

MAYOR'S PIER WORKING GROUP

MEETING #2 AGENDA

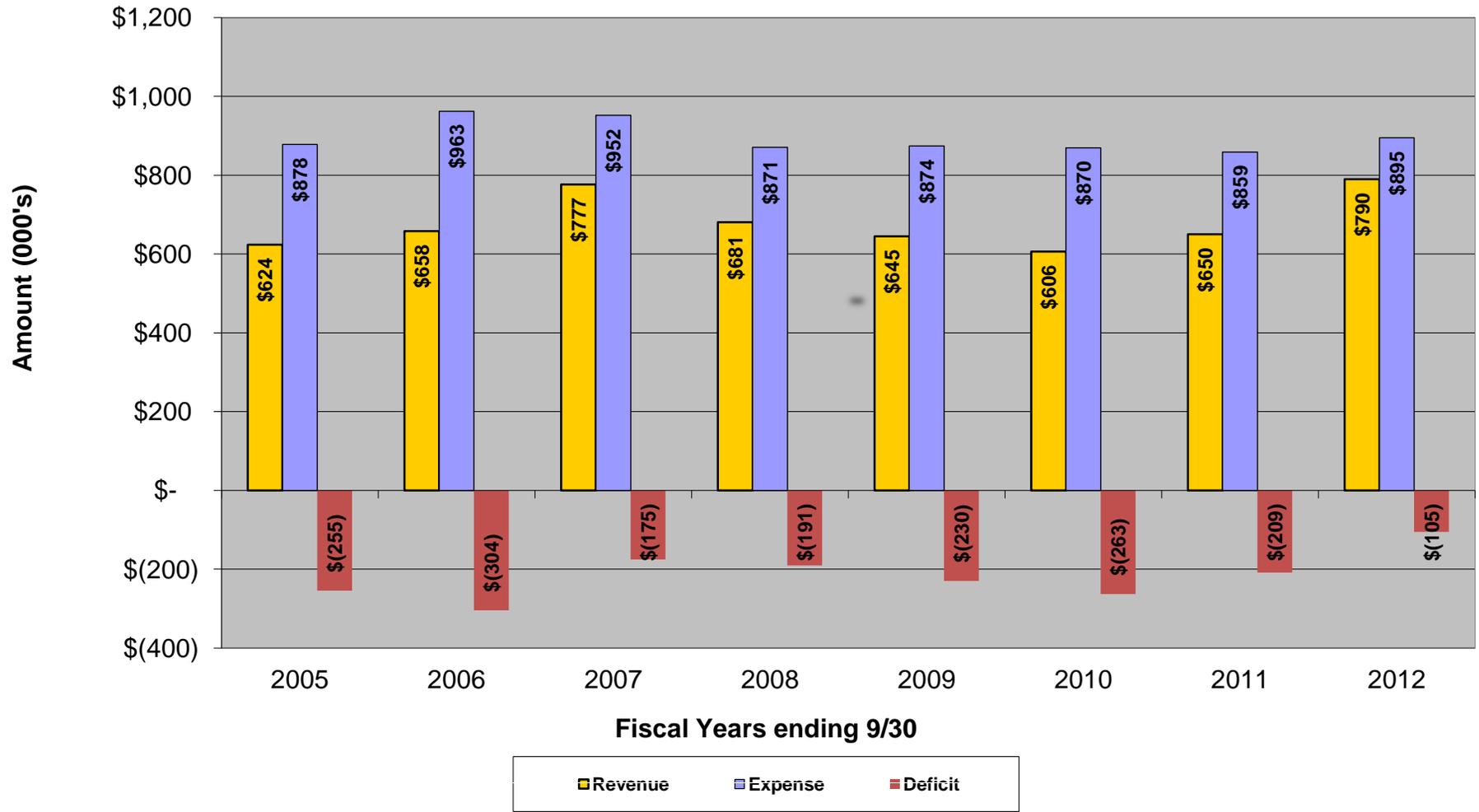
DATE: Wednesday, June 4, 2014

TIME: 2:00 pm

LOCATION: City Hall – Room 100

Topic	By Whom	Time Allotted
Welcome	Chair	5 min
Introductions	All	10 min
Questions/Comments about Suggested Process/Schedule	All	30 min
- Approval of a Process		
Questions/Comments about Work Products for Members Review	All	15 min
- Pier Advisory Task Force Report		
- Pier Real Estate Market Assessment		
- Pier Opinion Survey		
Adds/Deletes to Lists of Goals/Objectives and Prior Programmatic Activities	All	30 min
Begin Filtering Process	All	30 min
Public Input Subcommittee	All	10 min
Future Meetings	Chair	15 min
Public Comments	All	10 min

