


MEMORANDUM

TO: Mayor England
Vice Mayor Kostka
Commissioner George
Commissioner Samora
Commissioner Rumrell

FROM: Max Royle, City Manager 

DATE: January 7, 2020

SUBJECT: Information for Your January 13th Special Meeting

The information is divided into two parts: first, some suggestions for your interviews of the City Attorney candidates; second, matters concerning the Communications and Events Coordinator's position.

A. CITY ATTORNEY CANDIDATES

There are five finalists. In the agenda books for your January 6th meeting, we provided the response from each to the revisions you made to the specifications at your December 2nd meeting.

We suggest that the candidates be interviewed in alphabetical order according to the first letter of the first name of each firm:

1. Craig Z. Sherar
2. Douglas Law Firm
3. Lewis Longman & Walker
4. Paul Elkind Branz & Kelton
5. Ralf Brookes

The procedure can be as follows:

- Interview of the candidates
- Public comment (you can decide whether to allow two or three minutes for each commenter)
- Public comment is closed, and the Commission discusses the candidates.
- Commission decides which firm to hire.
- City Attorney prepares contract for you to review and approve at your February 3rd meeting.
- New City Attorney takes office at that meeting.

Additional Information

Attached as pages 1-3 is a December 18, 2019, article from a Tampa Bay newspaper, TBN Weekly. It concerns one of the candidates, Mr. Ralf Brookes, who is the City Attorney for Madeira Beach near St. Petersburg. You may want to specify in the contract with the firm you decide to hire that the firm cannot

hire any outside attorneys without your prior approval. Mr. Brookes will be informed that the article has been provided to you.

B. COMMUNICATIONS/EVENTS COORDINATOR'S POSITION

After the City Manager informed you that Ms. Cindy Walker had decided to take a position with St. Augustine, then-Mayor George sent an email to the Manager, saying she want to discuss with you whether the Communications/Events Coordinator's position needs to be filled because of the City's ongoing budget crunch. Then-Mayor George asked for a list of Ms. Walker's day-to-day duties and a proposal from the City Manager as to who on the existing staff could carry out her duties.

The City Manager informed you of then-Mayor George's request and sent a list of Ms. Walker's day-today duties, as well as his opinion that there is no one of his staff who can take on the planning and implementation of Beach Blast Off. He also suggested that you discuss whether the preparation of the monthly e-newsletter, social media postings and so should be divided up among several employees or done by an employee who has the training and experience to do them competently.

At your January 6th meeting, Mayor England suggested that your discussion of the Communications/Events Coordinator's position be done under the Commissioner Comments section of the agenda, which was moved to the end of the Old Business section. As the meeting ended before you got to that section, it is on the agenda for the continuation meeting on January 13th.

Attached as pages 4-12 is a copy of then-Mayor George's initial email, the Manager's response, the list of daily duties prepared by Ms. Walker before she left the City's employ and the Communications/Events Coordinator's position description.

Action Requested

It is that you discuss whether to have the position filled or to take another course. The options are:

- a. Fill the position.
- b. Have a contractor do Beach Blast Off and the City's two other two special events, Arbor Day and the Veterans Day commemoration.
- c. For the City not to have any special events because they are outside the City's core purpose, which is to provide basic services to its residents.
- d. For the City to use existing staff to provide press releases and post notices on the web site but to have no in depth, ongoing social media presence.

The City Manager recommends that the position be filled. This recommendation is based on the following:

- Though special events are outside the City's core purpose, they, especially Beach Blast Off, are activities that have become part of the fabric of the City's life. The planning of such events, especially Beach Blast Off, takes considerable time.
- The City needs a pro-active social media presence to provide news to the public about its activities. This is especially true as The St. Augustine Record has reduced its coverage of the City.

