

**City of St. Petersburg**  
**Committee of the Whole Agenda**  
**January 30, 2020, at 3:00 PM**  
**Sunshine Center Auditorium**

Members: Chair Ed Montanari, Vice-Chair Gina Driscoll, and Councilmembers Brandi Gabbard, Darden Rice, Robert Blackmon, Lisa Wheeler-Bowman, Amy Foster, and Deborah Figgs-Sanders

Support Staff: Kayleigh Sagonowsky, City Council Legislative Aide

- A. Call to Order and Roll Call
- B. Approval of Agenda
- C. Approval of January 23, 2020 Minutes
- D. New Business
  - a. Tampa Bay Rays Update
    - i. Councilmember Darden Rice
  - b. Tropicana Field Update
    - i. Alan DeLisle, City Development Administrator
  - c. City Council Procedures
    - i. Cindy Sheppard, City Council Administrator
- E. Review Referral List
- F. Adjourn

Next Meeting:

- February 27, 2020, at 3:00 PM
  - Linkage Fee Ordinance - Rob Gerdes

Attachments:

- January 23, 2020 COW Minutes
- COW Referral List
- New Business Item Support Material

**St. Petersburg City Council**  
**Committee of the Whole Report**  
**Meeting Minutes from January 23, 2020**

**Present:** Councilmembers Darden Rice, Amy Foster, Gina Driscoll, Lisa Wheeler-Bowman, Brandi Gabbard, Ed Montanari & Councilmembers Elect Deborah Figgs-Sanders and Robert Blackmon

**Also Present:** Deputy Mayor Kanika Tomlin, Tom Green, Jackie Kovalarich, and Jeannine Williams

**Absent:** Councilmember Brandi Gabbard

**Support Staff:** Kayleigh Sagonowsky, City Council Legislative Aide

**New Business:**

**FY21 Budget Priorities - Liz Makofske, Budget Director**

Budget Director Liz Makofske began the meeting with an overview of the budget process and explained this annual meeting is designed to gather input from City Council Members as to priorities for the FY21 budget. She said the City Council priorities will be used by Administration in the development of the FY21 budget. She then provided an overview of the budget annual budget timeline.

Chair Montanari then read aloud Councilmember Gabbard's priorities from a memo she submitted to the Mayor as she was unable to attend the meeting. From there, Montanari listed his priorities and called upon each councilmember to do the same. Their priorities are listed below in the order they spoke.

Councilmember Gabbard

- Increase investments in the Police Department
- Expand city employee benefits
- Increase investments in the Fire Department
- Support housing and neighborhood sustainability
- Create a flood mitigation and private infrastructure revolving loan fund
- Continue to dedicate resources to reduction of the Community Rating System score
- Increase funding for Rebates for Rehab
- Increase funding for the N-Team
- Create an employer-assisted housing program
- Support co-ops
- Increase funding for financial literacy programming

Chair Montanari

- Increase economic stability funds by \$250,000
- Hire two additional City Council Aides (Estimated cost of \$135-150,000)
- Increase funding for sidewalk installation, repair, and maintenance
- Reduce the milage rate by .15%
- Fund the planting of 1,000 new shade trees
- Invest in a permanent home for Fire Station 2

- Hire 13 additional police officers
- Invest in Shore Acres Recreation Center
- Partner with the Chamber of Commerce on the Grow Smarter Strategy
- Invest in the Carter G. Woodson Museum

#### Councilmember Foster

- Increase funding for sidewalk installation, repair, and maintenance
- Invest in a permanent home for Fire Station 2
- Reduce the milage rate
- Invest in recommendations from the 34th Street Master Plan
- Continue investments in our park and recreation systems
- Create a program to help fund private lateral repair and maintenance

#### Councilmember Rice

- Increase funding for sidewalk, bridge, and seawall installation, repair, and maintenance
- Reduce the milage rate
- Cap utility rates for those below the poverty level
- Continue investing in public safety
- Invest in a permanent home for Fire Station 2
- Partner with Forward Pinellas on Vision Zero
- Hire two additional City Council Aides
- Invest in sustainability measures to improve ISAP score
- Invest in an updated greenhouse gas inventory study
- Invest in the Legal Department