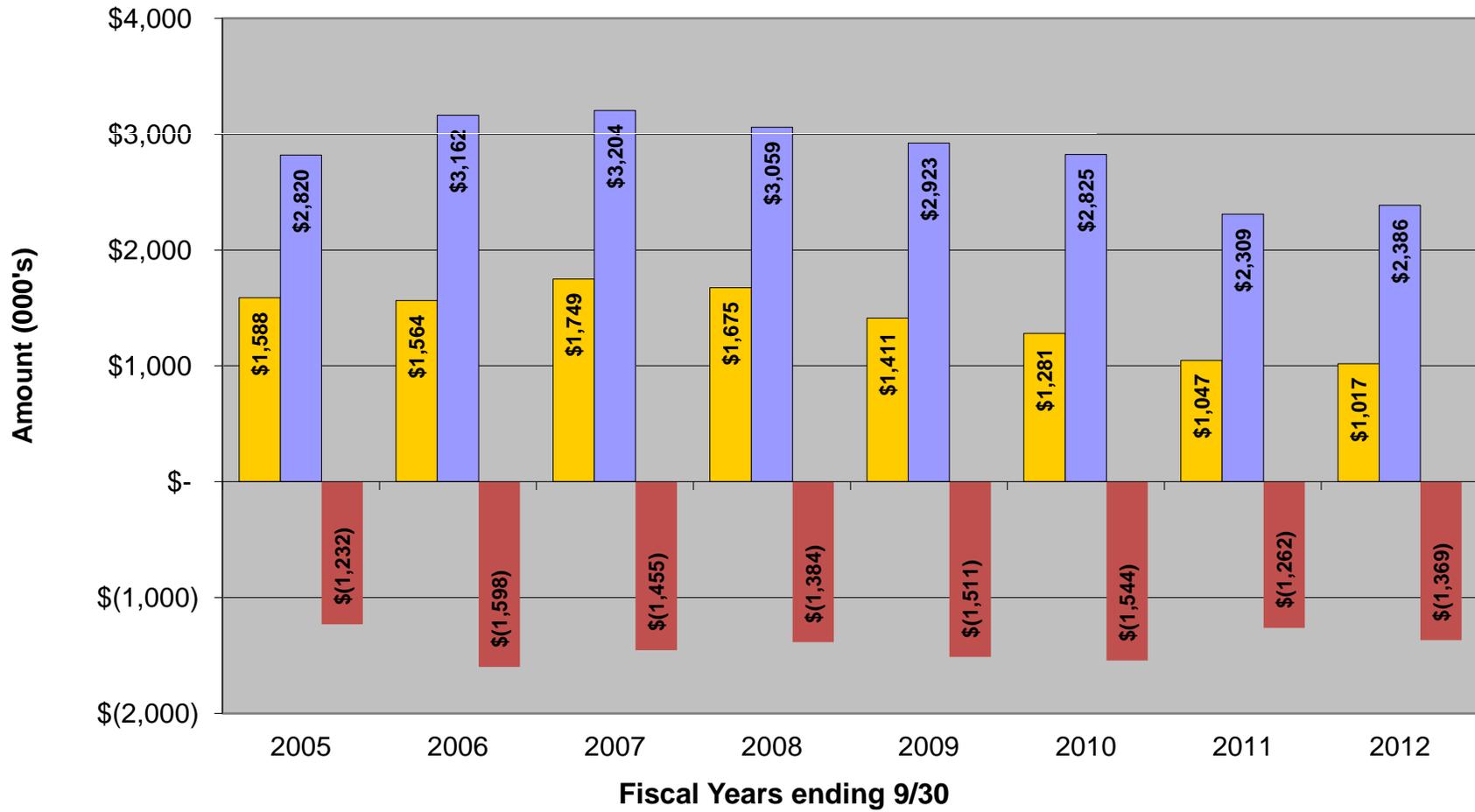
Sunken Gardens



Operating Deficit	\$(255)K	\$(304)K	\$(175)K	\$(191)K	\$(230)K	\$(263)K	\$(209)K	\$(105)K
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Capital Maintenance Expenditures	\$32K	\$18K	\$418K	\$111K	\$121K	\$116K	\$114K	\$91K
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Pier



Operating Deficit	\$(1,232)K	\$(1,598)K	\$(1,455)K	\$(1,384)K	\$(1,511)K	\$(1,544)K	\$(1,262)K	\$(1,369)K
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Capital Maintenance Expenditures	\$352K	\$889K	\$293K	\$731K	\$960K	\$324K	\$378K	\$248K
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Pier Operating
FY11 Budget/Projected
(Actual = October '10 through September '11)

	-----YEAR TO DATE -----				-----PROJECTED YEAR END-----			
	TARGET BUDGET	ACTUAL	VARIANCE FAV (UNF)	%	APPROVED BUDGET	ACTUAL	VARIANCE FAV (UNF)	%
OPERATING REVENUE								
CAM - UTILITY	184,633	140,918	(43,715)	-23.68%	184,633	140,918	(43,715)	-23.68%
CAM - MAINTENANCE	245,208	170,947	(74,261)	-30.28%	245,208	170,947	(74,261)	-30.28%
CULTURE/RECREATION - PIER OPERATIONAL	7,545	13,924	6,379	84.54%	7,545	13,924	6,379	84.54%
PROMOTIONS	37,038	12,793	(24,245)	-65.46%	37,038	12,793	(24,245)	-65.46%
RENT	390,466	433,523	43,057	11.03%	390,466	433,523	43,057	11.03%
RENT - PERCENT	362,250	349,038	(13,212)	-3.65%	362,250	349,038	(13,212)	-3.65%
OTHER REVENUE	66,860	58,139	(8,721)	-13.04%	66,860	58,139	(8,721)	-13.04%
UNCOLLECTIBLE CHARGES	0	(131,947)	(131,947)	-100.00%	0	(131,947)	(131,947)	-100.00%
TOTAL OPERATING REVENUE	1,294,000	1,047,335	(246,665)	-19.06%	1,294,000	1,047,335	(246,665)	-19.06%
REVENUE CONTROL TOTAL	2,540,000	2,254,335			2,540,000	2,254,335		
OPERATING EXPENSE								
SALARIES & WAGES	569,544	486,611	82,933	14.56%	569,544	486,611	82,933	14.56%
BENEFITS	188,453	134,806	53,648	28.47%	188,453	134,806	53,648	28.47%
CONSULTING,LEGAL, ENGINEERING AND MGMT	209,338	233,547	(24,209)	-11.56%	209,338	233,547	(24,209)	-11.56%
ADVERTISING	105,353	77,363	27,990	26.57%	105,353	77,363	27,990	26.57%
JANITORIAL SERVICES	273,000	286,974	(13,974)	-5.12%	273,000	286,974	(13,974)	-5.12%
OTHER SPECIALIZED SERVICES	52,611	48,361	4,250	8.08%	52,611	48,361	4,250	8.08%
PEST CONTROL	2,800	482	2,318	82.79%	2,800	482	2,318	82.79%
PRINTING AND BINDING	0	11	(11)	100.00%	0	11	(11)	100.00%
SECURITY	259,919	238,177	21,742	8.37%	259,919	238,177	21,742	8.37%
TRAVEL AND TRAINING	960	946	15	1.51%	960	946	15	1.51%
TELEPHONE	8,710	10,188	(1,478)	-16.97%	8,710	10,188	(1,478)	-16.97%
POSTAGE /SPECIAL DELIVERY	4,400	2,438	1,962	44.58%	4,400	2,438	1,962	44.58%
UTILITIES	532,063	439,805	92,258	17.34%	532,063	439,805	92,258	17.34%
INSURANCE CHARGES AND CLAIMS	197,611	164,846	32,765	16.58%	197,611	164,846	32,765	16.58%
REPAIRS, MAINTENANCE & RENOVATIONS	132,080	142,857	(10,777)	-8.16%	132,080	142,857	(10,777)	-8.16%
REPAIR OF VEHICLES	5,279	2,894	2,385	45.19%	5,279	2,894	2,385	45.19%
COPY MACHINE COSTS	4,271	3,542	728	17.05%	4,271	3,542	728	17.05%
SUPPLIES	16,728	12,994	3,734	22.32%	16,728	12,994	3,734	22.32%
EQUIPMENT	4,000	1,632	2,368	59.21%	4,000	1,632	2,368	59.21%
FUEL	3,151	3,225	(74)	-2.35%	3,151	3,225	(74)	-2.35%
UNIFORMS AND PROTECTIVE CLOTHING	2,710	2,424	286	10.54%	2,710	2,424	286	10.54%
MEMBERSHIPS	8,970	7,700	1,270	14.16%	8,970	7,700	1,270	14.16%
PROJECT BURDENED SERVICES & COMMODITIES	7,664	7,124	540	7.04%	7,664	7,124	540	7.04%
CAPITAL	0	0	0	0.00%	0	0	0	0.00%
TOTAL OPERATING EXPENSE	2,589,615	2,308,947	280,668	10.84%	2,589,615	2,308,947	280,668	10.84%
TOTAL OPERATING PROFIT (LOSS)	(1,295,615)	(1,261,612)	34,002	-2.62%	(1,295,615)	(1,261,612)	34,002	-2.62%
GENERAL FUND SUBSIDY								
INTERFUND TRANSFER	1,246,000	1,207,000	(39,000)	-3.13%	1,246,000	1,207,000	(39,000)	-3.13%
TOTAL INC (DEC) FUND BAL	(49,615)	(54,612)	(4,998)	10.07%	(49,615)	(54,612)	(4,998)	10.07%
EXPENSE CONTROL TOTAL	2,589,615	2,308,947			2,589,615	2,308,947		