- For the City to present itself competently on social media, as well as conduct surveys and do other public relations activities, it needs a person trained and experienced in such activities. No person currently on the City staff has the training and experience.

https://www.tbnweekly.com/beaches/article_384d23b6-21c0-11ea-a74b-27c640e36cc5.html

Madeira Beach city attorney under fire

By WAYNE AYERS, TBN Correspondent
Dec 18, 2019

MADEIRA BEACH — City Attorney Ralf Brookes' two-year contract with the city was renewed at the Dec. 10 City Commission meeting.

But the commission also voted to seek bids on the job, an indicator that commission members believe there are alternative choices for city attorney worth considering, and he could be replaced.

The commission unanimously agreed with a motion by Commissioner John Douthirt to extend Brookes' contract for two years, knowing that it can be terminated within 30 days, because "if he's not under contract, he doesn't have to show up." The contract would have expired Dec. 10.

Douthirt's motion included a requirement to "send out an RFP as quickly as possible."

The decision by the commission to put the city attorney's job out to bid is a change from last October, when the commission voted 3-2 to extend the attorney's contract while rejecting a passionate argument by Commissioner Doug Andrews, with support from Commissioner Nancy Hodges, to look at alternatives for the city's legal services.

At that meeting, Andrews had said Brookes' contract with the city was 67 percent higher than that of former City Attorney Thomas Trask. Also, that Trask's law firm has attorneys with multiple specialties in municipal law, while Brookes has hired separate attorneys for legal advice without consulting the commission.

At the Dec. 10 meeting, Andrews renewed his charge that Brookes hired outside attorneys without commission approval, which he said "clearly violates the city charter." Andrews read a portion of the charter to support his claim. The outside attorney fees "cost taxpayers tens of thousands of dollars," Andrews said.

Brookes replied that the attorneys named by Andrews had been contracted to represent the city in various legal areas with the approval of a previous commission before Andrews joined the commission. Andrews said he had reviewed all the prior commission meetings and that no such approval occurred.

Brookes named the attorneys and the reasons they were hired, and said he would bring the attorneys

to the next commission workshop to be interviewed by commission members.

Commissioner Deby Weinstein said she had been on the commission in 2018 when she recalled the commission voting for or reaching a consensus to hire attorney Julia Mandell as a land-use attorney.

"There were certain instances when outside assistance was needed," Weinstein said.

But Weinstein joined Andrews in calling for a request for proposals for a city attorney.

Weinstein said she had backed off that position in the past, but "there's been a lot of confusion, and it's time to go for outside bids."

Robert Preston, a resident, said the commission "needs to go for an RFP because you as a commission are supposed to watch our treasury and get the best bang for the buck."

"One of the reasons we are not getting that is that we have so many fill-in attorneys," Preston said.

"To not go out for an RFP to get the best attorney is totally outrageous."

Parking stations improved

The design of the parking stations at John's Pass Village has been changed to include new electronic windows and screens, Finance Director Walter Pierce said.

"The new screens are significantly easier to read in the sun," Pierce said, adding, "there is much less clutter on the front, and the user interface is easier to understand." The screens are touchpad operated, and there is a "big green button to push to get started," he said.

So far, feedback from visitors on the machines' operation has been very positive, Pierce said. The city will continue to have parking enforcement officers lend assistance to visitors as needed, and a "How To" video will be posted on the city's website.

Crystal Island road project delayed

A county decision to replace an aging sewer line will delay completion of the Crystal Island flood control and roadway improvement project.

City Manager Robert Daniels said he was informed by county officials "at the last minute" that they need to replace a 50-year-old high-pressure sewer line on Crystal Island. The city had already defined the project and was waiting to receive bids by Dec. 12.

Adding the sewer line to the project would require redoing the bid package and setting a later

deadline for submitting bids. Daniels said that would delay the project 6 to 8 weeks. Instead of starting in mid-January, work would start in early to mid-March, and be completed 10 to 12 months later.

The city's engineer said doing the pipe replacement and road work all at one time would "cause less disruption to the pavement and to the residents," Daniels said.

Andrews said that is the best way to proceed.

