation paid to the City from 35% of Net Income to a \$300 flat fee per month beginning September 2016. All other terms and conditions of the original Agreement shall apply.

### ARTICLE TWO

#### TERM OF CONTRACT EXTENSION

In accordance with Section 3 of the Agreement for Sports Complex/Batting Cage Concession Operations, dated May 12, 2011, between the City of Lake Mary and The Sweet Shoppe LLC, both parties mutually agree to extend the current agreement for an additional 26 month period ending June 30, 2018. The AGREEMENT EXTENSION may be terminated by either party, with or without cause, immediately upon written notice to the other party sent by certified mail to the address as indicated on the AGREEMENT. Upon an early termination, the Owner shall receive payment only for those services which have been rendered pursuant to this AGREEMENT up until the date of termination.

THIS AGREEMENT entered into as of the day and year first written.

OWNER:

WITNESS:

For the City of Lake Mary  
Jacqueline B. Sova, City Manager "City"

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Print Name

\_\_\_\_\_  
Print Name

CONCESSIONAIRE:

WITNESS:

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Print Name

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Print Name

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Print Name



## CITY MANAGER'S REPORT

DATE: May 5, 2016

TO: Mayor and City Commission

FROM: Steve A. Bracknell, Chief of Police

VIA: Jackie Sova, City Manager

SUBJECT: Request for Expenditures from the State Law Enforcement Trust Fund for Donations

---

As in the past few years the City, via the State Law Enforcement Trust Fund, would like to make donations to some of the local organizations that contribute so much to our community. We request donations of \$500 each to:

- **Kid's House of Seminole**
- **Safehouse**

Kid's House and Safehouse work hand in hand with law enforcement all year long and provide shelter, counseling, and legal advocacy for children and adult victims of abuse.

In addition, we request donations of \$200 each to the following deserving organizations:

- **Seminole High School - Drug/Alcohol Free Project Graduation**
- **Seniors Intervention Group**
- **YMCA Family Center**
- **Boy Scouts of America**
- **Girl Scouts of America**
- **Harbor House**

We request a donation of \$100 to each of the following local organizations:

- **Ali's Hope** – Ali's Hope assists young people with mental illness to learn to live in recovery.
- **MADD** – MADD works to end drunk driving, advocates for victims, and prevent underage drinking.

**BUDGET IMPACT:** The fund balance in the State Law Enforcement Trust Fund is projected to be approximately \$26,000 at the end of the fiscal year. The total expenditure for these donations will not exceed \$2,400 and will be appropriated from fund balance.

**RECOMMENDATION:**

Request Commission approve the donations as noted above, totaling \$2,400.



March 22, 2016

Chief Steve Bracknell  
Lake Mary Police Department  
165 East Crystal Lake Avenue  
Lake Mary, FL 32746

Dear Chief Bracknell:

For 17 years Kids House, in collaboration with law enforcement, justice, social work, mental health and medical professionals has met the needs of Seminole County's abused and neglected children.

With the active support and engagement of our member agencies, our collaborative efforts have resulted in the creation of a system that has at its foundation the protection and safety of our community's children. We are honored to consider The City of Lake Mary as our partner and appreciate the critical role the Lake Mary Police Department and its officers fill throughout the investigation and prosecution of abuse cases, and the treatment its victims require for true healing to take place.

This enormous responsibility is not borne by Kids House and its collaborative partners alone. Financial supporters throughout Central Florida continue to join with us in meeting the ever increasing demand for those essential services we provide at our child friendly, safe and state of the art facility. In our most recent fiscal year (October 1, 2014 – September 30, 2015) Kids House provided **1,594 services** to children who were residents of Lake Mary. Moreover, Lake Mary had the 7<sup>th</sup> largest number of referrals for services in Seminole County totaling 4.96% of Kids House's caseload last year.

