



**CITY OF ST. AUGUSTINE CITY COMMISSION
REGULAR MEETING AGENDA
MONDAY, FEBRUARY 13, 2023 - 5:00 PM**

ALCAZAR ROOM

1. CALL TO ORDER

- ◆ Roll Call
- ◆ Invocation and Pledge of Allegiance

2. ADMINISTRATIVE ITEMS

- ◆ Modification and Approval of REGULAR AGENDA

3. SPECIAL PRESENTATIONS, RECOGNITIONS AND PROCLAMATIONS

- 3.A.** Proclamation 2023-07: Declaring February 2023 to be designated as Black History Month. *(C. Garris, Commissioner)*

4. PUBLIC COMMENTS FOR GENERAL PUBLIC COMMENTS OR FOR AGENDA ITEMS NOT REQUIRING A SEPARATE PUBLIC HEARING

- ◆ 3 minutes per individual

5. CONSENT AGENDA

6. APPEALS

7. GENERAL PUBLIC PRESENTATIONS, ITEMS OF GREAT PUBLIC IMPORTANCE, AND OTHER ITEMS REQUIRING PUBLIC HEARINGS

(PRESENTATIONS (MAXIMUM OF **10** MINUTES PER PRESENTATION)). PRESENTATIONS FOR COMMISSION MEETINGS MUST BE PRESENTED TO THE CITY MANAGER FOR APPROVAL NO LATER THAN TEN (10) WORKING DAYS PRIOR TO THE NEXT CITY COMMISSION MEETING. A PRESENTATION SUPPORT SERVICES REQUEST (AVAILABLE ON THE CITY'S WEBSITE) MUST ACCOMPANY ALL PRESENTATIONS.

7.A. General Public Presentations

7.B. Items of Great Public Importance

7.C. Other Items Requiring Public Hearing

8. ORDINANCES AND RESOLUTIONS - PUBLIC HEARING REQUIRED

8.A. Ordinances - Second Reading

8.A.1. Ordinance 2023-06: Amends the Future Land Use Designation of a portion of 865 Fish Island Road south of State Road 312 from Public to Commercial Medium Intensity. *(A. Skinner, Director Planning and Building)*

8.A.2. Ordinance 2023-07: Amends the zoning of a portion of 865 Fish Island Road south of State Road 312 from Government Use District (GU) to Commercial Medium-Two (CM-2). *(A. Skinner, Director Planning and Building)*

8.B. Ordinances - First Reading (only if required by law)

8.C. Resolutions - Public Hearing (only if required by law)

9. ORDINANCES AND RESOLUTIONS – NO PUBLIC HEARING REQUIRED

9.A. Ordinances - First Reading

9.A.1. Ordinance 2023-08: Amendment to regulation and posting of idle speed no-wake zones. *(I. Lopez, City Attorney)*

9.B. Resolutions

9.B.1. Resolution 2023-03: Amends the convenience fee surcharge for electronic and credit card payments. *(G. Johnson, Deputy Director Financial Services)*

10. STAFF REPORTS AND PRESENTATIONS

10.A. 450 North Holmes Boulevard affordable housing project update and discussion. *(D. Birchim, Assistant City Manager)*

10.B. Communications department presentation. *(M. Wissel, Director Communications)*

11. ITEMS BY CITY ATTORNEY

12. ITEMS BY CITY CLERK

12.A. Notification of two term expirations on the Lincolnville Community Redevelopment Area Steering Committee. *(D. Galambos, City Clerk)*

12.B. Request for appointments to the St. Augustine Audit Review Committee. *(D. Galambos, City Clerk)*

13. ITEMS BY CITY MANAGER

13.A. Presentation and discussion of the final report on the Sociable City Assessment. *(J. Regan, City Manager)*

14. ITEMS BY MAYOR AND COMMISSIONERS

15. ADJOURN

NOTICES: In accordance with Florida Statute 286.0105: "if a person decides to appeal any decision made by the board, agency, or commission with respect to any matter considered at such meeting or hearing, he or she will need a record of the proceedings, and that, for such purpose, he or she may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based." ***In accordance with the Americans with Disabilities Act, persons needing a special accommodation to participate in this proceeding should contact the individual or agency sending notice not later than seven days prior to the proceeding at the address given on the notice. Telephone 904-825-1007; 1-800-955-8771 (TDB) or 1-800-955-8770 (V) via Florida Relay Services. ***The City of St. Augustine encourages anyone wishing to present the invocation at city commission meetings to contact the City Clerk's office, to be placed on the rotation list, and encourages people of all religious affiliations or of no religious affiliation to present a non-denominational invocation to inspire us in the work of the City Commission. The materials prepared and presented are part of the City's ongoing Florida Public Records and Government in the Sunshine compliance and are not intended to be relied upon or to reach investors or the trading markets.

CONSENT AGENDA - FEBRUARY 13, 2023

CA.1. Preview of upcoming Commission meetings.

CA.2. THE FOLLOWING ORDINANCES ARE TENTATIVELY SCHEDULED FOR SECOND READING ON FEBRUARY 27, 2023:

- Ordinance 2023-08

CA.3. Reminder of Upcoming Meetings:

- February 27, 2023, 4:30pm, Presentation of the deAviles Award
- February 27, 2023, 5:00pm, Regular City Commission Meeting
- March 13, 2023, 5:00pm, Regular City Commission Meeting
- March 20, 2023, 1:00pm, Special City Commission Meeting
- March 27, 2023, 5:00pm, Regular City Commission Meeting

CA.4. APPROVAL OF MINUTES FROM PRIOR COMMISSION MEETINGS: NONE.

CA.5. RELEASES OF LIEN FOR UNIT CONNECTION FEE MORTGAGE(S): NONE.

CA.6. PROPOSED PROCLAMATIONS, CERTIFICATES OF APPRECIATION/RECOGNITION. (COMMISSION APPROVAL REQUIRED). (TO BE READ AT A SUBSEQUENT MEETING).

- Certificate of Recognition to St. Johns Housing Partnership recognizing their 25th year of service. *(R. Horvath, Commissioner)*
- Certificate of Recognition 2023-02CR - 125th Anniversary of the Maria Jefferson Chapter of the National Society of the Daughters of the American Revolution. *(N. Sikes-Kline, Mayor)*

CA.7. NOTIFICATION OF PROCLAMATIONS/CERTIFICATES OF RECOGNITION ISSUED:

- Proclamation 2023-04-Irish American Heritage Month *(N. Sikes-Kline, Mayor)*
- Certificate of Recognition 2023-01CR - 110th Anniversary of the founding of Delta Sigma Theta Sorority *(N. Sikes-Kline, Mayor)*

CA.8. Notification of presentation of the deAviles Award. *(M. Wissel, Director Communications)*

- CA.9.** Nomination of Leslee Keys for the Adelaide Sanchez award. *(B. Blonder, Commissioner)*
- CA.10.** Approval of the design of the entry sign on Anastasia Island. *(J. Piggott, Director General Services)*
- CA.11.** Approval of Title VI document for the City's STAR circulator. *(R. Franklin, Director Public Works)*
- CA.12.** Invoice in the Baker Hostetler Ponce Associates/Maderia Subdivison matter of \$1,765.50 *(R. Franklin, Director Public Works)*

End Consent Agenda



Est. 1565

City of St. Augustine

La Lealísima y Valerosa Ciudad de San Agustín de la Florida

PROCLAMATION

WHEREAS, in 1926 Black historian Carter G. Woodson began a weeklong celebration that has since grown into a month dedicated to remembering the achievements, contributions, resilience, and legacies of Black Americans at a time when it was not commonly taught; and

WHEREAS, After the Civil War ended in April 1865, United States Colored Troops (USCT) soldiers from St. Augustine returned to civilian life in St. Augustine. Several Black veterans were appointed and elected to public office after the passage of the 15th Amendment; and

WHEREAS, There was push back against Black officials holding public office, which led to an argument during a City Council meeting in 1902. Black Councilman John Papino disagreed with White City Marshal, Charles Benet, over the purchase of police uniforms. Benet shot Papino in the face. Papino survived, and Benet never went to trial. After Papino, no more Black officials were elected to the Council for over 70 years until 1973; and

WHEREAS, In 1973 at the suggestion of St. Paul's A.M.E. Pastor, Rev. Thomas B. Desew, Arnett Chase, ran for a seat on the St. Augustine City Council and won by a landslide, beating out a former Mayor and Commissioner James Lindsley. He believed this was due to the fact, the Chase family, especially his father Leo Chase Sr. was a respected, longtime businessman in St. Augustine. Mr. Arnett Chase was the first African American elected as a city commissioner since Reconstruction. He was well-received by his fellow commissioners and proudly served 2 years; and

WHEREAS, the City of St. Augustine is proud to honor the history and contributions of African Americans in our community, throughout our state, and nation.

NOW, THEREFORE, the City Commission of the City of St. Augustine, Florida, declares **FEBRUARY 2023** be designated as **BLACK HISTORY MONTH** and honors **Arnett Chase** for his years of service to the community and calls upon all the citizens to celebrate our diverse heritage and culture, and continue our efforts to create a world that is more just, peaceful, and prosperous for all.

IN WITNESS WHEREOF, I hereunto set my hand and do cause the Seal of the City of St. Augustine to be affixed this 13th day of February in the year of our Lord two thousand twenty-three and the four hundred and fifty seventh year of the founding of St. Augustine, the Nation's Oldest City.

2023-07

Nancy Sikes-Kline, Mayor

"Most Loyal and Valorous"

Title conferred upon the Presidio of St. Augustine by King Philip V of Spain, November 26, 1715

CITY OF ST. AUGUSTINE

MEMORANDUM

TO: John Regan, P.E.
City Manager

DATE: February 1, 2023

RE: **Ordinance 2023-06 – Amending the Future Land Use Designation of a 2.32-acre portion of 865 Fish Island Road south of State Road 312 from Public to Commercial Medium Intensity – Second Reading and Public Hearing**

The property south of State Road 312 is an approximate 2.32 portion of city property that is currently part of a larger piece of city property located at 865 Fish Island Road. The subject property is located between 700 Plantation Island Drive South and 950 Plantation Island Drive South. The area is surrounded by commercial property on three sides and has residential medium density property on the fourth side. This property is currently owned by the city of St. Augustine.

The city's Future Land Use Map (FLUM) identifies Public as the land use category for this piece. City staff as directed by the City Commission has filed an application requesting to change the land use to the Commercial Medium Intensity land use category. An application to rezone the property to Commercial Medium-two (CM-2), which is consistent with the proposed land use category has also been submitted. The city is currently proposing to sell the property.

On January 3, 2023, the Planning and Zoning Board (PZB) made a positive recommendation to amend the future land use of these properties from Public to Commercial Medium Intensity.

On January 23, 2023, the City Commission passed this ordinance on First Reading.

Attached you will find the Ordinance, and legal description, a map illustrating the requested change, and the packet of information regarding this application and the compatible rezoning provided to the PZB.

Please place Ordinance 2023-06 on the City Commission agenda for Second Reading and Public Hearing. If you have any questions, please let me know.



Amy McClure Skinner, AICP
Director, Planning and Building Department

ORDINANCE NO. 2023-06

AN ORDINANCE OF THE CITY OF ST. AUGUSTINE, FLORIDA AMENDING THE FUTURE LAND USE MAP (FLUM) DESIGNATION OF APPROXIMATELY 2.32 ACRES OF PROPERTY LOCATED SOUTH OF STATE ROAD 312 BEING A PORTION OF 865 FISH ISLAND ROAD BETWEEN 700 PLANTATION ISLAND DRIVE SOUTH AND 950 PLANTATION ISLAND DRIVE SOUTH IN THE CITY OF ST. AUGUSTINE, AS MORE PARTICULARLY DESCRIBED HEREINAFTER, FROM ITS CURRENT DESIGNATION OF PUBLIC TO A DESIGNATION OF COMMERCIAL MEDIUM INTENSITY; PROVIDING FOR REPEAL OF CONFLICTING ORDINANCES; PROVIDING FOR SEVERANCE OF INVALID PROVISIONS; AND PROVIDING AN EFFECTIVE DATE.

WHEREAS, the City Commission of the City of St. Augustine, Florida finds that all legal requirements have been met, a public hearing has been held and the Planning and Zoning Board has recommended that parcels of property containing approximately 2.32 acres of land, located south of State Road 312 being a portion of 865 Fish Island Road (PIN #161930 0000) between 700 Plantation Island Drive South and 950 Plantation Island Drive South being more fully described herein, that the property's Future Land Use Map (FLUM) designation should be amended from Public to Commercial Medium Intensity;

NOW, THEREFORE, BE IT ORDAINED BY THE CITY COMMISSION FOR THE CITY OF ST. AUGUSTINE, FLORIDA, AS FOLLOWS:

Section 1. Amending Comprehensive Plan, Future Land Use Map. The following described property, containing approximately 2.32 acres being a portion of 865 Fish Island Road located south of State Road 312 in the City of St. Augustine, and identified on the Future Land Use Map (FLUM) of the City's Comprehensive Plan 2040 as Public, is hereby amended to the classification of Commercial Medium Intensity. This

property is also known as the southern portion of Parcel Number 161930 0000, between 700 Plantation Island Drive South and 950 Plantation Island Drive South and as more fully described in the attached legal description.

Section 2 Authorization. The City Planning and Building Director is hereby authorized and directed to amend the Future Land Use Map (FLUM) of the City's Comprehensive Plan for the City of St. Augustine, Florida to reflect the FLUM amendment of the above-described land.

Section 3 Repeal of Conflicting Ordinances and Provisions of Comprehensive Plan. All ordinances or parts of ordinances in conflict herewith are hereby repealed. The remaining portions of said Comprehensive Plan for the City of St. Augustine, Florida and any associated ordinances which are not in conflict with the provisions of this ordinance shall remain in full force and effect.

Section 4 Severance of Invalid Provisions. If any section, subsection, sentence, clause, phrase or provision of this ordinance is held to be invalid or unconstitutional by a court of competent jurisdiction, such invalidity or unconstitutionality shall not be so construed as to render invalid or unconstitutional the remaining provisions of this ordinance.

Section 5. Effective Date. This ordinance shall be effective thirty-one (31) days after adoption or, if challenged within thirty (30) days after adoption, effective upon issuance of a final order by the Department of Economic Opportunity or the Administration Commission.

PASSED by the City Commission of the City of St. Augustine, Florida, this
_____ day of _____, 2023.