"It's a no-brainer as far as I'm concerned. No one wants poop floating down their roads," Andrews said.

Election qualifying period

The qualifying period for persons wanting to run for a seat on the City Commission begins Wednesday, Dec. 18, and ends Friday, Jan. 3, City Clerk Clara VanBlargan said. Up for election are Mayor Maggi Black, who serves a three-year term, and commissioners for Districts 1 and 2, currently held by Weinstein and Hodges. They serve two-year terms.

Max Royle

From: undine george <undine@anastasia-law.net>
Sent: Friday, December 27, 2019 11:53 AM
To: Max Royle
Subject: Fwd: FW: Message to Mayor and Commission

Max:

I would like to discuss with you and the Commission whether this position needs to be filled or should be cancelled. Please be prepared with a list of the precise day to day duties that were being filled as well as a proposal of who can carry which duties. I strongly feel this is a position that we can cut to reduce strain on the budget. Now is the time to do so, I didn't like the idea of terminating when someone was in the position but strongly feel these responsibilities can be delegated and spread across numerous other existing positions. Now that its empty it is the time to cancelled.

~Undine

----- Forwarded message -----

From: Beverly Raddatz <braddatz@cityofsab.org>
Date: Fri, Dec 27, 2019 at 8:19 AM
Subject: FW: Message to Mayor and Commission
To: Comm England <commengland@cityofsab.org>, Comm George <comugeorge@cityofsab.org>, Comm Rumrell <comdrumrell@cityofsab.org>, Comm Samora <comdsamora@cityofsab.org>, Comm Kostka <commkostka@cityofsab.org>

From: Max Royle <mroyle@cityofsab.org>
Sent: Friday, December 27, 2019 8:17 AM
To: Beverly Raddatz <braddatz@cityofsab.org>
Subject: Message to Mayor and Commission

Mayor and Commissioners:

Ms. Cindy Walker, the City's Communications and Events Coordinator, has taken a position with the City of St. Augustine's public information office. Her last day with our City will be Thursday, January 9, 2020. Cindy will continue coordinating the preparations for this year's Beach Blast Off event. The City staff will meet this afternoon with her to discuss the duties and tasks of the position she's leaving. Starting on Monday, we'll advertise the position.

Cindy will be at your January 6th regular meeting, so that we can all thank her for the good work she's done for our City, especially the social media improvements she did and the many hours she spent to make the City's special events the quality events they were.

Max

Max Royle

From: Max Royle
Sent: Sunday, December 29, 2019 10:36 AM
To: Beverly Raddatz
Cc: Patricia Douylliez; Cindy Walker
Subject: FW: Job Description & Memo
Attachments: Communications and Event Coordinator.docx; max memo.docx

Pls. forward this information from Cindy with this message from me:

With the resignation of the City's Communications and Events Coordinator, Mayor George suggests this is a position that could be cut to reduce strain on the City's budget. She has asked for a list of the day-to-date duties of the position as well as a proposal as to who on the City staff can carry out the functions now done by the Coordinator.

Attached for your review is a description of the tasks/duties of the position and a memo from Ms. Walker, the current holder of the position, in which she lists the specific tasks she does.

Please review this information and individually decide whether all the tasks need to be done. Perhaps some of them can be eliminated.

There is one major task that cannot be assumed by the staff and that's the planning and implementation of Beach Blast Off. That event is simply too big and has too many "moving" parts that require dedicated attention if it is to be a success and break even or make more money than what's needed for expenses. There's getting a grant, finding sponsors, arranging advertising, lining up vendors, bands, volunteers, etc. Each year, the planning for the next BBO begins the month after the last one. If you decide not to approve the hiring of a replacement for Ms. Walker, then a decision will have to be made as to who is to plan BBO for December 31, 2020. The application process for a TDC grant usually begins in February.

Though the Mayor's request came in after the agenda for your January 6th meeting had been closed, I suggest you discuss the request under Commissioner Comments at your January 6th meeting. I need your guidance as to what to do next, i.e., whether to advertise for a replacement for Ms. Walker. The next special event that requires planning is Arbor Day in April.

