

MINUTES OF MEETING
DANIA BEACH CITY COMMISSION
HYBRID BUDGET WORKSHOP
TUESDAY, AUGUST 30, 2022 – 4:00 PM

1. Call to Order/Roll Call

Vice-Mayor Salvino called the meeting to order at 4:01 p.m.

Present:

Mayor:	Tamara James – via virtual attendance/arrived at 4:13 p.m.
Vice-Mayor:	Marco A. Salvino, Sr.
Commissioners:	Joyce L. Davis
	Lori Lewellen – arrived at 4:08 p.m.
	Lauren Odman – via virtual attendance
City Manager:	Ana M. Garcia, ICMA-CM
City Attorney:	Eve Boutsis
City Clerk:	Thomas Schneider

2. Budget Presentation

City Manager Garcia gave a brief preamble, noting what has led to the success of Dania Beach is the investment of time. She addressed the Strategic Planning sessions, and meetings and one-on-ones on the budget and master plans. Our budget tells a story of action based on the priorities of the Strategic Plan. We are not just spending money; we are investing money in our infrastructure, our parks, and our streets. We have 14 drainage projects for the City. She addressed the \$100 million in infrastructure in the City and added this is a City team and is about action and about getting things done.

Frank DiPaolo, Chief Financial Officer, thanked City Manager Garcia and spoke about the Budget in Brief booklet distributed to the Commission prior to the beginning of the meeting. He gave a PowerPoint (Budget in Brief) presentation which is attached to and incorporated into these minutes. He noted administration is requesting the Commission to allow recruitment to begin immediately for three new positions with a start date of October 1, 2022.

3. Budget Discussion

Mayor James asked about the Athletics Coordinator position; she assumed those duties were being performed by the superintendent. She asked what additional responsibilities the Athletics Coordinator position would have.

Eric Brown, Director of Parks & Recreation, said because of the growth that we have in the City in all our parks, the Athletic Coordinator will be responsible for all of athletics as well as a

25,000 square foot building to come online soon. The superintendent position is not just athletics; he is also responsible for other operations and field operations for the entire City and has no staff to assist him. The Athletic Coordinator is designed to fit a mold where we have multiple athletic programs, and this person would run those programs. The position would begin in February.

Mayor James noted she fully supports the addition of public safety officers, but she does want to see some type of deliverables tied to what we are doing. She needs to see a change where more high-profile cases are solved, and a more preventative approach is taken. The uptick in crime is discouraging. Our jobs as leaders are to hold everyone accountable. She wants to see the trends change.

Mayor James questioned maintenance of parks as we are expanding. She felt around January, February, or March, we need to look into also adding an additional person who would manage all the fields; they need a little more help in those areas. We should see if we can add a position to support that, as we get a new facility and start breaking ground so that we are training them, and it is a seamless transition.

Mayor James referred to the new Deputy Director for Human Resources position. We support these positions, and we need to be very intentional about who we are putting in some of the most important places of our City because it is a direct reflection on the rest of us.

Commissioner Davis said regarding the Beach Ranger position being added, she spoke to the City Manager and Deputy City Manager in depth because she wants to make sure we incorporate sensitivity training for these individuals. Our lifeguards have this training.

Mayor James asked if we could include the de-escalation training also.

Commissioner Davis agreed. She noted the lifeguards give weekly reports to the Director. She also wants to see the Beach Rangers doing so for accountability purposes. She does see the Beach Rangers on the beach; we talked about them having an ATV to go up and down the beach to make sure they are enforcing the ordinances and codes. We did pass the smoking ordinance and she wants to make sure we are enforcing it to keep our beach pristine.

Deputy City Manager Sosa-Cruz addressed the discussion about the Beach Rangers and what they are tasked with to keep the beach clean and safe. He noted the discussions about de-escalation and maintaining a professional appearance and demeanor. All that training is mandatory for every employee in the City. The recommendations the Commission made to staff are being implemented.

Linda Gonzalez, Chief Human Resources Officer, explained the advance customer service skills and de-escalation training is for all the employees. We have been doing multiple training classes and had our first one already; the rest are scheduled for the remainder of the year. All leaders know it is a mandatory training.

Commissioner Davis asked to be kept abreast of when those trainings come up.

Chief Human Resources Officer Gonzalez said we have a list of courses for the year which she would share with Chief of Staff Singh to share with the Commission.

City Manager Garcia noted not only training is required and she addressed the mandatory reading of books.

Chief Human Resources Officer Gonzalez added we have specific training for management and supervisors integrated into our program.

Commissioner Lewellen noted the importance of the training, but how the code officers and others who deal directly with the public approach the public and situations is also important.

Chief Human Resources Officer Gonzalez explained how the training applies to code officers to do their work professionally and calmly. They need to understand how to deal with difficult situations.

Commissioner Lewellen added they also need to know how not to create a situation that is not already there.

Chief Human Resources Officer Gonzalez said it takes some practice because it does not come naturally to everyone. Even though training on this is 3-hour course, that is not the end of the training; it will be ongoing.

City Manager Garcia addressed responding to irate residents; even these residents have seen the quick turnaround in how patient we are and give them the time and find solutions and we are able to turn challenging situations and taking things into a very positive direction.

Chief Human Resources Officer Gonzalez added we continue to try to make it easy for our residents to tell us what we need to do and how we can help them. We have the Ask Dania Beach app which has customer service tools where they can report an accident or any issue they are having, and we can answer quickly.

Mayor James referred to the list of American Rescue Plan projects and noted she had a conversation during her budget meeting about perhaps a community benefits program to help residents citywide with their roofs or windows or certain expenses and Chief Financial Officer DiPaolo said this was already planned. She asked which projects on the list on page 19 of the Budget in Brief the Commission needs to provide consensus on.

Chief Financial Officer DiPaolo addressed the top three on the list.

Mayor James asked if the consultant's fee included administering the Residential Home Hardening Program or if there would be an additional fee.

Chief Financial Officer DiPaolo responded his goal is that the \$500,000 listed would be money given to recipients and whatever we pay the consultant to administer the program would come out of the budget that we provided for them.

Mayor James said the Business Incentives and Matching Grants is vague. She felt we need some type of incentives to create that outdoor dining space so we can have a walkable type of downtown, but she wanted more information on the business assistance and environmental incentives. She does not want to cross those paths of what the CRA may be doing, but she is in favor of business assistance and environmental incentives.

City Manager Garcia noted it is open for discussion. We had discussed how limited we are regarding outdoor dining and the Commission has always talked about their environmental concerns that businesses can do to save electricity and mitigate the consumption of water. As the City continues to evolve, we also thought about the arts and entertainment district and how we could partner with the local businesses in the arts and entertainment corridor to bring more art. We are not fixated on this, but we can expand regarding what we can offer with a matching grant. We know how much the Commission cares about outdoor dining and the environmental component in mitigating savings that will in turn allow the businesses to employ more individuals and grow the business; anything having to do with art, landscaping and beautification that is also aligned with the Commission's priorities, as well as safety. We should have some key priorities in how we want to partner with businesses.

Chief Financial Officer DiPaolo emphasized that the top six projects on the list are all part of the core American Rescue Plan guidelines, so the Business Incentives and Matching Grants must be aligned with specific rules about how we can spend the money. It is a little more restrictive, but there are ways we can word things to make them fit into that category. This project needs to be workshopped more before we move it forward

Mayor James asked if the Commission had any questions about the American Rescue Plan list and there were no comments.

Mayor James questioned the Arts & Entertainment District and whether there would be a conflict with the CRA.

City Manager Garcia said she and Deputy City Manager Sosa-Cruz met with Director Chen seven or eight months ago regarding the arts and entertainment district. However the City can help, it is willing to do so, whether we have to be the pilot or the co-pilot.

Mayor James questioned if this is separate from the CRA project or if it is collective.

Deputy City Manager Sosa-Cruz explained it is different because right now, it is just a regular street so when we discussed it with the CRA, we talked about the unique lighting, widening the sidewalk, the street, and special landscaping. It is going to take a global look from the City and the CRA to reach its goal. This is not being duplicated; it is the first initiative to start targeting the actual district.

Discussion ensued regarding whether the CRA has allocated funding for an arts and entertainment district.

Mayor James commented she just wants to know who the champion is for the project, understanding we all need to work together on a lot of these projects. It is a little confusing when we have not had the budget discussion with the CRA yet; she is not married to who is doing it. She questioned if the City and CRA has met regarding these next steps.

City Manager Garcia said we met with the CRA and discussed the importance of this. We have not seen their budget; they can champion it, but we want to be involved because we are doing infrastructure, lighting, streets, and sidewalks everywhere in the City, so we have those resources and expertise. We will follow the Commission's lead, but we are more than happy to work with them as well.

Commissioner Odman said she had the same thoughts and was trying to figure out whose project it is. It is up to the CRA, because it will involve them having meetings to figure out who is doing what, so we are successful in doing this project. We will also have to continue this conversation at the CRA budget workshop.

Mayor James agreed and noted if we have the money in ARPA funds, we do not need to put monies into the CRA from our General Fund.

Chief Financial Officer DiPaolo said there is no specifically defined arts and entertainment investments other than the Commercial Façade Grant program and business attraction in the CRA budget.

Further discussion ensued regarding the arts and entertainment district.

Vice-Mayor Salvino noted we need to move forward with the arts and entertainment district because we have more ability with the City staff than we do the CRA. The idea here is to change that area; he favors giving the money as long as it is not doubled-up.

Mayor James asked if the Commission had any issues with the American Rescue Plan projects list.

Chief Financial Officer DiPaolo explained any project on the list would come back to the Commission for formal approval.

Discussion ensued regarding the Emergency Operations Center.

Mayor James said she wants to be sure we will have cell phone service inside of the facility; it is cost effective to incorporate it in the design rather than retrofit after it is built.

City Manager Garcia noted for the record she does not think the City and CRA will have any problems working together. At the end of the day, it is our responsibility to take action based on the Commission's priorities.

Commissioner Davis asked where we are in the process of the Olsen Middle School property.

City Manager Garcia said it has been non-stop with us and the ball is still in their court.

Parks & Recreation Director Brown explained we are in the process of getting a Facilities Lease Agreement and how the arrangement would work with the School Board. We are looking to put a facility there so we can accommodate that area of Dania Beach that has no parks. We are meeting with the County and as soon as we get an agreement, he will send it to Legal for review. We will move forward from there as to what we want to put there as far as a facility.

Mayor James continued reading the American Rescue Plan projects list, ending with City Hall Campus Improvements, and said we need a fountain now.

City Manager Garcia noted everyone agrees that the fountain must go. We are looking forward to doing a little bit of a master plan on that area to create more park land and more of an entertainment district.

Mayor James said the Commission has total consensus on the American Rescue Plan projects list.

Mayor James commented she wants to see a more comprehensive Ask Dania Beach app that encompasses the best places to eat, entertainment, hotels, and an alert through the app for safety reasons.

Commissioner Odman said perhaps three years ago she wanted this, but part of the pushback was that it could be a Chamber of Commerce thing. We priced it out and the numbers to do it were high, but she thought it was worth it. The other argument was whether we really needed a Dania Beach app, and she backed down. She noted everyone uses apps now instead of computers and certainly city specific apps are warranted. She would be very supportive of it and would like to see it come to fruition.

City Manager Garcia said we could have Chief of Staff Singh research this as we are open to it. There are so many apps like Yelp and Hotel.com to find restaurants and hotels, but if there is a city that is doing that and we can match that and bring it here, she would be for it.

Deputy City Manager Sosa-Cruz addressed the conversation three years ago. Fort Lauderdale said they rely on the Greater Fort Lauderdale Alliance and their Chambers to promote the businesses. An example they gave him was when visitors come to town, they already have their apps such as Yelp and Open Table on their phones; the last thing they want to do is download a new app for every city they go to.