ATTEST:

Nancy Sikes-Kline, Mayor-Commissioner

Darlene Galambos, City Clerk

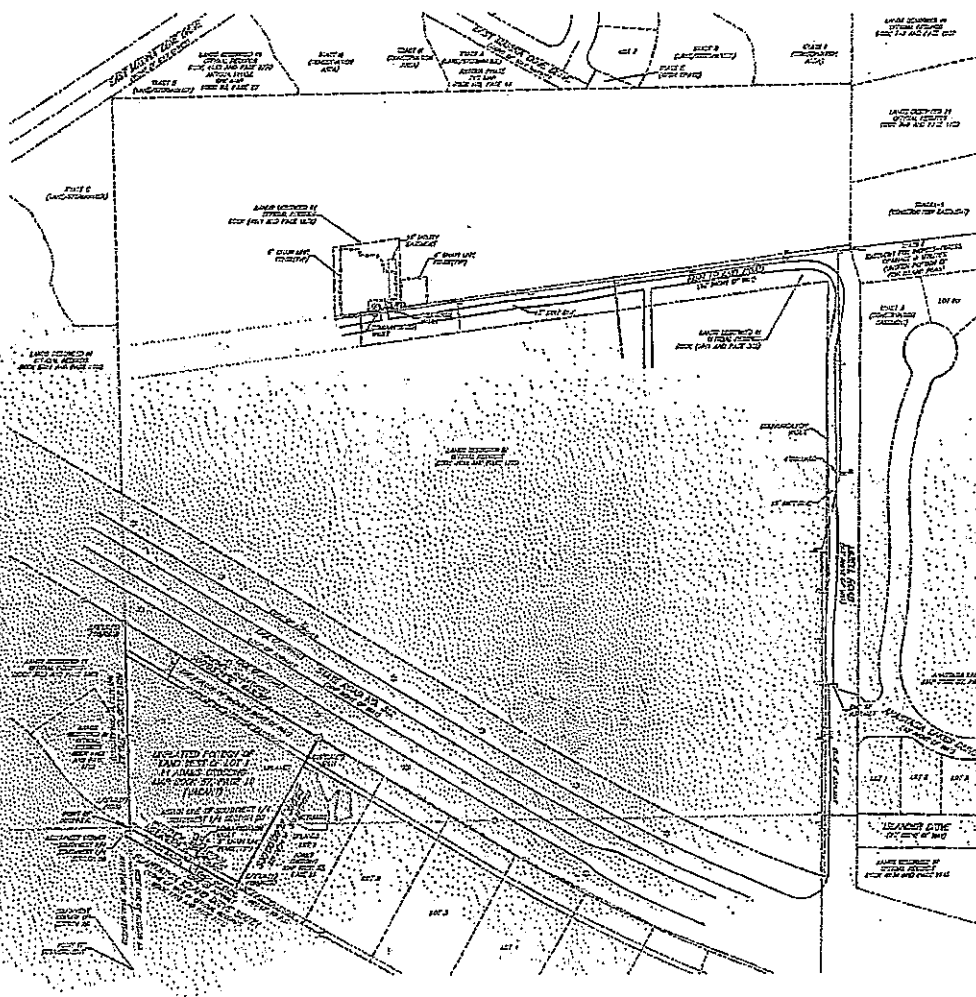
(SEAL)

A PARTY OF TWO DEPARTED IN THE CITY OF ST. AUGUSTINE, ARIZONA, ON JANUARY 21, 1964, ON A TRIP TO VISIT SANTA FE, NEW MEXICO.

REMARKS: THE DEPARTURE OF TWO PERSONS IN THE CITY OF ST. AUGUSTINE, ARIZONA, ON JANUARY 21, 1964, ON A TRIP TO VISIT SANTA FE, NEW MEXICO, WAS OBSERVED BY THE POLICE. THE DEPARTURE OF TWO PERSONS IN THE CITY OF ST. AUGUSTINE, ARIZONA, ON JANUARY 21, 1964, ON A TRIP TO VISIT SANTA FE, NEW MEXICO, WAS OBSERVED BY THE POLICE. THE DEPARTURE OF TWO PERSONS IN THE CITY OF ST. AUGUSTINE, ARIZONA, ON JANUARY 21, 1964, ON A TRIP TO VISIT SANTA FE, NEW MEXICO, WAS OBSERVED BY THE POLICE.

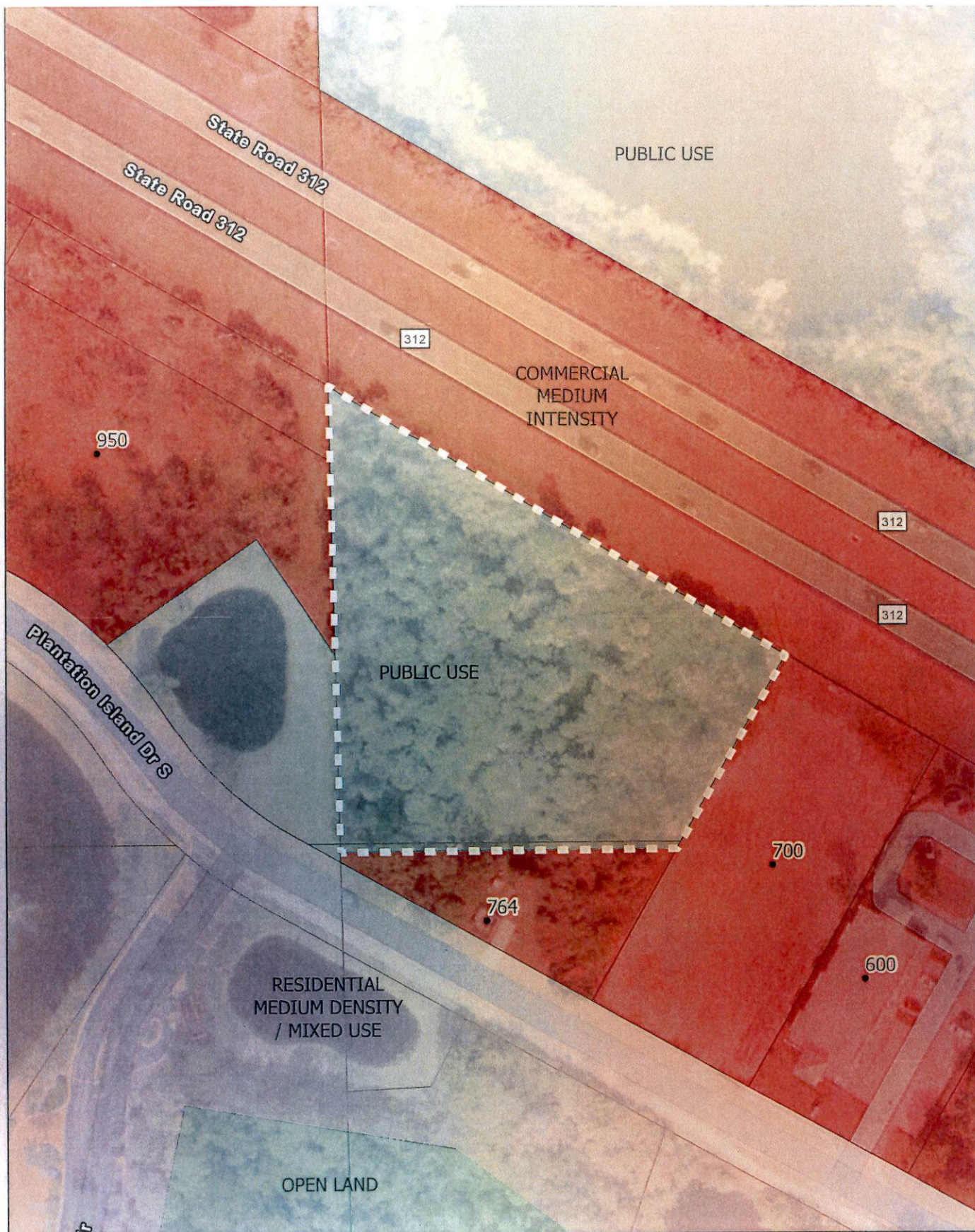
END OF PAGE 2

STATE OF ALABAMA
COUNTY OF _____


$$ASA = 2.32 \pm AGRS$$

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Current Land Use of

2.32 Acres of 865 Fish Island Drive
South of SR 312



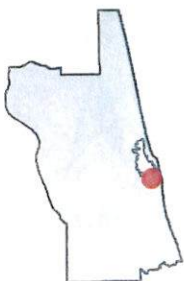
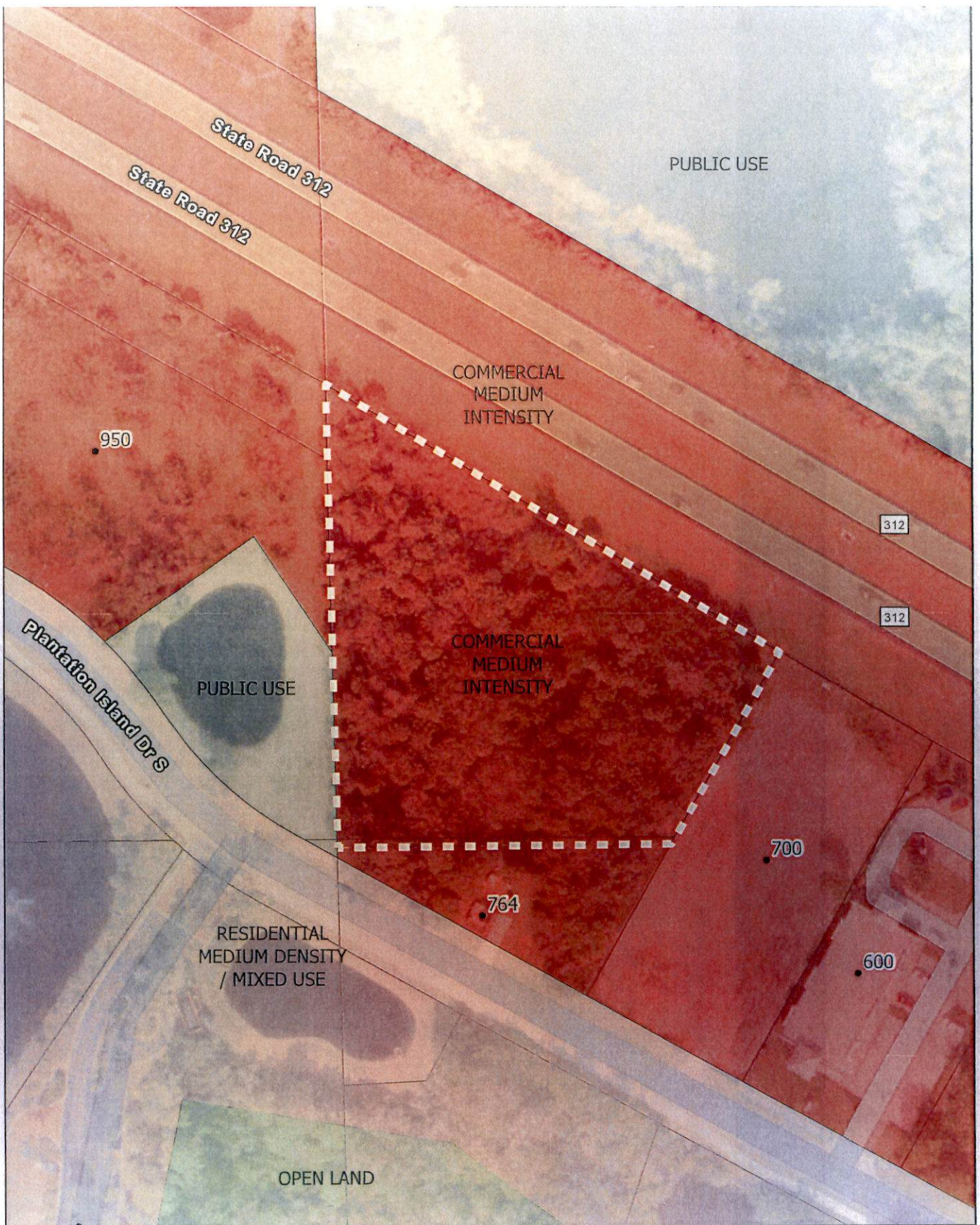
2023

St Johns County, Maxar, Microsoft, Esri Community Maps Contributors, FDEP, © OpenStreetMap, Microsoft, Esri, HERE, Garmin, SafeGraph,



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0 65 115 Feet



Proposed Land Use of

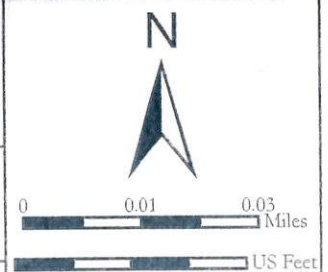
2.32 Acres of 865 Fish Island Drive
South of SR 312



2023

St Johns County, Maxar, Microsoft, Esri Community Maps Contributors,
FDEP, © OpenStreetMap, Microsoft, Esri, HERE, Garmin, SafeGraph,

Coordinate System: NAD 1983 StatePlane Florida East FIPS 0901 Feet



CITY OF ST. AUGUSTINE
STAFF REPORT & RECOMMENDATION

TO: Planning and Zoning Board

DATE: January 3, 2023

RE: **COMPREHENSIVE PLAN LAND USE PLAN AMENDMENT AND
REZONING 2022-0092**

AGENDA ITEM	8(a)
APPLICANT & OWNER	City of Saint Augustine
LOCATION	Portion of 865 Fish Island Road / PID 161930-0000 Related to Approximately 2.32 acres south of SR 312 between 700 Plantation Island Drive S and 950 Plantation Island Drive S aka 764 Plantation Island Drive S
REQUEST	To amend the current land use of Public Use to Commercial Medium Intensity, and to rezone the property from Government Use (GU) to Commercial Medium-Two (CM-2).
CURRENT LAND USE	Public
CURRENT ZONING	Government Use District (GU)
PROPOSED LAND USE	Commercial Medium Intensity
PROPOSED ZONING	Commercial Medium-Two (CM-2)

APPLICABLE CODES/ORDINANCES FOR COMPREHENSIVE PLAN AMENDMENTS
AND REZONINGS

Sec. 28-30. - Comprehensive plan amendments, rezonings and amendment of chapter.

(c) *Nature and requirements of board report.* The report and recommendations to the city commission as required by subsection (d) below shall show that the board has studied and considered:

- (1) The need and justification for the change.
- (2) The relationship of the proposed amendment or rezoning to the city's general planning program and such comprehensive plans as may from time to time be adopted by the city commission.
- (3) Consistency with the comprehensive plan.

CITY OF ST. AUGUSTINE
STAFF REPORT & RECOMMENDATION

- (d) *Board report to commission.* If the board recommends approval of the amendment or rezoning, the board shall forward its recommendation and report to the city commission.

The report and recommendation of the board shall be advisory only and shall not be construed to be binding upon the city commission. If the board recommends denial of the amendment or rezoning, the property owner or other person aggrieved may proceed with an appeal to the city commission pursuant to section 28-29(g) of the City Code.

Comprehensive Plan Land Use Plan Amendment

The current Comprehensive Plan land use designation of the approximately 2.32 acres of property south of SR 312 between 700 Plantation Island Drive S and 950 Plantation Island Drive S aka 764 Plantation Island Drive S is Public which is compatible with the zoning designation of Government Use District (GU).

The City of St. Augustine is requesting to change the land use designation to Commercial Medium Intensity to allow for the sale of the property to the private sector and allow for development, which would not be allowed if it were to continue to have a Public Future Land Use Designation.

The Commercial Medium Intensity land use category is defined in the Future Land Use Element of the 2040 Comprehensive Plan and outlined below:

FLUE Policy 6.5.2

Commercial Medium Intensity

This district is intended to apply where adequate traffic circulation capacity is available to provide medium intensity automotive oriented commercial and service uses and related facilities; and to area where adequate lot depth is available to provide meaningful development for service-oriented automotive uses, tourist accommodations, attractions and supporting facilities. Appropriate uses may include recreation, public and institutional uses, Open Land (Conservation), multi-family, and residential or non-residential mixed uses.

Residential Uses Single or multi-family units to a maximum of 16 units per acre.

- Not more than fifty percent (50%) of the Commercial Medium Intensity designation shall be permitted for residential use. Other uses maximum lot coverage of 70%; maximum height restriction of 35 feet.

To encourage mixed use developments:

- Residential uses included in mixed use developments shall occupy a minimum of 25% and a maximum of 50% of the development area, unless otherwise approved by the PZB.
- Commercial uses included in a residential mixed-use development shall occupy a minimum of 30% and a maximum of 70% of the development area, unless otherwise approved by the PZB.
- Mixed use commercial projects are encouraged.

The Public land use category is defined in the Future Land Use Element of the 2040 Comprehensive Plan and outlined below:

FLUE Policy 6.8.1

Public

It is the intent of this district that certain lands, which are owned by federal, state or local government or are associated with the government and are used for a purpose which is particularly and peculiarly related to governmental functions, shall be designated Public. The density and intensity will adhere to the most restrictive adjacent land use designation.