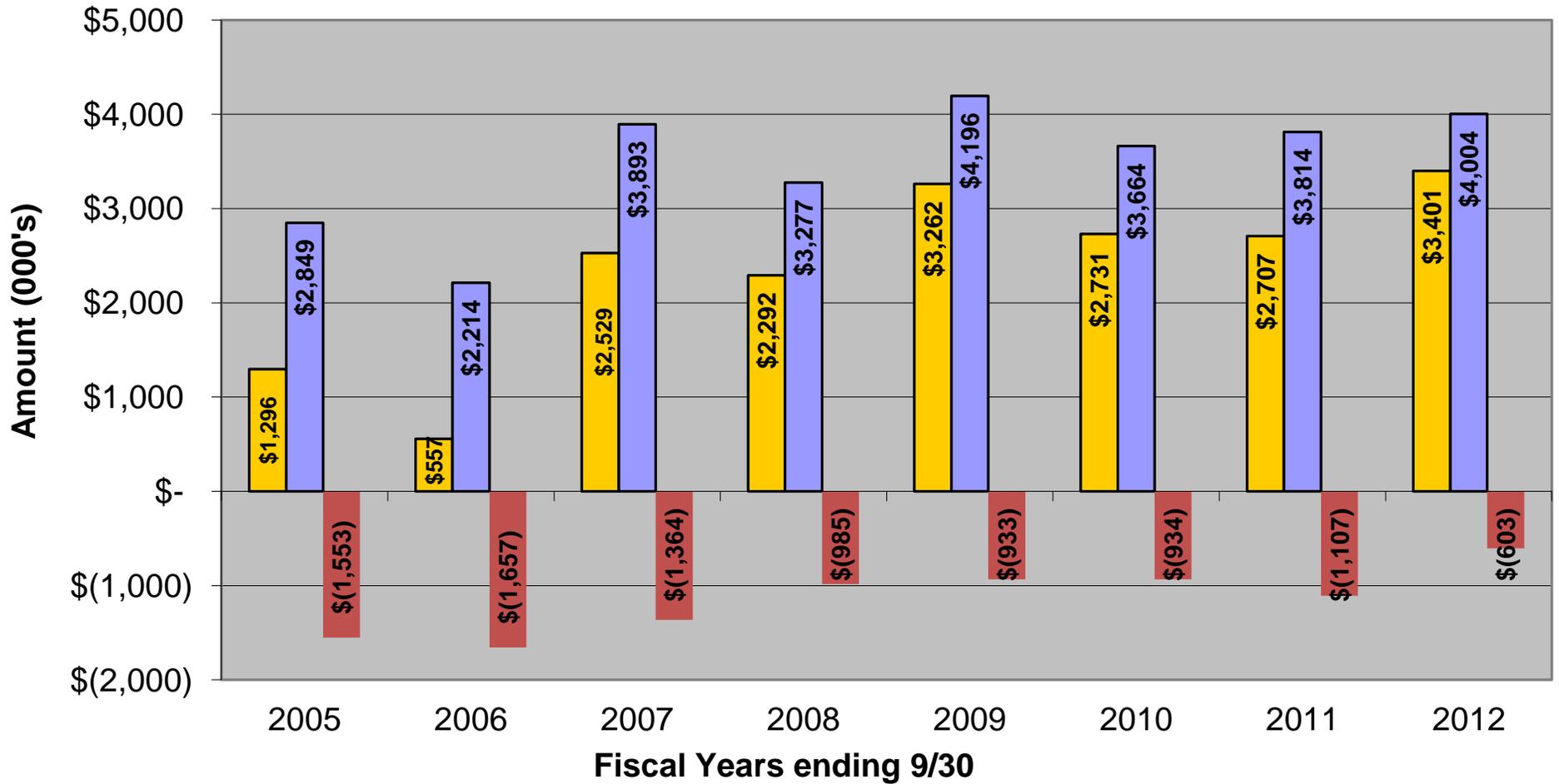
Pier Operating
FY09 Budget/Projected
(Actual = October '08 through September '09)