#### Vice-Chair Driscoll

- Invest in ISAP recommended sustainability measures
- Hire an energy analyst
- Create a revolving energy investment fund
- Invest in shade trees
- Invest in a permanent home for Fire Station 2
- Invest in Fire Engine 1 and police hybrid vehicles
- Increase funding for installation, repair, and maintenance of roads, sidewalks, and bridges
- Increase stormwater funding
- Fund the land acquisition and planning services for the Lake Maggiore Pump Station
- Fund the dredging of Bartlet Lake
- Increase funding for Keep Pinellas Beautiful by \$10,000
- Invest in PSTA's bus shelter match program
- Invest in recreation centers, especially the Sunshine Center
- Update Neighborhood Plans
- Hire two additional City Council Aides
- Increase funding for Councilmember training and travel
- Implement a Food Insecurity Reduction P
- Increase funding for Meals on Wheels
- Help with the start-up costs of a grocery co-op

- Reduce the milage rate

#### Councilmember Wheeler-Bowman

- Dedicate funding to keep inland lakes clean
- Increase funding for the N-Team

#### Councilmember Blackmon

- Invest in a permanent home for Fire Station 2
- Invest in neighborhood signage
- Increase funding for infrastructure
- Increase funding for parks
- Invest in STEM programs
- Create a business recycling program
- Increase funding for sidewalk installation, repair, and maintenance
- Reduce the milage rate
- Invest in meaningful affordable housing measures
- Hire two additional City Council Aides

#### Councilmember Figgs-Sanders

- Invest in homeownership programs
- Increase funding for non-profits
- Create a program to help fund private lateral repair and maintenance
- Invest in workforce training
- Invest in transportation
- Educate constituents on existing city services
- Hire two additional City Council Aides
- Invest in partnerships with PCSB

Committee of the Whole Referrals

Updated: January 24, 2020

Item	Topic	Return Date and Time	Referral/ Prior Dates	Referred By	Staff	Notes
1	Tropicana Field and Ray's Negotiation Update	1/30/20 at 3:00 PM	2/17/19 11/18/19	Montanari Rice	DeLisle Admin.	Combined items requested for first quarter of 2020.
2	Linkage Fee Ordinance	2/27/20 at 2:30 PM	12/11/19	Admin.	Gerdes	
3	City Initiated Historic Designation	4/9/20 at 9:45 AM	12/5/19	Gerdes	Abernethy Kilborn	
4	Continued Discussion of the Potentially Eligible List	4/9/20 at 9:45 AM	8/8/19 5/16/19	Foster	Abernethy Kilborn	
5	FY21 CIP Budget	4/23/20 at 2:30 PM	Annual	Annual	Makofske	
6	FY21 Operating Budget	5/5/20 at 9:00 AM	Annual	Annual	Makofske	
7	Business, Housing, and Grocery Co-Ops	5/28/20 at 2:30 PM	1/10/19 BFT 1/17/19 CC 8/1/19 CC	Gabbard Driscoll		At BFT, CM Driscoll referred business co-ops to a COW. During the BFT report, CM Gabbard asked to add housing co-ops. On 8/1/19 Gabbard asked to add grocery co-ops.
8	Design change re-evaluation for I-275 from south of 54 <sup>th</sup> Ave. S. to north of 4 <sup>th</sup> St. N.	5/28/20 at 2:30 PM	11/7/19 CC	Montanari	Mory FDOT	
9	Residential LDR Updates	10/22/20 at 2:30 PM	Annual	Annual	Abernethy Bryla	

Committee of the Whole Referrals

Updated: January 24, 2020

10	Vision 2050	10/22/20 at 2:30 PM	12/17/19	Admin.	Abernethy	
11	Commerce Park/Deuces Rising Update	TBD	12/12/19	Montanari	DeLisle	Requested during the 12/12/19 COW
12	Joint Meeting with Housing Authority	TBD	1/23/20	Foster	SPHA	
13	Integrated Water Resources Master Plan	TBD	1/23/20	Foster	Tankersley	
14	2021 Calendar Setting	12/10/20 at 1:30	Annual	Annual	Sheppard	Selection of Chair and Vice Chair
15	FY21 Budget Priorities	TBD	Annual	Annual	Makofske	