Rezoning

The current Zoning designation for the of the approximately 2.32 acres of property south of SR 312 between 700 Plantation Island Drive S and 950 Plantation Island Drive S aka 764 Plantation Island Drive S is Government Use District (GU). The property is also currently vacant except for a pump station located along Plantation Island Drive S.

The request is a change of land use and zoning so that the City may sell the property. Government Use District can only be developed by the public sector while a zoning designation of Commercial Medium-Two (CM-2) would allow the private sector to develop the property.

Below are the permitted uses for each zoning district for reference. The intended use of the property is a commercial enterprise, much like the existing development along State Road 312 and Plantation Island Drive S.

The specific proposed zoning district regulations are included below:

Sec. 28-209. - Commercial medium-two: CM-2.

Intent. This district is intended to apply where adequate traffic circulation capacity is available to provide medium intensity automotive oriented commercial and service uses and related facilities. It is not intended that this district become or be used for strip commercial purposes.

(1) *Permitted uses and structures.* As for CM-1 (section [28-208](#)), and in addition:

- a. Retail outlets for the sale of general merchandise excluding new or used automobiles, trucks, boats and tractors (but not automobile wrecking or storage yards, junkyards, or scrap processing yards), heavy machinery and equipment, dairy supplies, feed, fertilizer, plant nursery, lumber and building supplies, supermarkets and convenience stores and similar products.
- b. Service establishments of all kinds including automobile service station or truck stop (see [section 28-338](#)) excluding businesses where automotive vehicles are offered for rent or sale, repair and service garage, motor vehicle body shop, auto laundry, drive-in restaurant, laundry or dry cleaning establishments, veterinarian or animal boarding

CITY OF ST. AUGUSTINE
STAFF REPORT & RECOMMENDATION

kennels in soundproof building, pest control, carpenter or cabinet shop, home equipment rental, ice delivery station, job printing or newspaper, marina, radio or television broadcasting transmitter, antenna, office and studio facilities, banks and financial institutions, video rentals, funeral homes, travel agencies, electronic equipment/TV repair shop, employment offices, upholstery, furniture refinishing and similar establishments.

- c. Establishments or facilities for the retail sale and service of all alcoholic beverages, either for on-premises or off-premises consumption, or both.
 - d. Any type of wholesale, jobber or distributorship business where the total operation does not require more than four thousand (4,000) square feet of floor space; no vehicle is used in excess of one-and-one-half-ton capacity; all merchandise is stored within an enclosed building; and no heavy machinery or manufacturing is located on the premises.
 - e. Hotels and motels with or without kitchenettes.
 - f. Building trades contractor not requiring outside storage; nor the use of any vehicle in excess of one-ton capacity; nor any machinery, ditching machines, tractors, bulldozers or other heavy construction equipment.
 - g. Multifamily dwellings as for RG-1.
 - h. Colleges.
 - i. Shopping plaza or shopping center.
 - j. Intermediate care facilities.
 - k. Home office, private.
 - l. Agricultural market, outdoor or indoor.
 - m. Special event venue as per [section 28-347\(8\)](#).
 - n. Craft alcohol industry. See also [section 28-209\(1\)d.](#) for limitations on any type of wholesale, jobber or distributorship business.
- (2) *Permitted accessory uses.* See [section 28-348](#).
- (3) *Permissible uses by exception:*
- a. As provided in [section 28-347](#).
 - b. Wholesale, warehouse, or storage use, to include miniwarehouses, and self-storage facilities.
 - c. Building trades contractor with outside storage yard and heavy construction equipment.
 - d. Boatyard.
 - e. Light manufacturing, processing (including food processing but not slaughterhouse), packaging or fabricating and candy manufacturing.
 - f. Bulk storage yards, including bulk storage of flammable liquids.
 - g. Open air theaters, but not drive-in theaters.
 - h. Commercial, recreational and entertainment facilities such as museums, carnival or circus, shooting gallery, skating rink, pony ride, go-cart track, athletic complexes, arena, auditorium, convention center, dance hall, indoor theater and similar uses; provided, however, such uses do not have temporary facilities which exceed more than thirty-five (35) feet in height for more than thirty (30) days in any calendar year. For

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STAFF REPORT & RECOMMENDATION

the purpose of this section, exceeding the height at any time during a twenty-four-hour period constitutes a day.

- i. Palmist, astrologist, psychics, clairvoyants, phrenologists and similar uses.
- j. Businesses that offer for sale new or used automobiles, trucks, boats and tractors.
- k. Uses and structures as for RG-1 (section [28-163](#)).
- l. Facilities for sales, trade, gift, display, storage, delivery or on-site commercial consumption of legally available marijuana.

(4) *Minimum lot requirements (width and area):*

- a. Minimum lot width, one hundred (100) feet.
- b. Minimum lot area, fifteen thousand (15,000) square feet; except as specifically required for certain uses.

(5) *Maximum lot coverage of all buildings.* Seventy-five (75) percent.

(6) *Minimum yard requirements:*

- a. Front, zero feet minimum, thirty (30) feet maximum, except for property abutting U.S. Highway No. 1 for which the front yard requirements shall be ten (10) feet minimum and no maximum. Buildings must front an arterial road if the property is located along an arterial, and front two (2) arterial roads if the property is located adjacent to two (2) or more arterial roads. The front yard requirement shall be measured from the property line to the building, excluding awnings, portes cochere, balconies, porches, canopies, or other non-occupied appendages.
- b. Side, five (5) feet.
- c. Rear, five (5) feet.
- d. Minimum yard requirements for the San Marco Avenue Design Standards. Development within the San Marco Avenue Design Standards entranceway corridor area including the use of the residential typology requires a front setback fifteen (15) feet minimum, thirty (30) feet maximum. Development within the San Marco Avenue Design Standards entranceway corridor area including the use of the traditional commercial typology requires a front setback zero feet minimum, ten (10) feet maximum, and zero feet side setback consistent with the chart in the design standards.

(7) *Maximum height of structures:* Thirty-five (35) feet.

(8) *Vehicular access:* Facilities for sales, trade, gift, display, storage, delivery or on-site commercial consumption of legally available marijuana shall require a condition of direct vehicular access to a roadway functional classification of principal arterial-urban U.S. Highway 1.

(Code 1964, § 33-45; Ord. No. 93-03, § 1, 2-22-93; Ord. No. 00-04, § 1, 4-10-00; Ord. No. 03-17, § 5, 6-23-03; Ord. No. 06-34, § 1, 11-13-06; Ord. No. 2007-10, § I, 7-9-07; Ord. No. 09-16, § 1, 5-11-09; Ord. 10-12, § 1, 4-12-10; Ord. No. 10-23, § 1, 8-9-10; Ord. No. 14-27, § 1, 12-8-14; Ord. No. 15-02, § 1, 12-14-15; Ord. No. 16-02, § 1, 1-25-16; Ord. No. 18-09, § 4, 6-25-18; Ord. No. 20-03, § 3, 2-10-20; Ord. No. 21-17, § 1, 10-11-21)

CM-1 uses are also allowed in the CM-2 Zoning District see below:

Sec. 28-208. - Commercial medium-one: CM-1.

CITY OF ST. AUGUSTINE
STAFF REPORT & RECOMMENDATION

Intent. This district is intended to apply to areas where adequate lot depth is available to provide meaningful development for service-oriented automotive uses, tourist accommodations, attractions and supporting facilities. It is not intended that this district become or be used for strip commercial purposes.

(1) *Permitted principal uses and structures:*

- a. Service station.
- b. Hotels and motels with or without kitchenettes.
- c. Shopping plaza and shopping center.
- d. Reception and information center.
- e. Museums.
- f. Outdoor recreational facilities.
- g. Service establishments such as hair salons, shoe repair shop, restaurant (including drive-in or fast food), service stations, interior decorator, photographic or art studio, dance or music studio, health club or facility, tailoring, catering, self-service laundry or dry cleaner and dry cleaning and laundry package plant in a completely enclosed building using nonflammable liquids with no odor or fumes or steam detectable to normal senses from off the premises, radio and TV broadcasting office and studio, funeral home, marina, blueprinting, job printing and newspaper, electronic equipment repair shop, travel agencies, employment offices, furniture reupholstering, video rental and similar activities.
- h. Banks and financial institutions.
- i. Home office, private.
- j. Multiple-family dwellings.
- k. Retail outlets such as specialty food stores, pharmacy, supermarkets, clothing and toy and hobby shops, pet shops (but not kennel), bookstore and newsstand, stationery and card shops, leather goods and luggage, jewelry (including repair but not pawn shops), art and photographic supplies, sporting goods, TV and stereo equipment (including repairs), florist or gift shop, bake shop, sundries and notions, business office supplies, musical instruments, records and tapes, art gallery and antique shop, home furnishings and appliances (including repairs), office equipment and furniture, hardware, used merchandise (in a completely enclosed building), duplicating, plant nursery and garden center, alcohol sales and service (without drive-in) and similar products.
- l. Business and professional offices.
- m. Intermediate care facility.
- n. Special event venue as per [section 28-347\(8\)](#).
- o. Tattoo parlor or studio.
- p. Micropigmentation clinic.

(2) *Permissible uses by exception:*

- a. Any commercial or noncommercial tourist attraction which can be shown to meet the intent of this district. (See definition of "tourist attraction" in [section 28-2](#)).
- b. Churches.
- c. Wholesaling from sample stock.
- d. Uses and structures as for RG-1 ([section 28-163](#)).
- e. Commercial parking facilities.
- f. Drive-in uses for banks and financial institutions.

CITY OF ST. AUGUSTINE
STAFF REPORT & RECOMMENDATION

- g. Single-family uses.
- h. Miniwarehouses, and self-storage facilities.
- i. Craft alcohol industry. Wholesaling from sample stocks only, provided no manufacturing or storage for distribution is permitted on the premises.
- (3) *Minimum lot requirements:*
 - a. Lot width, one hundred (100) feet.
 - b. Lot area, fifteen thousand (15,000) square feet; except as specifically required for certain uses.
- (4) *Maximum lot coverage of all buildings.* Seventy (70) percent.
- (5) *Minimum yard requirements:*
 - a. Front, zero feet minimum, thirty (30) feet maximum. Buildings must front an arterial road if the property is located along an arterial, and front two (2) arterial roads if the property is located adjacent to two (2) or more arterial roads. The front yard requirement shall be measured from the property line to the building, excluding awnings, portes cochere, balconies, porches, canopies, or other non-occupied appendages.
 - b. Side, five (5) feet.
 - c. Rear, five (5) feet.
 - d. Off-street parking shall be permitted in any side or rear yard.
- (6) *Maximum height of structures.* Thirty-five (35) feet.
- (7) *Permitted accessory uses and structures:*
 - a. See [section 28-348](#).
 - b. Parking lots complying with [section 28-347\(3\)](#).

(Code 1964, § 33-44; Ord. No. 99-11, § 3, 3-22-99; Ord. No. 06-34, § 1, 11-13-06; Ord. No. 15-02, § 1, 12-14-15; Ord. No. 16-02, § 1, 1-25-16; Ord. No. 20-03, § 3, 2-10-20; Ord. No. 21-17, § 2, 10-11-21)

The existing zoning district of Government Use District (GU) is outlined below:

Sec. 28-266. - Government use district: GU.

Intent. It is the intent of this division that certain lands, which are owned by federal, state or local government and are used for a purpose which is particularly and peculiarly related to governmental functions, shall be placed in a government use—GU district. Any lawful governmental activity is permitted upon such lands without restriction so long as the title to the land is vested in the government. Provided, however, that as to lands the title of which is vested with the government but leased to private persons, firms or corporations, such lands may be used for any private lawful purpose specifically authorized by the lease agreement under which the tenant holds possession. Any lands in a GU district which are converted to private ownership shall be rezoned to a district other than GU as lands in the GU district are restricted exclusively to governmental functions. This provision shall not, however, be deemed to prevent the use by any government of lands located in districts other than GU, provided such use is in compliance with all provisions of this chapter applicable to such other districts.

CITY OF ST. AUGUSTINE
STAFF REPORT & RECOMMENDATION

STAFF ANALYSIS & SUMMARY

Staff does not make a recommendation on comprehensive plan amendment or rezoning applications; the Board's role is to make a recommendation to the City Commission.

The PZB is charged with making a recommendation based on whether the proposed request furthers the goals, objectives and policies laid out in the City of St. Augustine 2040 Comprehensive Plan, and the overall potential impact on the City's land use plan.

As stated in the code reference in the staff report and below:

Sec. 28-30. - Comprehensive plan amendments, rezonings and amendment of chapter.

(c) *Nature and requirements of board report.* The report and recommendations to the city commission as required by subsection (d) below shall show that the board has studied and considered (*Staff comments in italics*):

- (1) The need and justification for the change.

In order for the City to effectively market and sell the previously mentioned property it must be zoned to allow for private sector development.

- (2) The relationship of the proposed amendment or rezoning to the city's general planning program and such comprehensive plans as may from time to time be adopted by the city commission.

The proposed Commercial Medium Intensity category allows for 16 units per acre with 50% of a maximum land area of residential uses, lot coverage of 70% and a maximum height of 35 feet (See Table 1).

The proposed CM-2 zoning district is consistent with the proposed land use category.

This is consistent with the future land use designation and zoning districts in the area.

FLUE Policy 6.2.3

The adopted FLUM contains and identifies appropriate locations for the following land use categories which are established to encourage preservation, mobility and livability, to provide for the protection of natural, historic and cultural resources and to balance quality of life and economic development:

CITY OF ST. AUGUSTINE
STAFF REPORT & RECOMMENDATION

Table 1: Proposed Future Land Use Categories in the Comprehensive Plan 2040

Future Land Use Categories	Maximum Density/Intensity
Historic Preservation	
Historic Preservation	24 units per acre
Residential Land Uses	
Low Density	8 units per acre; public/institutional Density/intensity most restrictive adjacent
Medium Density	16 units per acre; public/institutional Density/intensity most restrictive adjacent
Mixed Use	
Low Density	8 units per acre/50% land area max commercial low/public/institutional/recreation
Medium Density	16 units per acre/50% land area max industrial low/commercial low/public/institutional/recreation
Commercial Land Uses	
Commercial Low Intensity	16 units per acre/50% land area max residential use; lot coverage 60% max with 35 foot height
Commercial Medium Intensity	16 units per acre/50% land area max residential use; lot coverage 70% max with 35 foot height
Industrial Land Uses	
Industrial	2 units per acre: 80% lot coverage max with 35 foot height
Marine Industrial	2 units per acre: 80% lot coverage max with 35 foot height; 50% lot coverage max with 50 foot height and PUD
Open Land Land Uses	
Open Land (Very Low Density)	2 units per acre; lot coverage 20% max with 35 foot height
Open Land (Conservation)	Not Developable
Recreation	Density/intensity most restrictive adjacent
Public Land Use	
Public	Density/intensity most restrictive adjacent
Institutional	Density/intensity most restrictive adjacent
Multimodal Land Use	
Mobility Oriented Development	50 units per acre; lot coverage 80% with 65 foot height

CITY OF ST. AUGUSTINE
STAFF REPORT & RECOMMENDATION

(3) Consistency with the comprehensive plan.

This request is consistent with the Comprehensive Plan and includes a compatible request for a rezoning that would give all the property between State Road 312 and Plantation Island Drive S identical zoning designations.

STAFF RECOMMENDATION

Staff does not make recommendations concerning comprehensive plan amendments or rezonings of land. The Planning and Zoning Board makes formal recommendations to the City Commission regarding these items.