	-----YEAR TO DATE -----				-----PROJECTED YEAR END-----			
	TARGET BUDGET	ACTUAL	VARIANCE FAV (UNF)	%	APPROVED BUDGET	ACTUAL	VARIANCE FAV (UNF)	%
OPERATING REVENUE								
CAM - UTILITY	189,398	194,561	5,163	2.73%	189,398	194,561	5,163	2.73%
CAM - MAINTENANCE	273,265	252,497	(20,768)	-7.60%	273,265	252,497	(20,768)	-7.60%
CULTURE/RECREATION - PIER OPERATIONAL	13,203	14,488	1,285	9.73%	13,203	14,488	1,285	9.73%
PROMOTIONS	111,859	51,031	(60,828)	-54.38%	111,859	51,031	(60,828)	-54.38%
RENT	699,399	511,013	(188,386)	-26.94%	699,399	511,013	(188,386)	-26.94%
RENT - PERCENT	320,355	305,109	(15,246)	-4.76%	320,355	305,109	(15,246)	-4.76%
OTHER REVENUE	75,521	82,516	6,995	9.26%	75,521	82,516	6,995	9.26%
UNCOLLECTIBLE CHARGES	0	(0)	(0)	-100.00%	0	(0)	(0)	-100.00%
TOTAL OPERATING REVENUE	1,683,000	1,411,214	(271,786)	-16.15%	1,683,000	1,411,214	(271,786)	-16.15%
REVENUE CONTROL TOTAL	3,207,000	2,920,214			3,207,000	2,920,214		
OPERATING EXPENSE								
SALARIES & WAGES	742,705	658,984	83,721	11.27%	742,705	658,984	83,721	11.27%
BENEFITS	186,318	157,376	28,942	15.53%	186,318	157,376	28,942	15.53%
CONSULTING, LEGAL, ENGINEERING AND MGMT	222,325	232,214	(9,889)	-4.45%	222,325	232,214	(9,889)	-4.45%
ADVERTISING	177,356	153,952	23,404	13.20%	177,356	153,952	23,404	13.20%
JANITORIAL SERVICES	0	285,967	(285,967)	100.00%	0	285,967	(285,967)	100.00%
OTHER SPECIALIZED SERVICES	176,190	126,631	49,559	28.13%	176,190	126,631	49,559	28.13%
PEST CONTROL	292,132	3,107	289,025	98.94%	292,132	3,107	289,025	98.94%
PRINTING AND BINDING	0	626	(626)	100.00%	0	626	(626)	100.00%
SECURITY	291,315	277,132	14,183	4.87%	291,315	277,132	14,183	4.87%
TRAVEL AND TRAINING	2,600	1,510	1,090	41.92%	2,600	1,510	1,090	41.92%
TELEPHONE	10,660	7,500	3,160	29.64%	10,660	7,500	3,160	29.64%
POSTAGE /SPECIAL DELIVERY	4,485	3,955	530	11.81%	4,485	3,955	530	11.81%
UTILITIES	532,063	466,081	65,982	12.40%	532,063	466,081	65,982	12.40%
INSURANCE CHARGES AND CLAIMS	193,412	194,699	(1,287)	-0.67%	193,412	194,699	(1,287)	-0.67%
REPAIRS, MAINTENANCE & RENOVATIONS	175,045	194,327	(19,282)	-11.02%	175,045	194,327	(19,282)	-11.02%
REPAIR OF VEHICLES	96,201	72,895	23,306	24.23%	96,201	72,895	23,306	24.23%
COPY MACHINE COSTS	4,663	3,715	949	20.35%	4,663	3,715	949	20.35%
SUPPLIES	23,560	34,916	(11,356)	-48.20%	23,560	34,916	(11,356)	-48.20%
EQUIPMENT	12,760	6,860	5,900	46.24%	12,760	6,860	5,900	46.24%
FUEL	45,117	23,685	21,432	47.50%	45,117	23,685	21,432	47.50%
UNIFORMS AND PROTECTIVE CLOTHING	2,600	2,614	(14)	-0.55%	2,600	2,614	(14)	-0.55%
MEMBERSHIPS	9,450	9,315	135	1.43%	9,450	9,315	135	1.43%
PROJECT BURDENED SERVICES & COMMODITIES	6,070	4,518	1,552	25.58%	6,070	4,518	1,552	25.58%
TOTAL OPERATING EXPENSE	3,207,027	2,922,578	284,450	8.87%	3,207,027	2,922,578	284,450	8.87%
TOTAL OPERATING PROFIT (LOSS)	(1,524,027)	(1,511,363)	12,664	-0.83%	(1,524,027)	(1,511,363)	12,664	-0.83%
GENERAL FUND SUBSIDY								
INTERFUND TRANSFER	1,524,000	1,509,000	(15,000)	-0.98%	1,524,000	1,509,000	(15,000)	-0.98%
TOTAL INC (DEC) FUND BAL	(27)	(2,363)	(2,336)	8513.16%	(27)	(2,363)	(2,336)	8513.16%
EXPENSE CONTROL TOTAL	3,207,027	2,922,578			3,207,027	2,922,578		

Pier Operating
FY06 Budget/Projected
(Actual = October '05 through September '06)