Commissioner Odman disagreed; when she goes to Texas and New Mexico, she downloads the apps and when you leave, you delete the apps. It is different than it was three years ago.

Mayor James said a lot of apps like Yelp miss out on small gems. It would not be an app for just tourists, but also for our residents. On a lot of the major apps, businesses are only featured if

they pay a price. She goes to various cities and she finds hole in the wall, creative places. She can sit at home and they show pizza places in Davie or Hollywood and not in Dania Beach. This would also be in line with our branding and business development and promotion. She questioned, as we are growing and gaining so many new residents, why not have a feature for our residents to download the Dania Beach app that features local businesses and attractions.

City Manager Garcia noted perhaps this app could be tied to the Business Incentives on the American Rescue Plan projects list if it can help our local businesses and gems. We can do the research and find what cities are doing it right, but we know where we could fund it from.

Commissioner Lewellen commented that the people who visit her business who are staying in hotels are finding it through Google and there is no charge. She agreed research should be done to determine what the situation is and the costs; if it is going to be expensive, it will really have to be promoted because people are not going to know to look for the name of the City.

The Commission consensus was to move forward with the research on the app and use ARPA Business Incentives funding for the app.

Mayor James addressed wayfinding signs. She said it is time; we need wayfinding signs citywide, and she wants to explore it.

Commissioner Davis agreed.

Mayor James added she knows wayfinding signage can be expensive.

City Manager Garcia said we can start with an initial phase that concentrates on the core of our City; Federal Highway, Dania Beach Boulevard, City Hall, and pointing to the beach. We can start with a Phase I as we build our parks and infrastructure, and we can also work with Dania Pointe. We can also look at the American Rescue Plan Business Incentives for funding.

Mayor James asked if we want to set aside money in the budget for this.

Chief Financial Officer DiPaolo noted the ARPA has \$1million for this so it is up to the Commission how much of that they want to allocate.

The Commission consensus was to allocate \$100,000 of ARPA Business Incentives for wayfinding signs.

Mayor James said there should be a budget adjustment for the salaries of the elected officials. She knows the amount of time and effort that is put in by the Commission and it is well overdue for a budget adjustment for Commission salaries to be able to do the job effectively for how they are doing their jobs.

Commissioner Odman commented there is a very good argument to be made on both sides. To have well-representative local government where you are going to have teachers, lawyers, small businesspeople, and single parents, it needs to be sustainable for them to come. If you want

people who are younger in order to be age representative, you must consider childcare. She is supportive of it. The evolving Dania Beach Commission over the next 10 years is going to require that if you want a diverse and truly representative Commission.

Commissioner Lewellen said this is supposed to be public service, it is not supposed to be something where you are being paid a full-time salary despite the fact it may be a full-time job at times. There are a lot of benefits that we all get, and other cities are not paying high salaries. She does not think it is appropriate to want to increase our salaries to the point where we are competing with large cities like Fort Lauderdale. If you work in the public sector, the jobs are not paid as well as if you are in the private sector generally. She does not agree with it and would not vote in favor of it.

Commissioner Davis noted this topic was brought to her after being on the Commission for six months; she would not have done it then. But almost two years into it and seeing what it requires, especially if you are really engaged, and looking at where we are with inflation, rents are now not what they were two years ago. We are in a different time and climate since COVID. Prices have increased and salaries have not. She does not think we need a huge increase, but she would support a certain percentage that is reasonable to live and work in this City.

Vice-Mayor Salvino said this is a tough thing to talk about, but he is good with what the majority of the Commission wants. He added he understands both sides and addressed the comments made. It opens the door up for a lot of opportunities that are out there. Whatever the majority of the Commission wants, he will go with it.

Mayor James noted she is not trying to be like Fort Lauderdale. She has been having this conversation for a while with the City Manager and Chief Financial Officer. The last time it was brought up, not by her, it was turned into a dog and pony show, and that is not what we are here to do. She asked City Manager Garcia what she thought the budget could handle for a fair increase.

City Manager Garcia said the 8.5% increase for everyone is effective October 1; there will be a 21.5% increase for the next three years. It is whatever the Commission thinks is appropriate. She added the Commission will have their contingencies of \$25,000 individual and \$200,000 for the entire Commission.

Mayor James commented she would support a \$5,000 increase to the Commission salaries.

City Manager Garcia questioned if the Commission wished to take the increase from the \$200,000 Commission contingency.

Chief Financial Officer DiPaolo said he thought we could absorb the increase within the budget as there have been a few things that have changed to make this work.

Mayor James polled the Commission.

Commissioner Davis said yes.

Commissioner Lewellen said no.
Commissioner Odman said yes.
Vice-Mayor Salvino said yes.
Mayor James said yes .

City Manager Garcia noted we will not have to touch the Commission contingency.

Mayor James said she would like to look into a Public Services person for parks maintenance especially with our parks expanding and the growth we are undergoing. We have a lot of weekend activities happening and she would like to see at whatever facility that we have those parks people cleaning. She wants a cost analysis on a full-time parks maintenance person that can support Public Services in regard to cleaning and maintaining the parks.

City Manager Garcia noted perhaps starting this position in 2nd quarter, we are looking at around \$50,000 with benefits.

The Commission consensus was to move forward with this position.

Commissioner Davis addressed advertisement in our City and the importance of advertising inside and outside the airport. She went through Clear Channel and toured all four terminals. Months ago, she started research about advertising in Dania Beach and at the airport and put it out there as far as being a destination location. She was told we could not do the announcement, but she will be bringing forward a presentation with Clear Channel. She felt having an advertising budget would greatly benefit our City and residents and she wanted to see if the Commission would be interested in using a percentage of Commission contingency.

Mayor James said that goes in line with another budget discussion she had with staff; we need a communications department eventually. She would not mind starting with bringing one person in. We might have money in the budget; she would ask for a communication position. We need to expand on our brand and who we are with all these different future residents and units that are coming here. She felt it warrants a communication department down the line. She is uncertain what would be easier, perhaps to hire someone and give them a budget and run with what Commissioner Davis is saying.

City Manager Garcia recommended rather than a position for this year, we should set aside \$50-60,000 out of the Commission contingency to do an RFP based on our needs and what the Commission has envisioned to see what firms are out there so we can hit the ground running with a multitude of areas that we can focus on.

Discussion ensued regarding an RFP, the scope, and the budget.

Commissioner Davis noted the firm she spoke to, they will work with your budget and only do what we want done and how much we want to spend.

Mayor James said it might be cheaper to hire a person than to pay a firm.

Deputy City Manager Sosa-Cruz commented we are talking about two separate paths to what we are trying to achieve. One is called a communication officer that would specialize in City communications, but we would still need marketing dollars.

Further discussion ensued.

City Manager Garcia noted it may be an RFQ. She requested the Commission provide a list of everything they would like to see, and staff would take the first steps in putting the RFP or RFQ together. Then staff would come back to the Commission to advise, based on the Commission's priorities, what the cost will be.

Commissioner Davis asked if this could be put in the budget.

Mayor James asked how much is left in the Commission contingency to date.

Chief Financial Officer DiPaolo responded \$200,000.

Mayor James asked that we earmark \$100,000 to make sure that we are marketing and branding. If we could add those flag poles and different types of communication there, coming from the airport, you would have no choice but to see Dania Beach. She asked Commissioner Davis if this is something she would want.

Commissioner Davis said yes, she wanted the City Manager to take her conversation with County Commissioners further, and she wanted to look at the different kinds of advertising opportunities we have and then put a significant amount away so we are not doing the back and forth.

City Manager Garcia said we will encompass everything discussed and see how much we can get for the \$100,000.

City Attorney Boutsis noted the Commission may want to look into the digital billboards they approved last year since we reserved space on those for advertising purposes for the City.

Mayor James suggested also tapping into Dania Pointe to have an agreement to cross-advertise.

The Commission consensus was to move forward as discussed.

Commissioner Davis said there have been a few people who have spoken to her, and ever since we were not able to get the accountability documentation from the Dania Beach Chamber, our relationship has been rocky or severed because we have not been able to hold them financially accountable and we do not have any control over that. There has been an underground push to create our own entity where we do have that accountability where we are able to say this is Dania Beach. There are so many naming options, but the idea is to have a business entity or organization that is accountable to the City for specifically developing something like a Chamber of Commerce, if not a Chamber of Commerce. She has had people who are interested and thinks if you put an RFP out for that, people would be interested in it. The current Chamber partners

with a lot of different other Chambers and she thinks we are in a position and are ready to have something that would be specifically focused on Dania Beach businesses and growing the businesses. She does not have a specific amount in mind but wanted to know the Commission's thoughts on putting out an RFP to have our own entity that would be accountable to the City.

Commissioner Lewellen noted she has been having the same thoughts as she deals with the Hollywood Chamber a lot. She spoke briefly with City Attorney Boutsis about legalities of this and what needs to be done, if there is much we can do. You would have to have a different name.

City Attorney Boutsis explained the Chamber of Commerce is incorporated and you could not use the exact same name. You could do a name like Chamber of Commerce of Greater Dania Beach or whatever it is, but she is not sure that is something the Commission would create because you need the businesses to join and to support it. Whoever joins the existing one and they can get control and accountability and you have something there; otherwise, it is just a competing organization. The Commission may want to put some funding so if the Chamber of Commerce comes forward and does x, y, and z, we will give you a grant with the accountability. Maybe that would be an incentive for the Chamber to step up. But for us to do an RFP, there is nothing for us to RFP. The businesses have to be interested and want to come together to pay dues and advertise and support Dania Beach.

City Manager Garcia said there are two routes to take; the Chamber route which is already in place and is a bit touchy, but there could be under Community Development a branch that focuses on something like a business development director or community development director. That would be a position that the focus would be citywide; also working with the CRA but citywide to develop, recruit and promote businesses. This this could be a route, whatever the Commission decides to do. The Dania Beach Chamber of Commerce has not been working for us; they preferred not to receive funding rather than show us their books.

Commissioner Odman said she has heard this; the developers wanted it and it was meant to be created by the businesses. She does not know if she likes the idea of the Commission creating this. She wants to hear what the small business owners think before we get involved.

Considerable discussion was held regarding the current Chamber.

Commissioner Davis noted she appreciates the different perspectives. She agreed it would be ideal if we could use our existing Chamber; it may be worth the conversation. To Commissioner Lewellen's point, we appointed Vice-Mayor Salvino to be the point person with the Chamber. She would ask Mayor James if she wants to be the point person to approach the Chamber. To the City Manager's point, we can benefit from researching another avenue that would be viable for specifically the City of Dania Beach. She would like to request the City Manager look into it and we can do both at the same time and come back and see what the best options are.

The Commission had no issues with this approach.

Commissioner Lewellen addressed the additional Public Safety officers, especially the eight officers over the next year. She wanted to make sure we have one or two doing homeless outreach; we need people at night and on weekends.

City Manager Garcia noted from her discussions with Captain Marks, we wanted to have an additional homeless representative. We were also looking at detectives and more senior personnel.

Captain Marks explained there would be at least one homeless outreach deputy, but we are training our current deputies. We are in the process of interviewing and finding out which ones have the passion to help and enforce any laws being broken and quality of life issues. He added we are in dire need for an additional detective for Dania Pointe for all the fraud and grand theft cases there. He will also supplement the crime suppression team with another detective and the rest will be for road patrol to handle the abundance of calls we are getting and additional calls we are getting throughout the City.

City Manager Garcia addressed what Captain Marks does in addition to his routine work.

Mayor James asked if we could put in the budget to fix the Eye in the Sky camera.

City Manager Garcia noted we are working to add more LPRs; we are going to fix the Eye in the Sky.

