

Council Meeting Workshop Minutes
1/10/18 – 7:02 p.m.

Meeting was called to order; Invocation and Pledge of Allegiance followed.

In Attendance: Mayor Dudley, Vice-Mayor DeSimone, Councilmembers Troup and Howell, Manager Campbell and Attorney Mora

Absent: None

- **New Business:**
2018 Master Special Events Calendar

Manager Campbell stated the new event on the list is the “Second Friday”, similar to other communities, we want to have a movie in the park, possibly a band and food trucks to create this as a community meet and greet for residents and guests. Manager Campbell stated this would be approximately 6-8 PM on a Friday night, adding this is something that will be our first opportunity to provide something for everyone.

Mayor Dudley asked if this is the second Friday of each month? Manager Campbell responded no, just February and an event that is done once or twice a year, preferably during the cooler months.

Vice Mayor DeSimone stated she believes this would be an excellent opportunity for us, the community and neighboring communities to enjoy being at the park.

Councilmember Roberts asked while the movie is playing will the splash-pad be open? Manager Campbell responded no, it will be dark and the park is not intended for after hour usage and our goal is to keep people more towards the activity portion of the park versus the actual playground. Manager Campbell stated once the splash-pad is formally functional and up and running, it will be a seasonal splash-pad. Manager Campbell mentioned to be in compliance with codes, a lift station will need to be in place to use the splash-pad. Manager Campbell stated there are some municipalities that allow the processed water runoff from splash-pads to go into the storm sewer, but since you can have someone who has sunscreen or bug spray on their skin, which results in contaminated water, we are piping it to the sanitary sewer in which we need sufficient elevation that will be produced by installation of the lift station.

Mayor Dudley asked if for the Lake Clean-Up event on April 7th will be expanded to 54th Avenue? Manager Campbell responded we will be partnering with Keep Pinellas Beautiful, allowing clean up to expand to Joe's Creek and along 54th Avenue as well as provide more volunteers. Manager Campbell stated the volunteer appreciation breakfast was put on prior to his arrival in which the Town cooked breakfast for volunteers and teachers. Manager Campbell stated now that we have the kitchen, the goal is to bring this back and be able to have it in the morning so volunteers and teachers can stop by on their way to work.

Manager Campbell mentioned garage sale weekend is the last weekend in April.

Manager Campbell spoke of the Fourth of July Parade stating that we need to go above and beyond and not fully rely on Celebrate Pinellas. Manager Campbell stated we need to do a better job at promoting people to participate as well as do what we can to promote people to come visit from surrounding communities. Manager Campbell suggested to make hot dogs, similar to the Fall Festival, and allow a non-profit to come in and sell the beverages and keep it smaller because of the challenge to keep people there because of the weather.

Mayor Dudley responded she agrees we need to approach it differently, but asked why it is not on the fourth this year? Council agreed it should be on the Fourth of July.

Manager Campbell responded the reason we moved it is a number of communities around the area actually do pre-fourth celebrations and take off the whole week so we thought it may be good to do it before hand instead of physically on the fourth. Manager Campbell added the other component is staffing challenges for a small municipality. The Fourth of July is a holiday for staff; however, everyone ends up working, so he must find comp time to give the employees throughout the year on a non-holiday because he does not want to rob them of that day off. Manager Campbell stated we can definitely look at doing it this year on July 4th and as the calendar progresses in the next two or three years when it falls on a Friday to look at moving it to the weekend or the Monday.

Councilmember Roberts stated the crowds were really sparse this year and not sure what we are doing wrong but we really need to do something different. Councilmember Howell stated his opinion that what brings attendance to the festival is when it is free as well as promotion, mentioning two years ago, there was free food and promotion, adding this year needs to be promoted more than 30 or 60 days before the parade. Councilmember Howell stated it was mentioned we bought hot dogs but in years past hot dogs and condiments were donated for free. Councilmember Howell asked Manager Campbell if he rode in the parade this year? Manager Campbell responded yes, he did. Councilmember Howell stated it was disheartening that there was no one to throw beads to and no one was there because there were no free hot dogs following the parade. Manager Campbell stated maybe this is the one event that we do free.

Mayor Dudley stated yes, we are known for the Fourth of July Parade and Festival and we need to give something free, even if we sold drinks and gave hot dogs. Mayor Dudley mentioned she thought the misconception with Celebrate Pinellas is that they were promoting it and they aren't, they are just organizing it; therefore, we have got to get the word out and encourage people to participate.

Manager Campbell stated we need to get the donations, mentioning if we could be helped with connections that would be tremendous and we will do the best for promotion as far as press releases, social media, flyers, etc.

Mayor Dudley stated for tonight's purposes we need to agree when we are having the festival and discuss the details on a further date. Mayor Dudley, Vice Mayor DeSimone, Councilmember Roberts, Troup and Howell all agreed for the Festival to be held on July 4th.

Manager Campbell stated we will have it on July 4th and we will promote it as free hot dogs and asked if everyone was okay with charging for drinks? Councilmember Howell suggested water

be donated and be given away because it is hot. Manager Campbell responded the problem with giving away free water is no one will purchase the other items from vendors.

Manager Campbell stated we found by moving the Fall Festival to November because of the hurricane it was very successful, so if that is okay to have in November again we will strive for that. Council agreed. Councilmember Troup mentioned the church provided a lot of help. Manager Campbell responded we could not do a significant event without the help of volunteers and we hope to have them again this year.

Manager Campbell stated the Old-Fashioned Christmas Tree Lighting would take place on Thursday, December 6th because we need a day to prep for the Pinellas Park Christmas Parade on Saturday. Manager Campbell commented to get quality vendors to come to Kenneth City we have to pay their minimum cost to get them here or they aren't going to come, for example the Disco Donuts vendor did very well and was pleased and will return.

Vice Mayor DeSimone stated the community was purchasing items and enjoying themselves. Matthew Campbell stated that is something we were complimented on too because it lessened the mob scene. Councilmember Howell asked where does the money go to? Manager Campbell responded towards cost recovery due to buying hot cocoa (most expensive), buy cider, coffee, because Dunkin Donuts gave us 2 boxes for the event. Manager Campbell stated we do have a special events funding and the money came out of this.

o **Comments:**

Manager Campbell stated Sam has created an online newsletter through Constant Contact that will be released on a quarterly basis which will provide general information about the Town. Manager Campbell stated this will help us solicit for volunteers and will get people more information than the signs, internet or social media may not be providing.

Manager Campbell asked if he can request next month's council meeting be on Tuesday, February 13th instead of Wednesday, February 14th due to a Board Meeting that is in Tampa. Council agreed.

*Motion to Adjourn: Vice-mayor DeSimone
Meeting adjourned @ 7:37 PM*

Second: Councilmember Roberts

Respectfully submitted, Cindy M. McCarthy, Town Clerk