	-----YEAR TO DATE -----				-----PROJECTED YEAR END-----			
	TARGET BUDGET	ACTUAL	VARIANCE FAV (UNF)	%	APPROVED BUDGET	ACTUAL	VARIANCE FAV (UNF)	%
OPERATING REVENUE								
CAM - UTILITY	167,300	170,208	2,908	1.74%	167,300	170,208	2,908	1.74%
CAM - MAINTENANCE	228,200	230,796	2,596	1.14%	228,200	230,796	2,596	1.14%
CULTURE/RECREATION - PIER OPERATIONAL	500	(6,376)	(6,876)	-1375.20%	500	(6,376)	(6,876)	#####
PROMOTIONS	159,000	92,059	(66,941)	-42.10%	159,000	92,059	(66,941)	-42.10%
RENT	679,600	681,129	1,529	0.22%	679,600	681,129	1,529	0.22%
RENT - PERCENT	310,000	307,545	(2,455)	-0.79%	310,000	307,545	(2,455)	-0.79%
OTHER REVENUE	82,400	88,732	6,332	7.68%	82,400	88,732	6,332	7.68%
UNCOLLECTIBLE CHARGES	0	(1)	(1)	-100.00%	0	(1)	(1)	-100.00%
TOTAL OPERATING REVENUE	1,627,000	1,564,092	(62,908)	-3.87%	1,627,000	1,564,092	(62,908)	-3.87%
REVENUE CONTROL TOTAL	3,228,000	3,165,092			3,228,000	3,165,092		
OPERATING EXPENSE								
SALARIES & WAGES	678,651	731,712	(53,061)	-7.82%	678,651	731,712	(53,061)	-7.82%
BENEFITS	134,236	168,283	(34,047)	-25.36%	134,236	168,283	(34,047)	-25.36%
CONSULTING,LEGAL, ENGINEERING AND MGMT	158,782	170,637	(11,855)	-7.47%	158,782	170,637	(11,855)	-7.47%
ADVERTISING	245,510	237,808	7,702	3.14%	245,510	237,808	7,702	3.14%
JANITORIAL SERVICES	0	0	0	0.00%	0	0	0	0.00%
OTHER SPECIALIZED SERVICES	234,890	226,521	8,369	3.56%	234,890	226,521	8,369	3.56%
PEST CONTROL	275,700	283,065	(7,365)	-2.67%	275,700	283,065	(7,365)	-2.67%
PRINTING AND BINDING	0	577	(577)	100.00%	0	577	(577)	100.00%
SECURITY	266,000	258,504	7,496	2.82%	266,000	258,504	7,496	2.82%
TRAVEL AND TRAINING	7,200	5,345	1,855	25.76%	7,200	5,345	1,855	25.76%
TELEPHONE	10,000	10,471	(471)	-4.71%	10,000	10,471	(471)	-4.71%
POSTAGE /SPECIAL DELIVERY	3,000	3,787	(787)	-26.24%	3,000	3,787	(787)	-26.24%
UTILITIES	461,210	511,554	(50,344)	-10.92%	461,210	511,554	(50,344)	-10.92%
INSURANCE CHARGES AND CLAIMS	136,092	139,849	(3,757)	-2.76%	136,092	139,849	(3,757)	-2.76%
REPAIRS, MAINTENANCE & RENOVATIONS	200,800	197,005	3,795	1.89%	200,800	197,005	3,795	1.89%
REPAIR OF VEHICLES	97,320	67,994	29,326	30.13%	97,320	67,994	29,326	30.13%
COPY MACHINE COSTS	0	0	0	0.00%	0	0	0	0.00%
SUPPLIES	41,300	26,638	14,662	35.50%	41,300	26,638	14,662	35.50%
EQUIPMENT	25,700	34,128	(8,428)	-32.79%	25,700	34,128	(8,428)	-32.79%
FUEL	64,251	32,957	31,294	48.71%	64,251	32,957	31,294	48.71%
UNIFORMS AND PROTECTIVE CLOTHING	3,000	1,952	1,048	34.93%	3,000	1,952	1,048	34.93%
MEMBERSHIPS	9,600	9,127	473	4.93%	9,600	9,127	473	4.93%
PROJECT BURDENED SERVICES & COMMODITIES	4,258	4,429	(171)	-4.01%	4,258	4,429	(171)	-4.01%
AID TO PRIVATE TO PRIVATE ORGANI	99,500	0	99,500	100.00%	99,500	0	99,500	100.00%
CONTRIBUTED FIX ASSET	40,000	40,000	0	0.00%	40,000	40,000	0	0.00%
TOTAL OPERATING EXPENSE	3,197,000	3,162,344	34,656	1.08%	3,197,000	3,162,344	34,656	1.08%
TOTAL OPERATING PROFIT (LOSS)	(1,570,000)	(1,598,252)	(28,252)	1.80%	(1,570,000)	(1,598,252)	(28,252)	1.80%
GENERAL FUND SUBSIDY								
INTERFUND TRANSFER	1,601,000	1,601,000	0	0.00%	1,601,000	1,601,000	0	0.00%
TOTAL INC (DEC) FUND BAL	31,000	2,748	(28,252)	-91.14%	31,000	2,748	(28,252)	-91.14%
EXPENSE CONTROL TOTAL	3,197,000	3,162,344			3,197,000	3,162,344		

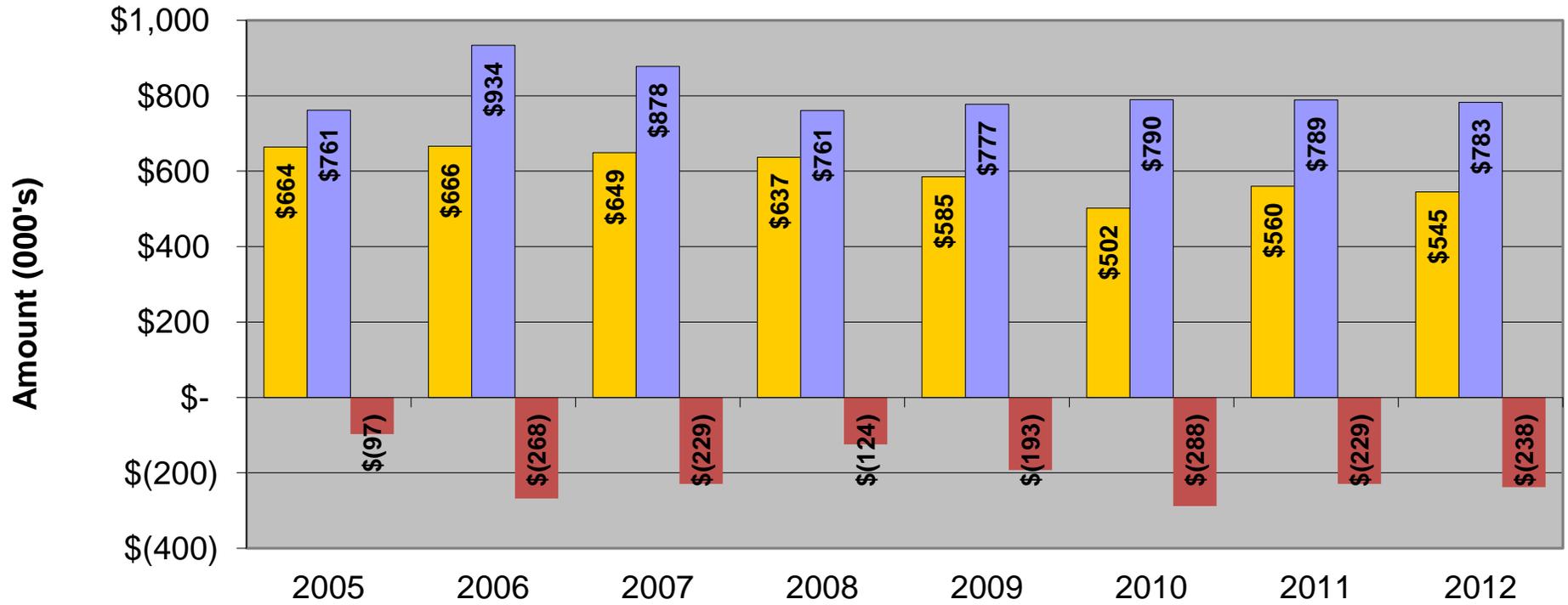
Mahaffey Theater



Operating Deficit	\$(1,553)K	\$(1,657)K	\$(1,364)K	\$(985)K	\$(933)K	\$(934)K	\$(1,107)K	\$(603)K
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Capital Maintenance Expenditures	\$0K	\$704K	\$514K	\$926K	\$1,797K	\$374K	\$425K	\$448K
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Coliseum



Fiscal Years ending 9/30

■ Revenue
 ■ Expense
 ■ Deficit

Operating Deficit	\$(97)K	\$(268)K	\$(229)K	\$(124)K	\$(193)K	\$(288)K	\$(229)K	\$(238)K
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Capital Maintenance Expenditures	\$35K	\$22K	\$109K	\$73K	\$138K	\$54K	\$26K	\$127K
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Concerned Citizens of St. Petersburg
Functions for the Pier Working Group to Consider

People familiar with the first Pier design effort are aware that a key problem was that the Pier Task Force Report was largely ignored. Thus many of the important elements the Report recommended were never included in the new design. As we begin the process of creating a new Pier design, we believe it is critical to identify a clear list of programmatic functions the Task Force recommended (and that we believe the community would like to see in any new design), whether the plan is a "clean sheet" design, or some version that uses the existing inverted pyramid.

