

## **Pier Working Group Public Input Subcommittee**

Chair: Ed Montanari

Friday, June 13, 2014

9 a.m. – 11a.m. City Hall

### **AGENDA**

**Welcome and Call to Order**

**Review of June 11 Meeting**

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**Proposed Public Input Calendar**

**Review Draft Public Input Documents**

**Discuss Public Meeting format, agenda, speakers**

**Electronic Town Hall**

**Social media**

**Survey on StPete.org**

**Committee open forum**

**Public open forum**

**Adjournment**

### **Pier Working Group Objectives**

1. Review all work product to date to find common elements throughout
2. Confirm programmatic requirements for viable uses and activities
3. Provide alternatives and essential characteristics for program components
4. Organize the selected program components into a “required” list and an “optional” list
5. Provide issues and constraints to be considered with selected programmatic components
6. Conduct a public input process to solicit public input to the proposed program and inform the group’s final report

CITY OF ST. PETERSBURG  
MAYOR'S PIER WORKING GROUP/  
Subcommittee on Public Input Process  
Friday, June 13, 2014, 9:00 A.M.

SUBCOMMITTEE MEMBERS PRESENT: Ed Montanari, Joe Reed, Lorraine Margeson, Steve Westphal

ABSENT: Bud Karins, Robin Link

MAYOR'S PIER WORKING GROUP MEMBERS PRESENT: Jen French

OTHERS PRESENT: Public Works Administrator Mike Connors, City Development Managing Director Chris Ballestra, Web Coordinator Nicholas Stees, Information Specialist Bob Clydesdale, India Williams and Vicki Sutch

Vice Chair Montanari welcomed the Group and called the meeting to order at 9:12 A.M. He called for a motion to approve the Meeting Agenda. Member Margeson made a motion; seconded by Member Westphal. All in favor. Motion passed.

Vice Chair Montanari asked for a update on the Subcommittee Meeting of June 11<sup>th</sup>. Mr. Ballestra indicated the discussion centered around the elements survey. All of the suggested changes have been incorporated into the survey, as well as including element definitions and instructions on the back of the sheet (preference was a 2-sided document). The elements survey should be easy for the public to understand and complete. Member Reed inquired about the "Port of Call" element which does not appear on the current survey. Mr. Ballestra explained that following a conversation with Mr. William Ballard, the term "Exhibition Vessel Birth" was substituted as a clearer definition of this element. A few other minor alterations were made on the current survey.

City Staff worked up an alternate version/format for the Group's consideration. All the same information is included, but with a different layout. Member Westphal suggested coming to consensus on which version/format the Group prefers. After additional discussion, Vice Chair Montanari called the question to adopt the new version/format for the elements survey; 3 in favor; 1 opposed; Motion passed.

Further discussion followed on various format changes/suggestions. Vice Chair Montanari stated he liked this format and it is more compatible for online survey purposes. Mr. Ballestra suggested if the Group has any other formatting changes or elements they would like further defined, to send these to him via email. Once he has received these comments, he will incorporate into a draft final survey to be emailed back to the Group for final approval. Member Margeson made a motion, seconded by Member Westphal, to accept the new survey, incorporating all the changes discussed to this point. All in favor; Motion passed.

Vice Chair Montanari stated the public meeting dates, times and locations have been publicly noticed, with a time change for the June 19<sup>th</sup> Meeting at Childs Park Rec Center which will now begin at 7:00 p.m. Other meeting dates include:

June 24<sup>th</sup> at 6:30 p.m.– 8:00 p.m., The Coliseum

June 26<sup>th</sup> at 6:30 p.m.– 8:00 p.m., Roberts Rec Center

June 30<sup>th</sup> at 6:30 p.m.– 8:00 p.m., Lake Vista Rec Center

July 2<sup>nd</sup> at 6:30 p.m.– 8:00 p.m., JW Cate Rec Center

A question was asked if Mr. Danielson had found out any information from the CVB regarding surveying tourists online. Ms. Williams stated Mr. Danielson has not received a call back yet from the CVB.