Also, discussion with you is needed concerning whether the preparation of the monthly e-newsletter, the surveys, the staying relevant with social media postings and so on should be divided among several employees or done by a single employee who has the training and experience to do them competently.

PLEASE NOTE: Don't reply to this email. If you individually want to discuss your thoughts concerning the Communications/Events Coordinator's position, please call or see me.

Max

From: Cindy Walker <cwalker@cityofsab.org>
Sent: Friday, December 27, 2019 3:36 PM
To: Max Royle <mroyle@cityofsab.org>; Patricia Douylliez <pdouylliez@cityofsab.org>; Beverly Raddatz <braddatz@cityofsab.org>; Anthony Johns <ajohns@cityofsab.org>
Subject: Job Description & Memo

Cindy Walker

Communications & Events Coordinator

City of St. Augustine Beach

2200 A1A South

St. Augustine Beach, FL 32080

(904) 471-2122 x112 Office

(904) 295-2271 Cell

(904) 471-4108 Fax

cwalker@cityofsab.org

www.sabevents.com

PLEASE NOTE: Under Florida law, most communications to and from the City are public record. Your e-mails, including your e-mail address, may be subject to public record.

December 27, 2019

Max,

Per your request, please see the following job tasks and what they involve. I would like to point out that I consistently work 50+ hours/ week. I would also like to point out that what I do for the City requires further education, skills, experience, and qualifications for strategic communication and event planning. Please note this is a high-level overview and not a complete description of all I do. I suggest looking at the job description and my bi-weekly activity reports for more details.

1. Strategic Communication/ Public Relations
 - a. Social Media
 - i. Craft messages, analyze analytics, respond to messages and comments, and strategically plan messaging/ timing
 - ii. Build new pages on upcoming popular sites
 - b. Websites
 - i. Manage content on both sabevents.com and staugbch.com
 - c. Press Release
 - i. Craft messaging on various issues and strategically release it to the media
 - d. Media relations
 - i. Maintain a good relationship with media
 - ii. respond to questions
 - e. Public Awareness campaigns
 - i. Analyze the situation, the audience, and create a strategic campaign to educate the public that reaches across all media outlets (press releases, video content, social media, etc.)
 - f. Research
 - i. Create, advertise, collect, and analyze surveys
 - g. Video Production
 - i. Write scripts, film, and edit video content
 - h. Emergency Management/ Communications
 - i. Take FEMA PIO classes
 - ii. Communicate with other government agencies to have a consistent message during emergency situations
 - iii. Attend EOC meetings and participate/ approve crafting of messaging with other PIOs
 - i. Budgeting
 - i. Budget for special events, community outreach campaigns, and communication programs
 - j. Historical Display
 - i. Research and upkeep a historical display in the hallway of City Hall
2. Events
 - a. Beach Blast Off
 - b. Arbor Day

- c. Veterans Day
- d. Holiday Party
- e. Volunteer Management
 - i. Recruit, manage, and retain volunteers
- f. Sponsorship Management
 - i. Attend networking meetings to obtain and maintain sponsors
 - ii. Hold positions on Community Boards (i.e. the Chamber of Commerce)

POSITION DESCRIPTION

<u>POSITION TITLE:</u>	Communications and Event Coordinator
<u>DEPARTMENT:</u>	Finance/Administration
<u>REPORTS TO:</u>	Finance Director
<u>EXEMPT STATUS:</u>	Exempt

MAJOR FUNCTIONS:

This position is responsible for performing a variety of communication and event planning activities for the City of St. Augustine Beach. The Communications and Events Coordinator will provide support to City Administration by developing methods and materials to promote and coordinate City events, while assisting City departments with communication needs. Responsibilities include press releases, emergency communications, research, media relations, presentations to the City Commission, preparing e-newsletters, public service announcements, reports, articles and fliers; using the website and other social media to engage citizens; developing, coordinating and facilitating a broad range of City-sponsored or supported special events.