Kids House estimates that comprehensive services including forensic interviews, medical examinations and follow up care, crisis intervention, advocacy & mental health therapy for one abused or neglected child cost approximately \$4,000. As such, we are respectfully requesting a financial contribution of \$3,000 to support the services Kids House provides to law enforcement and the children of your city.

If I can provide any additional information please do not hesitate to contact me. Thank you again for your Partnership Protecting our Children and for all you and your department do to assist our community's most vulnerable residents – abused children.

Sincerely,

Ernest Hamilton  
Executive Director



# SafeHouse

March 22, 2016

Lake Mary Police Department  
Attn: Steve A. Bracknell, Police Chief  
165 E. Crystal Lake Avenue  
Lake Mary, FL 32746

Dear Chief Bracknell,

This letter is to formally request \$500.00 (five hundred dollars) from the Law Enforcement Trust Fund to support SafeHouse in its mission to help victims of domestic violence and their children.

Safehouse and advocates in Seminole County continue to work efficiently with the Lake Mary Police Department which continues to have exceptional and dedicated staff. Due to our successful collaboration, a significant impact has been made towards the elimination of domestic violence. However, there is still much more that needs to be done.

In this collaborative, coordinated response, I certify, on behalf of SafeHouse, that the \$500.00 will be directly used for domestic violence victim advocate services. This is an authorized purpose under Florida Statute 902.7055, to include safe neighborhoods, crime prevention, and other appropriately deemed law enforcement purposes. I further certify that the expenditures for on-call domestic violence victim advocates are expenditures utilized for a mandated statutorily purpose. SafeHouse will also provide an accounting for such money in its annual report.

The success of SafeHouse could not occur without the support of law enforcement. The continued partnership between the Lake Mary Police Department and SafeHouse reinforces the community's view that Seminole County is professional, respected, and maintains high standards of excellence. I am honored to continue to work alongside you, "Florida's Finest."

Respectfully yours,



Jeanne Gold  
Chief Executive Officer.

SEMINOLE COUNTY VICTIMS RIGHTS COALITION, INC. DBA SAFEHOUSE OF SEMINOLE IS A 501C(3) ORGANIZATION, AND REGISTERED IN THE STATE OF FLORIDA (CH5086). A COPY OF THE OFFICIAL REGISTRATION AND FINANCIAL INFORMATION MAY BE OBTAINED FROM THE DIVISION OF CONSUMER SERVICES BY CALLING TOLL-FREE (800-435-7352) WITHIN THE STATE. REGISTRATION DOES NOT IMPLY ENDORSEMENT, APPROVAL, OR RECOMMENDATION BY THE STATE. THIS LETTER CONFIRMS THAT NO GOODS OR SERVICES WERE RECEIVED FOR THIS CONTRIBUTION.

**Seminole County Victims' Rights Coalition, Inc.**  
P.O. Box 471279, Lake Monroe, FL 32747

**(P) 407-302-5220 (F) 407-302-1080**  
**1-855-655-SAFE (7233) 24-hr hotline**

[www.leavethehurtbehind.com](http://www.leavethehurtbehind.com)



## Seminole High School

2701 Ridgewood Ave.  
Sanford, FL 32773

### Principal

Connie Collins  
407-320-5100

### Assist. Principal

Barry Coleman  
(407)320-5223

### Assist. Principal

Greg Register  
(407) 320-5102

### Assist. Principal

Dale Phillips  
(407) 320-5167

### Assist. Principal

Mary Turner  
(407) 320-5103

### Assist. Principal

Orvic Mizell-Bullock  
(407) 320-5113

### Assist. Principal

Michael Hennessy  
(407) 320-5104

### Dean

Rodney Torrance  
(407) 320-5063

### SAM

Sylvester Wynn  
(407) 320-5106

### SAM

Shelly Prom  
407-320-3433



SEMINOLE COUNTY  
PUBLIC SCHOOLS

165 E. Crystal Lake Drive  
Lake Mary, FL 32746

March 9, 2016

Lake Mary Police Department  
Attention: Chief Steve Bracknell,

Thank you again for the funds you donated to Seminole High School in the past for our Project Graduation. We have new ideas this year and are working with the City of Sanford to put on the best Project Graduation of all time.