## 2020 Committee of the Whole Calendar

January 23rd - 10 AM	January 30th - 2 PM	February 27th - 3:00 PM	April 9th - 1:30 PM
<ul style="list-style-type: none"> <li>✓ FY21 Budget Priorities</li> <li>✓ Liz Makofske</li> </ul>	<ul style="list-style-type: none"> <li>✓ Tropicana Field Update</li> <li>✓ Alan DeLisle</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Linkage Fees</li> <li><input type="checkbox"/> Rob Gerdes</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Potentially Eligible List</li> <li><input type="checkbox"/> Abernethy/Kilborn</li> <li><input type="checkbox"/> City Initiated Historic Designation</li> <li><input type="checkbox"/> Abernethy/Kilborn</li> </ul>
April 23rd - 2:30 PM	May 5th - 8:30 AM	May 28th - 2:30 PM	July 30th - 2:30 PM
<ul style="list-style-type: none"> <li><input type="checkbox"/> FY21 CIP Budget</li> <li><input type="checkbox"/> Liz Makofske</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> FY21 Operating Budget</li> <li><input type="checkbox"/> Liz Makofske</li> <li><input type="checkbox"/> I-275 Design Changes</li> <li><input type="checkbox"/> Mory/FDOT</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Business, Housing, and Grocery Co-Ops</li> <li><input type="checkbox"/> Judith Turner</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Tentative Housing Authority</li> </ul>
August 27th - 2:30 PM	September 24th - 2:30 PM	October 22nd - 2:30 PM	November 19rd - 3 PM
<ul style="list-style-type: none"> <li><input type="checkbox"/> Tentative IWRMP</li> </ul>		<ul style="list-style-type: none"> <li><input type="checkbox"/> Vision 2050</li> <li><input type="checkbox"/> Abernethy/Kilborn</li> <li><input type="checkbox"/> Annual LDR Update</li> <li><input type="checkbox"/> Abernethy/Bryla</li> </ul>	
December 10th - 1:30 PM			
<ul style="list-style-type: none"> <li><input type="checkbox"/> 2021 Calendar Setting</li> <li><input type="checkbox"/> Cindy Sheppard</li> </ul>			



# DUKE ENERGY SITE READINESS PROGRAM

Tropicana Site  
St. Petersburg, FL

January 2020



- Site Readiness Program – identify, assess, and improve target sites.
- Helps economic development organizations find and prepare sites for company locations.
- “The South’s 10 Best Site Programs”  
*Southern Business & Development Magazine*

- Corporate location advisory.
- Headquartered in Dallas with offices in Greenville, Austin, and New York.
- Objective analysis for economic development (like Duke) through corporate lens.



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## TROPICANA SITE EVALUATION



