

CITY OF ST. PETERSBURG
MAYOR'S PIER WORKING GROUP
SUBCOMMITTEE ON PUBLIC INPUT PROCESS
Monday, June 9, 2014, 8:30 a.m.

SUBCOMMITTEE MEMBERS PRESENT: Ed Montanari, Lorraine Margeson, Bud Karins, Joe Reed, Robin Link, Steve Westphal

MAYOR'S PIER WORKING GROUP MEMBERS PRESENT: Peter Clark, Jen French, Jopie Helsen

OTHERS PRESENT: Public Works Administrator Mike Connors, City Development Managing Director Chris Ballestra, Marketing Director Robert Danielson, India Williams and Vicki Sutch

Vice Chair Montanari called the meeting to order at 8:40 a.m. He thanked the group for their participation and also City staff for their assistance. Following introductions, he stated this was a very diverse group. He thanked Chair Clark for attending this meeting and asked him to give brief outline of the full Working Group's discussion in their first meeting.

Chair Clark reported that a wealth of discussion took place on the process and briefing on all documents and information related to Pier Task Force findings. He stated that following discussions related to the elements spreadsheet, City staff were tasked with bringing a revised spreadsheet to this meeting for discussion.

Member Reed stated that aside from all the documentation available, the point is the public feel the need to weigh-in and come away with real results. If someone wants to speak at any of the meetings, it's important that we allow that and hear what they have to say. Member Karins reiterated the importance of public having a vehicle in which to participate and have a voice in the process.

Chair Clark spoke to creating opportunities through social media will be helpful and another way to collect valuable information. Reach out to younger generation who utilize social media for means of communication. Marketing Director Danielson talked about the City's contract with Mind Mixer – a social media forum, much like Facebook, which allows for another way to solicit public comment through online exchange. When OpinionWorks survey was done, the same exact survey was put online and the results were very similar between the scientific survey and voluntary online survey, at no cost. Member Link stated social media is good way to reach a large number of people, but it's better as a supporting tool rather than main way to gather information.

Member French asked the question about possibility of online meetings in order to reach the disability community. Could use the same online format as used at public meetings. Would need assistance to get the word out that this online e-forum is available. Member Karins asked that the elderly population also be considered and possibly hold a daytime forum for those unable to get out in evenings.

Member Westphal asked if meeting locations had been determined yet. Vice Chair Montanari suggested Mr. Ballestra be brought into the meeting to talk on the subject.

Mr. Ballestra stated the City recreation centers are available for the public forums. Five (5) locations were suggested as the best locations to reach a diverse population and accessibility. The locations included Coliseum (Downtown); Enoch Davis (Midtown); Roberts Rec Center (North); JW Cate Rec Center (Central/ West); and Lake Vista Rec Center (South). Discussion followed as to the type of meeting format and comparison was made to the Downtown Waterfront Master Plan Meetings held at USF. Members agreed this was a good meeting format, led by a facilitator, with individual surveys handed out to each attendee, followed by break-out groups to discuss selected topics.

Member Margeson made a motion that the (4) elements removed from the spreadsheet at the June 9th Mayor's Working Group Meeting be reinserted into the spreadsheet and include a more detailed explanation, so more easily understood. Motion was temporarily placed on hold to continue the previous discussions started as to meeting locations. After further discussion, it was agreed the Midtown meeting location should be Childs Park Rec Center as a more suitable venue for this type of meeting.

Motion made by Member Reed and seconded by Member Margeson to select the following five (5) City venues for public forums: The Coliseum, JW Cate Rec Center, Lake Vista Rec Center, Roberts Rec Center and Childs Park Rec Center. All in favor. Motion passes.

Vice Chair Montanari spoke next on format for the meetings. It was suggested the format be similar to the Downtown Waterfront Master Plan public process. Individual surveys would be completed and then facilitator will introduce questions to the table groups for discussion. Process needs to be managed in the timeliest way to keep participants engaged. Being a public process, names, addresses, comments of the group all become a part of the permanent record.

Mr. Ballestra continued that both the individual and group results could be tallied and posted on the City website, along with future meeting information. Motion made by Member Karins with second by Member Westphal to publish results following completion of the public meeting process. All in favor. Motion passes.