We are planning to use the downtown Civic Center and the area outside the center to give all students something they will enjoy. The Civic Center will house inflatable games, DJ for dancing, food and many other things. The event will be on graduation night, May 26, 2016, starting at 10 pm.

Last year over 240 seniors attended. We are like all in these hard times and money is the one thing that we are short on. Any and all help financially could make this event a night to remember.

We are excited about this night and if you have any questions, please feel free to contact me at any time.

Thank you,

Dale Phillips  
Assistant Principal  
Project Graduation Coordinator  
(407) 320-5167 Office  
(321) 281-7301 Cell  
Dale\_Phillips@scps.k12.fl.us



## Seniors Intervention Group

March 22, 2016

*Zach Hudson*  
President of the Board

To: Chief Steve Bracknell:

*Paul Francis*  
VP of Operations

Every day some of the most valued members of our communities go without. Some of our citizens don't have enough food, can't afford medicines or home repairs, have no transportation to doctor appointments or can't pay their utility bills. These are our senior citizens, some in poor health, living on fixed incomes that have not kept up with the pace of rising costs.

Through donations from our local churches and businesses, the Seniors Intervention Group, has championed for these citizens; providing food, doing lawn care, helping with utility bills, performing home repairs, providing transportation and regularly helping our seniors find solutions to the problems they face daily.

Last year your donation resulted in helping more seniors than the previous year. It is with great humility, that the Seniors Intervention Group is requesting funding assistance for 2016 so that we can continue doing our work.

We are taking a proactive approach to helping those who cannot help themselves. With your donation and the efforts of our army of volunteers, we will continue to make a positive impact, giving help and hope to our seniors who lack the resources or the support they need.

Thank you for considering this matter and please let me know at your earliest convenience if you can help provide us with the tools we need to serve our local senior population.

Sincerely,

Zachary J. Hudson, President

Seniors Intervention Group

**Address**  
1607 Cherrywood Lane  
Longwood, FL 32750

**Phone**  
407-790-1948

**Website**  
[SIGTransitions.com](http://SIGTransitions.com)  
[Seniorsinterventiongroup.org](http://Seniorsinterventiongroup.org)

The Seniors Intervention Group (SIG) is dedicated to sustaining and improving the quality of life for elderly citizens in Seminole County. Sponsored by AGED.



FOR YOUTH DEVELOPMENT  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY

April 1, 2016

Steve Bracknell  
Lake Mary Police Chief  
165 East Crystal Lake Avenue  
Lake Mary, FL 32746

Dear Chief Bracknell,

Every year volunteers for the YMCA Scholarship Campaign raise funds from the community to provide financial assistance for children, families and individuals who have fallen on hard times and would not otherwise be able to participate in YMCA programs due to inability to pay.

Last year, our subsidy requests increased by \$30,000 for a total of \$230,000, so our volunteers are working harder this year to ensure we can continue to fulfill our mission. In 2015 we extended subsidies to over 1,000 community residents and families, we involved more than 700 children in our child development center, day camp and sports and aquatics programs.

Every afternoon when school lets out, our Y is flooded with middle and high school students, engaging in healthy activities in a safe haven rather than out on the streets involved in high risk activities.

In addition, we partner with Families in Transition to extend our resources to provide free membership privileges to all homeless families in our community. The need is now more than ever!

Because our need is increasing, we are asking for \$5,000 this year to help the highest risk members of our community.

Please feel free to contact me at 407.321.8944 ext. 216 if you have any questions. We look forward to collaborating on this effort with you.