**PHYSICAL SITE**

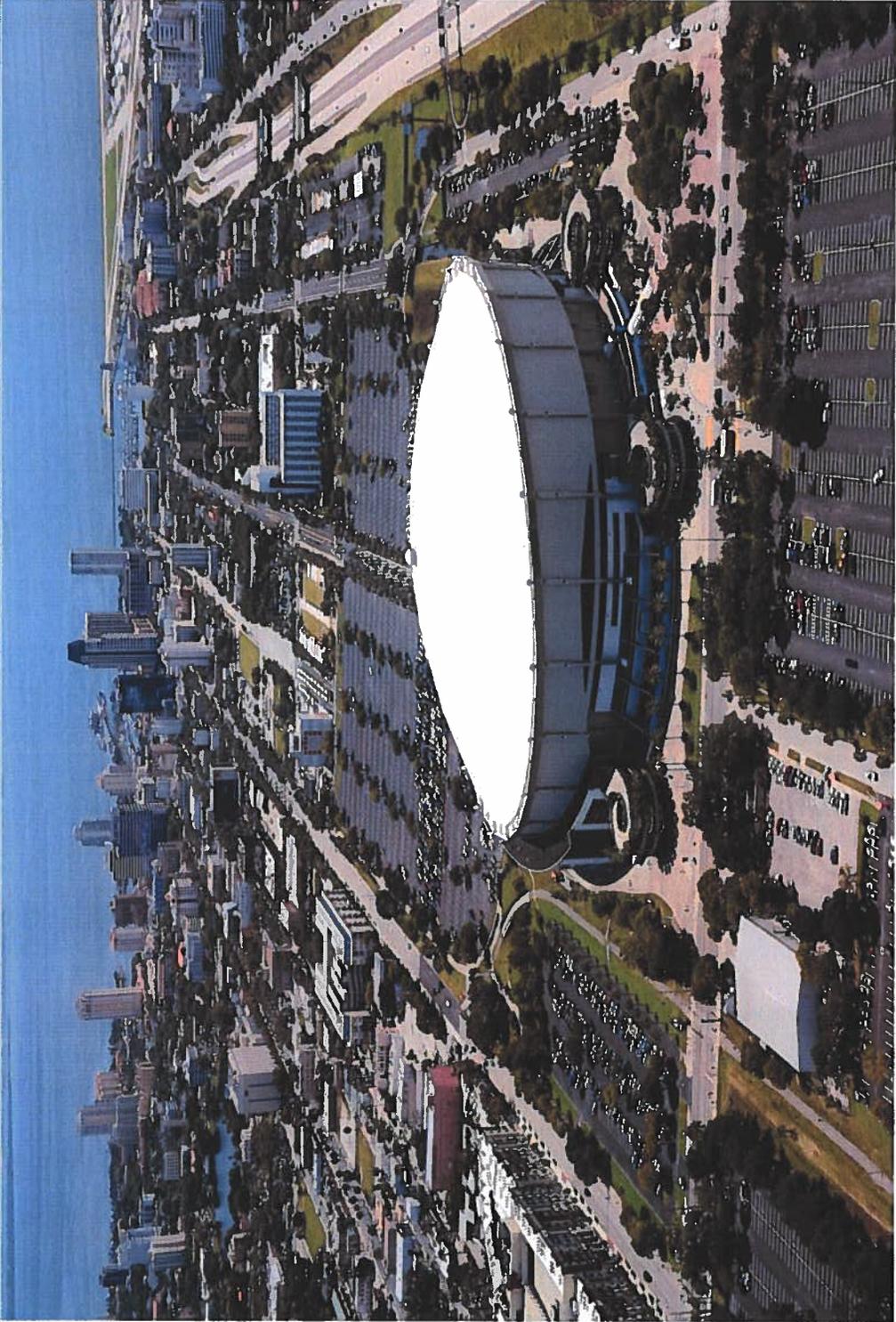


**WORKFORCE**



**TARGET INDUSTRY**

TROPICANA SITE: AN EXTRAORDINARY OPPORTUNITY



### **COMPLEXITY -> TIME & PLANNING**

- Multiple Objectives on Highest and Best Use(s)
- Find “Right” Development Partner(s)
- Critical to Start Now, But Don't Rush It
- Retain Flexibility

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### **WORKFORCE DRIVES SITE SELECTION & ECONOMIC DEVELOPMENT**

- Especially for High Profile Professional Services
- This Development Can Move the Workforce Needle, But It's Not a Cure-All
- Design Strategy around Workforce Value Proposition and...
- How Development Can Address Workforce Challenges

## CURRENT WORKFORCE VALUE PROPOSITION

### DEMOGRAPHICS



- ✓ Population Growth
- ✓ Sheer Market Size

- ✗ Age Profile
- ✗ Educational Attainment
- ✗ Housing Costs

### OCCUPATIONAL DYNAMICS



- ✓ Business Occupations
- ✓ Moderate Skill IT
- ✓ Health Care

- ✗ High Skill STEM  
(science, engineering, high end IT)

### EDUCATION & TRAINING



- ✓ Life Science Completions & Pipeline
- ✓ Potential Higher Ed Partners

- ✗ Value Prop Compared to Premier Research Universities

## TARGET INDUSTRIES FOR TROPICANA SITE



### PROFESSIONAL SERVICES

- Very strong workforce value proposition
- Builds on existing strengths



### INFORMATION TECHNOLOGY

- Moderate workforce value proposition
- Will require strong and proactive support from higher education



### R&D - LIFE SCIENCES

- More aspirational target
- Opportunity to build on graduates & healthcare
- Will require very strong and proactive support from higher education

## STRATEGIC RECOMMENDATIONS

### INFRASTRUCTURE



- Property is well-positioned with robust infrastructure and unique site assets
- Proactively address perceived risks of monitoring wells and earmark acreage for substation
- Consider long-term wastewater needs

### HOUSING



- No attractive market is immune to rising housing costs
- Opportunity to include workforce housing that is affordable to target workforce

### HIGHER EDUCATION



- Proactive investment and presence
- Strong commitment to workforce development and partnerships
- Higher education can change workforce value proposition