Below is a list of functions we have taken directly from the recommendations the Task Force made in its report. We encourage the new process begin with: (a) accepting the work of the Pier Task Force as the starting point of any design effort, (b) Use that report to identify a core group of functions that the community would like to see included in any design.

Here is a list of functions already identified in the report, and we offer them as a beginning point:

Recommended Functions Taken from the Pier Task Force Report:

- The Pier should be integrated into waterfront as its anchor and centerpiece. (p. 38)
- Preserve views to and from the City as well as outward into the bay. (p. 38)
- Program(s) must attract both visitors and locals. (p. 38)
- (Recommends) Further exploration of a Marine Discovery Center. (p. 38)
- Green/LEED certified structure, energy efficient design and equipment (p. 38)
- Water park and/or family oriented entertainment for children should be considered (p. 38)
- Enhance the Spa Beach experience – make it a beach again for family use (Concept 1, p. 25)
- Restaurant/cafes should be adjacent to docks . . . (p. 38)
- Transient docks immediately south of Pelican lot would provide better access for boaters (p. 39)
- Incorporate pedestrian/bike trails into the design . . . (p. 38)
- the Task Force Report supports an upscale restaurant, a QSR and a bar/restaurant capitalizing on the waterfront/marina setting (p. 14)
- Enhanced tram/trolley or sky ride type of system connecting to Downtown, BayWalk, and Mid-Core Garage could help Pier's success (p.39) (*We recommend a Disney style tram*)
- Consider installation of a breakwater system to protect the Vinoy basin (p. 38)
- Consider ways to bridge the Vinoy basin entrance, connecting the Pier with North Shore Park (p. 24,25,26,38)

We also would like to respectfully recommend two additional ideas that have shown strong support within the community in the years since the Task Force Report:

- Include specific areas for fishing. Consider a boardwalk lower than the main "street" that is closer to the water
- enhance the Spa Beach experience – make it a beach again for family use, which could include water features for children

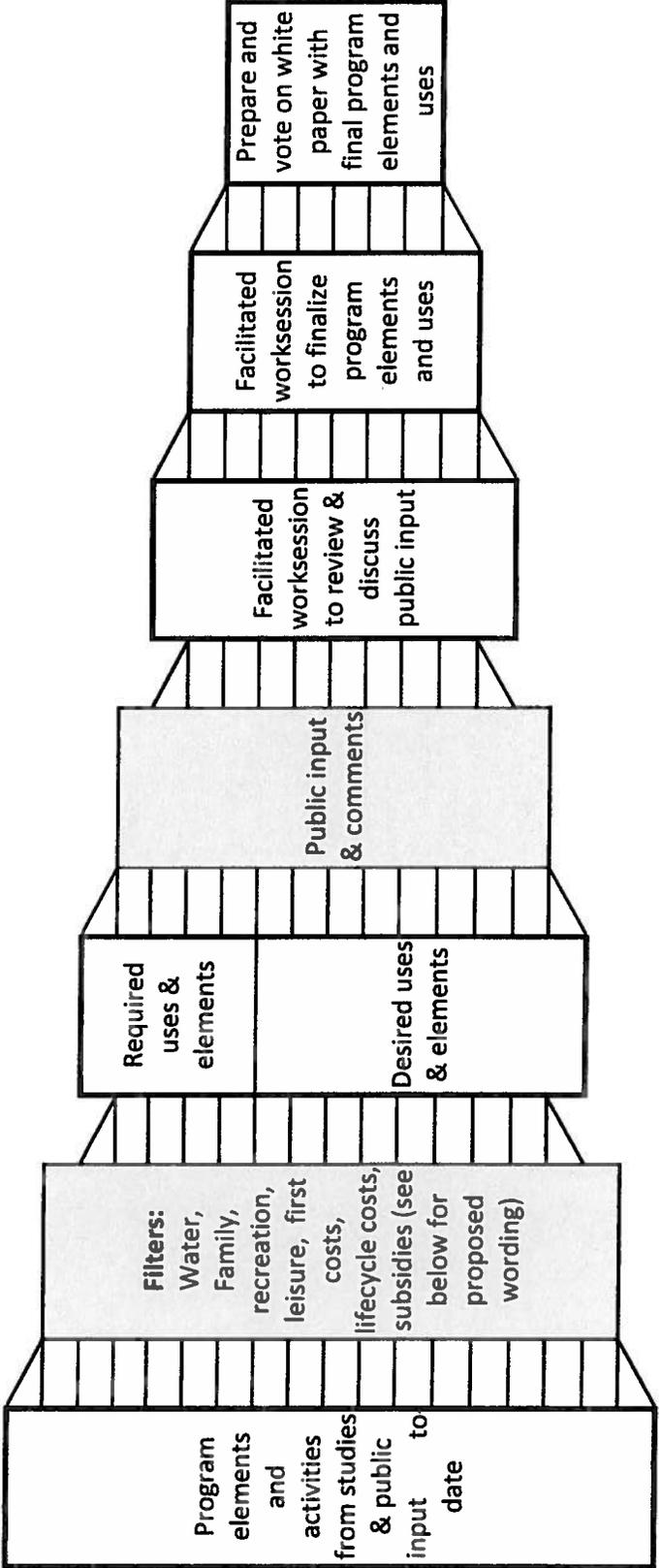
This list certainly is not all inclusive. But the list does include items that we believe already have strong support in our community. We hope by drawing attention to these ideas we can help begin the discussion within our community that will produce the best possible design for our new Pier.