Captain Marks explained he has County LETF funds to buy the equipment so we will have even more.

Commissioner Davis said she is really pushing the Dania Beach pristine; with Beach Rakers, she still does not feel the current contract is sufficient for what they do. She has spoken to and taken a tour in Fort Lauderdale where they take the seaweed off the beach and repurpose it for landscaping projects. She wants to be able to get the seaweed off the beach and not bury it. She asked if we are still locked into the contract with the same company and what our options are for moving forward with something more effective.

City Manager Garcia noted she would meet with Parks & Recreation Director Brown. If it has to be funded at a higher rate and if that is the priority, then we will move monies around. If it costs us more to get them to remove it, we should get an additional quote.

Parks & Recreation Director Brown said he would meet with the City Manager and addressed the costs for other cities removing it off the beach for something that is going to continue to occur on the beach. It is up to the Commission, but staff will look at doing this.

A brief discussion ensued about Fort Lauderdale's removal and processing of seaweed and the required permit from the state.

City Manager Garcia noted we would look to partner with them because we do not have the space, capacity, or resources.

Parks & Recreation Director Brown added we already brought that up with them about partnering and the lack of manpower. We will look at it again to see what we can do. It is a problem throughout the whole state's east coast.

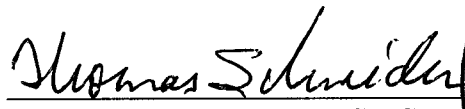
Chief Financial Officer DiPaolo noted the three positions that are budgeted to start October 1st; staff wants to make sure it is okay to start recruiting for these positions.

The Commission had no issues with moving forward with the recruiting for these positions.

4. Adjournment

Mayor James adjourned the meeting at 6:23 p.m.

ATTEST:


THOMAS SCHNEIDER, CMC
CITY CLERK



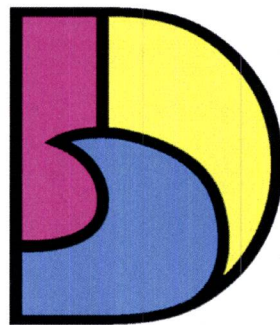
CITY OF DANIA BEACH


TAMARA JAMES
MAYOR

Approved: September 14, 2022

BUDGET IN BRIEF

City Manager's Recommended Budget Fiscal Year 2022/23



DANIA BEACH
SEA IT. LIVE IT. LOVE IT.

The Rising Tide of T.E.A.M. Dania Beach
Targeting Purpose • Effective Management
Activating Efficiency • Mutual Direction

Introduction

The City Manager's Recommended Budget for fiscal year 2022-23 serves as the official strategy for City operations. It also provides the financial plan and detailed information on the use of resources across all budgeted funds. Lastly, this budget formally communicates the collective input of all City departments and the City Manager's office on the most effective means of accomplishing the goals of the strategic plan and delivery of services to City residents.

Preliminary Budget Actions Taken on July 12th, 2022

The City Commission has taken the following actions to adopt tentative rates and formally set forth the budget process:

Millage Rates (Resolution 2022-112)

Operating: 5.9998 mills (no change)

Debt Service: 0.1330 mills (decrease of 0.111 mills)

Fire Assessment (Resolution 2022-109)

Residential rate per unit: \$250.81 (decrease of \$17.13)

Stormwater Assessment (Resolution 2022-111)

Equivalent Residential Unit (ERU) rate: \$60.00 (no change)

Solid Waste Collection Assessment (Resolution 2022-110)

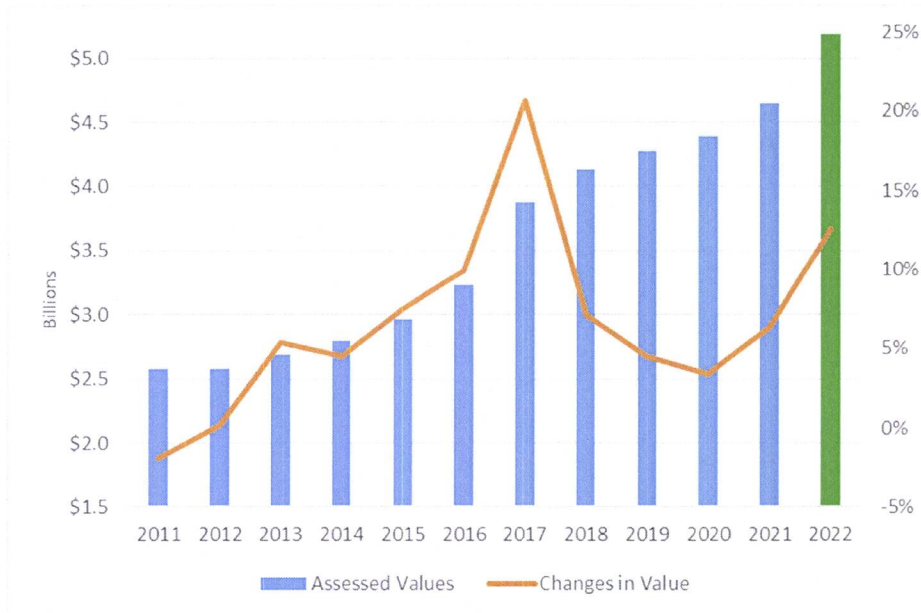
Residential rate per unit: \$396.00 (increase of \$12.00)

Homesteaded properties are subject to a maximum 3% assessed value increase under the Save Our Homes Act. Combined with the change in rates above, the average tax bill for a single family homesteaded property in Dania Beach will increase by \$30.

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Economic Indicators

Taxable values and change over time



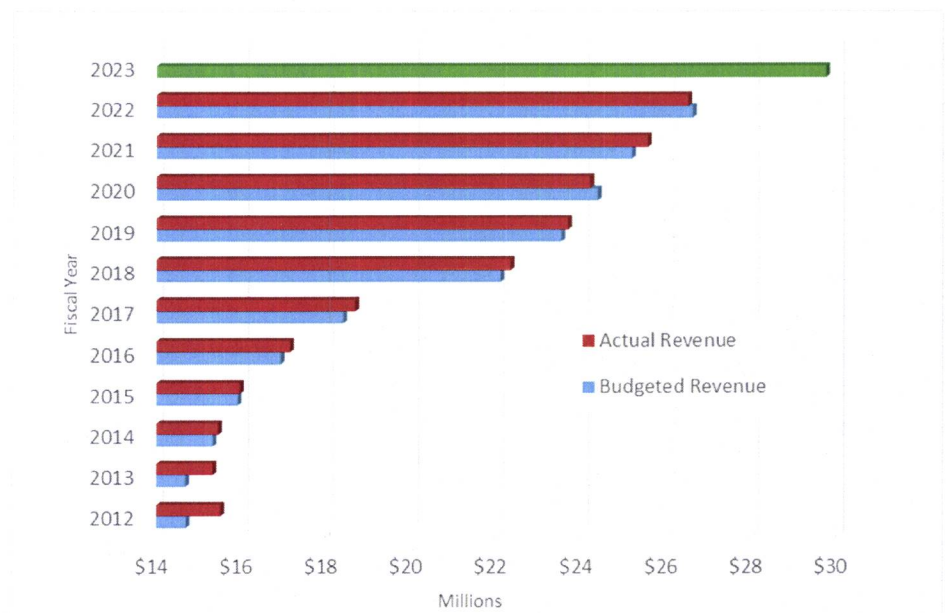
The City's tax base increased by 12.52% over the prior year final assessed values.

Keeping the same millage rate results in a \$3.14 million increase to budgeted ad valorem revenues.

Since 2012, the City's ad valorem revenue budget has doubled, as the City recovered from the recession that began in 2008-09.

The demand for City services has also increased as the City continues to grow.

Tax revenues since 2012



General Fund available balance projected at \$34 million at end of FY2021/22

Overview

The City is financially well positioned to begin the new fiscal year as we reach a record number of unrestricted reserves. There are several factors that have contributed to the City's strong financial position. The **first** is a responsible group of policy makers focused on the adopted Strategic Plan, priorities and investing versus spending. The **second** is the responsible fiscal management of our taxpayer dollars by our senior administrative team, which has allowed us to build the strong reserves we have today. The **third** is the stability of the City's revenue streams, particularly our property tax revenues in the General Fund through new residential and commercial development. The **fourth** is an aggressive approach to exploring and realizing alternative funding opportunities via grants and low interest rate loans to deliver on citywide projects.

Although we have strong reserves and property values continue to rise, there are some factors of concern for the future of our City's economy. Below are some factors we are currently monitoring:

- The pace of inflation and the federal government raising interest rates;
- Supply chain issues, from material sourcing to manufacturing to distribution, are becoming more severe;
- Labor shortages have remained a challenge, talent loss has resulted from a competitive labor market; and
- Aging infrastructure and replacement costs

Remaining **fiscally responsible** in a changing world continues to be our objective. A contributing factor to financial growth and stability in our City is achieved through smart development. With major large-scale commercial and residential projects in the process of design, permitting and construction, new development continues at a strong pace even throughout the pandemic. Our team will continue to explore new and diverse revenue streams to ensure the long-term viability of our City and the excellent services we provide to our citizens, businesses and visitors.

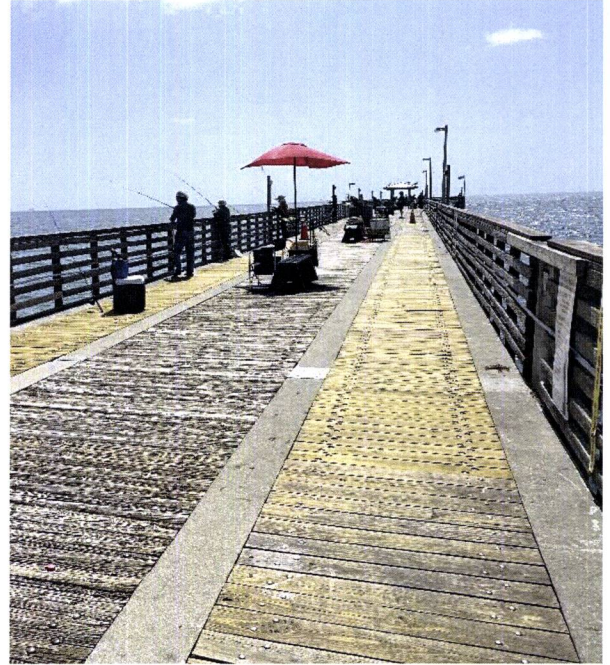
Fiscally Sound Practices

During 2021 and 2022, in accordance with the adopted strategic plan, the City Commission adopted updated policies for Fund Balance/Reserves, Debt Management, and Investments. In addition, the City Administration will bring forward a refreshed Procurement Policy before fiscal year end.

Overview

Fiscal Year 2022/23 Spotlight on Infrastructure and Facilities:

C.W. Thomas Park construction, Lucky Fish Restaurant development, Citywide ADA Sidewalk Connectivity improvements, Griffin Road Corridor Beautification, Art in Public Places, Beach Sand Dune Project, City Pier Refurbishing, S.E. Stormwater Drainage Project, and City Street Lights Implementation.