Thank you,

Debbie Quick  
Executive Director  
J. Douglas Williams YMCA

J. DOUGLAS WILLIAMS YMCA FAMILY CENTER  
665 Longwood-Lake Mary Rd., Lake Mary, FL 32746  
P 407 321 8944  
W [centralfloridaymca.org](http://centralfloridaymca.org)

Supported by





# BOY SCOUTS OF AMERICA, Central Florida Council

Wayne Densch Boy Scout Service Center, 1951 S. Orange Blossom Trail, Apopka, FL 32703

Voice: (407) 889-4403 Fax: (407) 889-4406 Website: [www.cflscouting.org](http://www.cflscouting.org)

2/22/2016

Chief of Police Steve Bracknell  
Lake Mary FL

Chief Bracknell,

The local Boy Scouts of America is alive and growing throughout Seminole County. We currently serve over 3,200 youth in Seminole County, through Cub Scouts, Boy Scouts, Venturing and exploring programs. Many of these youth are getting outdoor experiences and gaining leadership and citizenship skills that will help them be our future leaders. You notice many of them out in our communities making a positive difference. Scouting comes at a great rate of just \$24 per year to join the program. However, we need your help to raise funds that meet the needs of the youth and families in our communities. The money raised will help support our local youth and ensure we are able to get them involved in the program and deliver the best possible program we can, as well as supporting our Council camp, which is one of the finest in the country. Our fundraising is critical to the success of the program, and the support we can offer as a council to make a positive impact on 100% of the youth in our communities.

As a leader in the community, we are asking you to help us by making a donation of \$500 to the Central Florida Boy Scouts of America. Your help is critical to the success of the Scouting program in Seminole County.

We hope you can help us out by your financial assistance.

Thank you.

In Scouting,

Randy Steil  
Sr. Development Director  
Central Florida Council  
407-703-0245  
[Randy.Steil@cflscouting.org](mailto:Randy.Steil@cflscouting.org)

# girl scouts of citrus



March 28, 2016

Steve Bracknell  
Chief of Police  
Lake Mary Police Department  
165 E. Crystal Lake Avenue  
Lake Mary, FL 32746

Dear Chief Bracknell,

Girl Scouts of Citrus relies on the efforts and support of thousands of individuals like you who know the difference that Girl Scouting can make in the lives of girls, their families and the community. Through our mission of building girls of courage, confidence and character that make the world a better place, we empower girls to face and meet new challenges, develop their self-esteem, create opportunities for self-actualization, and value and learn from diverse experiences and relationships.

Through your continued support in the amount of \$200, the Council would continue to provide quality programming to girls in socio and economically challenged communities. Res assured that Girl Scouts of Citrus is poised and ready to continue to be the leading authority of girls' healthy development for the next 100 years throughout the nation and more importantly, right here at home in central Florida.

Thank you in advance for your consideration. If you have any questions or need any further information, please feel free to contact me via email at [tcastillo@citrus-gs.org](mailto:tcastillo@citrus-gs.org) or by phone at 407-228-1601.

Sincerely,

Toni M. Castillo  
Chief Relationship Officer

*Girl Scouts of Citrus' Federal Nonprofit Tax ID is #59-0696293.  
No goods or services were received in exchange for this donation*



Celebrating 100 years of Girl Scouting  
1912-2012

# The Purple Door

## REPORT

Volume III • Issue 2 • Fall 2015

### You Can Help Us Change Lives — Permanent Housing for Survivors

*Even a small gift can save a family from homelessness*



Because you helped him find safety from domestic abuse at Harbor House, this little boy will grow up in a loving home without fear. He could become a doctor, a firefighter, a Nobel Prize winner, a caring father to his own family — even president. Who knows what the future holds for him? But today, with your help, he has a new home, a warm bed, and his family is out of danger.

The long-term safety of a domestic abuse survivor depends on finding a new, permanent — and most importantly — safe home. **Sixty percent of domestic abuse survivors are employed but still face the danger of becoming homeless. Just a small gift from YOU**

**can help a survivor transition out of shelter and into a new life.** With private gifts, Harbor House has been able to permanently re-house a survivor for as little as \$88. The average cost to re-house a family is just \$1,100.