The next Agenda item was a discussion on the public meeting format, agenda and speakers. Member Margeson stated it is critical that the Mayor, Deputy Mayor and Pier Working Group attend as many of the public meetings as possible. Need to show their support. Mr. Ballestra noted speakers would have a “script” to follow, making introductions, talking about the history of the Pier process and where we are now for moving the Pier plan forward.

Mr. Connors emphasized Administration's involvement is in reviewing the process. The Mayor and/or Deputy Mayor will meet and greet and give opening remarks. City staff will talk about Pier history and the past/present process. Pier Working Group Chair or Vice Chair should be the Moderator facilitating these meetings. The Pier Working Group Members will be monitoring table top discussions, answering questions during and after that process. Mr. Connors offered City staff support to supplement at these meetings as necessary.

Discussion continued related to importance of having the public comment as part of the public input process. Vice Chair Montanari stated after going through the public input process, as a Group, they will need to get back to their objective of making a list of optimal recommendations of what the public desires for the new Pier. The Group may then want to have additional public input before making those recommendations.

Member Westphal offered to be the substitute Moderator to facilitate a meeting should the Chair or Vice Chair not be available to attend.

Member Margeson made a motion, seconded by Member Westphal, regarding the table top format: a spokesperson will be selected for each table; table discussions will have time limit; table spokesperson will read their top 5 elements, plus any new elements they may have. Following all data collection, the Pier Working Group will be available to answer questions.

Member Margeson amended the motion to include a public comment session at the end of the meeting, taking as many speakers as time allows. Anyone not given an

opportunity to speak during this public comment session, will have an opportunity to speak at one of the other scheduled public meetings.

All in favor; Motion passed.

Vice Chair Montanari asked about Ms. French's idea of an electronic Town Hall Meeting. Ms. French understood the City needs more time for testing this online format, but feels an alternative would be engaging the public with social media and have some type of electronic dialogue.

Vice Chair Montanari asked if Members could weigh-in on questions from social media. Member Margeson stated she spoke with City Legal about this and any response must include a disclaimer that this is a public domain and all comments become a part of public record.

Mr. Stees noted that when responding on Twitter, he would encourage people to use hash-tags. Mr. Clydesdale added if working group is responding, that interaction is under sunshine laws. City Marketing will check with Legal for clarification on what is allowed. City Marketing could set-up an email address specifically for Pier comments and encourage people to complete the online survey. This would be best way to have comments submitted. Mr. Ballestra noted that all the online/email comments will be compiled for the Working Group's information and updated periodically.

The City has many followers on Twitter and Facebook to get info out; use of hash-tags helpful to funnel information back to Pier Working Group's status.

Member Reed handed out an update to the Suggested Survey Questions he handed out at the 6/11/14 Subcommittee Meeting, which now includes sources of where these questions originated.

Vice Chair Montanari opened the meeting for public comments.

Paul Carter – Has participated in separate 3 sessions of table top exercises and his experience was much different; no consensus; lack of understanding. In his opinion, does not accurately reflect comments of the table group. One of the key components related to programming is how much is over the water vs. how much on uplands. Financially, it is more expensive over water. While people are responding to programming elements, this component should be considered.

Dan Harvey – Regarding comment about the Discovery Center, Blue Ocean Team was putting that down at the Port and wanted to move it over to the Pier. Regarding reaching out to public, Aecom is doing a professional outreach and it is not an easy process for City to do. Professionally run process for Green Light Pinellas, Riverside Park in Tampa. Regarding uplands vs. over water, confused as to where the project area is. More on uplands is better.

Roy Puck - First time involved in this type of process. Grandfather was directly involved in construction of the 1926 Pier. Should offer free activities like fishing at the Pier. Design is important. Like the spreadsheet – the Group is taking time and going through intricate details. We are pioneers of what new pier will be for next 50 years - carrying torch for future.

Gene Smith - For the record, the mission of this Group is to come up with programming only. It is not the purview of this group to decide whether uplands or over water. That is for later on in the process.

Vice Chair Montanari asked for further public comments. Hearing none, called for a motion to adjourn the meeting. Motion made by Member Westphal, seconded by Member Margeson. Meeting adjourned.

Meeting Adjourned at 11:15 a.m.