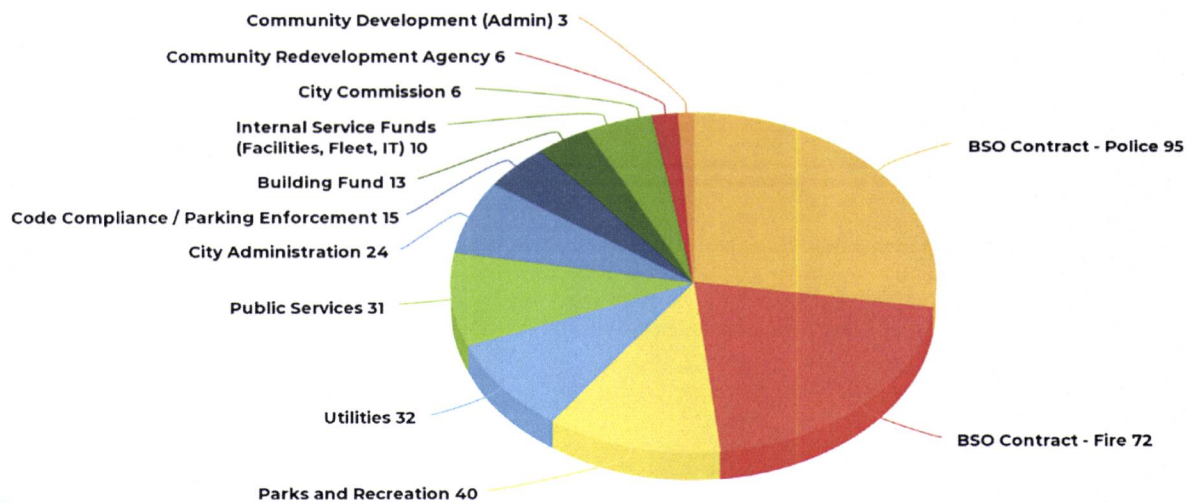
Workforce

The Recommended Budget provides for the addition of 26 new positions. Seventeen of these are for additional public safety officers, comprised of 8 BSO Law Enforcement Deputies at an investment of \$1.2 million (4 hired on October 1, 2022 and 4 hired on April 1, 2023), and 9 Firefighter/Paramedics hired on April 1, 2023 at an investment of \$750k. The City has applied for the SAFER Grant and if awarded we will instead hire 14 Firefighter/Paramedics hired on October 1, 2022 at an investment of \$2.2 million covered by the grant for 36 months.

In addition to the Public Safety positions, the budget provides for nine new key positions in Public Services, Human Resources, Finance, Recreation, and Community Development:

Department	Position Title	Start Date
Human Resources	Deputy Director	10/1/2022
Recreation/Beach	Lifeguard Lieutenant	10/1/2022
Parking Facilities/Beach	Beach Ranger	10/1/2022
Recreation	Recreation Assistant	12/1/2022
Code Enforcement	Code Compliance Officer	1/1/2023
Finance	Financial Administrator	2/1/2023
Recreation	Athletics Coordinator	2/1/2023
Public Services/Admin	Community Bus Coordinator	4/1/2023
Public Services/Fleet	Fleet Operations Coordinator	4/1/2023

Distribution of Positions Across the City Government

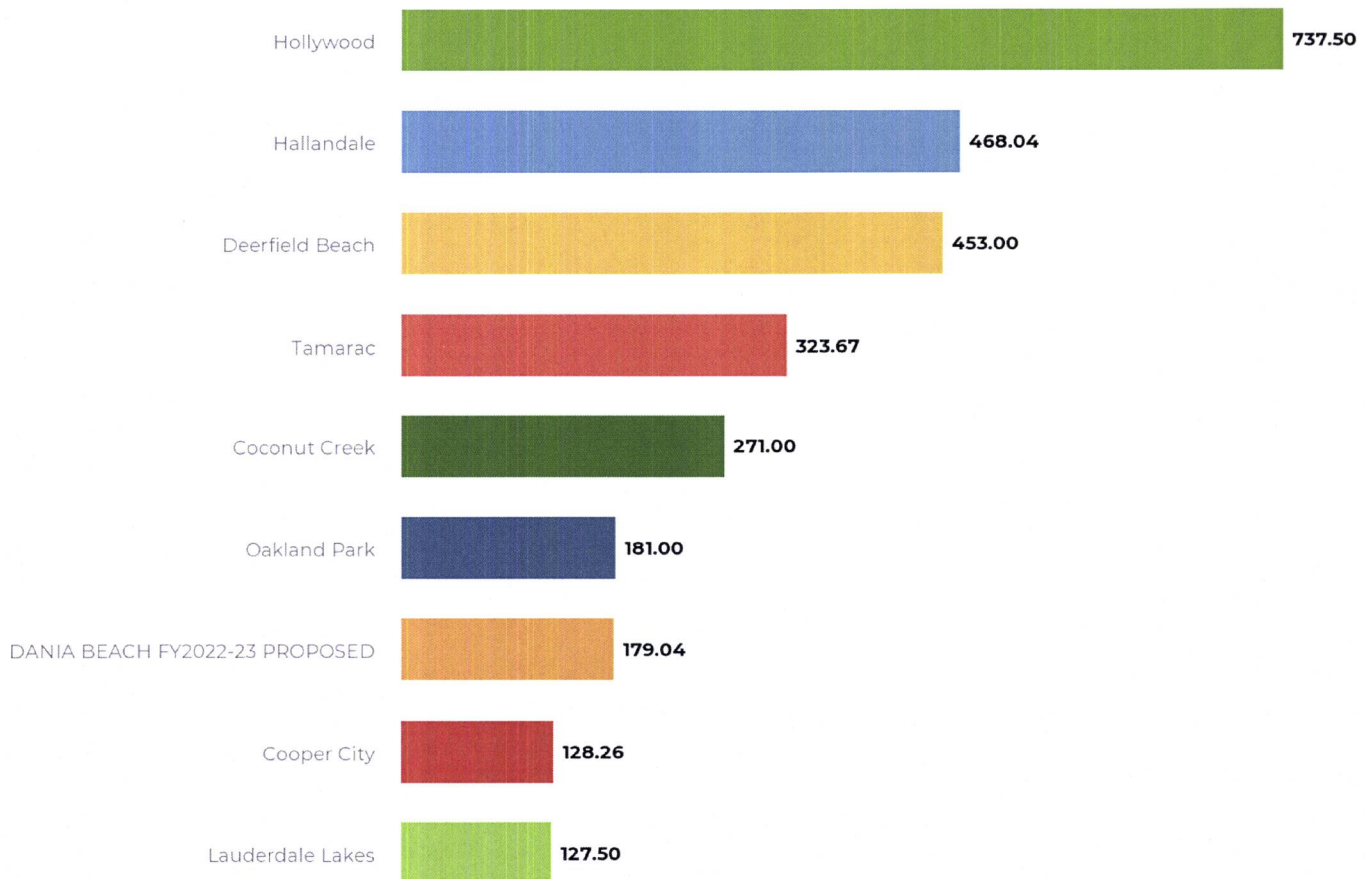


Workforce

New employee benefits for FY2022/23 include:

- Employer-paid credit protection including up to \$1 million in recovery services at a total City-wide cost of \$10,000
- Voluntary pet insurance at a discounted rate paid for by the employee
- The City's matching contribution towards the 457 Deferred Compensation Plan will increase from 1.8% to 3% of salary
- One floating holiday will be added

FTE Comparison to Other Local Cities



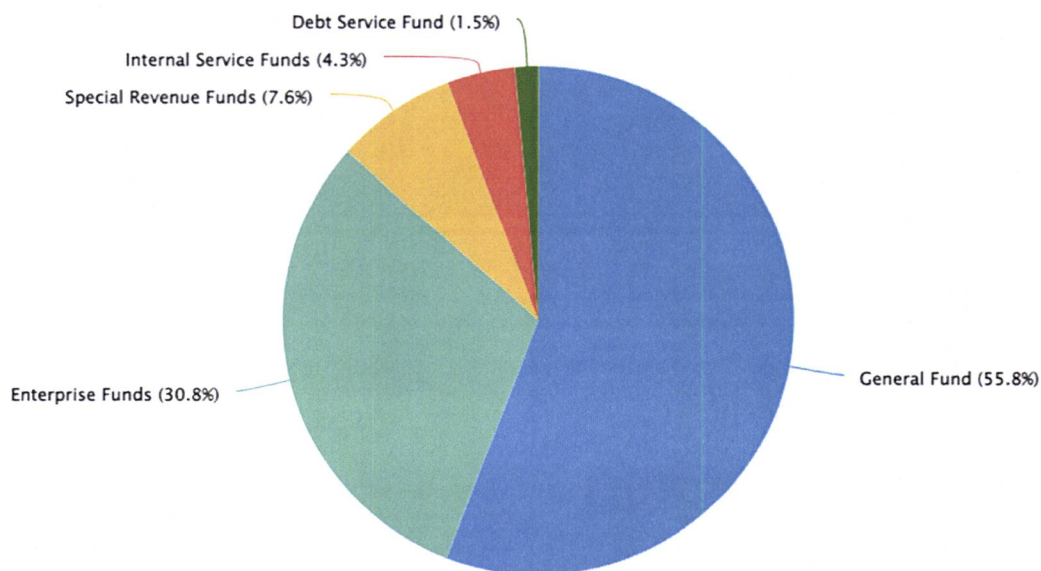
A Desirable Benefits Package

The City offers medical, dental, and vision with affordable premiums, in addition to many other City-provided benefits such as tuition reimbursement, generous holiday and annual leave, 3% matching to employee 457 plan contributions, Bencor Special Pay and FICA Alternative plans, and much more.

Citywide Revenues

Revenue by Fund

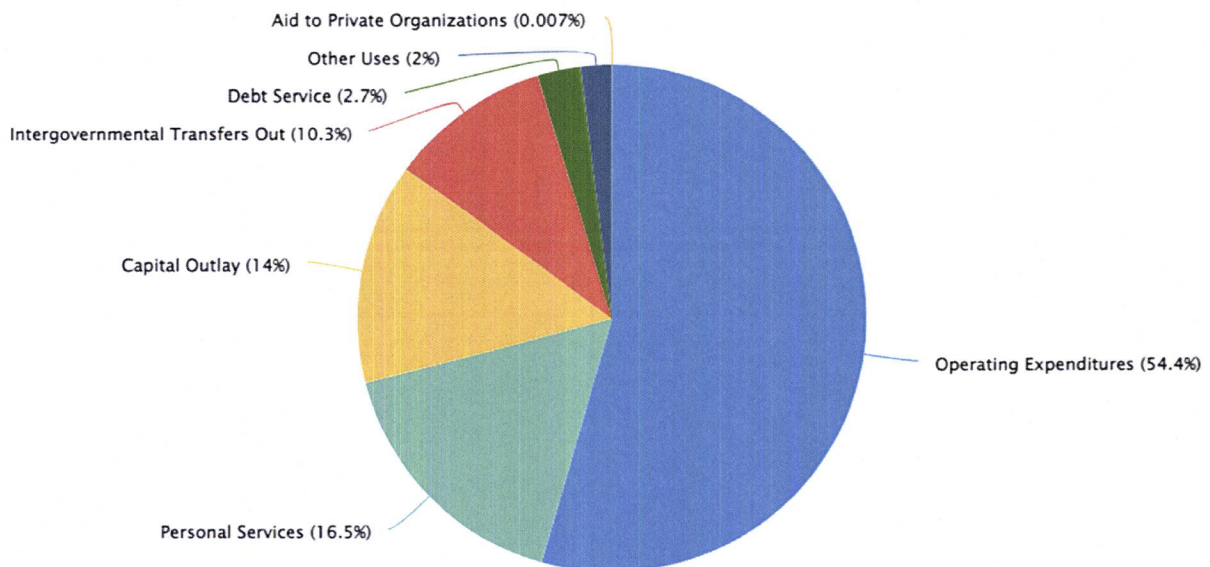
Name	FY2020 Actual	FY2021 Actual	FY2022 Projected Actuals	FY2023 Budgeted	% Change
General Fund	\$59,331,783	\$59,216,965	\$61,741,984	\$63,445,668	2.80%
Special Revenue Funds					
Building Permit Operations	\$2,807,241	\$5,269,322	\$4,379,400	\$5,322,012	21.50%
Solid Waste Fund	\$0	\$2,977,513	\$3,217,180	\$3,260,000	1.30%
Perpetual Care	\$71,442	\$59,712	\$71,000	\$57,375	-19.20%
Total Special Revenue Funds:	\$2,878,682	\$8,306,546	\$7,667,580	\$8,639,387	12.70%
Debt Service Fund	\$1,058,737	\$1,036,153	\$844,447	\$1,729,139	104.80%
Enterprise Funds					
Water Fund	\$5,759,420	\$5,998,602	\$6,006,500	\$14,501,694	141.40%
Sewer Fund	\$6,921,833	\$8,402,748	\$7,030,000	\$7,723,804	9.90%
Stormwater Fund	\$2,038,623	\$5,454,954	\$3,746,103	\$5,932,551	58.40%
Parking Enterprise Fund	\$1,318,206	\$1,756,368	\$1,962,060	\$4,557,973	132.30%
Pier Operation Fund	\$496,822	\$952,513	\$1,395,000	\$937,301	-32.80%
Marina Enterprise Fund	\$1,099,836	\$1,215,388	\$1,313,000	\$1,339,555	2%
Total Enterprise Funds:	\$17,634,740	\$23,780,574	\$21,452,663	\$34,992,878	63.10%
Internal Service Funds					
Facilities Maintenance Fund	\$0	\$0	\$1,710,233	\$2,199,311	28.60%
Fleet Management Fund	\$0	\$0	\$899,287	\$860,959	-4.30%
Information Technology Fund	\$0	\$0	\$1,734,647	\$1,807,760	4.20%
Total Internal Service Funds:	\$0	\$0	\$4,344,167	\$4,868,030	12.10%
Total:	\$80,903,942	\$92,340,238	\$96,050,841	\$113,675,102	18.30%