You can be sure that every dollar you give to help children like this little boy will have long-lasting results. Harbor House uses the best practices created by the Washington State Coalition Against Domestic Violence in partnership with the Bill & Melinda Gates Foundation.

**You are making a dream become a reality. Visit [harborhousefl.com/donate](http://harborhousefl.com/donate) to help a family in need today!**



### This Holiday, Give the Gift of Hope and Healing

*Children in shelter need more than toys for the holidays*

During the holidays, Harbor House works to ensure a festive atmosphere for the families living in our emergency shelter. Although gifts under a tree are important, you can provide much more by letting survivors know you care in this special season. Many survivors arrive at our shelter with nothing more than the clothes on their backs. **Your gift will ensure that each of the families experience a sense of belonging for the New Year.**

You can help by donating items from our wish list:

- Twin-size bedding for children and adults
- Pillows and pillowcases
- Bath towels and wash cloths
- WalMart gift cards in \$25 or \$50 increments
- Gas station gift cards in \$25 or \$50 increments
- Pet store gift cards in \$25 or \$50 increments
- Personal hygiene products
- Cleaning supplies

See our full wish list at [harborhousefl.com/donate](http://harborhousefl.com/donate). To schedule a time to drop off your gift, e-mail us at [donate@harborhousefl.com](mailto:donate@harborhousefl.com).

## Harbor House Website Has a New Look

Updated site makes it easier to get help and give help



Visit us at harborhousefl.com to see our new site where you can easily give and get help.

Nearly 40 years ago, Harbor House opened its doors as a safe haven for survivors of domestic abuse. At that time, no shelter existed in Orange or Seminole counties for a woman whose husband abused her. Initially called Spouse Abuse, Inc. the organization sheltered a handful of women, children and men in its first year.

Fast forward to today, Harbor House of Central Florida is Orange County, Florida's only state-certified domestic violence center. **To reflect our growth over the past few years, we've changed our look.** Our holistic approach to providing programs and services aimed at ending the cycle of domestic abuse is focused on investing in replicable solutions that drive community-wide systemic and social change.

## Survivor Profile

Who are the survivors at Harbor House?

**In 2014, you helped us reach more than 15,000 survivors of domestic abuse,** with 6,217 women, men, and children helped face-to-face through our short-term housing, advocate sessions, outreach, counseling, and legal advocacy. That number represents a 5% increase over 2013.



### In shelter:

- 545 adults (59% with children)
- 523 children (30% under the age of 9; 51% under the age of 5)

### Hotline calls:

- Increased 16% over the past year and totalled 9,065 calls for help ... the first step to safety.

### Our typical survivor:

- Female (88%)
- Living with abuser when contacted us (71%)
- Employed (42%)
- College graduate/attended college (39%)
- Between the ages of 20-39 (33%)

continues to be heaped upon survivors by the public as a whole.

Susan Scrupski, founder of Big Mountain Data, gathered all the tweets and posts and analyzed them. Susan sought to bring a visual voice to the largest single outcry from survivors in history. Her findings confirm what we who work with survivors already know. They stay because of the danger in leaving not only to themselves but to their children (and pets); they have no support, no resources and no one to turn to. They stay out of love and hope their partner will change.

Let's make sure any survivor who is ready to leave is supported and protected. Only you can make that change.



## Thank You to Orlando Magic Youth Foundation

Grant helps fight domestic abuse in Central Florida

Thank you to the Orlando Magic Youth Foundation for helping us prevent and eliminate domestic abuse in Central Florida by awarding Harbor House a \$100,000 grant!

**"This money is going to make a huge difference to the survivors that we serve,"** Harbor House CEO Carol Wick said. "What this allows us to do is not only shelter everybody that needs that shelter but also help them get back on their feet. We really feel this is a great influx of funds to be able to help us build a rapid rehousing program and get it going as a best practice here in Florida," Wick added.

Just two months after receiving funds from the Magic, Harbor House was able to move 40 families (126 people total) out of shelters into permanent homes.