### STRATEGY & ADMINISTRATION



- Take a long-term vision with focus on quality but need to start now
- Incorporate a 3<sup>rd</sup> party to help drive initial RFP process

SURROUNDING CONTEXT MAP



MYCROSCHOOL PINELLAS  
CHARTER HIGH SCHOOL

ST. PETERSBURG FIRE &  
RESCUE DEPARTMENT

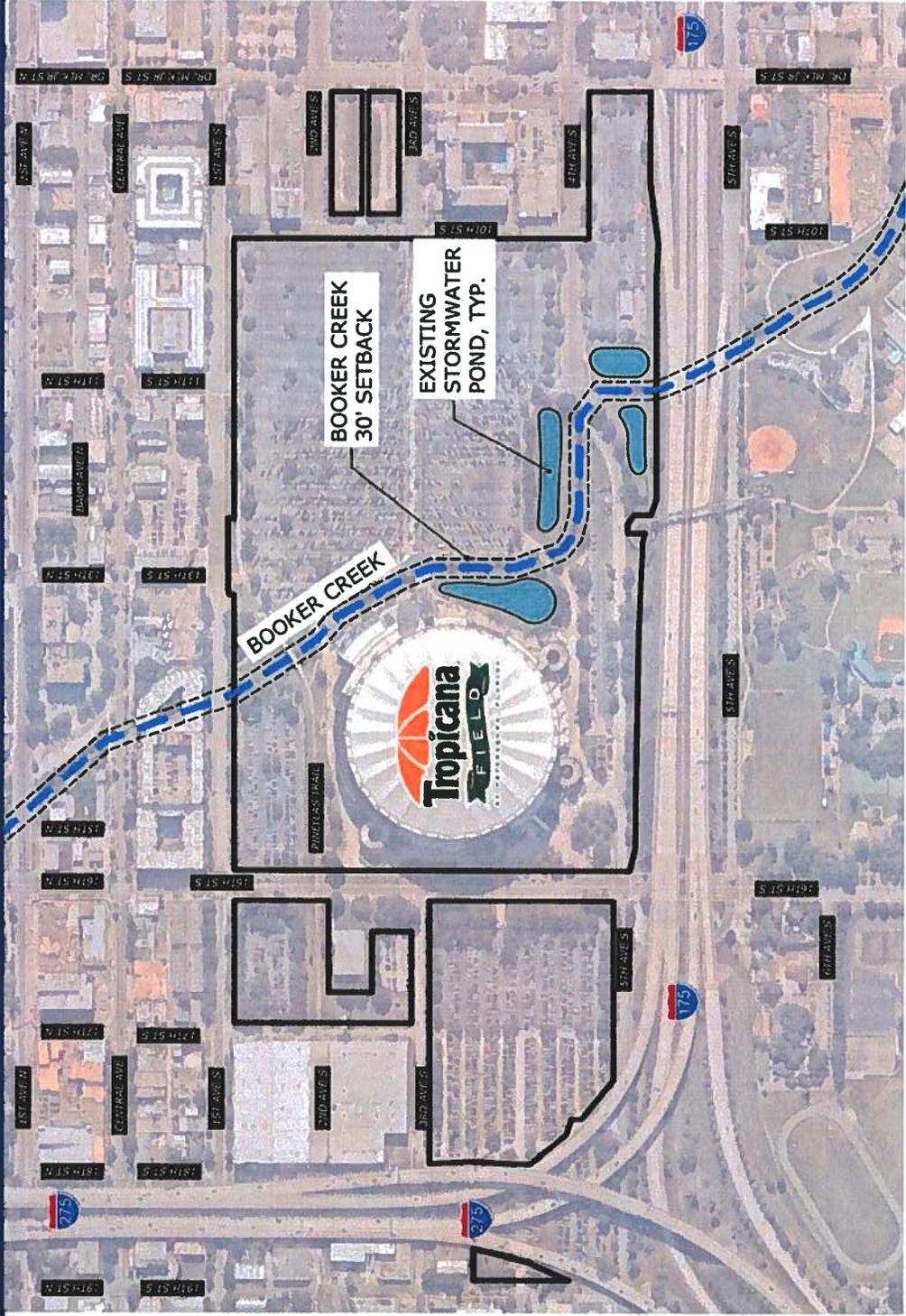
CAMPBELL PARK  
ELEMENTARY SCHOOL

ST. PETERSBURG  
POLICE DEPARTMENT

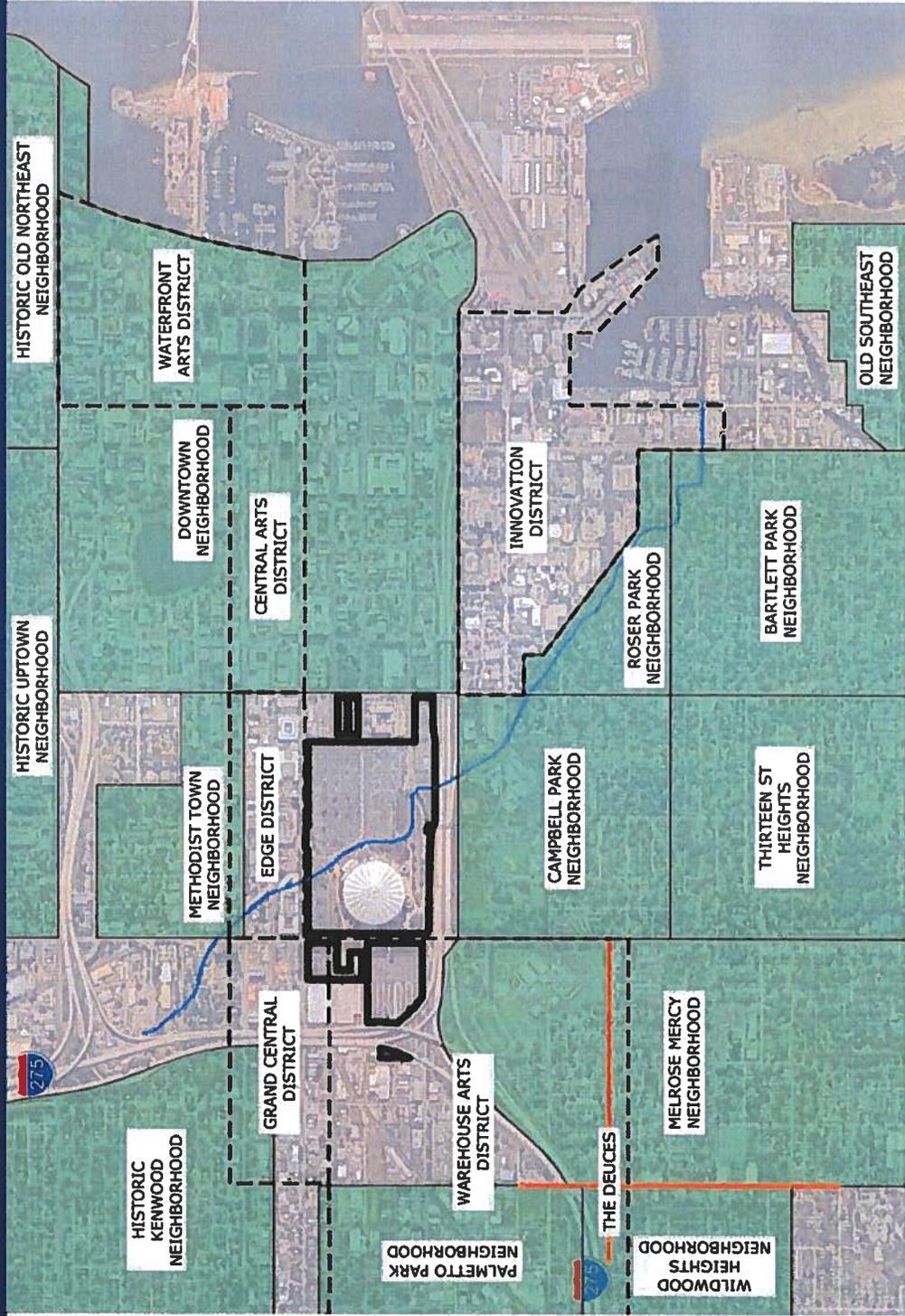
CAMPBELL PARK

JOHN HOPKINS  
MIDDLE SCHOOL

HYDROLOGY MAP



SITE CONNECTIVITY – NEIGHBORHOODS & DISTRICTS



SITE CONNECTIVITY – WALKABILITY