Citywide Expenditures

Expenditures by Fund

Name	FY2020 Actual	FY2021 Actual	FY2022 Projected Actuals	FY2023 Budgeted	% Change
General Fund	\$57,041,749	\$56,228,949	\$59,979,960	\$63,445,668	5.80%
Special Revenue Funds					
Building Permit Operations	\$4,847,573	\$4,250,853	\$4,125,705	\$5,322,012	29%
Solid Waste Fund	\$0	\$2,971,544	\$2,887,218	\$3,260,000	12.90%
Perpetual Care	\$57,610	\$123,665	\$139,959	\$57,375	-59%
Total Special Revenue Funds:	\$4,905,183	\$7,346,062	\$7,152,882	\$8,639,387	20.80%
Debt Service Fund	\$1,058,348	\$937,092	\$898,446	\$1,729,139	92.50%
Enterprise Funds					
Water Fund	\$5,455,140	\$9,375,019	\$7,081,478	\$14,501,694	104.80%
Sewer Fund	\$5,276,464	\$6,261,661	\$8,316,890	\$7,723,804	-7.10%
Stormwater Fund	\$1,494,762	\$2,345,643	\$10,447,720	\$5,932,551	-43.20%
Parking Enterprise Fund	\$1,533,320	\$1,745,607	\$1,805,622	\$4,557,973	152.40%
Pier Operation Fund	\$526,182	\$495,436	\$2,758,579	\$937,301	-66%
Marina Enterprise Fund	\$1,110,659	\$1,038,967	\$963,776	\$1,339,555	39%
Total Enterprise Funds:	\$15,396,527	\$21,262,334	\$31,374,065	\$34,992,877	11.50%
Internal Service Funds					
Facilities Maintenance Fund	\$0	\$0	\$1,200,749	\$2,199,311	83.20%
Fleet Management Fund	\$0	\$0	\$839,773	\$860,959	2.50%
Information Technology Fund	\$0	\$0	\$1,359,027	\$1,807,760	33%
Total Internal Service Funds:	\$0	\$0	\$3,399,549	\$4,868,030	43.20%
Total:	\$78,401,807	\$85,774,436	\$102,804,902	\$113,675,101	10.60%

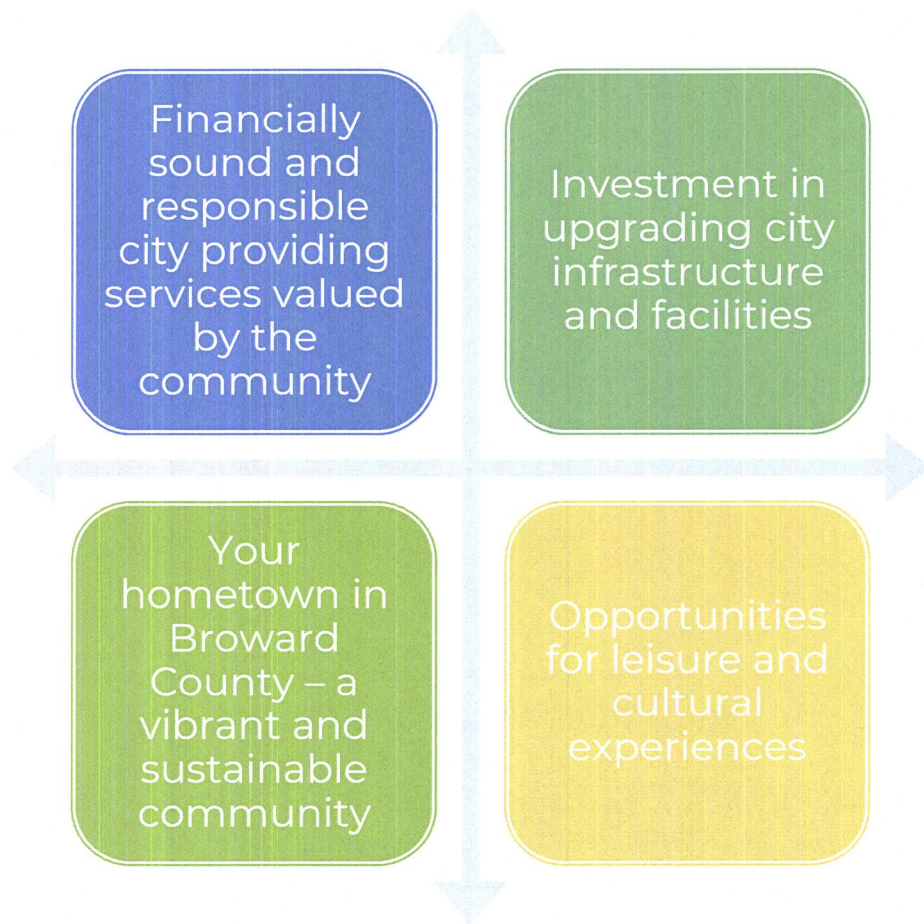


Strategic Plan



Strategic Plan

Goals for 2026

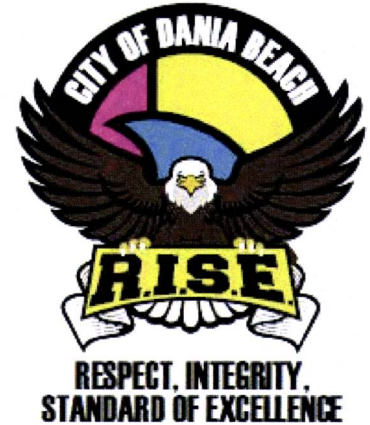


Strategic Plan

Financially sound and responsible city providing services valued by the community

FY2021/22 Accomplishments

- ✓ Parks Loan Issuance - \$18.3 million bank loan
- ✓ Senior Administrative Coordinator Position – filled
- ✓ Adopted revised financial policies
- ✓ Implemented RISE Organization Culture City-wide
- ✓ City Employee Policy Manual (PPM) updated
- ✓ Successful Collective Bargaining
- ✓ Created Internal Services Funds for Facilities, Fleet, and Information Technology
- ✓ Successful quarterly employee onboarding program
- ✓ City awarded Safety and Risk Management Member of the Year through work of its Safety Committee
- ✓ Awarded GFOA Certificate of Achievement for Excellence in Financial Reporting for the 28th consecutive year and the Distinguished Budget Award for the second time
- IT Master Plan in progress



FY2022/23 Initiatives

- Net decrease to millage rates and special assessments
- Addition of Financial Administrator position
- Addition of Human Resources Deputy Director position
- Completion of IT Master Plan and initiating Smart City improvements
- Smart Utility Water Meter Advanced Metering Infrastructure (AMI) system
- Pursuing multiple resiliency grants through various sources
- Funding for design of Beach parking garage

Strategic Plan

Investment in upgrading city infrastructure and facilities

FY2021/22 Accomplishments

- ✓ Pier Refurbishment in progress
- ✓ Street Lighting retrofit in progress; adding new solar lights and new FPL lights
- ✓ Lift Station Rehabilitation Phase I bid issued
- ✓ Drainage Projects: Ocean Park, Dania Cove, SW 37th Terr, SW 54th Ct, SW 43rd Terr,
- ✓ Commenced Hazardous Mitigation Grant Program (HMGP) Projects: City Hall & Fire Station 1 hardening, Substation 803 generator utilizing FEMA grant funds
- ✓ Water Plant Painting & Accelerator
- ✓ C-51 Water Supply State Revolving Fund (SRF) loan application
- ✓ Resurface over three miles of roadway
- ✓ Completed Sidewalk Master Plan – tier I repairs bid issued
- ✓ Community Bus new routes being implemented
- ✓ West Wing expansion projects for administrative offices

FY2022/23 Initiatives

- Interior Improvements to Fire Station 1 and Police Substation 803
- Oasis Funding
- Sewer Infiltration & Inflow
- Water line replacements
- Implement storm drain improvements to critical areas, including SW 37th Court, 52nd Street, and SW 53rd Court
- Begin construction of Southeast Stormwater project
- Install additional tidal valves
- New solar lighting
- Paving Beach parking area
- Lifeguard entrance and ramp replacement, rebuild dune walkover, replacement watercraft and new radios for Ocean Rescue
- City Hall parking garage repairs

Strategic Plan

Your hometown in Broward County – a vibrant and sustainable community

FY2021/22 Accomplishments

- ✓ Griffin Road Corridor beautification
- ✓ Landscape Master Plan
- ✓ Implemented Beautification Excellence and Maintenance (BEAM) Team
- ✓ Continued implementation of the City's Public Art Program and establishing the Public Art Advisory Board
- ✓ Telecommunication Ordinance update
- ✓ Undergrounding Beach utilities
- ✓ Ocean Park Restroom Renovation
- ✓ Beach parking drainage project
- ✓ Beach nourishment/dunes
- ✓ Landscape Master Plan completed
- ✓ Lucky Fish development



FY2022/23 Initiatives

- Addition of Code Enforcement Officer position
- Addition of Beach Ranger position
- Comprehensive Plan update
- Historic Restoration of Nyberg Swanson House and Women's Club
- Corridor Landscaping updates
- Enhanced holiday lighting in main thoroughfares
- Federal Highway Medians and Palms lighting feasibility study

Strategic Plan

Opportunities for leisure and cultural experiences

FY2021/22 Accomplishments

- ✓ Parks Master Plan Phase I: CW Thomas design services and construction manager selection
- ✓ Afterschool Programs expansion
- ✓ Summer Camp expansion
- ✓ Tootie-Adler Park design services selection
- ✓ Lifeguard Stands Replaced
- ✓ First ever Rising Stars After School Program
- ✓ Successfully executed the first ever Teen Spring Break and Summer Camp