## Key Anniversary in the Fight Against Domestic Abuse

One year since the Ray Rice incident

It was just one year ago that we all stared in horror as we watched Ray Rice punch his then fiancé in the head, rendering her unconscious. In the wake of that event, the world for survivors of intimate partner violence shifted slightly on its axis. Shortly after the video went viral, nearly 200,000 survivors of abuse took to social media in the form of two very important hash tags #whyleft and #whyIstayed.

They talked about why they stayed with their partner and of the tipping point that made them finally leave. **They spoke out against the one thing that keeps many trapped and silent — shame.** By telling their stories, they



risked their own shame at why they stayed with someone who abused them. The shame of being identified as someone who was abused in a relationship made them less whole, less valuable, less intelligent. This shame

## You're Invited - 39th Annual Purple Door Breakfast

Held during Domestic Violence Awareness month in October, the Purple Door Breakfast is filled with inspiration, uplifting messages of hope, and captivating stories of survival and transformation.

the resources needed to leave an abusive relationship.

There is no cost to attend the breakfast; however guests will be given the opportunity to support domestic abuse survivors at Harbor House.

**By joining us, you can directly bolster the life-saving support Harbor House provides to survivors of domestic abuse in Central Florida.** You can partner with us to equip every survivor and family with

We're grateful for the generosity of our sponsors which allows 100% of all donations to benefit survivors.

To register as in individual, group, or sponsor, visit [harborhousefl.com/purpledoor](http://harborhousefl.com/purpledoor)

### Help Save Lives - 6th Annual It Takes Courage Volunteer Event

*Volunteer to spread the awareness about domestic abuse*

Harbor House and our partners are proud to announce our Sixth Annual It Takes Courage event! This year, we hope to have more than a thousand volunteers fan out across Orlando to visit apartment complexes and subdivisions, hanging door tags to spread awareness of domestic abuse. **Gather your friends, family, and**

### co-workers and join us. Your help makes a difference in the community!

- Saturday, November 7, 2015
- 8:00 a.m. - 12:00 p.m.
- UCF, Apopka, and Valencia neighborhoods
- Register online at [harborhousefl.com/ittakescourage](http://harborhousefl.com/ittakescourage)

#### Last year's impact:

- 571 volunteers
- 23,648 door hangers distributed
- 3 hours

#### In the days following the event:

- 46 people filed injunctions for protection
- 45 hotline calls were received
- 3 families sought safety in our shelter

### October is Domestic Violence Awareness Month

*Hope and healing begin with you*

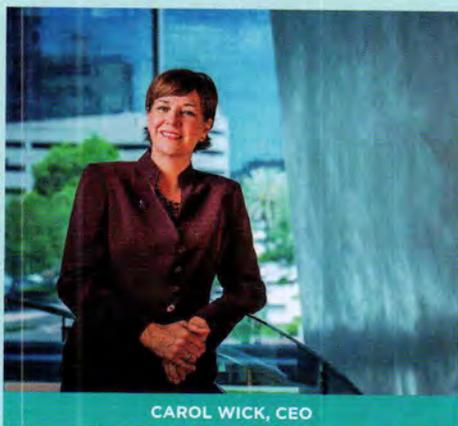
On October 21-23, we're painting Orlando purple to raise awareness about domestic violence in Central Florida. Be on the lookout for major landmarks glowing purple and your favorite newscasters sporting this shade.

One in four women report experiencing domestic violence in her lifetime — that's more women than breast cancer, lung cancer, and ovarian cancer combined. It's around us everywhere and often behind closed doors. Together, we can solve the problem. Join us as we raise awareness to save lives and eliminate this statistic.

#### How you can participate:

- Wear purple — Tell others why ending domestic abuse is important to you!
- Share Your Moment — Follow @harborhousefl and share your posts to spread the word.
- Join the Community — Attend the Purple Door Breakfast on October 21.
- Support a Survivor — Make a donation online to help a family reach safety and healing.
- #PaintOrlandoPurple — Take a selfie with your purple pride and tag @harborhousefl.