Jacob Fredriksson
Senior Planner
Planning and Building Department



CITY OF ST AUGUSTINE
APPLICATION TO PLANNING AND ZONING BOARD

Application Fee: _____ (plus advertising costs) Project Number: 2022-0092

Receipt Number: _____ Meeting Date: 6/10/23

Advertising Costs: \$ _____ Paid On: _____ Receipt Number: _____

1. NAME OF APPLICANT: City of St. Augustine Contact Number: 904-825-1006

Business (if applicable): _____

Address: 75 King Street City: St. Augustine State: FL Zip: 32084

E-Mail Address: dbirchim@citystaug.com

2. NAME OF PROPERTY OWNER: City of St. Augustine Contact Number: 904-825-1006

Business (if applicable): _____

Address: 75 King Street City: St. Augustine State: FL Zip: 32084

E-Mail Address: dbirchim@citystaug.com

3. LEGAL DESCRIPTION OF PROJECT PROPERTY:

Lot: _____

Block: _____

Subdivision: _____

Parcel Number: a portion of 161930 0000

4. PROJECT STREET ADDRESS: 800 Plantation Island Drive (aka 764 PLANTATION ISLAND DRIVE)

5. SPECIFIC PROPOSED USE: none

6. ACTION REQUESTED:

☐ Conservation Zone Development ☐ Appeal of Staff Determination

☐ Exception ☐ Land Use Plan Amendment

☐ Variance ☒ Rezoning

☐ Other: Future Land Use Map (FLUM) Amendment

7. DESCRIPTION OF ACTION REQUESTED: To amend the FLUM designation from Public Use to Commercial Medium Intensity and to amend the zoning from Government Use (GU) to Commercial Medium-two (CM-2) for a portion of the property at 800 Plantation Island Drive.

8. JUSTIFICATION FOR ACTION REQUESTED: The City Commission has authorized the sale of this parcel of land. It currently has split zoning, Government Use (GU) and Commercial Medium-two (CM-2). The parcel can not be developed in the private sector with GU zoning so that portion of the property must be rezoned to CM-2. All other commercial parcels on Plantation Island Drive have CM-2 zoning so this request is consistent with the zoning of neighboring properties.

9. IF APPLYING FOR A VARIANCE, PLEASE COMPLETE THE FOLLOWING AND EXPLAIN THE SITUATION FULLY ALONG WITH PROVIDING DOCUMENTATION:

(a) Does the property because of size, shape, topography or other physical conditions, suffer singular disadvantage, which disadvantage does not apply to other properties in the vicinity: _____

(b) Can you establish that this disadvantage causes the owner to be unable to make reasonable use of the affected property: _____

(c) Can you establish that this disadvantage does not exist because of conditions created by the owner or applicant: _____

(d) Can you establish that granting of the variance will not be contrary to the public interest; will not adversely affect other property in the vicinity; and will be in harmony with the spirit, intent and purpose of this Section: _____

10. PREVIOUS APPLICATIONS:

Has any application been submitted to the Planning & Zoning Board concerning any part of the subject property within the past year?

☐ Yes ☒ No If yes, please give date and final disposition below.

11. AGREEMENT:

In filing this application, I understand that it becomes a part of Public Record of the City of St. Augustine and hereby certify that all information contained herein is accurate to the best of my knowledge.

Application must be signed by both applicant and property owner if different. Letter of authorization must be submitted in absence of the property owner's signature or where an authorized agent signs in lieu of either property owner or applicant.

Florida Statute 286.0105 states that a person appealing any decision by this board at any meeting regarding this application may need a verbatim record of the proceedings which includes testimony and evidence upon which the appeal is to be based.

IMPORTANT NOTICE: When the hearing date has been set and a legal notice has been published or posted, the applicant must be prepared to present the request at the scheduled hearing date. If the applicant requests a continuance, the decision to grant or deny the request for continuance will be decided by a vote of the Board at the scheduled hearing date. The applicant, or a duly authorized representative with authority to bind, should be present at the scheduled hearing date to answer questions from the board regarding the application. If the board votes to deny the request for a continuance, the hearing on the application will go forward, whether or not the applicant is present, and could result in a denial of the application if the Board finds that the application and supporting documents submitted prior to the meeting do not meet the criteria of the Code.

David Birchlin

Signature of Applicant

8/25/22

Date

David Birchlin

Signature of Property Owner

8/25/22

Date

This map is for reference use only. Data provided are derived from aerial photography and are not guaranteed to be accurate. The St. Johns County GIS Division does not assume any responsibility for the accuracy or complete use of the data shown.

Map created with St. Johns County's Map



Apply for Exemptions

2022 TRIM Notice

Summary

Clicking Image Opens Cyclomedia Viewer In a New Tab



Parcel ID: 1619300000
 Location: 865 FISH ISLAND RD
 Address: SAINT AUGUSTINE 32080-0000
 Neighborhood: Anastasia Island (COM) (2650.01)
 Tax: 15 NW1/4 OF SW1/4 (EX R/W FISH ISLAND RD & E30FT S OF FISH ISLAND RD IN R/W CO RD & 4.33 AC IN R/W SR 312 IN OR228/113 & EX E'LY TRI PT OF PT LYING S OF SR312 IN OR1460/1214) & TRI PT OF SW1/4 OF SW1/4 & PT OF SEC 29 AS DESCRIBED IN OR1460/1211 (EX PT LEASED IN OR1201/1343 & 1513/807) & 50FT OF R/W ON S R/W LINE OF SR312 & THAT PT OF FISH IS RD IN SEC 28 VACATED BY CITY ORD 2002-23 DB236/174 & OR1669/1060(Q/C) & OR1841/282(CITY ORD)
 Description*: *The Description above is not to be used on legal documents.*
 Property Use: Utilities (9100)
 Code:
 Subdivision: N/A
 Sec/Twp/Rng: 28-7-30
 District: City of St Augustine (District 452)
 Millage Rate: 19.3368
 Acreage: 36.390
 Homestead: N

Owner Information

Owner Name: [City Of St Augustine](#) 100%
 Mailing Address: PO BOX 210
 SAINT AUGUSTINE, FL 32085-0210

Exemption Information

Exemption Type	Status	Amount
City		\$962,601



Valuation Information

	2022
Building Value	\$3,658
Extra Features Value	\$2,853
Total Land Value	\$951,090
Agricultural (Assessed) Value	\$0
Agricultural (Market) Value	\$0
Just (Market) Value	\$962,601
Total Deferred	\$0
Assessed Value	\$962,601
Total Exemptions	\$962,601
Taxable Value	\$0

Values listed are from our working tax roll and are subject to change.

Historical Assessment Information

Year	Building Value	Extra Feature Value	Total Land Value	Ag (Market) Value	Ag (Assessed) Value	Just (Market) Value	Assessed Value	Exempt Value	Taxable Value
2021	\$8,916	\$2,907	\$951,090	\$0	\$0	\$962,913	\$962,913	\$962,913	\$0
2020	\$9,175	\$3,015	\$951,090	\$0	\$0	\$963,280	\$963,280	\$963,280	\$0
2019	\$7,861	\$3,026	\$951,090	\$0	\$0	\$961,977	\$961,977	\$961,977	\$0
2018	\$8,077	\$3,077	\$951,090	\$0	\$0	\$962,244	\$962,244	\$962,244	\$0
2017	\$8,292	\$3,128	\$951,090	\$0	\$0	\$962,510	\$962,510	\$962,510	\$0
2016	\$8,508	\$3,180	\$951,090	\$0	\$0	\$962,778	\$962,778	\$962,778	\$0
2015	\$8,723	\$3,231	\$951,090	\$0	\$0	\$963,044	\$963,044	\$963,044	\$0
2014	\$8,911	\$3,298	\$951,090	\$0	\$0	\$962,699	\$962,699	\$962,699	\$0
2013	\$8,514	\$3,367	\$951,090	\$0	\$0	\$962,971	\$962,971	\$962,971	\$0
2012	\$8,716	\$3,434	\$951,090	\$0	\$0	\$963,240	\$963,240	\$963,240	\$0
2011	\$8,622	\$3,502	\$951,090	\$0	\$0	\$963,214	\$963,214	\$963,214	\$0
2010	\$8,721	\$3,570	\$951,090	\$0	\$0	\$963,381	\$963,381	\$963,381	\$0

Building Information

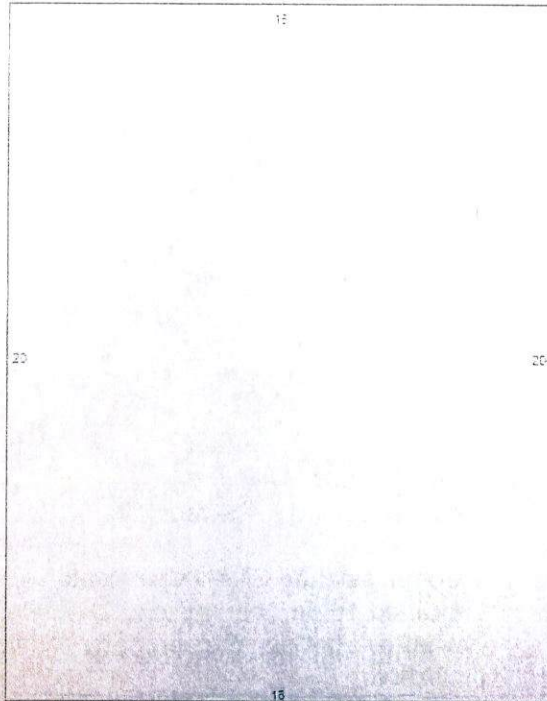
Building	1
Year Built	1997
Actual Area	320
Conditioned Area	320
Use	Utility Sheds
Style	04
Class	N
Exterior Wall	Concrete Block

Roof Cover	Composite Shingle
Roof Structure	Gable Hip
Interior Flooring	Concrete Finish
Interior Wall	
Heating Type	
Air Conditioning	Window
Bedrooms	
Baths	

Description	Square Footage
BASE AREA	320
Total SqFt	320

Sketch Information

Room Type
Base



Extra Feature Information

Code Description	Status	Value
Metal Fence 6'		2122
Storage Building		480
Storage Building		168
Concrete Paving		83

Land Information

Use Description	Front	Depth	Total Land Units	Unit Type	Land Value
Utilities	0	0	1585150	SF	\$951,090

Sale Information

Recording Date	Sale Date	Sale Price	Instrument Type	Book	Page	Qualification	Vacant/Improved	Grantor	Grantee
	10/28/2002	\$0.00	VACATION OF RAW	1841	282	U	V	CITY OF ST AUGUSTINE	CITY OF ST AUGUSTINE
	10/8/2001	\$0.00	QUIT CLAIM DEED	1669	1060	U	V	FLA DEPT OF TRANSPORTATION	CITY OF ST AUGUSTINE
	9/13/1999	\$0.00	WARRANTY DEED	1460	1211	U	V	MIZELL ZANE RYMAN S. MIZELL HOWARD	CITY OF ST AUGUSTINE
	4/24/1987	\$0.00	WARRANTY DEED	236	174	U	V	MODEL LAND COMPANY	CITY OF ST AUGUSTINE

No data available for the following modules: Sales Questionnaire Form.

- No evidence showing the land was a functioning ecosystem and it was not Fish Island
- Property was constrained by a State Road and several sites, and they needed context for the site
- City had been close to 90% built out for decades
- Property was only part of the City because the City limits were expanded over the years
- Understood all the arguments to make this a 'passive park, but wanted to put this in a larger context

VOTE ON MOTION:

AYES: Blonder, Horvath, Valdes,
Sikes-Kline, Upchurch

NAYES: None

MOTION APPROVED UNANIMOUSLY

10.C. Sale or retention of 800 Plantation Island Drive South.

Mr. Birchim reviewed the property and noted that it had a small lift station, zoning was split between Commercial Medium II and Government Use, the site contained part of an old landfill, and it was recently appraised at \$1.8 Million cleaned. He said the Commission had two options, and the first was to sell the property "AS IS" and allow prospective buyers to do the due diligence to determine the cost of mitigation, then return to the Commission to decide whether to reduce the price. He noted they could also perform a Phase I and Phase II environmental study to determine the cost of mitigation and then adjust the listing price accordingly. He said the second option was to keep the property and inventory it.

Mr. Birchim stated if the City performed the work on the front end, a buyer would also want the work done; therefore, this was duplicative and unnecessary, but it would be a true cost to mitigate the land material. He requested permission to send a request for qualifications for professional and qualified real estate services in the community, which

would bring a continuing service contract with the City. He said if the Commission chose to sell the property, the listing would be sent to all qualified real estate companies, and the Commission would select the real estate broker providing the best deal.

Commissioner Valdes said there was a certain wisdom to holding the land in inventory, but he questioned the cost of a Phase I and Phase II environmental audit which would be the quickest way to sell the property. He said if they decided to sell, then they should get an audit which would make it easier to sell since no one would buy it without an audit. He noted they could take the proceeds and earmark them for the homeless and a shelter.

Commissioner Sikes-Kline stated she was inclined to do nothing, and she questioned whether selling the property served the citizens.

In response to Commissioner Blonder's inquiry regarding earmarking the proceeds for a particular City need, Mr. Birchim stated the City Commission controlled the decision of whether to earmark all or a portion of the proceeds to pay for what they chose.

Commissioner Horvath questioned whether the property was better served as a homeless shelter, and she stated if it was unnecessary to sell the property then they could wait and decide in the future, as property would not get any cheaper.

Mayor Upchurch cited the several conversations for things the Commission wanted but felt the money was not there, such as signs and the homeless shelter. He said the City was better served to sell the property that would never be used for a homeless shelter and had no practical benefit, and to hold the money rather than earmark it. He concluded they were better off listing it while understanding negotiations would be required, since it would be a

duplicated cost for the City and the buyers to have an environmental completed.

MOTION

Mayor Upchurch MOVED that they first do the Request for Quotation (RFQ) from real estate services and title company services to obtain real estate advice in order to list the property, and that City staff proceed to list the property for sale based upon the advice of the real estate agency. The motion was SECONDED by Commissioner Horvath.

VOTE ON MOTION:

AYES: Upchurch, Horvath, Blonder, Sikes-Kline, Valdes

NAYES: None

MOTION APPROVED UNANIMOUSLY

11. ITEMS BY CITY ATTORNEY

(None)

12. ITEMS BY CITY CLERK

(None)

13. ITEMS BY CITY MANAGER

(None)

14. ITEMS BY MAYOR AND COMMISSIONERS

Commissioner Sikes-Kline advised she had received pictures of the homeless laying and sleeping in the streets on the south into St. George Street and in the Plaza. She said they were aware of the problem, and she had spoken with staff regarding solutions. She continued this was a vagrancy issue, and she asked if they could get back on track with the programs and moving towards solutions and questioned if this included expanding the zones.

Mr. Regan conceded to the Commissioner's request.

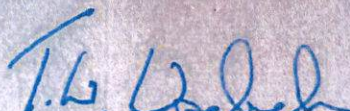
Commissioner Horvath stated the City Clerk had drafted a Proclamation for the Poet Laureate position and noted her plan to meet with Christina Parrish Stone, Executive Director of the Cultural Council. She questioned setting up a committee which might include the Flagler College English Department; and she said she would work on the Literary City designation.

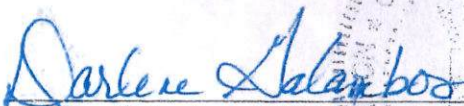
Commissioner Blonder asked for consideration of an Ordinance which banned the use of Kratom in the City which was addressed in a memorandum from the City Attorney's office.¹ She said Kratom was a tea, available over the counter in convenience stores and vaping shops, and the ingredients interacted with the brain's opioid receptors; therefore, it was addictive and unregulated. She continued that several U.S. States had banned it, along with all European countries, and the DEA had a notice of intent to institute the emergency scheduling of its active ingredients; however, the Kratom industry blocked it.

Mayor Upchurch requested the ability for himself and the Commission to learn more about Kratom, review the memorandum, and address the topic at the next meeting.