FY2022/23 Initiatives

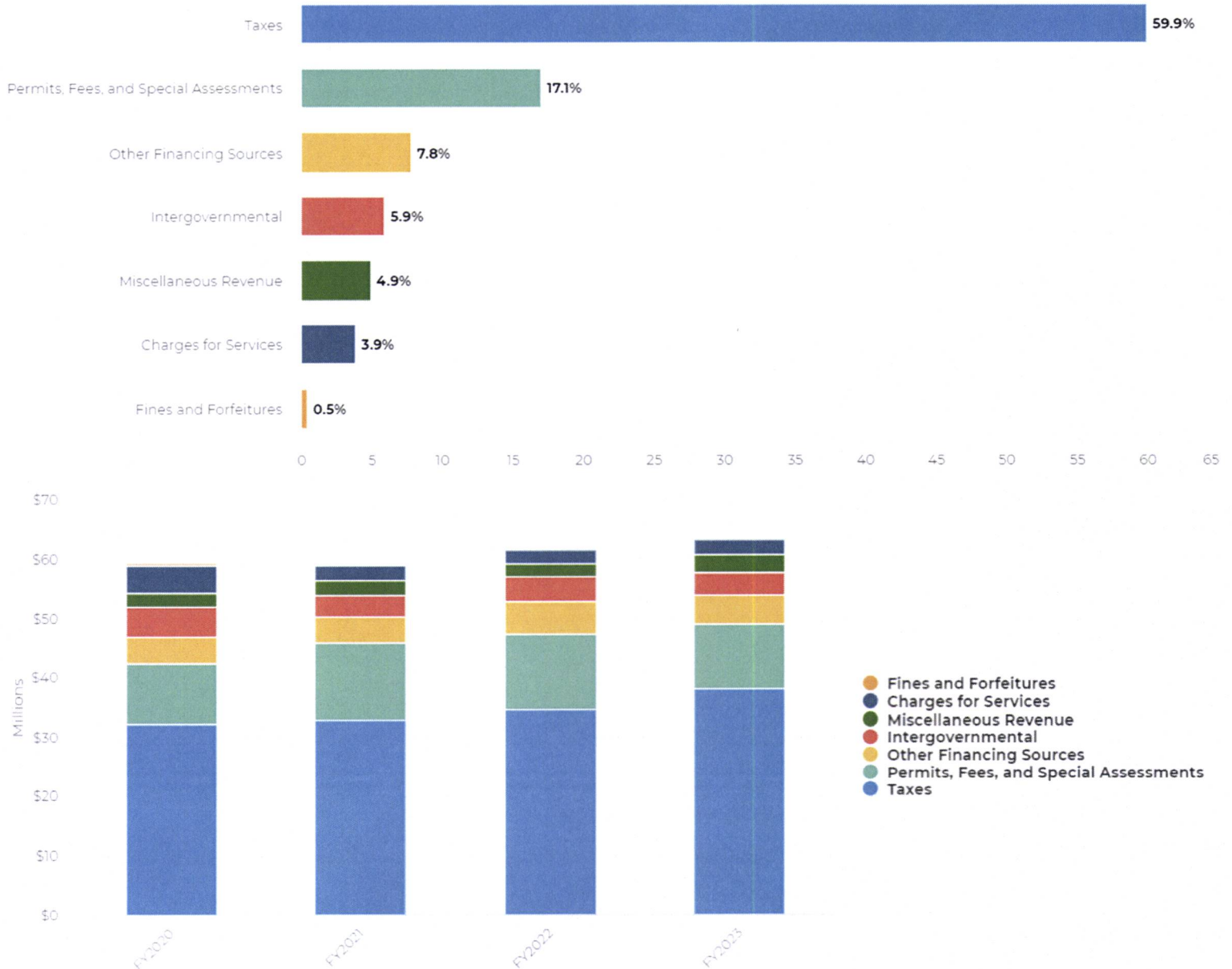
- Three key Recreation positions: Athletics Coordinator, Lifeguard Lieutenant, Recreation Coordinator
- Install new playground at Mullikin Park
- Secure design services for Parks Master Plan Phase II
- Continued expansion of athletics and sports programs



General Fund

The General Fund is the City's main operating fund and includes all main operating units, including the administrative departments, Planning and Zoning, Public Safety, Public Services, and Recreation. Funding is provided primarily through the levy and collection of Ad Valorem and other taxes.

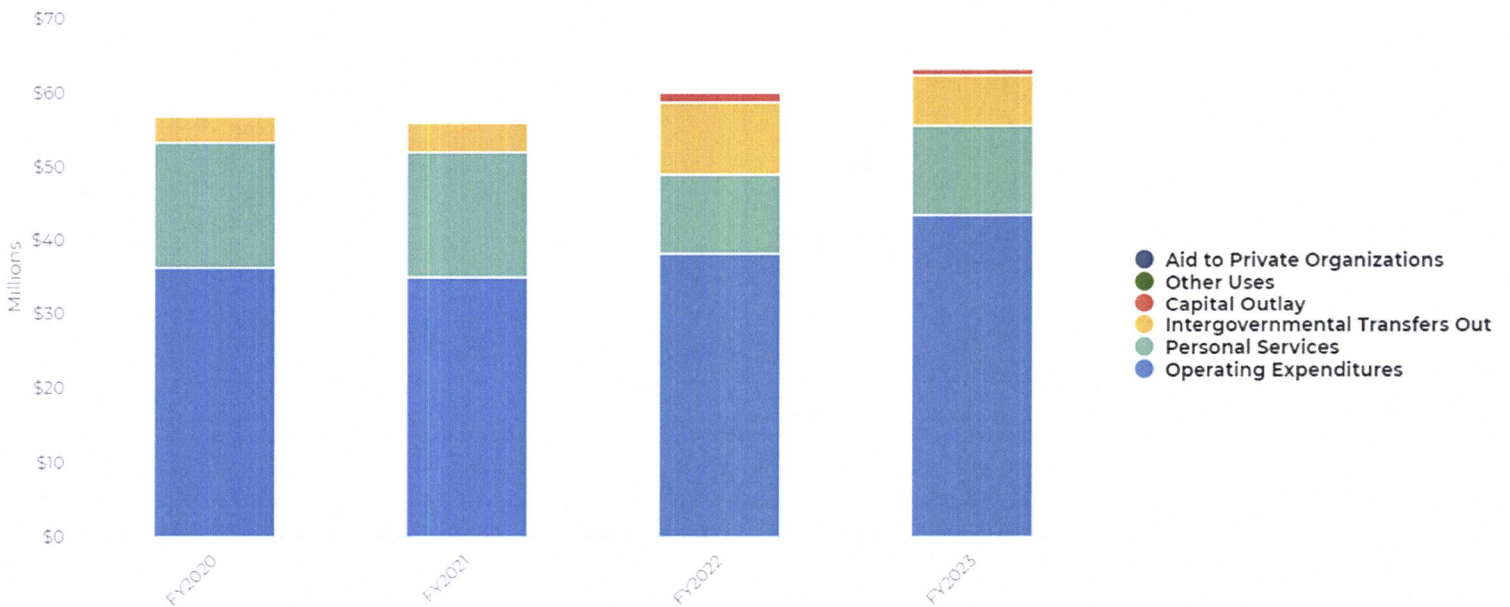
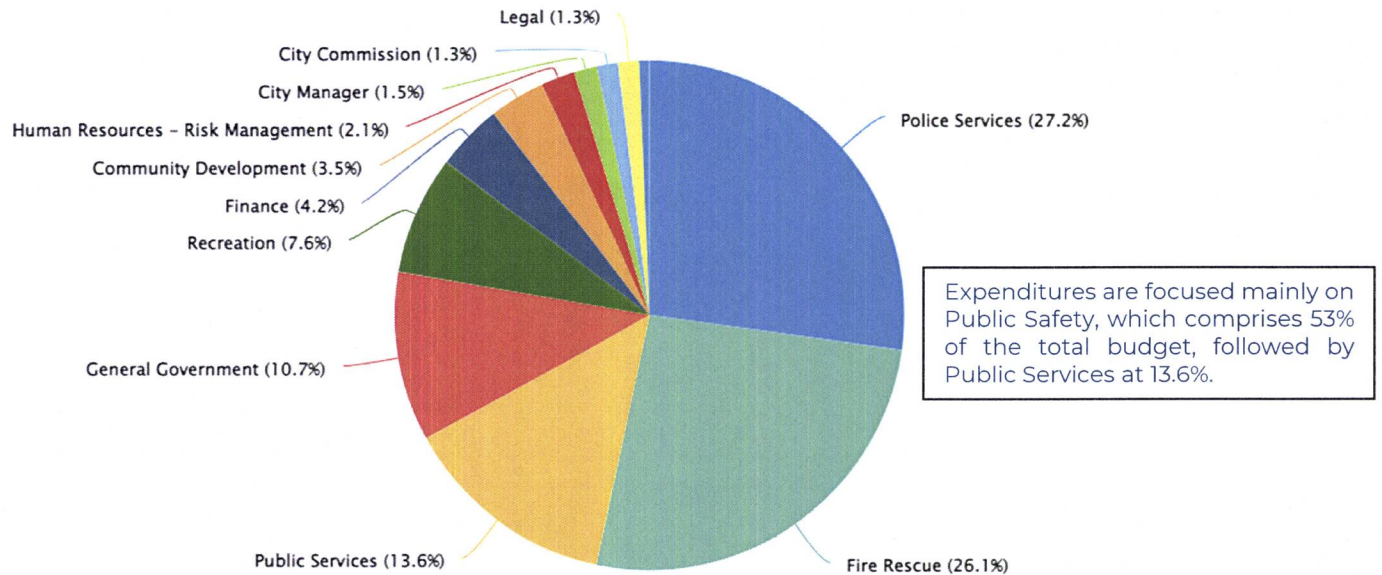
Revenues



The General Fund budget has only grown only by a total of 8% since FY2019-20, while assessed property values have grown by 22% during the same time period. The City Administration has managed the City's resources extremely well, considering the number of new initiatives and expansion of services, along with capital investments in all sectors of the community.