Pier Working Group Suggested Process

DELIVERABLE

Public Filter

Criteria Filter



Meeting 5

Meeting 4

Meeting 3

Meeting 2

Suggested Evaluative Criteria

The program elements should be considered for further evaluation on basis of meeting each of the following criteria:

1. Water based experience and activities
2. Maintains flexibility for future uses
3. Potential for creating a sustainable landmark
4. Provides opportunities for community gathering
5. Encourages passive and active recreation
6. Appeals to, and attracts families
7. Opportunities for eating and drinking establishments
8. Compliments waterfront and downtown activities
9. Minimizes vehicular transportation
10. Environmental and ecological learning opportunities
11. Fits within a design and construction budget of \$40M
12. Provides for operational sustainability

Pier Working Group Proposed Schedule

Week 1	Working Group receive and review the background material										
Week 2	Meeting to organize and develop a working process									Meeting 1	
Week 3	Working Group to continue to review the background material										Public Input Sub-committee meeting 1
Week 4	Facilitated worksession to develop initial list of program elements and uses									Meeting 2	
Week 5	Prepare material for public input										Public Input Sub-committee meeting 2
Week 6	Public input and comments										
Week 7	Public input and comments										
Week 8	Review and synthesis of the public input										Public Input Sub-committee meeting 3
Week 9	Facilitated worksession to review & discuss public input									Meeting 3	
Week 10	Facilitated worksession to finalize program elements and uses									Meeting 4	
Week 11	Prepare and vote on white paper with final program elements and uses									Meeting 5	

WORKING GROUP Meeting 2: ST PETE PIER POTENTIAL PROGRAM ELEMENTS

	EVALUATIVE CRITERIA													PROPOSED PROGRAM	
	1	2	3	4	5	6	7	8	9	10	11	12	13	REQUIRED	DESIRED
Dining															
A/C Fine Dining (1, 2)															
Open-air casual dining (1, 2)															
Fast food (1, 2)															
Café / Snack bar (1, 2)															
Banquet Space (1, 3)															
Retail/Commercial															
Shopping/Tourist Centered (1)															
Support level retail (1)															
Kiosks (1, 2)															
Bike /watercraft rental (1, 2, 3)															
Activities															
Cycling/Jogging/Walking (1, 2)															
Motorized Boating (1, 2, 3)															
Non-motorized boating (1, 2)															
Water Park (1, 2, 3)															
Courtesy Docks (1, 2, 3)															
Fishing (1, 2)															
Observation Areas (1, 2)															
Entertainment															
Performance/Stage area (1, 2, 3)															
Flexible Event Space (art shows, concerts, open-air market) (1, 2)															
Community Gathering Space (1, 2)															
Amphitheater (1, 3)															
Amusement															
Family Entertainment Center (1, 2, 3)															
Amusement Park/ferris wheel/splash pad (1, 2, 3)															
Transportation															
Tram/trolley (1, 2)															
Water taxi (1, 2)															
Port of Call (1)															
Spa Beach to Vinoy Park Ped bridge (1)															
Attractions															
Marine Discovery Center (1)															
Retail (1, 2, 3)															
Hotel (3)															
Environmental Education (2)															
Other															

- SUGGESTED EVALUATIVE CRITERIA**
1. Water-based experience & activity
 2. Maintains flexibility for future uses
 3. Potential for creating an iconic landmark
 4. Provides opportunities for community gathering
 5. Encourages passive & active recreation
 6. Appeals to and attracts families
 7. Opportunities for eating & drinking
 8. Compliments waterfront & downtown activities
 9. Minimizes vehicular transportation
 10. Provides environmental & ecological learning
 11. Fits within a design & construction budget of \$40M
 12. Provides for operational sustainability

- REFERENCED LEGEND**
1. Pier Advisory Task Force Report
 2. OpinionWorks Survey
 3. Lambert Advisory Report

CITY OF ST. PETERSBURG
MAYOR'S PIER WORKING GROUP
Wednesday, June 4, 2014, 2:00 p.m.

PRESENT: Peter Clark, Emily Elwyn, Jen French, Bud Karins, Robin Link, Lorraine Margeson, Jim Moriarty, Marlene Murray, Marilyn Olsen, Ross Preville, David Punzak, Barbara Readey, Joe Reed, Angela Rouson, Steve Westphal and Lisa Wheeler-Brown

ABSENT: Jacqueline Dixon, Jopie Helsen, Paul Hsu, Brother John Mohammed and Ed Montanari

ALSO: Chief of Staff Kevin King, Public Works Administrator Michael Connors, City Development Managing Director Chris Ballestra, City Architect Raul Quintana, Pete Karamitsanis, India Williams and Vicki Sutch

Chair Clark called the meeting to order at 2:10 p.m. He welcomed and thanked everyone for their willingness to serve. Reminded the Group about parking locations during meetings and confirmed that these meetings will be taped, but not live. Recordings are available from the Clerk's office if anyone would like to request a copy.

Chair Clark asked to reaffirm the appointment of the Subcommittee Members who volunteered to serve in the public input process. The following names were read for the record: Lorraine Margeson, Steve Westphal, Robin Link, Joe Reed and Ed Montanari. All were in agreement. At the May 23rd meeting, it was requested by Chair Clark that the Public Input Process Subcommittee meet prior to the next full Mayor's Pier Working Group meeting. However, the Subcommittee was unable to schedule a meeting and, therefore, their report is not available for discussion. The Subcommittee's first meeting has been scheduled for Mon., June 9th at 8:30 a.m., City Hall, Community Resource Room.

Introductions followed by each member of the Mayor's Pier Working Group.

Chair Clark requested comments/changes to the May 23rd minutes. Hearing no changes, minutes were approved and will be posted as submitted.

Chair Clark stated a wealth information has previously been gathered from the Pier Advisory Task Force Report, OpinionWorks Survey and Lambert Advisory Report which to build upon the program elements spreadsheet. Discussion followed on the timeline, evaluation process and how the program elements spreadsheet may be used as a basis for the Subcommittee to begin a format for the public input process. To compare what has previously been done by the Pier Task Force and citizens of St. Petersburg and build upon that. Will look at the filters to determine required vs. desired and to what level we want to evaluate these elements to start the public input process.

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Member Karins stated it is not the Group's task to present this criteria to the public, rather the public should be asked what criteria they would like to see for the new Pier and bring back ideas to this Group. Chair Clark agreed that it is not the Pier Working Group or Subcommittee's intention to give a prioritized list or direct the public, but provide a starting point at which they can begin their discussion. Important to have consensus on the process as to how information will be provided to the public and then how that information will be brought back to the full Group.