Mr. Ballestra spoke on the process of detailing the elements spreadsheet can help to guide the public, but need to be careful not to put words in people's mouths. Chair Clark stated it was valuable noting a reference of where the elements were extracted and were put through vetting process and that is why they are on the list, so public did not think they were just random.

Member Margeson made an amended motion, seconded by Member Karins, to add back the (4) elements which the Working Group removed from the spreadsheet (i.e., hotel, port of call, (2) retail items) and include additional detail for clarification. Chair Clark stated that it would be helpful to expand the detail so it is clear why elements were originally included. Chair Montanari stated this motion should be in the form of a

recommendation back to the Pier Working Group at the meeting on July 9th. All in favor. Motion passes.

Mr. Ballestra stated the need to come back as a group to determine ranking. Today the priority is locations/dates/times for the public meetings. If first public meeting is scheduled for next week, a decision on this today will give ample time to provide notice to the public.

Vice Chair Montanari asked for a Subcommittee member to work on the spreadsheet detailing those items that require more description. Preference was to have City staff work on expanding the narrative on the spreadsheet and include reference documents where these elements originated and bring back a refined document for discussion at the next meeting. Mr. Connors appointed Mr. Ballestra as the point person for any questions or clarification, as well as refining of the document to bring back to this Subcommittee.

Member Margeson made a motion and seconded by Member Karins requesting staff expand on the description of the different elements and identify the associated references. All in favor. Motion passes.

Mr. Reed handed out a list of additional questions for consideration to be added to the elements spreadsheet, along with three (3) priorities from the OpinionWorks survey to be discussed in further detail at the next Subcommittee Meeting.

Vice Chair asked members to check calendars for next meeting date. Consensus was reached for Wed., June 11th at 9:00 a.m.-11:00 a.m., City Hall. Vice Chair Montanari will be unavailable, however, Chair Clark agreed to Chair the Subcommittee Meeting. Agenda items will include review City staff's refined spreadsheet, social and electronic media and discussion on Mr. Reed's additional elements/questions for possible inclusion on the final spreadsheet. If necessary, a third Subcommittee Meeting was tentatively scheduled for Fri., June 13th at 9:00 a.m.-11:00 a.m.

Tentative plan is to hold first public meeting at Coliseum, scheduling meeting times for 6:30 p.m. – 8:00 a.m. A confirmed schedule of all five (5) public meeting dates and locations will be emailed to members by end of the day.

Chair opened the meeting for public comment.

1. Hal Freedman – Discussed inclusion of additional elements from the original Pier Task Force sources and how to rank elements. Also stated there should be online capability to fill out survey as alternative to attending meetings and not in favor of hand-tabulation of results, which allows room for error.
2. Sharon Joy Kleisch - Goals and priorities of the Subcommittee – enticement, engagement and education. She had difficulty finding meeting notice. Education is essential on website. Show criteria so public has hard data. Add visuals/video. Public invitation to go out through all networks and address education so public is

part of the conversation. Vice Chair Montanari asked Marketing Director Danielson to have post meeting notices on the webpage so readily available to public.

3. Fred Whaley (representing Concerned Citizens) - List we presented was taken from the Pier Task Force Report and should be considered as part of the Pier elements spreadsheet.
4. William Ballard - Committee was charged with making a program recommendation that can be incorporated into an RFQ. The fourth alternative offered by the Pier Task Force was the only one within budget which required a smaller Pier. For this exercise to be meaningful, Subcommittee needs to find out extent of what citizens want and find out how much willing to give up for some of the other amenities. Only so much money to go around – can't ignore the budget issue. Consider having the architects provide a plan with a similar length Pier and what amenities they can include, because in reality, doesn't believe any intelligent decision will be arrived at until we see all the alternatives.
5. Gene Smith –To be successful in this process, make sure public perceives they have been listened to. Make recommendation for consideration to vet by re-doing an opinion/scientific survey to make sure good grounds for public opinion behind it and you have best perception.

Member Westphal suggested adding the video of Mayor's Pier Working Group kick-off be included on City's website.

Vice Chair Montanari thanked the group for their participation. No further comments, meeting adjourned at 10:50 a.m.