General Fund

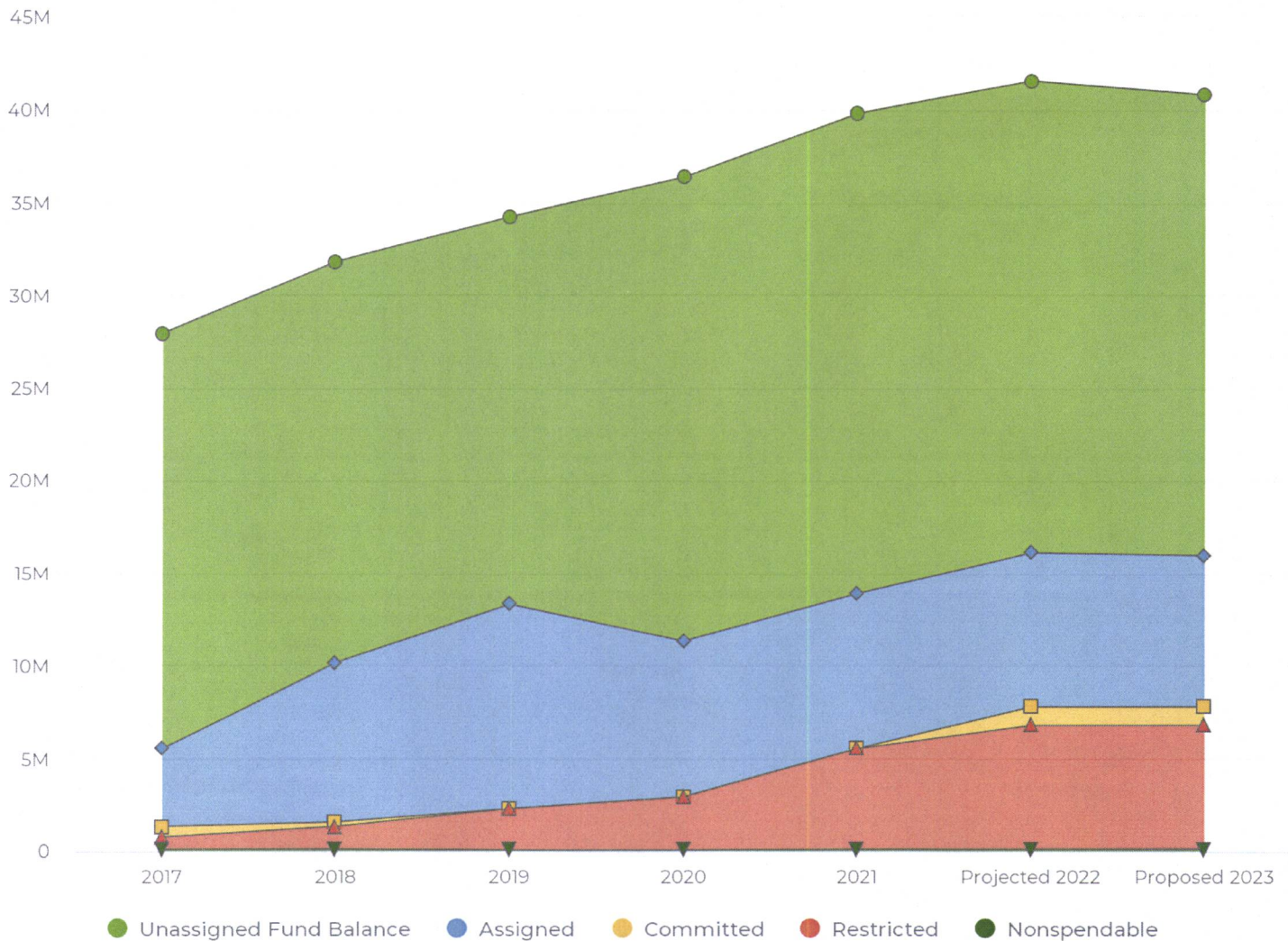
Expenditures



As shown above, beginning with FY2022 the total personal services costs decreased, while Intergovernmental Transfers Out increased. This is due to the creation of the Fleet, Facilities, and Technology Internal Services Funds, supported solely from transfers from other City funds. These are inherently labor-intensive operations, as indicated in the shift in costs noted above.

General Fund Reserves

The reserve policy for the General Fund requires the City to maintain unassigned fund balance (excluding impact fees and disaster reserves) of at least Twenty-Five Percent (25%) of the total dollar amount of budgeted annual operating expenditures in accordance with the Government Finance Officers' Association (GFOA) recommendations.



The projected unassigned fund balance at September 30, 2022 is \$25,936,560 equating to almost 40% - significantly more than the minimum required per policy.

Weathering the Storm

The City is required to maintain a disaster reserve of \$8.3 million or 20% of the total dollar amount of the General Fund reserve balance. This reserve is available for responding to and providing relief and recovery efforts, minimizing the disruption of services to the public during emergency or disaster situations

American Rescue Plan

The City has received \$16.16 million from the American Rescue Plan Act (ARPA) State and Local Fiscal Recovery Fund (SLFRF). The award can be used for the following investments:

- Public health crisis response; and
- Assistance to households, small businesses and nonprofits, aid to impacted industries, and support for essential workers; and
- Infrastructure, including water, sewer, and broadband service; and
- Replacement of lost revenues (\$10 million)

The following tentative list of ARPA-SLFRF projects is the result of the collective effort of the City Manager's Office and all City Departments, with input and direction from the City Commission:

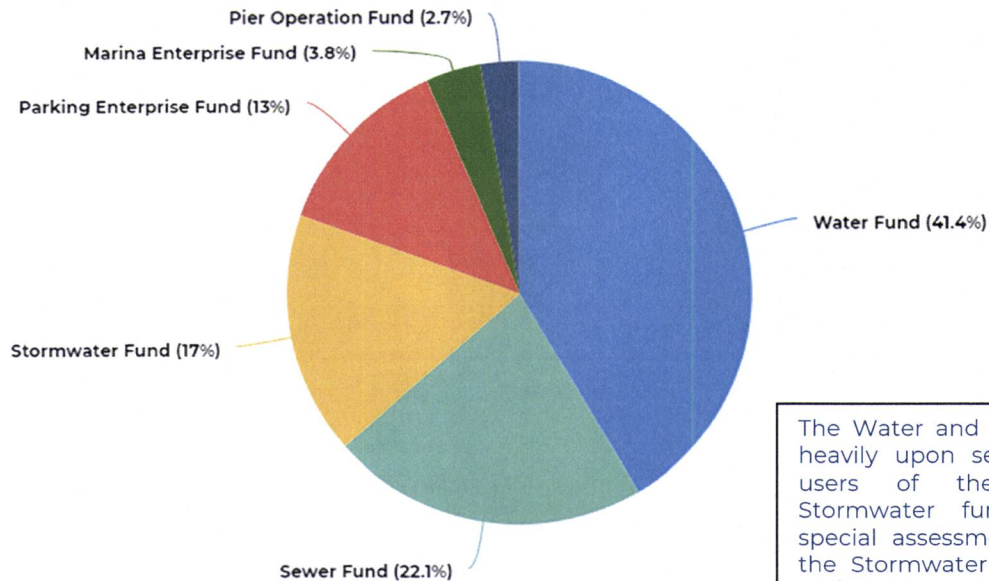
ARPA Consultant (Government Services Group)	<i>ARPA general consulting and reporting assistance</i>	\$263,048
Covid-Related personal protection equipment, supplies, sanitization	<i>Additional needs related to pandemic preparedness and response</i>	\$400,000
Residential Home Hardening Program	<i>Provides funding toward residential resiliency improvements</i>	\$500,000
Business Incentives and Matching Grants	<i>Business assistance, outdoor dining and environmental incentives</i>	\$1,000,000
Affordable/Workforce Housing and Land Acquisition	<i>Housing programs and related land purchases</i>	\$1,000,000
Water, Sewer, Stormwater	<i>Potential funding for SE Stormwater funding, other water and sewer projects</i>	\$3,000,000
Nyberg-Swanson and Women's Club Restoration	<i>Restore both buildings for modern use, including historical restoration</i>	\$1,500,000
Smart City Infrastructure, Cybersecurity, Public WiFi	<i>City-wide secure fiberoptic network connecting all sites, deploy public wi-fi at key locations</i>	\$2,000,000
Public Safety: Emergency Operations Center (EOC)/Fire Station 1/Police Substation	<i>Demolish existing support buildings and construct new Admin/EOC building</i>	\$2,500,000
Olsen Middle/Parks Land Purchase	<i>Work with Broward County to develop vacant site at Olsen Middle School / purchase new land for greenspace</i>	\$500,000
Arts & Entertainment District	<i>NW/SW 1st Avenue Artwalk</i>	\$500,000
Traffic Calming and Pedestrian Safety	<i>Address traffic hotspots, install wayfinding signs, street/railroad crossing enhancements</i>	\$1,000,000
City Hall Campus Improvements	<i>Fountain, greenspace, performance stage, other amenities</i>	\$2,000,000
Total ARPA-SLFRF Award		\$16,163,048

* All funding must be obligated before December 31, 2024

Enterprise Funds

The City's operates six Enterprise Funds for its utilities (Water distribution, Sewage collection, and Stormwater management) and its business operations (Pier Operations, Parking, and Marina. It is essential that the fees and assessment rates provide adequate resources, including required maintenance and capital improvements. The City can also utilize impact fees for expanding the utility systems due to development and population growth.

Sources of Funds

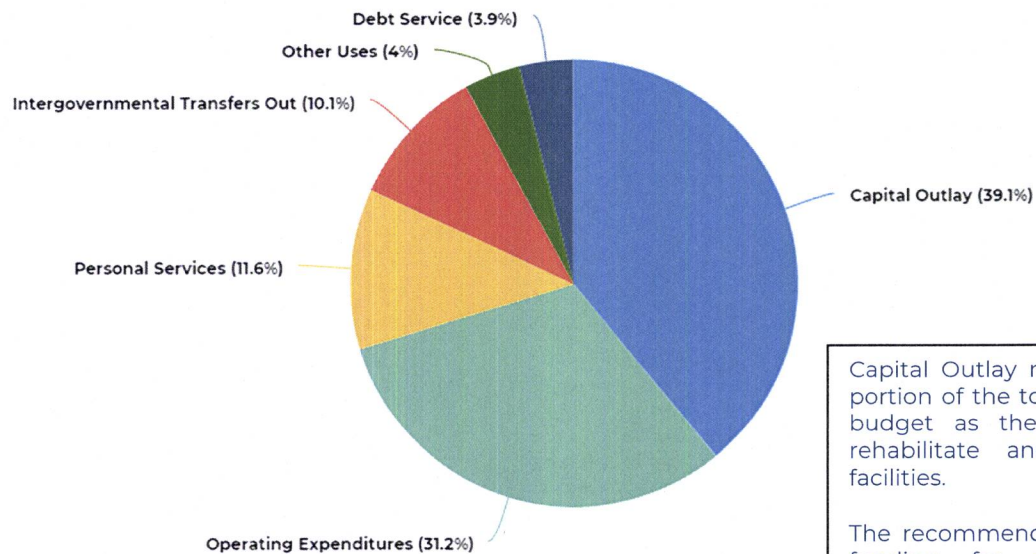


The Water and Sewer Funds rely heavily upon service charges to users of the system. The Stormwater fund operates on special assessment revenue, and the Stormwater Assessment rate of \$60 per residential unit is not changing for FY2022/23.

Revenue Source	FY2020 Actual	FY2021 Actual	FY2022 Projected Actual	FY2023 Budgeted	% Change
Fees and Special Assessments	\$2,028,486	\$2,294,179	\$3,090,103	\$3,065,000	-0.80%
Intergovernmental	\$0	\$4,322,012	\$823,000	\$0	-100.00%
Charges for Services	\$13,383,759	\$14,048,041	\$14,352,200	\$14,661,913	2.20%
Fines and Forfeitures	\$147,944	\$259,467	\$240,000	\$250,000	4.20%
Miscellaneous Revenue	\$2,074,552	\$2,779,250	\$2,423,360	\$4,677,216	93.00%
Other Financing Sources	\$0	\$77,625	\$524,000	\$12,338,749	2254.70%
Total Revenue Source:	\$17,634,740	\$23,780,574	\$21,452,663	\$34,992,878	63.10%

Enterprise Funds

Uses of Funds



Capital Outlay remains a significant portion of the total Enterprise Funds budget as the City continues to rehabilitate and upgrade capital facilities.