15. ADJOURNMENT

There being no further business, the meeting was adjourned at 8:05 P.M.²


Tracy Upchurch, MAYOR

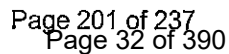

Darlene Galambos, CITY CLERK

¹ Included with original minutes

² Transcribed by Laura Morse

[illegible]

המחלקה לבריאות הציבור



CITY OF ST. AUGUSTINE

MEMORANDUM

TO: John Regan, P.E.
City Manager

DATE: February 1, 2023

RE: **Ordinance 2023-07 – Amending the Zoning of a 2.32-acre portion of 865 Fish Island Road south of State Road 312 from Government Use District (GU) to Commercial Medium-Two (CM-2) – Second Reading and Public Hearing**

The property south of State Road 312 is an approximate 2.32 portion of city property that is currently part of a larger piece of city property located at 865 Fish Island Road. The subject property is located between 700 Plantation Island Drive South and 950 Plantation Island Drive South. The area is surrounded by commercial property on three sides and has residential medium density property on the fourth side. This property is currently owned by the city of St. Augustine.

The city's Future Land Use Map (FLUM) identifies Public as the land use category for this piece. City staff as directed by the City Commission has filed an application requesting to change the land use to the Commercial Medium Intensity land use category. This is an application to rezone the property to Commercial Medium-two (CM-2), which is consistent with the proposed land use category. The city is currently proposing to sell the property.

On January 3, 2023, the Planning and Zoning Board (PZB) made a positive recommendation to amend the zoning of this property from Government Use District (GU) to CM-2.

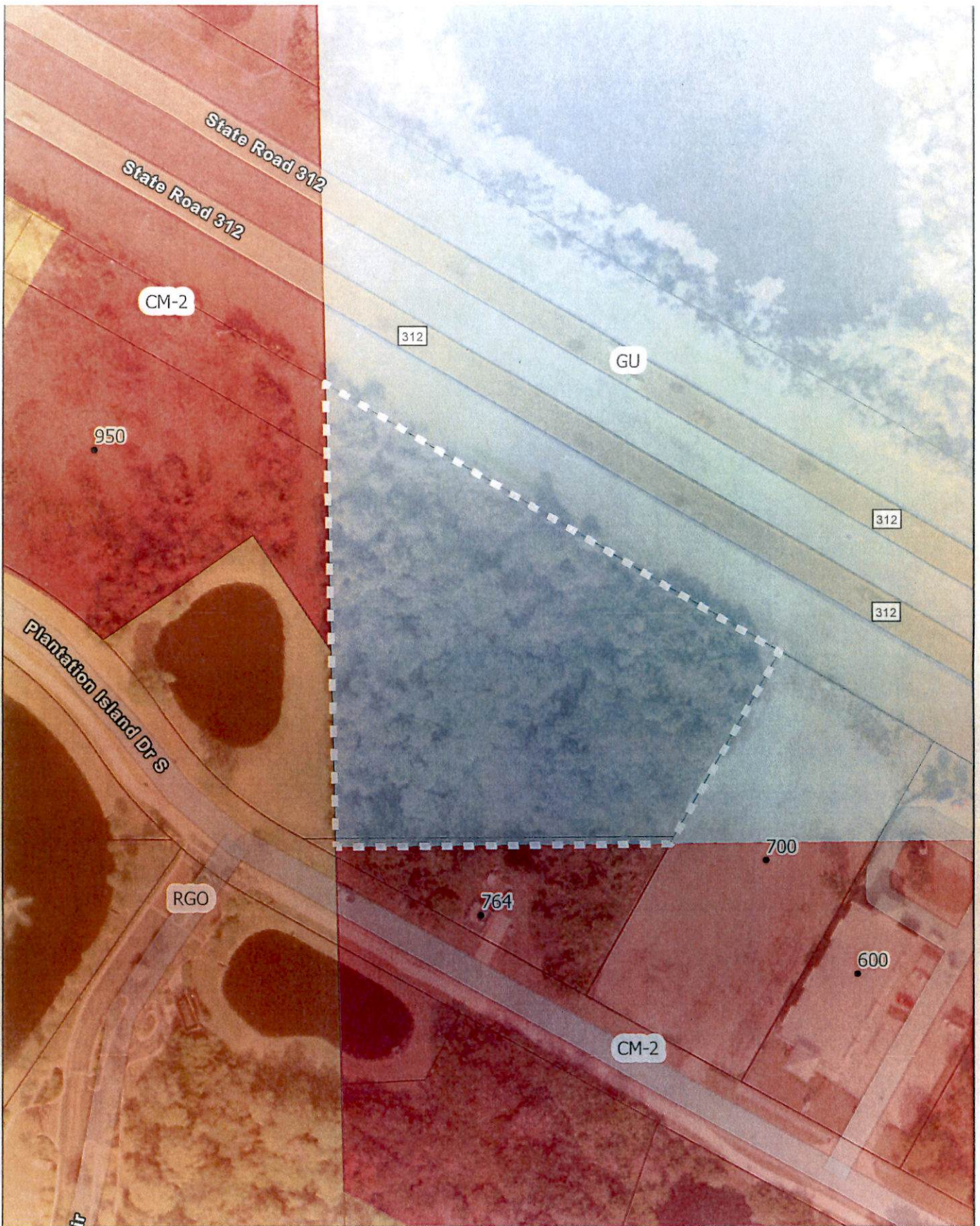
On January 23, 2023, the City Commission passed this ordinance on First Reading.

Attached you will find the Ordinance, and legal description, a map illustrating the requested change. The packet of information provided to the PZB is included with the land use plan amendment material.

Please place Ordinance 2023-07 on the City Commission agenda for Second Reading and Public Hearing. If you have any questions, please let me know.



Amy McClure Skinner, AICP
Director, Planning and Building Department



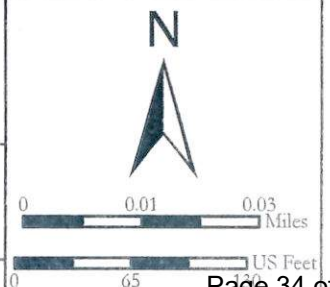
Current Zoning of 2.32 Acres of 865 Fish Island Drive South of SR 312

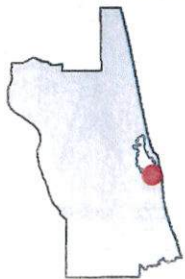
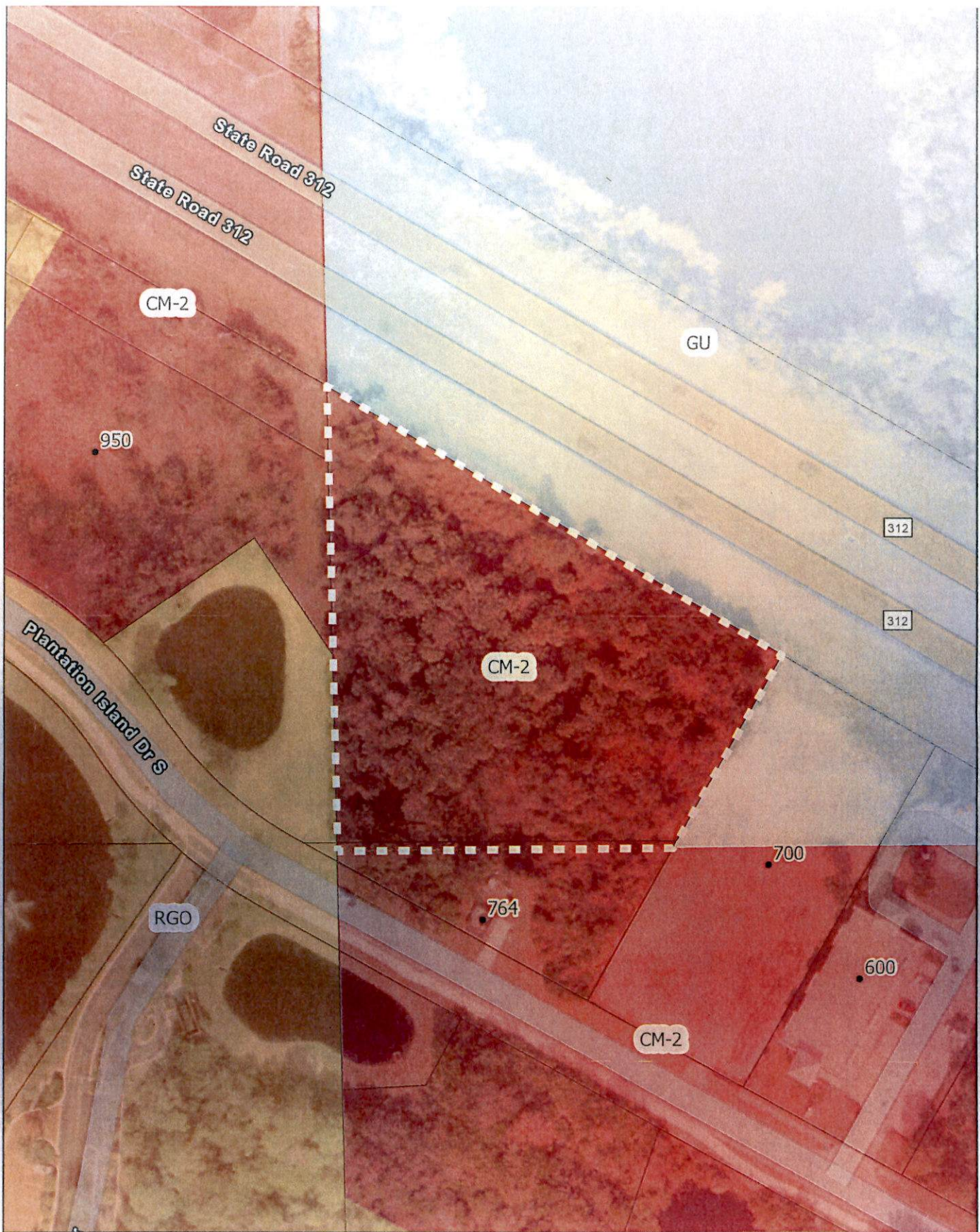


St Johns County, Maxar, Microsoft, Esri Community Maps Contributors,
FDEP, © OpenStreetMap, Microsoft, Esri, HERE, Garmin, SafeGraph,

2023

Coordinate System: NAD 1983 StatePlane Florida East FIPS 0901 Feet





Proposed Land Use of

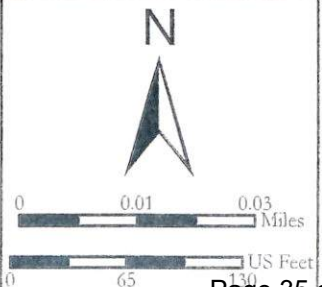
2.32 Acres of 865 Fish Island Drive
South of SR 312



2023

St Johns County, Maxar, Microsoft, Esri Community Maps Contributors,
FDEP, © OpenStreetMap, Microsoft, Esri, HERE, Garmin, SafeGraph,

Coordinate System: NAD 1983 StatePlane Florida East FIPS 0901 Feet



ORDINANCE NO. 2023-07

AN ORDINANCE OF THE CITY OF ST. AUGUSTINE, FLORIDA REZONING APPROXIMATELY 2.32 ACRES OF PROPERTY LOCATED SOUTH OF STATE ROAD 312 BEING A PORTION OF 865 FISH ISLAND ROAD BETWEEN 700 PLANTATION ISLAND DRIVE SOUTH AND 950 PLANTATION ISLAND DRIVE SOUTH IN THE CITY OF ST. AUGUSTINE, AS MORE PARTICULARLY DESCRIBED HEREINAFTER, FROM ITS CURRENT CLASSIFICATION OF GOVERNMENT USE DISTRICT (GU) TO THE CITY OF ST. AUGUSTINE CLASSIFICATION OF COMMERCIAL MEDIUM-TWO (CM-2); PROVIDING FOR REPEAL OF CONFLICTING ORDINANCES; PROVIDING FOR SEVERANCE OF INVALID PROVISIONS; AND PROVIDING AN EFFECTIVE DATE.

WHEREAS, the City Commission of the City of St. Augustine, Florida finds that all legal requirements have been met, a public hearing has been held and the Planning and Zoning Board has recommended that parcels of property identified by the St. Johns County Property Appraiser as containing approximately 2.32 acres of land, located south of State Road 312 being a portion of 865 Fish Island Road (PIN #161930 0000) between 700 Plantation Island Drive South and 950 Plantation Island Drive South being more fully described herein, should be rezoned;

NOW, THEREFORE, BE IT ORDAINED BY THE CITY COMMISSION FOR THE CITY OF ST. AUGUSTINE, FLORIDA, AS FOLLOWS:

Section 1. The following described property, containing approximately 2.32 acres being a portion of 865 Fish Island Road located south of State Road 312 in the City of St. Augustine, and identified by the St. Johns County Property Appraiser as the southern portion of Parcel Number 161930 0000, between 700 Plantation Island Drive South and 950 Plantation Island Drive South, is hereby rezoned from the classification of

Government Use District (GU) to the City of St. Augustine classification of Commercial Medium-two (CM-2), and as more fully described in the attached legal description.

Section 2. The City Planning and Building Director is hereby authorized and directed to change the Zoning Atlas for the City of St. Augustine, Florida to reflect the rezoning of the above-described land.

Section 3. All ordinances or parts of ordinances in conflict herewith are hereby repealed.

Section 4 Severance of Invalid Provisions. If any section, subsection, sentence, clause, phrase or provision of this ordinance is held to be invalid or unconstitutional by a court of competent jurisdiction, such invalidity or unconstitutionality shall not be so construed as to render invalid or unconstitutional the remaining provisions of this ordinance.

Section 5. Effective Date. This ordinance shall be effective thirty-one (31) days after adoption in conjunction with Ordinance No. 2023-06 or, if Ordinance No. 2023-06 is challenged within thirty (30) days after adoption, effective upon issuance of a final order by the Department of Economic Opportunity or the Administration Commission.

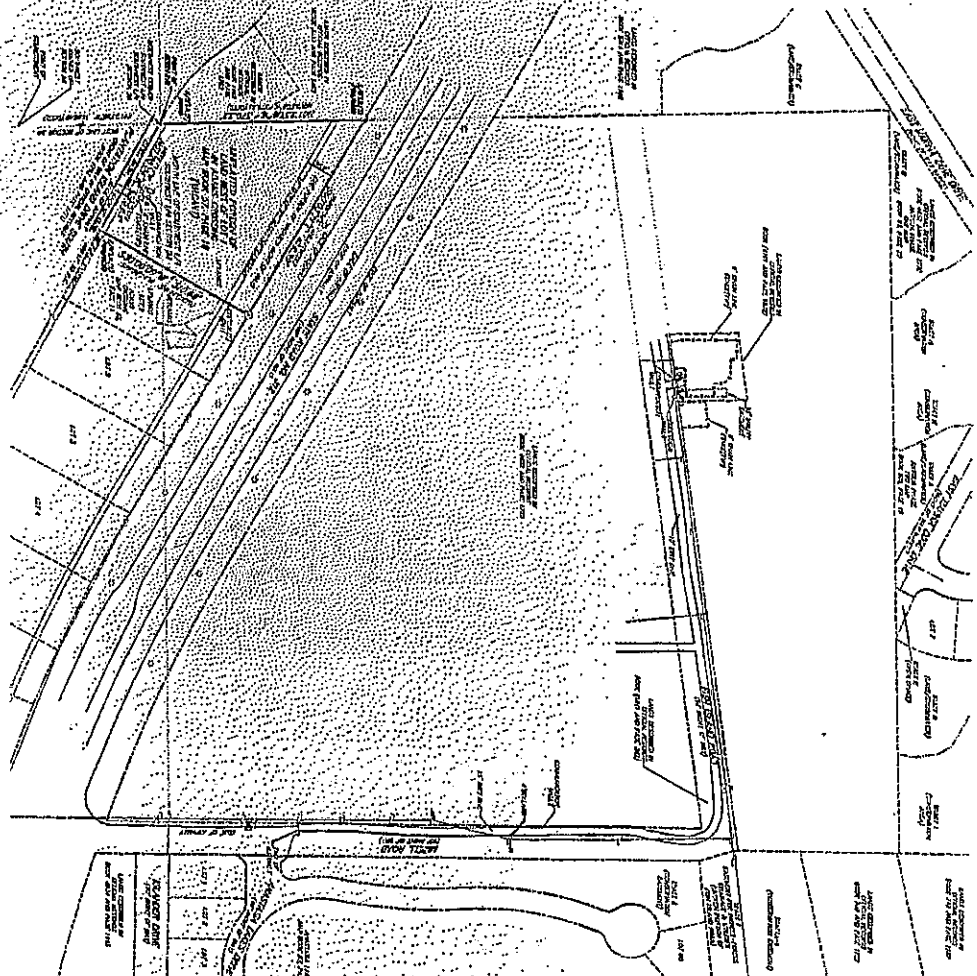
PASSED by the City Commission of the City of St. Augustine, Florida, this
_____ day of _____, 2023.