DUTIES AND FUNCTIONS

Maintaining a revolving historical display

Attend networking events to obtain event sponsors

Coordinate and plan special events efforts with City departments or outside organizations.

Interact with other City departments, governmental agencies, and various internal and external committees.

Establish and maintain positive relationships with all media outlets.

Establish and maintain positive relationships with community partners and sponsors to aid in defraying special event costs.

Develop and coordinate public information outreach projects including writing, editing, graphic design, video production, layout of electronic distribution or limited printing for a variety of electronic and print distributions

Responsible for the development of City communications, including newsletters, brochures, websites, social media, video production, after action reports on events, and press releases.

Establish research methodology and design format for data gathering such as surveys, questionnaires or polls.

Maintain awareness of other development proposals or activities within the City or immediate surrounding area.

Recruit and manage City volunteers

Plan and coordinate ceremonial events including working with other agencies and elected officials, writing notes for elected officials and creating presentations.

Assist elected officials and senior City Management with additional public communications for planned/unplanned engagements.

Prepare and present grant applications to fund special events.

Coordinate emergency communications, including presence in the PIO room at the Emergency Operations Center once activated

The ability to work in a constant state of alertness and safe manner.

Perform other related duties as assigned.

MINIMUM QUALIFICATIONS:

Bachelor's degree in marketing, communications or a related field preferred or five or more years of progressively responsible experience; or any combination of education, training and experience which provides the required knowledge, skills and abilities for the position.

Valid Florida driver's license required.

KNOWLEDGE, SKILLS, AND ABILITIES

Principles and practices strategic communication

Event planning

Graphic design

Public relations.

Administrative principles and practices, including goal setting and program budget development and implementation.

Applicable state, federal and local laws, rules and regulations.

Methods and techniques of research, statistical analysis and report presentation.

Proficiency in Microsoft Office Suite

Social media business page management, including analyzing analytics and strategic planning for messaging

Websites content maintenance

Researching, compiling, and summarizing a variety of informational and statistical data and materials.

Organizing work, setting priorities, meeting critical deadlines, and following up assignments with a minimum of direction.

Applying logical thinking to solve problems or accomplish tasks: to understand, interpret and communicate complicated policies, procedures and protocols.

Communicating clearly and effectively, orally and in writing in a public forum.

Preparing clear and concise reports, correspondence and other written materials.

FEMA training as required for PIO position

MENTAL AND PHYSICAL ABILITIES

Ability to establish and maintain effective working relationships with employees, governmental agencies, committees, associations, sponsors, and the public.

Ability to analyze situations and independently make decisions.

Ability to speak effectively before groups of employees, public groups and respond to questions.

Ability to read, analyze and interpret professional periodicals and journals, technical procedures and government regulations.

Ability to define problems, collect data, establish facts, and draw valid conclusions.

Ability to interpret a variety of technical instructions with abstract and/or concrete variables.

While performing the essential functions of this job the employee is frequently required to stand, walk, sit, talk, or hear.

While performing the essential functions of this job the employee is occasionally required to lift and/or move up to 25 pounds.

WORKING CONDITIONS

Working conditions are typically in a moderately quiet office setting, meetings/functions outside of the office is expected. Attendance at City-sponsored events is required.

This class specification should not be interpreted as all-inclusive. It is intended to identify the essential functions and requirements of this job. Incumbents may be requested to perform job-related responsibilities and tasks other than those stated in this specification. Any essential function or requirement of this class will be evaluated as necessary should an incumbent/applicant be unable to perform the function or requirement due to a disability as defined by the Americans with Disabilities Act (ADA). Reasonable accommodation for the specific disability will be made for the incumbent/applicant when possible.

EMPLOYEE SIGNATURE

By signing below, I agree and understand that I must be able to perform each responsibility set forth above to continue my employment with the City of St. Augustine Beach.

(Print Name)

(Signature)

(Date)