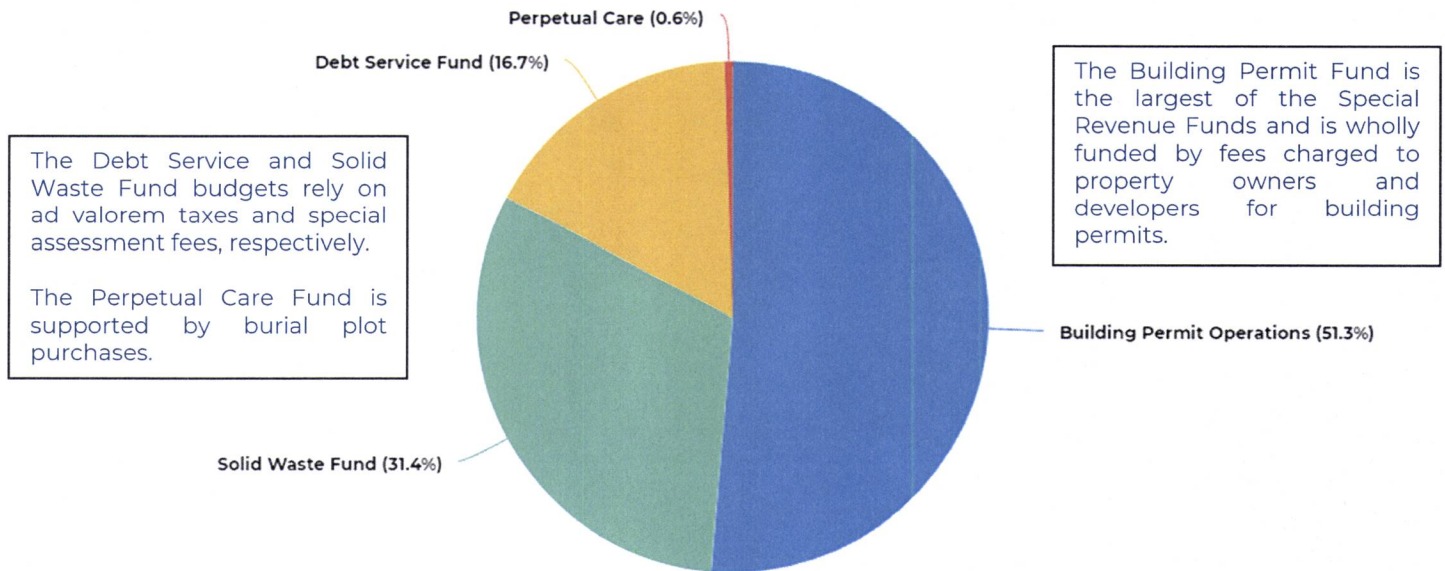
The recommended budget provides funding for several stormwater improvement projects, sewer utility equipment replacement, and water line replacements as well as beach parking area paving and design for a new beach parking garage.

Expense Objects	FY2020 Actual	FY2021 Actual	FY2022 Projected Actual	FY2023 Budgeted	% Change
Personal Services	\$3,084,023	\$6,369,993	\$3,911,268	\$4,055,542	3.70%
Operating Expenditures	\$8,414,756	\$9,607,156	\$10,236,390	\$10,924,707	6.70%
Capital Outlay	\$131,960	\$1,716,500	\$12,090,579	\$13,687,500	13.20%
Debt Service	\$311,252	\$274,446	\$1,320,135	\$1,378,504	4.40%
Intergovernmental Transfers Out	\$3,433,535	\$3,294,238	\$3,815,693	\$3,529,839	-7.50%
Other Uses	\$21,000	\$0	\$0	\$1,416,786	N/A
Total Expense Objects:	\$15,396,527	\$21,262,334	\$31,374,065	\$34,992,877	11.50%

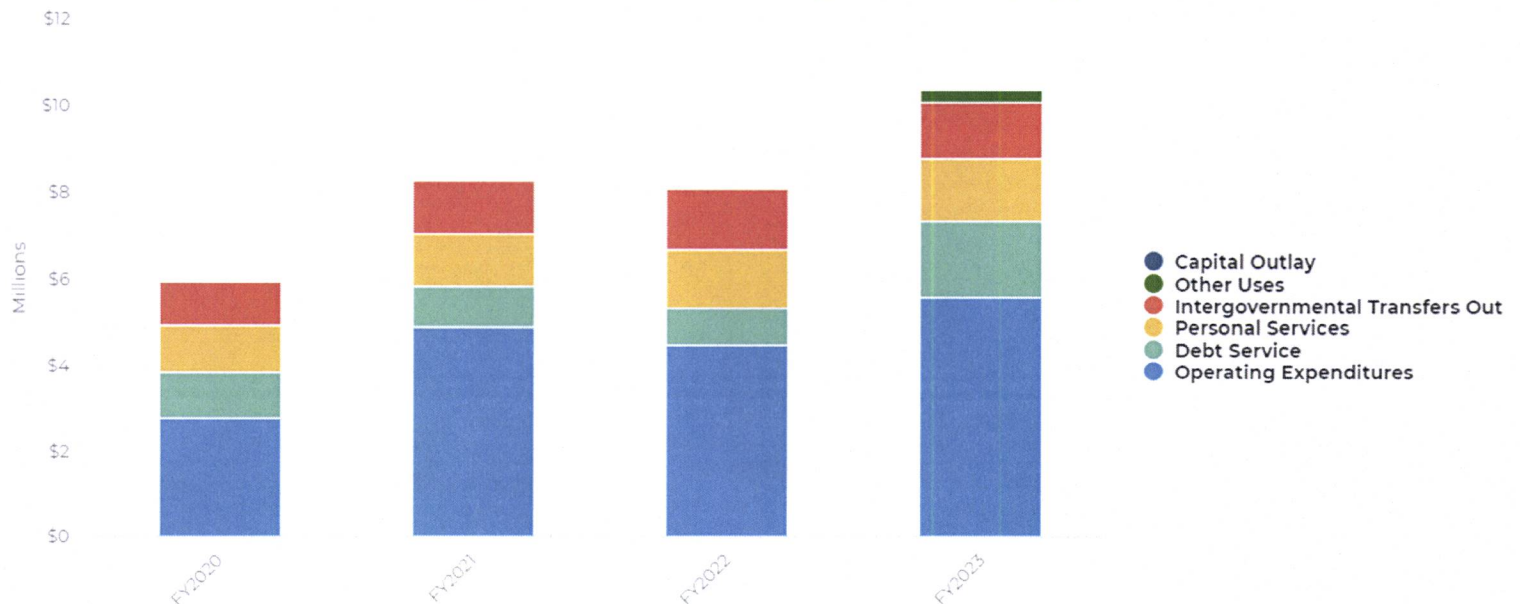
Governmental Funds

The remaining Governmental Funds include the Debt Service Fund and three Special Revenue Funds for building permit operations, solid waste collection, and perpetual care of the City's cemetery.

Expenditures by Fund



Budgeted and Historical Expenditures by Type

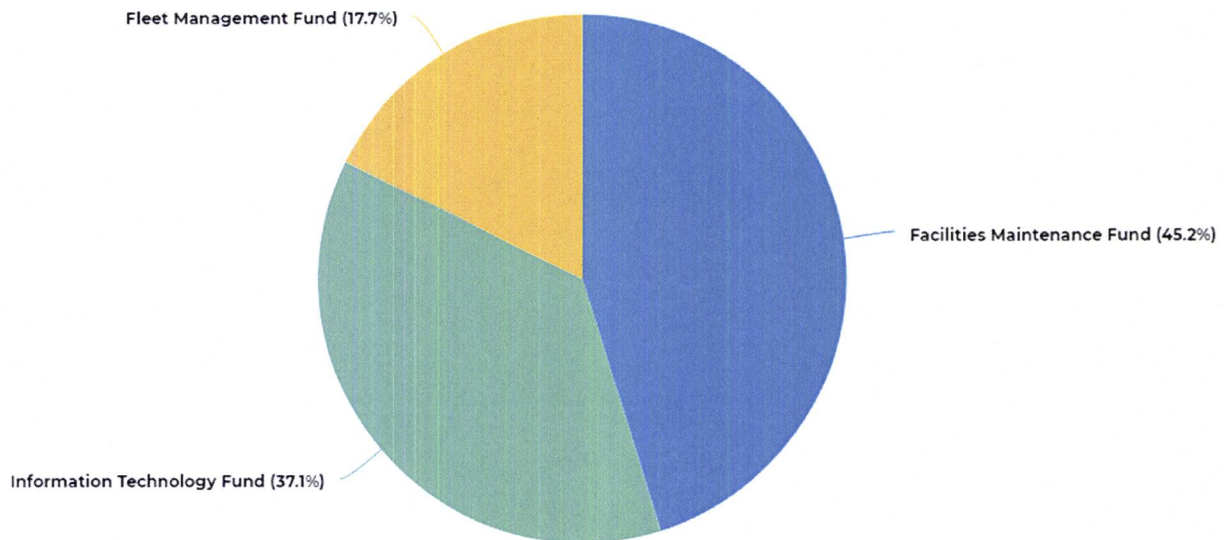


Debt service costs have been relatively stable but increased for FY2022-23 due the issuance of the CW Thomas Park construction loan. The building permit fund fluctuates based on actual permitting activity.

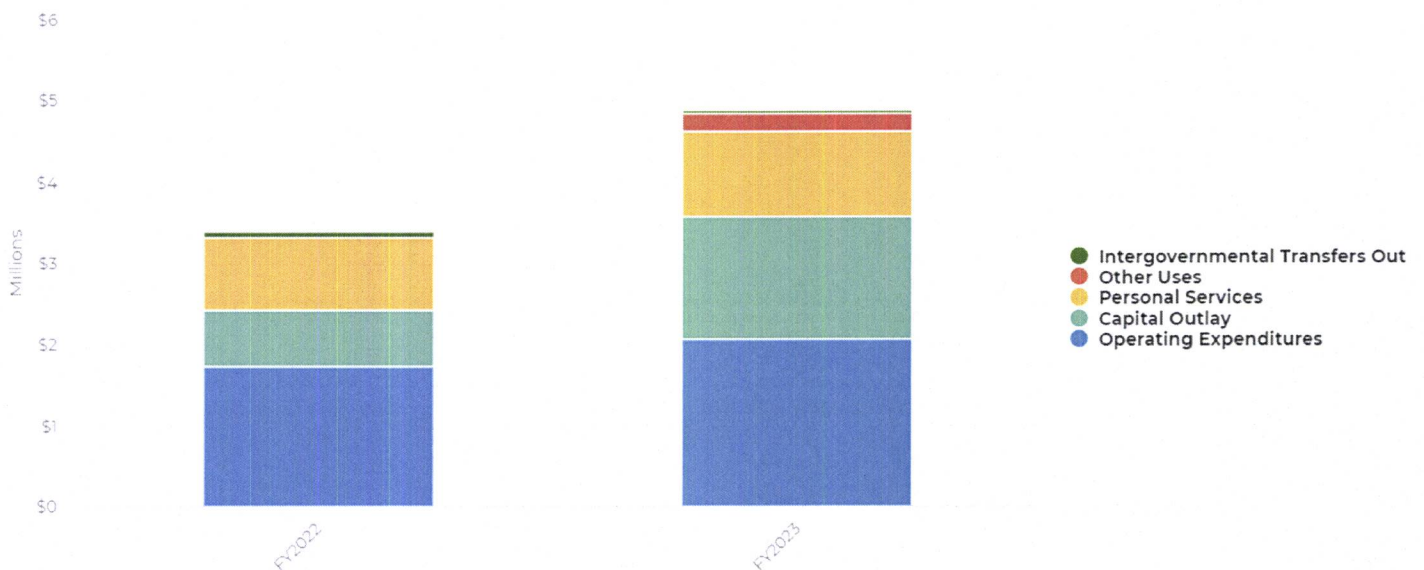
Internal Service Funds

Effective with the FY2021/22 adopted budget, the City created three Internal Service Funds (ISFs): Facilities Maintenance, Fleet Management, and Information Technology. These funds account for all costs required to properly operate those units and apportion costs among the other City funds. The goal is to have well-funded support units that maximize available resources, while creating a fund for future needs and resiliency.

Expenditures by Fund



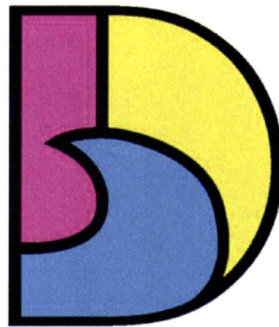
Budgeted and Historical Expenditures by Type



Resiliency in Motion

The creation of these funds promotes resiliency through the proactive management of critical operating divisions, providing for more effective allocation of City operating resources.

From Vision To Reality



DANIA BEACH
SEA IT. LIVE IT. LOVE IT.

The Rising Tide of T.E.A.M. Dania Beach