ATTEST:

Nancy Sikes-Kline, Mayor-Commissioner

Darlene Galambos, City Clerk

(SEAL)

[illegible]

AME - 232 & 1.6425
07.04.2019 09:40 AM

GRAPHIC SCALE
1"=100'

CITY OF ST. AUGUSTINE

MEMORANDUM

TO: John P. Regan, City Manager

DATE: February 1, 2023

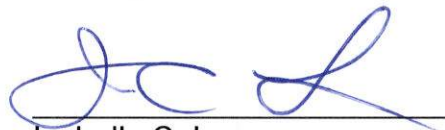
RE: **ORDINANCE 2023-08: AMENDING IDLE SPEEDS-NO WAKE ZONES**

Ordinance 2023-08 amends the previously adopted regulation and posting of idle speed-no wake zones as the Florida Fish and Wildlife Conservation Commission ("FWC") informed staff that the City's Ordinance 2022-23, adopted on August 22, 2022, met the criteria for blind curves, with some modification, but did not provide sufficient evidence to support the adjacent low speed zone for Bird Island (a/k/a/ Julia's Island).

Procedurally, upon adoption this ordinance with its exhibits will be transmitted to the FWC for their review. The FWC, by statute, will determine if there is substantial competent evidence of dangerous conditions warranting the boating restriction.

Please place Ordinance 2023-08 on the regular City Commission agenda for first reading on February 13, 2023.

Thank you.



Isabelle C. Lopez
City Attorney

Attachment

xc: Meredith Breidenstein, Assistant City Manager
David Birchim, Assistant City Manager
Darlene Galambos, City Clerk (*with original*)

Agenda Title:

Ord 2023-08: Amendment to regulation and posting of idle speed-no wake zones.

ORDINANCE NO. 2023-08

AN ORDINANCE OF THE CITY OF ST. AUGUSTINE, FLORIDA, AMENDING SECTION 7-4 OF THE CODE OF THE CITY OF ST. AUGUSTINE REGULATING AND POSTING IDLE SPEED-NO WAKE ZONES; PROVIDING FOR INCLUSION IN THE CODE OF THE CITY OF ST. AUGUSTINE, PROVIDING FOR REPEAL OF CONFLICTING ORDINANCES, PROVIDING FOR SEVERANCE OF INVALID PROVISIONS; AND PROVIDING FOR AN EFFECTIVE DATE.

WHEREAS, § 166.041, Florida Statutes, provides for procedures for the adoption of ordinances and resolutions by municipalities; and

WHEREAS, the City passed Ordinance 2022-23 on August 22, 2022 creating Section 7-4 of the City code that would establish "idle speed-no wake zones" at the entrance bends of Hospital Creek and through the northern and southern entrances to the Intercoastal Waterway channel adjacent to Bird Island (a/k/a Julia's Island) following approval by the Florida Fish and Wildlife Conservation Commission ("FWC") pursuant to Section 166.041(4), Florida Statutes; and

WHEREAS, on December 12, 2022, City staff met with Thomas Arrington, a Florida Certified Contact Manager with FWC who informed staff that the City's ordinance met the criteria for blind curves, with some modification, but did not provide sufficient evidence to support the adjacent low speed zone for Bird Island (a/k/a Julia's Island); and

WHEREAS, Mr. Arrington informed staff that a vessel traffic study would be necessary for the area adjacent to Bird Island (a/k/a Julia's Island) to justify a low speed zone for that area; and

WHEREAS, the City Commission of the City of St. Augustine respectfully requests that the Florida Fish and Wildlife Conservation Commission review and approve this ordinance pursuant to Section 166.041(4), Florida Statutes.

BE IT ORDAINED BY THE CITY COMMISSION FOR THE CITY OF ST. AUGUSTINE, FLORIDA, AS FOLLOWS:

Section 1. Amending Chapter 7, Article I, Section 7-4. Chapter 7, Article I, Section 7-4 of the Code of the City of St. Augustine is hereby amended as follows:

Section 7-4. - Idle Speeds-No Wake Zone.

The City of St. Augustine limits the boating speed in certain regulated waters within the city limits, with review and approval of the Florida Fish and Wildlife Conservation Commission pursuant to Section 166.041(4), Florida Statutes.

~~An "Idle Speed No Wake Zone" is hereby designated at the entrance bends of Hospital Creek and through the northern and southern entrances to the Intercoastal Waterway channel adjacent to Bird Island (a/k/a Julia's Island).~~

Vessels operating within boating-restricted areas posted "Idle Speed-No Wake Zone" must proceed at a speed no greater than necessary to maintain steerageway.

~~An "Idle Speed-No Wake Zone" is hereby designated at The the following locations and will be posted "Idle Speed-No Wake Zone" by their Global Positioning System (GPS) points as follows:~~

~~(a) West of Bird Island Zone (North signs): 29° 54' 12.61" N, 81° 18' 35.29" W and 29° 54' 10.97" N, 81° 18' 33.74" W~~

~~(b) West of Bird Island Zone (South signs): 29° 54' 7.07" N, 81° 18' 36.82" W and 29° 54' 6.95" N, 81° 18' 34.88" W~~

~~(c) Hospital Creek (North signs): 29° 54' 11.01" N, 81° 18' 44.95" W and 29° 54' 11.16" N, 81° 18' 44.26" W~~

~~(d) Unnamed Creek (South sign): 29° 54' 6.12" N, 81° 18' 42.99" W~~

~~(a) North of Bird Island (East sign): 29° 54.480' N, 81° 18.228' W~~

~~(b) North of Bird Island (West sign): 29° 54.518' N, 81° 18.265' W~~

~~(c) South of Bird Island (East sign): 29° 54.114' N, 81° 18.579' W~~

~~(d) South of Bird Island (West sign): 29° 54.113' N, 81° 18.615' W~~

~~(e) Hospital Creek (East sign): 29° 54.210' N, 81° 18.742' W~~

~~(f) Hospital Creek (West sign): 29° 54.202' N, 81° 18.767' W~~

~~(g) Unnamed creek: 29° 54.110' N, 81° 18.721' W~~

1. It is unlawful for any person to operate a vessel in a prohibited manner or to carry on any prohibited activity within a boating-restricted area which has been clearly marked by regulatory markers as authorized under Chapter 327.46, Florida Statutes.
2. Restrictions in a boating-restricted area established pursuant to this section shall not apply in the case of an emergency or to a law enforcement, firefighting, or rescue vessel owned or operated by a governmental entity.
3. Enforcement. Provisions of this section shall be enforced by the division of law enforcement of the Fish and Wildlife Conservation Commission (FWCC), the Sheriff of St. Johns County and his or her deputies, or the chief of Police

of the City of St. Augustine and his or her officers. Each agency so listed has authority to issue citations for violations.

4. Any violation of this section is deemed to be a non-criminal infraction punishable under Section 7-93 of the Code of the City of St. Augustine as follow
 - (a) For a first offense, \$100.00
 - (b) For a second offense: \$250.00
 - (c) For a third or subsequent offense: \$500.00

Section 2. Inclusion in Code. The City Commission intends that the provisions of this ordinance shall become and shall be made part of the Code of the City of St. Augustine, that the sections of this ordinance may be renumbered or relettered and that the word ordinance may be changed to section, article or other such appropriate word or phrase in order to accomplish such intentions.

Section 3. Conflict with Other Ordinances. All ordinances or parts of ordinances in conflict herewith are hereby repealed.

Section 4. Severance of Invalid Provisions. If any section, subsection, sentence, clause, phrase, word, or provision of this ordinance is held to be invalid or unconstitutional by a court of competent jurisdiction, then said holding shall not be so construed as to render invalid or unconstitutional the remaining provisions of this ordinance.

Section 5. Effective Date. This ordinance shall become effective after passage, pursuant to Section 166.041(4), Florida Statutes, and upon review and approval by the Florida Fish and Wildlife Conservation Commission.

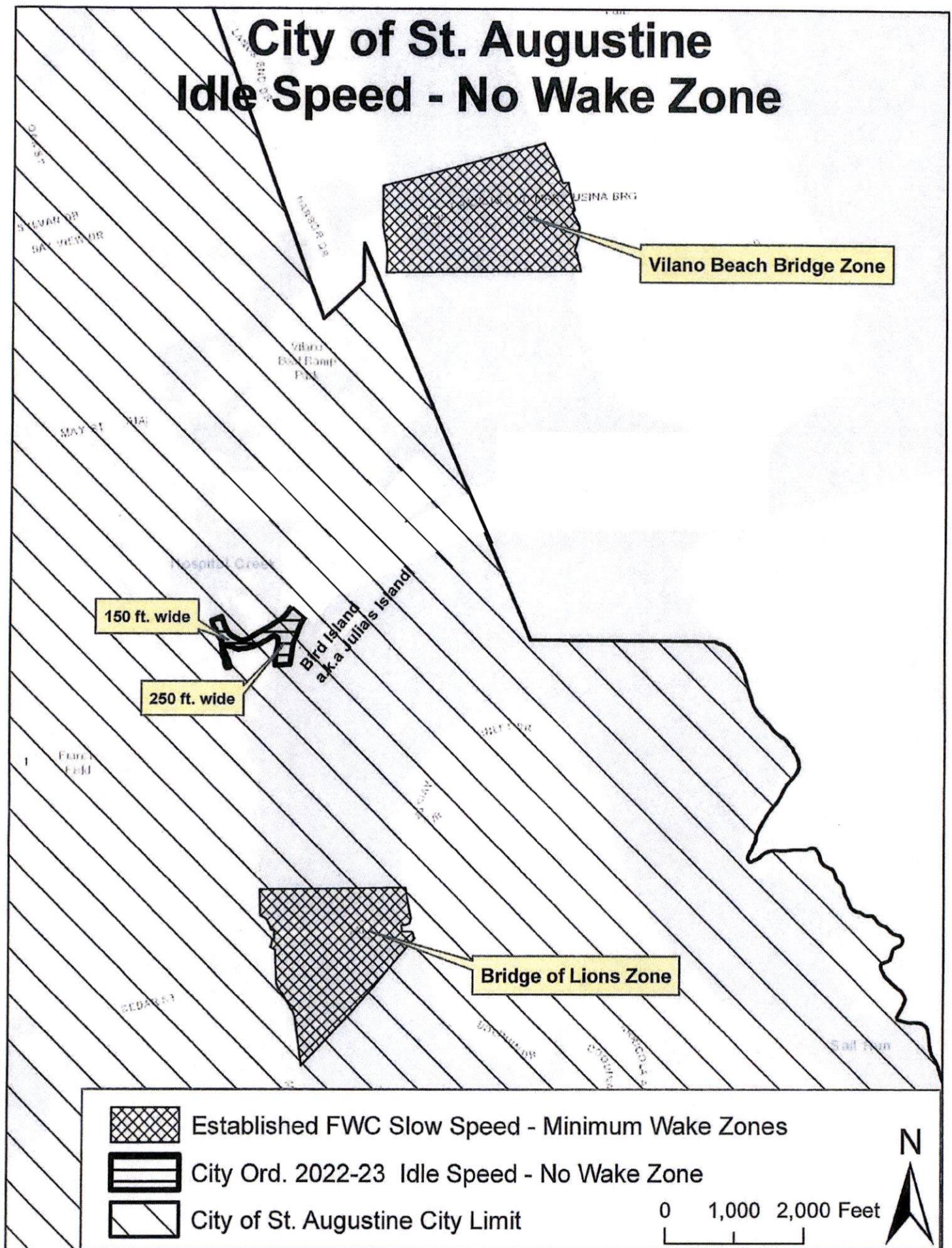
PASSED by the City Commission of the City of St. Augustine, Florida, this _____ day of _____, 2023.

ATTEST:

Nancy Sikes-Kline, Mayor-Commissioner

Darlene Galambos, City Clerk
(SEAL)

City of St. Augustine Idle Speed - No Wake Zone



AFFIDAVIT OF WILLIAM "J.B." MILLER

STATE OF FLORIDA
COUNTY OF ST. JOHNS

Before me appeared the undersigned affiant, **William "J.B." Miller**, who after being duly sworn, stated:

1. I am over the age of 18 and qualified to make this affidavit.
2. I am the Land Management Coordinator for the City of St. Augustine.
3. I am familiar with the area and have coordinated with the Florida Fish and Wildlife Conservation Commission on the conservation efforts at Bird Island a/k/a Julia's Island.
4. I travel the area year-round by boat and I took the attached photos that accurately reflect the blind corners described in the ordinance.
5. I prepared the attached map that accurately reflect the conditions of the blind corners described in the ordinance and identified on said map.

FURTHER AFFIANT SAYETH NAUGHT.



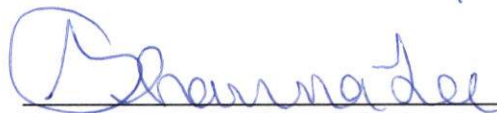
William "J.B." Miller
Land Management Coordinator

I HEREBY CERTIFY that on this day, personally appeared before me, by means of ☒ physical presence or ☐ online notarization, **William "J.B." Miller**, who is personally known to me, who is the person described in and who executed the foregoing instrument and who acknowledged before me that he executed the same for the uses and purposes therein expressed.