Member Margeson made a motion, seconded by Member Karins, to change today's agenda and forward to move public comment portion to the beginning of the meeting to hear comments from public before Group begins their discussions. Motion failed.

Chief of Staff Kevin King addressed the Group reminding everyone they are representing the public and the Mayor has put his trust in each one of them to follow the mission and objectives set forth before them. Staff feels good about the process, but important to remember each of you represents a constituency. Mayor is confident in their ability to come up with a clear set of recommendations.

Chair Clark reviewed steps of the process and asked Mr. Quintana to summarize the documents that are being reviewed today:

- Pier Advisory Task Force Report
- OpinionWorks Survey
- Lambert Advisory Report

Peter Karamitsanis spoke next on the three (3) reports and the evaluation criteria resulting from these reports. He discussed in detail the Potential Program Elements Spreadsheet. He suggested the Group use as a basis for starting their discussions. The Group was then asked to individually go through the spreadsheet, ranking each element and then results would be tabulated and discussed. Meeting resumed while spreadsheets were being tabulated and the Group continued with their meeting agenda.

In order to reach the most citizens, meetings should be held in north, south, east and west sections of St. Petersburg. Social media also is a great resource in reaching out to the public.

The question was raised as to the feasibility of utilizing city facilities to hold the public meetings. Chris Ballestra, City Development Managing Director, joined the meeting and confirmed that City facilities are available; however, some facilities work better than others for this type of public meeting, along with minimal costs associated with their use. A question was raised whether these public meetings need to be televised. Mr. Ballestra answered it is not required to be televised, but audio recording is required. The City will televise as many meetings as possible.

Member Margeson asked that options for City facility locations and dates be brought to the Subcommittee meeting on June 9th. A question was raised by Member Murray how the public is going to be notified of these meeting. For those people who are unable to

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attend the public meetings, there also needs to be an online mechanism for participation.

Member Preville spoke about the public input process. He compared the process used for the Downtown Waterfront Masterplan at USF and would encourage to look at facilitator "table top" process vs. "open mic" process. If you facilitate it properly, it is a very efficient way to conduct these meetings.

Chair Clark asked City staff to talk about opportunities that may be available to solicit large scale community input. Mr. Connors stated the City will coordinate a whole menu of online opportunities to publicize these meetings, such as City website, neighborhood associations, Chamber of Commerce, faith-based organizations, MindMixer, press releases, local media, etc. These are some of the cost-saving ways of getting the word out on a large scale.

Member French suggested these meetings be accessible for visually and hearing impaired. She made a request for arrangements to have signers and/or interpreters to be available at the public meetings.

Chair Clark recommended the next Mayor's Pier Working Group meet in the evening and a consensus was reached for Wednesday, July 9th, 6:00 p.m.-8:00 p.m., location to be determined.

Mr. Ballestra suggested to formally charge the subcommittee with recommending a process so there is no confusion as to the direction they take to ensure the best possible results come out of these public meetings.

Mr. Karamitsanis spoke next about tabulation of the Group's surveys. From the evaluation criteria, filtering and ranking, the lowest ranked elements could be removed from the list. Those elements included 1. Retail (Shopping/Tourist Centered); 2. Retail (Support Level); 3. Hotel; and 4. Port of Call.

An amended motion by Member Margeson, seconded by Member Wheeler-Brown, to vote individually on removing the following elements from the spreadsheet:

1. Support Level Retail – All in favor; Motion passes.
2. Port of Call – All in favor; Motion passes.
3. Retail – All in favor; Motion passes.
4. Hotel – (1) opposed; Motion passes

Next vote is on elements "desired" vs. "required" taking into consideration the entire Pier site as a whole. Vote was taken: AC Fine Dining – Required: 12 Members; AC Fine Dining – Desired: 3 Members. Further discussion followed on the topic of air conditioning, included for some of the elements. Chair Clark suggested removing the word "AC" from Fine Dining element. Member Reed asked why Group is going through the process of deciding "required" vs. "desired." He then made a motion, seconded by

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Member Westphal, to discontinue this part of the process. Information is there and sends wrong message to public and should allow them to rank all elements.

Member Rouson asked if there is a mechanism to identify or support some rationale what the Group is proposing is sustainable.

Chair Clark stated the goal is to identify and prioritize these program elements. The Architects proposals will drive what is economically feasible or sustainable.

Member Westphal suggested adopting a 1-5 ranking scale of elements so public can determine the ranking. Member Elwyne stated the public needs to be made aware of the filtering process in order to make a decision on ranking.

Member Olsen stated that if the public comes back with a particular element they want, Architects may find it is not financially feasible and outcome could be a disappointment because it doesn't fit the budget.

Member Reed restated his motion, seconded by Member Margeson, not to review the proposed public process at this time. All in favor. Motion passes.

Member Link made a motion, seconded by Member Margeson, to combine both data gathering methods by 1-5 rating and Likert scale. All in favor. Motion passes.

Chair Clark opened the meeting for public comment:

1. Fred Whaley - Wants the Pier to tie into downtown waterfront, family entertainment and to have a transportation element. Original Pier Task Force had 60 public meetings. This Group only four (4) meetings. Does not believe it is this Group's decision to eliminate any elements from the spreadsheet. Let the process tell you what should be included and then let the Architects come up with proposals.
2. Hal Freedman - Very productive meeting in getting effectively what you are asking the public to do – rank importance of elements. In this case the (4) items ranked last, not necessary to do second level ranking. Good starting point. Mayor's process is beginning to take shape.
3. Bud Risser – Citizen involvement is best way to get solutions. Decisions need to have public included. Would have preferred my comments heard at beginning to give time to express views. We don't know what the public wants – not this Group's mission. Mayor wants process to move forward as an open process with the public. Don't believe this Group gave the Pier Task Force Report the respect it deserves. Don't know what Architects can budget; could be private donations, grants, etc. that could fund some of the elements for the Pier. Don't limit because of the current budget.

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4. Sharon Joy Kleisch – In current Pier timeline and percentage of time it will take to create new Pier, two weeks for citizen engagement is not enough time for the listening job required for this process. Slow Down. Entice, engage and educate. People need to feel they have been heard and will be more enticed to continue the engagement process. Process is too short. Keep public engaged in the “story” is important part of people feeling they have been heard. Possible second phase where after original data comes out, can get into the educational process further down the line.

Member Preville made motion, with second by Member Westphal for meeting to adjourn. All in favor. Motion passes. Meeting adjourned at 5:20 p.m.