



**MINUTES OF THE CITY COUNCIL WORK SESSION  
CITY OF NEW PORT RICHEY**

**NEW PORT RICHEY CITY HALL COUNCIL CHAMBERS  
5919 MAIN STREET, NEW PORT RICHEY, FLORIDA**

**April 15, 2019  
5:00 PM**

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**ORDER OF  
BUSINESS**

**1 Call to Order - Roll Call**

The meeting was called to order by Mayor Rob Marlowe at 5:00 pm. Those in attendance were, Deputy Mayor Jeff Starkey, Councilman Chopper Davis, Councilman Peter Altman and Councilman Matt Murphy.

Also in attendance were City Manager Debbie Manns, City Clerk Judy Meyers, Fire Chief Chris Fitch, Economic Development Director Mario Iezzoni, Public Works Director Robert Rivera, Library Director Andi Figart, Technology Solutions Director Bryan Weed, Human Resources Manager Bernie Wharran, Lt. Lauren Letona and Assistant Parks and Recreation Director Chris Bornfleth.

**DISCUSSION ITEMS**

**2 Strategic Planning Session - Page 2**

City Manager Manns introduced the item to Council. She stated the purpose of this work session was to review updates to the City's Strategic Plan. She stated the Plan is a tool relied upon to plan for expenditures for the upcoming fiscal year. The Plan was first drafted in 2016. She then highlighted the main objectives of the Plan. The Plan is updated annually.

She then introduced John Streitmatter from LRI who then presented the updates to Council. Mr. Streitmatter began his presentation by giving an overview of the color coded changes to date. He stated today's focus would be on the action steps.

Mobilize Reinvestment - new items included permitting process drafts are in place but most have been implemented, Trinity Hospital site, economic development and continuing partner relationships. Deputy Mayor Starkey reiterated his concerns about parking once the Hacienda opens. Mayor Marlowe stated we should implement the same shuttle service as used by Chasco instead of building a parking garage. She stated the action item would be updated to state the parking study was being implemented. Councilman Altman stated there were two properties near

Main and Madison that maybe could be used for shuttle lots.

Increase Property Tax Revenue - items included the annexation plan, code enforcement fines on tax bills, Certificate of Compliance program is red item as the resourced to do at this time but City Manager Manns stated we need to build the program further to see if it is of interest to Council. Deputy Mayor Starkey stated our employees need to be the eyes and ears in the community. City Manager Manns stated there are opportunities for interfacing and cross training. Councilman Altman stated this objective should be noted as a CRA objective. He stated there needs to be community education regarding the CRA. Progress has been made on the commercial properties to increase taxable value. City Manager Manns stated she wanted to add an action item to include better communication regarding ordinances both internally and externally.

Develop Community Mindset - clear messaging to instill pride and ownership of the community including the city newsletter and family-friendly events. Deputy Mayor Starkey commended staff for the city events. Mayor Marlowe stated he talked to Brian Hackman and he stated that people descend on the downtown after the concerts. The smaller events are having a positive benefit to the downtown. Councilman Altman stated he made arrangements with business owners during Chasco for entertainment to play extra sets in their establishments. Councilman Davis stated the suggestion he gets is for refreshments to be sold in the park during events. Mayor Marlowe stated that Ottaway's is normally in the park for the concert series.

Improve Image of the City - making progress on the brand front given the resources available. Improved website and functions that can be done. City Manager Manns stated that branding is also timing and we are better prepared now to tell our story than we have been in the past. Now may be the time to look to see what a full marketing campaign would cost. Councilman Davis stated he would like to see it as a city position. Deputy Mayor Starkey agreed that the time is now. We have the momentum going. Councilman Altman reiterated his comments about designating objectives between general business and CRA. Councilman Murphy agreed that now is the time to get this moving.

Develop Partnerships - no new objectives. All relationships are in maintenance mode.

Communicate Effectively - improving functionality with the website and mobile app. Deputy Mayor asked what the cost of the shuttle service was for Chasco. Councilman Altman stated it was \$7,000 on the weekend and \$200/per cart for weekday. Deputy Mayor Starkey stated we should look into purchasing vehicles on our own.

Continuing Community Policing - included establishment of the downtown beat patrol, code enforcement outreach, anti-prostitution and drug activity. City Manager Manns stated in regards to Code Enforcement it relates to the Civil Infraction Program and upgraded equipment for them to work from their vehicle. She stated the BTR program is being redrafted.

Investing in Infrastructure - updates since last time were emphasis on alleys and sidewalks, focus on five year CIP and septic to sewer conversion. Councilman Altman stated there are areas of the city designated for major improvements and those funds should not come redevelopment and private developer funds. Deputy Mayor Starkey stated there is great potential from the bridge to US19. He is visualizing an entirely new district.

Mr. Streitmatter then asked Council if they had anything to add. Councilman Davis asked about updating the plan and City Manager Manns stated new objectives and action items would be incorporated after the fiscal year. Mayor Marlowe stated that he forwarded an article to the City Manager which states that FDOT has approved the crossing of a state road in Dunedin. He stated the House is due to vote on the CRA Bill. He suggested Councilman Altman contact Representative Mariano. Deputy Mayor Starkey commended Councilman Altman and the rest of the Chasco Steering Committee for a great Chasco Fiesta. He had some complaints about golf

cart registration and that there is just one person who can do it at the police department. He suggested setting up a day once a month on the weekend to register as currently it is only Monday through Friday. Councilman Altman congratulated Deputy Mayor Starkey and Councilman Davis on their re-election.

3 Adjournment

There being no further business to consider, upon proper motion, the meeting adjourned at 6:28 p.m.

Approved: \_\_\_\_\_ (date)

\_\_\_\_\_ (signed)

Initialed: \_\_\_\_\_

Judy Meyers, CMC, City Clerk