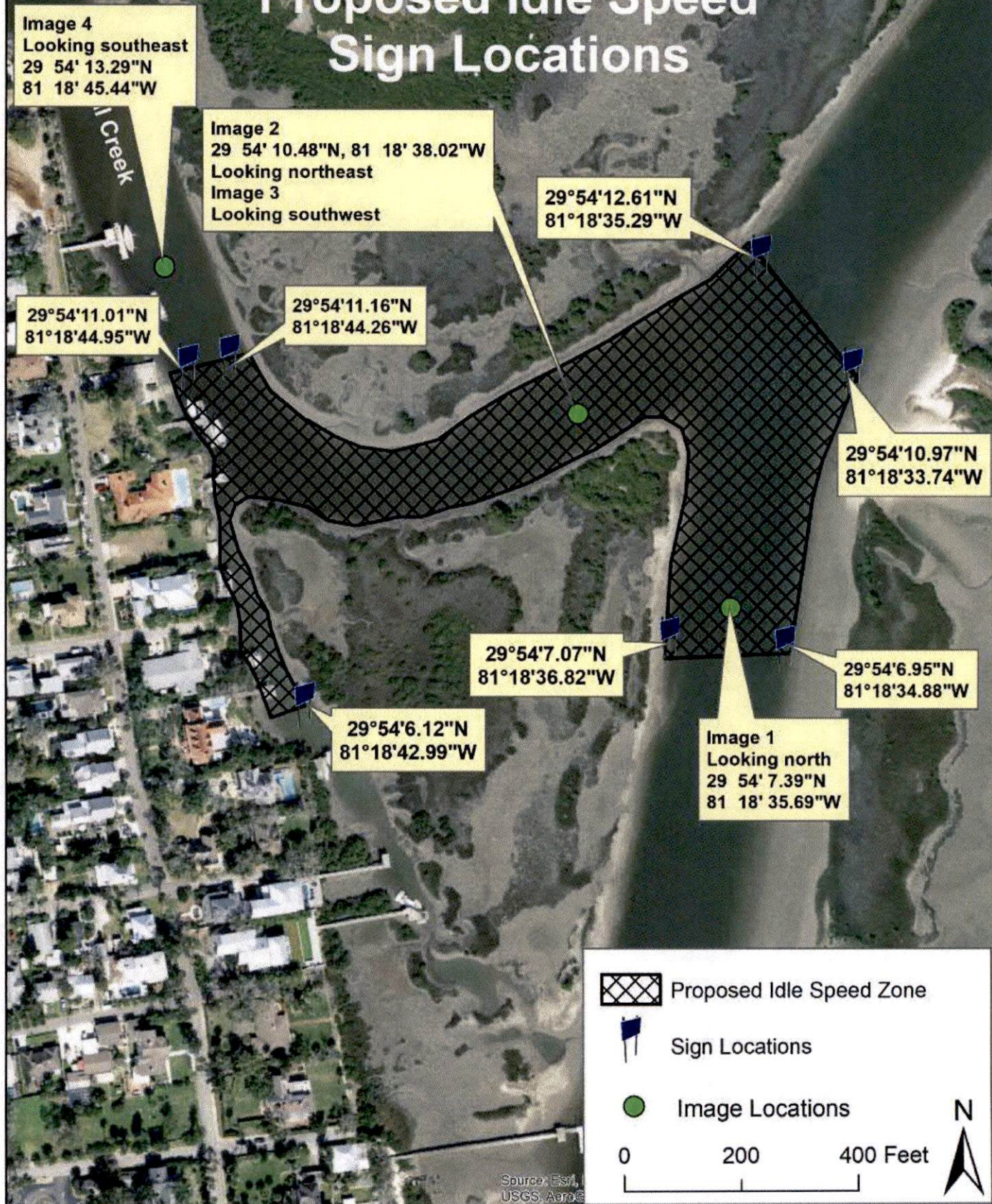
Witness my hand and official seal, this 20th day of January, 2023.



SHANNALEE
Commission # GG 329333
Expires June 6, 2023
Bonded Thru Budget Notary Services


Notary Public, State of Florida

City of St. Augustine Proposed Idle Speed Sign Locations



City of St. Augustine Boating-restricted Area Information

St. Johns County
Vilano Boat Ramp

Julia's Island
a.k.a Bird Island

City of St. Augustine
North Mooring Field

- Established FWC Boating Safety Zone
- Proposed Boating-restricted Area
- ICW

0 1,000 2,000 Feet



Source: USGS, Aerial

AFFIDAVIT OF ERIC MAULDIN

STATE OF FLORIDA
COUNTY OF ST. JOHNS

Before me appeared the undersigned affiant, Eric Mauldin, who after being duly sworn, stated:

1. I am over the age of 18 and qualified to make this affidavit.
2. I am the Harbormaster for the City of St. Augustine.
3. I am familiar with the area described in the ordinance, and I took the attached photos of the specific GPS coordinates of the blind corners listed in the ordinance.

FURTHER AFFIANT SAYETH NAUGHT.

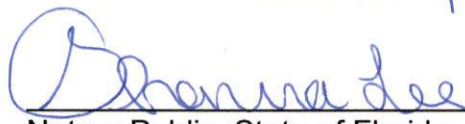

Eric Mauldin, Harbormaster

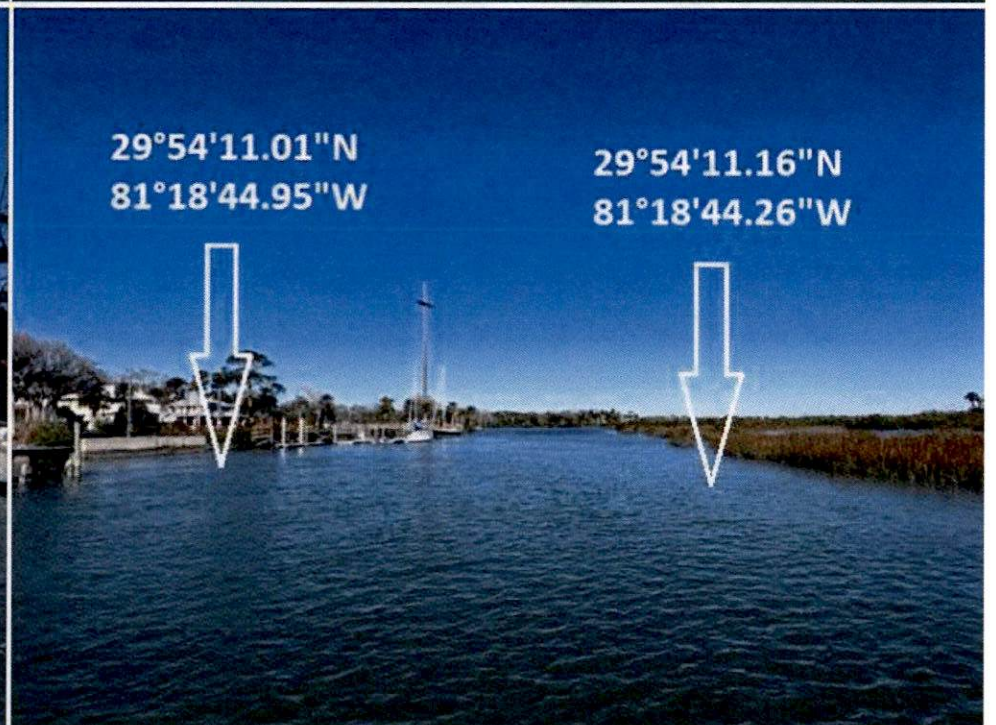
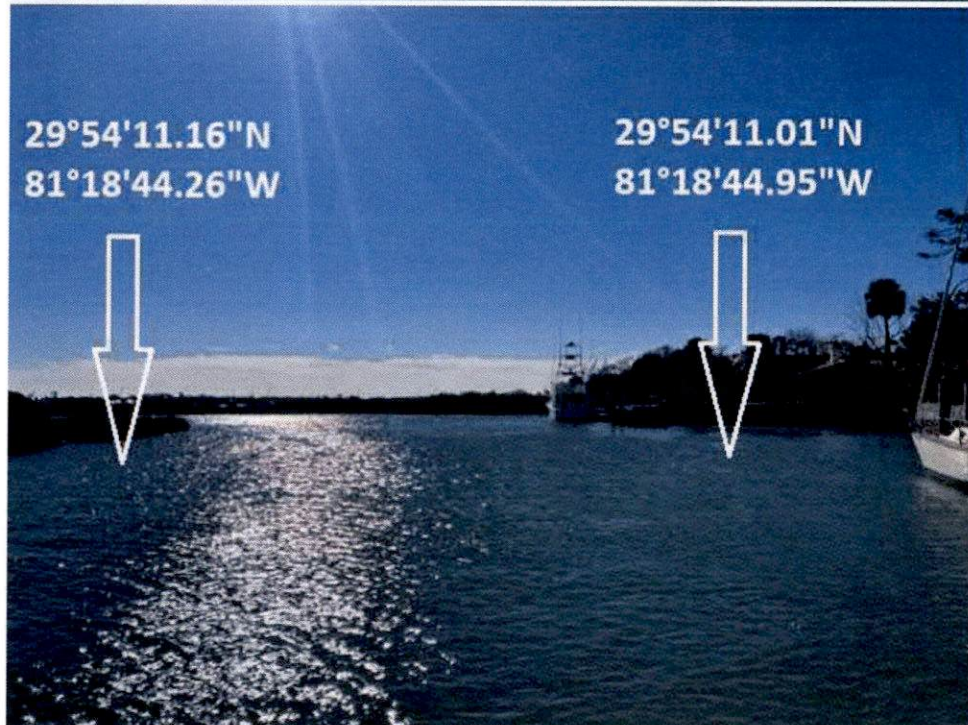
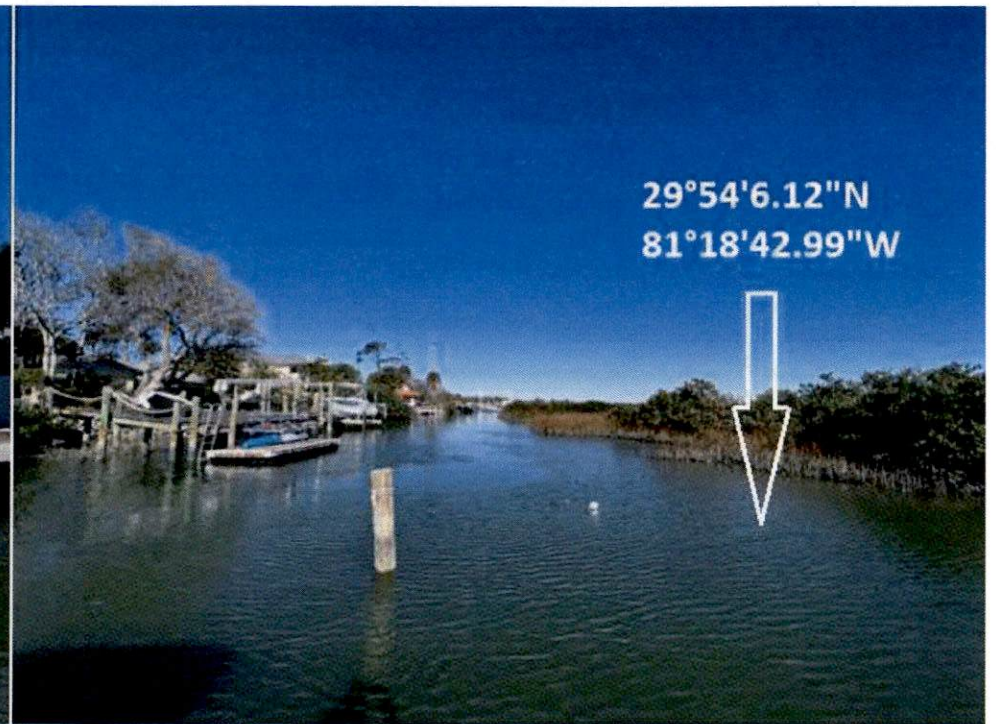
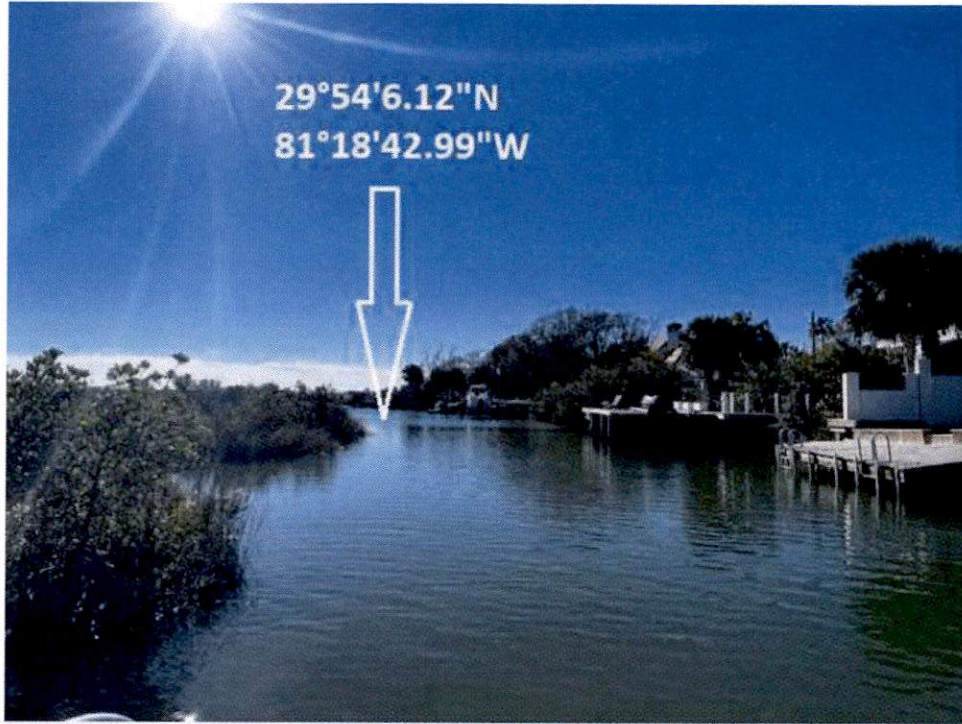
I HEREBY CERTIFY that on this day, personally appeared before me, by means of ☒ physical presence or ☐ online notarization, Eric Mauldin, who is personally known to me, who is the person described in and who executed the foregoing instrument and who acknowledged before me that he executed the same for the uses and purposes therein expressed.

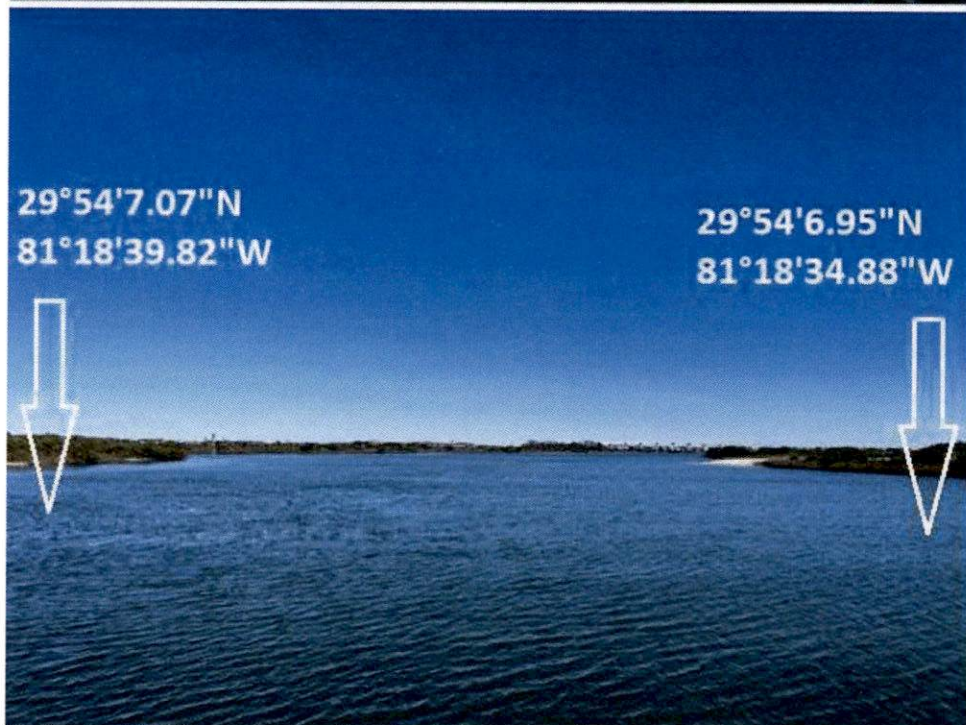
Witness my hand and official seal, this 30th day of January, 2023.