## CEO CORNER



CAROL WICK, CEO

Harbor House is ready to take its award-winning R3 app global! We created the app to encourage healthcare professionals and those at risk to Recognize, Respond and Refer (R3) survivors of domestic abuse. The app's evidence-based screening is 91% effective in predicting if someone is in an abusive relationship and contains the only national database of verified domestic abuse agencies in the United States.



Plans for our upgraded version will give the app worldwide reach. In partnership with the United Nations, the app will now list locations where individuals can seek assistance across the globe. Domestic abuse agencies with kennels will be added to the shelter listings. Finally, the app will be available in English and Spanish with the ability to provide other languages such as French, Chinese, Farsi and Russian.

**Leave a Legacy Through Estate Planning**

Survivors at Harbor House are deeply grateful for your heart — your commitment and passion to help end domestic abuse in their families. Did you know that you can live on in their hearts forever?



Thoughtful estate planning makes it possible to extend your care and concern to adults, children and pets at Harbor House for generations to come. For example, when you make a bequest to Harbor House in your will, your legacy gift will be placed in an endowment fund. Then, Harbor House will use the return on your investment each year to prevent and end abuse in Central Florida ... your generosity will continue endlessly.

If you haven't had a conversation about estate planning, you can start one today. Contact **Nicole DiPietro** at **NDiPietro@HarborHouseFL.com**, an estate planner or your lawyer for more information.

**For more information, please contact:**

Harbor House of Central Florida  
 P.O. Box 680748 • Orlando, FL 32868  
 Hotline: 407-886-2856 | [www.harborhousefl.com](http://www.harborhousefl.com)



**UPCOMING EVENTS:**



October 1-27, 2015



Shop for a Cause  
 October 17, 2015



Wednesday, October 21, 2015



October 21-23, 2015



Saturday, November 7, 2015



October through December 2015

**DONATE TODAY!**

Yes, I would like to help you fulfill your mission of eliminating domestic abuse in Central Florida. You can count on my support to help survivors right now.

- \$1,000** sponsors a family's entire stay in Safe Short Term Housing
- \$500** provides child care, activities and three healthy meals a day for a child's stay in Safe Short Term Housing
- \$250** sponsors a pet's stay in our kennel
- \$125** sponsors one night of Safe Short Term Housing for a family in crisis
- \$65** sponsors one night of Safe Short Term Housing for a survivor in crisis
- \$27** provides a survivor with emergency safety planning with an experienced crisis advocate

I would like to donate \$ \_\_\_\_\_ every month to help support domestic abuse survivors.

CHECK (payable to Harbor House of Central Florida)

NAME: \_\_\_\_\_

HOME ADDRESS: \_\_\_\_\_

CITY, STATE, ZIP: \_\_\_\_\_

PHONE: \_\_\_\_\_ EMAIL: \_\_\_\_\_

CORPORATE OR ORGANIZATIONAL AFFILIATION: \_\_\_\_\_



GIVE ONLINE AT:  
[www.harborhousefl.com](http://www.harborhousefl.com)

**THANK YOU.** Your gift is tax deductible as allowed by law. Harbor House is registered with the State of Florida to solicit contributions #CH604. A copy of the official registration and financial information may be obtained from the division of consumer services by calling toll-free within the state 1-800-435-7352 or [www.800HELPFLA.com](http://www.800HELPFLA.com). Registration does not imply endorsement, approval, or recommendation by the State. Harbor House is registered with the state under the Solicitation of Contributions Act, 1992 under Federal Tax Identification Number 59-1712936.

2015 FALL



March 22, 2016

Dear Steve Bracknell,

I am writing to update you regarding Ali's Hope Foundation. As a 501(c)3, Ali's Hope mission is to provide financial assistance, through grants, to programs that specifically assist youth with mental illness as they integrate back into the community. These services include: counseling, case management, medication evaluations and treatments that are not normally covered or paid for by government sources or insurance carriers.

Since our inception in 2008, the Foundation has raised and distributed over **\$150,000.00** to various **local** community programs that met our mission goals. We are extremely proud of the fact that our foundation has no paid board members or staff and we have a dedicated group of community volunteers working at all our events. Through these combined efforts, we are able to distribute more than \$0.95 of every \$1.00 received (Net of cost) meaning we are among the most operationally efficient charities in the United States.

As local demand for mental health care continues to grow, we have set three primary goals for increasing our funding during 2016. First, we are committed to increasing the funds raised through our Ali's Hope Charity Golf Classic, which will be held on May 23, 2016 at Heathrow Country Club. Second, we are adding a fall Wine Walk at Crane's Roost in Altamonte Springs, opening another exciting way for us to work with our community partners to increase awareness of youth mental health issues. A third and critical focus for 2016 involves reaching out to other new partners like our friends in the law enforcement community. Through this effort we will be asking for your financial assistance so that together we are able to make a more significant contribution in funding mental health critical need providers.

May we count on your contribution of \$100.00 to help us meet these goals? If so, please complete the attached form and return to us at the address shown.

In closing, I would like to personally thank you on behalf of Ali's Hope Foundation. Your support and contributions make you an advocate for mental health and for people living with mental illness. With your commitment we will **Inspire Hope, share the Vision and see the Change.**

With Very Best Regards,

A handwritten signature in black ink that reads "Joe Galagher". The signature is written in a cursive style.

*Ali's Hope Foundation is a registered 501c3 with the state of Florida. All donations are tax deductible and receipts for contributions will be provided.*



Mothers Against Drunk Driving  
Central Florida Affiliate  
[www.madd.org/co](http://www.madd.org/co)

1 Purlieu Place # 285  
Winter Park, FL 32792

407.831-6233  
877.MADD.HELP victim support  
407-831-6281 fax

March 24, 2016

**Lake Mary Police Department**  
Chief Steve Bracknell  
165 E. Crystal Lake Avenue  
Lake Mary, Florida 32746

Dear Chief Bracknell:

Thank you for your consideration to donate \$100.00 to our local MADD Central Florida Affiliate. I am proud to add the Lake Mary Police Department to our list of Community partners. We could not do the lifesaving work we do without your support.

I will keep you apprised of our progress with our court monitoring program. In the meantime if there is anything we can do for your officers please call. We have been very active with Law enforcement with DUI Education classes and victims sharing their personal stories during briefings and safety fairs. I moved last year to the Lake Mary neighborhood. Thank you for all you do here in our community I enjoy living here.

Warmly,

Yolanda Larson  
Executive Director  
341 North Maitland Avenue #280 ( NEW ADDRESS)  
Maitland, Florida 32751  
407-831-6233 ext. 7273



## CITY MANAGER'S REPORT

DATE: May 5, 2016  
TO: Mayor and City Commission  
FROM: Dianne Holloway, Finance Director  
VIA: Jackie Sova, City Manager  
SUBJECT: Surplus Computers

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We are in the process of ordering computer replacements as budgeted for FY 2016, and will be purchasing fourteen (14) desktops and eleven (11) laptops. During this process we will shift some of the older computers to areas where the usage is less intense but the systems are still functioning well.

Computers being replaced are beyond or at the end of their useful lives and need to be surplused. We have eleven (11) laptops that are not functioning properly due to extended periods of time operating in police vehicles. In addition, we have fourteen (14) desktop systems to be taken out of service.

### **Recommendation:**

Request Commission declare the twenty-five (25) asset tag numbers listed below as surplus items, and authorize City Manager to dispose of same.

Surplus Item Asset Tag Numbers:

LM010846	LM010939	LM010960	LM012028	LM012078
LM010847	LM010955	LM010961	LM012030	LM012079
LM010848	LM010957	LM010963	LM012062	LM012097
LM010905	LM010958	LM010964	LM012065	LM012098
LM010915	LM010959	LM010985	LM012076	LM012100