SHANNALEE
Commission # GG 329333
Expires June 6, 2023
Bonded Thru Budget Notary Services


Notary Public, State of Florida







Est. 1565

City of St. Augustine

Nation's Oldest City

City Attorney

November 17, 2022

Florida Fish and Wildlife Conservation Commission
Division of Law Enforcement | Boating and Waterways Section
Farris Bryant Building | 620 S. Meridian Street
Tallahassee, Florida 32399

RE: REVISED APPLICATION FOR APPROVAL OF AN ORDINANCE ESTABLISHING A BOATING-RESTRICTED AREA

Pursuant to Section 327.46(1)(b), F.S. and correspondence from Thomas Arrington on September 20, 2022, the City of St. Augustine files this revised application to request approval of an ordinance establishing a boating-restricted area. Per the instructions of Chapter 68D-21.001, F.A.C., the City submits the following:

68D-21.001(3):

- ☒ (a) Name of Applicant: City of St. Augustine, Florida
Isabelle C. Lopez, City Attorney
P.O. Box 210
- ☒ (b) Primary Contact & Attorney: St. Augustine, Florida 32085
(904) 825-1052
ilopez@citystaug.com
- ☒ (c) Certified Copy of Ordinance: ORD 2022-23 (*enclosed*)
- ☒ (d) Section 327.46(1)(c)(1), F.S.: An ordinance establishing an idle speed, no wake boating-restricted area, if the area is within 300 feet of a confluence of water bodies presenting a blind corner, a bend in a narrow channel or fairway, or such other area if an intervening obstruction to visibility may obscure other vessels or other users of the waterway.
- ☒ (e) 1-7: Scaled Drawings: *Enclosed*
- Ordinance transmitted by email to the Chair of the Florida Inland Navigation District, Mr. Carl Blow, on July 14, 2022. Further discussed with City Attorney on July 18th, and Mr. Blow offered his support for the ordinance and concurred with the need for speed regulations at the proposed zone, and noted that this was a public safety request not a request by waterfront property owners.
 - Ordinance transmitted by email to the members of the St. Augustine Port and Waterway Authority on July 18, 2022, and City staff member Jim Piggott attended their July 19, 2022 meeting to answer any questions. Port and Waterway Authority supports the ordinance.
 - Ordinance transmitted to USCG at Miami on July 18, 2022.
 - Ordinance transmitted to Army Corps at Jacksonville on July 18, 2022.
- ☒ (f) Documentation that the ordinance was developed, prior to presenting language for adoption with the governing body of every other county or municipality sharing jurisdiction over the area, the U.S. Coast Guard, and the Army Corps of Engineers:

- Ordinance transmitted to the St. Johns County Attorney on July 18, 2022, no opposition received.

☒ (g) Summary of facts and circumstances that justify the establishment of the restriction on speed or operation:

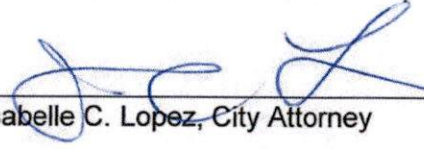
The facts, circumstances, and evidence are as established in Ordinance 2022-23 and its supporting affidavits, as well as in the City Commission meeting minutes. The geographic area covered in the ordinance is exclusively in the City limits.

☒ (h) Appendix containing all evidence listed in paragraph (g):

- Ordinance 2022-23 (*enclosed*)
- Supporting Affidavits (*enclosed*)
- Letter of Support from Chief Michaux of the St. Augustine Police Department (*enclosed*)
- Letter of Support from the St. Augustine Port, Waterway & Beach District (*enclosed*)
- City Commission Meeting Minutes (*enclosed*)
- Proof of Ownership of Island and Submerged Lands
- Map and Log of FWC Law Enforcement Actions
- Photos and Supporting Affidavits of blind curves and hazardous conditions.

☒ (i) Proof of Publication as provided by Sections 50.011-.031, F.S.:

Enclosed


Isabelle C. Lopez, City Attorney

Date

11/17/2022



Local Ordinances Review Checklist

68D-21, Florida Administrative Code

Consult 327.46(1)(c), F.S.

Checklist should be used in conjunction with 68D-21.001 FAC

Directions:

The Local Ordinance Review Checklist is a guide provided by the FWC Waterway Management Unit to aid applicants in the review of drafted local ordinances.

Please complete the form and attach the necessary documents as specified in each section. As the form is fillable, it is encouraged that the applicant utilizes the text boxes to submit the Identifying Statement (section II), and the Facts/Circumstances Summary (section V). The Ordinance (section II), the Scale Drawings (section III), and the Proof of Published Ordinance (section VI) should be submitted along with this checklist.

If you have any questions, or need any clarification, please do not hesitate to contact the FWC Waterway Management Unit via phone, (850) 488-5600, or email, Waterway.Management@MyFWC.com.

TABLE OF CONTENTS		*Attached
I.	Contact Information	
II.	Ordinance/Identifying Statement	☒ A
III.	Scale drawings	☒ A
IV.	USCG and USCOE Consultation/Coordination	☒ A
V.	Proof of Published Ordinance	☒ A
VI.	Facts/Circumstances Summary	

**To be completed by FWC Staff*

Completed by FWC Staff

Date Received:

FWC Reviewer: **Thomas Arrington**

Reviewer Phone: (850) 617-9530

Reviewer Email: Thomas.Arrington@MyFWC.com

Completed by Applicant

Applicant Name: City of St. Augustine, Florida

Phone: (904) 825-1052

Email: ilopez@citystaug.com

Name of Waterway: A portion of the Intracoastal Waterway and Hospital Creek

City: St. Augustine

County: St. Johns County



**Local Ordinances Review Checklist
68D-21, Florida Administrative Code
Consult 327.46(1)(c), F.S.**

Checklist should be used in conjunction with 68D-21.001 FAC

I. Contact Information

The name municipality and/or county:

City of St. Augustine, Florida

Primary contact person

Name: Isabelle C. Lopez

Organization: City of St. Augustine, Florida

Mailing address:

P.O. Box 210, St. Augustine, Florida 32085

Telephone number: (904) 825-1052

Facsimile number: (904) 825-1096

Email address: ilopez@citystaug.com

Applicant's attorney or qualified representative

Name: Isabelle C. Lopez

Organization: City of St. Augustine, Florida

Mailing address:

P.O. Box 210, St. Augustine, Florida 32085

Telephone number: (904) 825-1052

Facsimile number: (904) 825-1096

Email address: ilopez@citystaug.com



Local Ordinances Review Checklist
68D-21, Florida Administrative Code
Consult 327.46(1)(c), F.S.

Checklist should be used in conjunction with 68D-21.001 FAC

II. Ordinance/Identifying Statement

☒ Certified copy or draft of the ordinance. (Attached)

Ordinance No.: 2022-23

Adoption Date: August 22, 2022

Statement identifying the provision within Section 327.46(1)(c), F.S., authorizing regulation of vessel speed or operation by the ordinance:

An ordinance establishing an idle speed, no wake boating-restricted area, if the area is within 300 feet of a confluence of water bodies presenting a blind corner, a bend in a narrow channel or fairway, or such other area if an intervening obstruction to visibility may obscure other vessels or other users of the waterway.

FWC Comments:



Local Ordinances Review Checklist 68D-21, Florida Administrative Code Consult 327.46(1)(c), F.S.

Checklist should be used in conjunction with 68D-21.001 FAC

III. Scale drawings

☒ No larger than 8 1/2 inches by 11 inches, reproducible in black and white on standard office photocopying equipment which clearly show all the following, where applicable. **(Required sections are denoted with *.)** (Attached)

- *The jurisdictional boundaries of the municipality or county enacting the ordinance, and, for county ordinances, the jurisdictional boundaries of any municipality in which a boating-restricted area is located.
- *The exact boundaries of each boating-restricted area established by the ordinance and the restrictions on vessel operation imposed within each boating-restricted area.
- Any other known boating-restricted area (federal, state, county, other municipality, etc.) located within 2,500 feet of any boating-restricted area established by the ordinance.
- The location of any of the following within a proposed boating-restricted area or used as a basis for establishing a boating restricted area, identified with a label or legend as to whether or not it is available for use by the general public:
 - Any boat ramp, hoist, marine railway, or other launching or landing facility
 - Any fuel pump or dispenser at any marine fueling facility or licensed terminal facility
 - Any lock structure
 - Any designated public bathing beach or swim area
- The location of any of the following within a proposed boating-restricted area or used as a basis for establishing boating restricted area:
 - Any bridge, including any bridge fender system, if present
 - Any dam, spillway, or flood control structure
 - Any confluence of water bodies presenting a blind corner
 - Any bend or other intervening obstruction to visibility
 - Any specific hazards to navigation (with a label or legend describing the hazard)
- Shoreline-to-shoreline width of the body of water and if the water body is a lake or pond, total surface area in acres.
- If relied upon as a basis for establishing the boating-restricted area, location and description:
 - Any specific area subject to unsafe levels of vessel traffic congestion
 - Any specific area subject to hazardous water levels or currents
 - Any reported boating accident
 - Any issuance of a Uniform Boating Citation

FWC Comments:



Local Ordinances Review Checklist 68D-21, Florida Administrative Code Consult 327.46(1)(c), F.S.

Checklist should be used in conjunction with 68D-21.001 FAC

IV. USCG and USCOE Consultation/Coordination

- ☒ (Attached) Documentation that the ordinance was developed, prior to presenting language for adoption, in consultation and coordination with:
- The governing body of every other county or municipality sharing jurisdiction over the area in which the boating-restricted area is located.
 - The United States Coast Guard (USCG) if the boating-restricted area is to be established on navigable waters of the United States as defined in 33 C.F.R. § 2.36(a) (2009), which is adopted by reference and is available at <http://www.gpo.gov/>.
 - The United States Army Corps of Engineers (USCOE) if the boating-restricted area is to be established on navigable waters of the United States as defined in 33 C.F.R. § 329.4 (2009), which is adopted by reference and is available at <http://www.gpo.gov/>.

V. Proof of Published Ordinance

- ☒ Proof that the applicant has at its own cost published once a week for 2 consecutive weeks, prior notice of the public hearing on the ordinance in a newspaper of general circulation in the area(s) affected by the ordinance. (Attached)

FWC Comments:



Local Ordinances Review Checklist
68D-21, Florida Administrative Code
Consult 327.46(1)(c), F.S.

Checklist should be used in conjunction with 68D-21.001 FAC

VI. Facts/Circumstances Summary

A summary of the facts and circumstances the applicant contends justifies the establishment of the restriction on speed or operation and a list of the evidence in support of that contention the applicant desires for the agency to review.

An appendix containing all evidence, listed below:

- Photographs and maps depicting the blind corners and hazardous conditions at Bird Island a/k/a Julia's Island.
- Affidavits attesting to the blind corner conditions.
- Correspondence from Hailey Garcia, Regional Shorebird Biologist for FWC, confirming staff experiencing dangerous navigational hazards on multiple occasions while kayaking around the island to monitor imperiled beach nesting birds.
- Map and log of FWC Law Enforcement actions at Bird Island a/k/a/ Julia's Island.

NOTE: Not to be included in appendix:

Copies of Boating Accident Reports or Boating Accident Investigation Reports, if those reports are identified by law enforcement agency case number and provided in a list. If the Boating and Waterways Section does not have a copy on file of one or more such reports, it will request that the applicant supplement the application appendix with copies of those reports.

Copies of Florida Uniform Boating Citations if identified by citation number in a list. If one or more citations are not already entered into the ArrestNet Database maintained by the Field Services Section, the Boating and Waterways Section will request the applicant to supplement the application appendix with copies of those citations.

FWC Comments:

PHOTOGRAPHS OF GPS COORDINATE LOCATIONS

AFFIDAVIT OF ERIC MAULDIN

STATE OF FLORIDA
COUNTY OF ST. JOHNS

Before me appeared the undersigned affiant, **Eric Mauldin**, who after being duly sworn, stated:

1. I am over the age of 18 and qualified to make this affidavit.
2. I am the Harbormaster for the City of St. Augustine.
3. I am familiar with the area at Bird Island a/k/a Julia's Island, and I took the attached photos of the specific GPS coordinates listed in the ordinance for the idle speed-no wake zone.

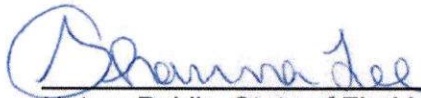
FURTHER AFFIANT SAYETH NAUGHT.



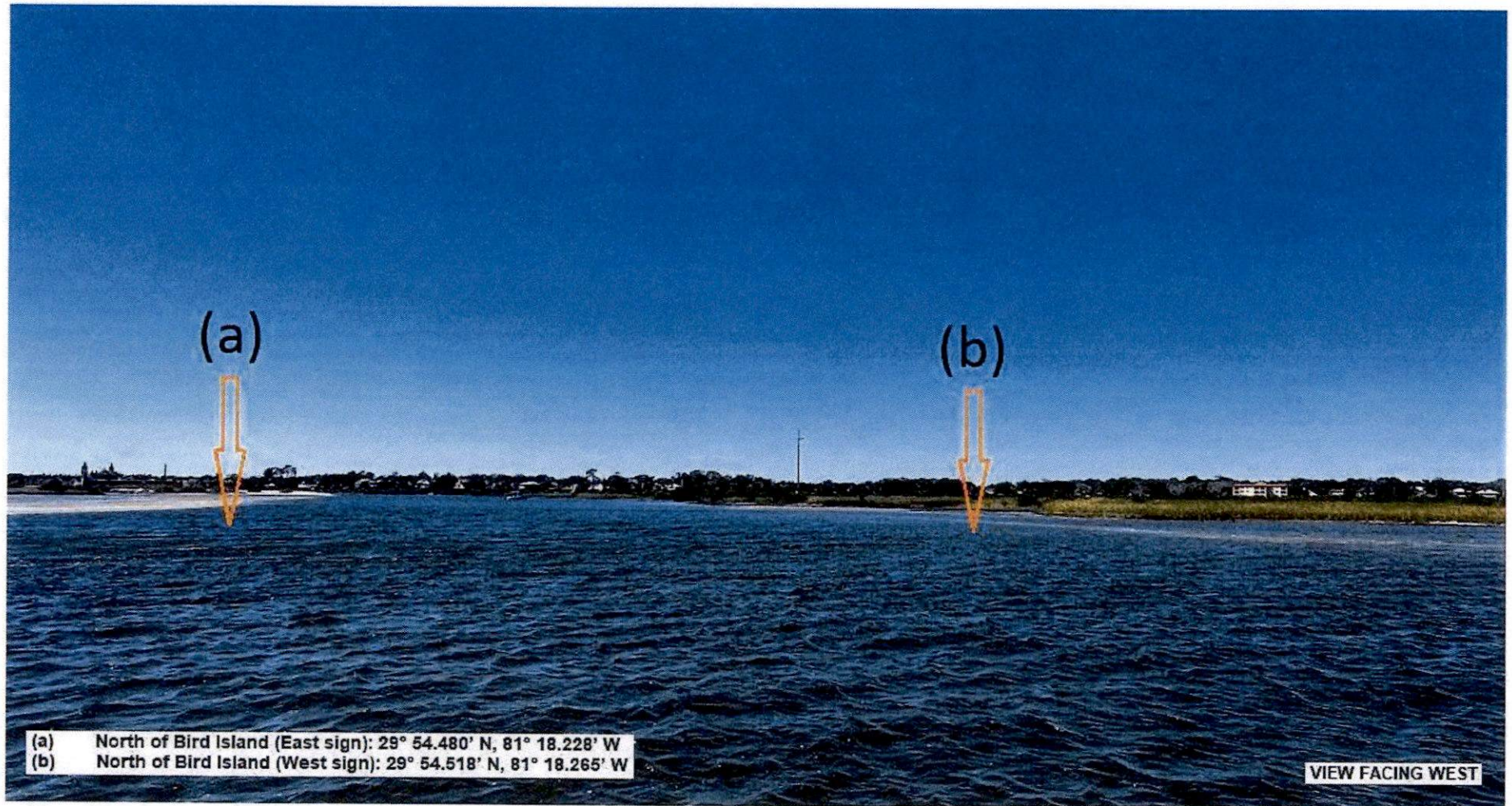
Eric Mauldin, Harbormaster

I HEREBY CERTIFY that on this day, personally appeared before me, by means of ☒ physical presence or ☐ online notarization, **Eric Mauldin**, who is personally known to me, who is the person described in and who executed the foregoing instrument and who acknowledged before me that he executed the same for the uses and purposes therein expressed.

Witness my hand and official seal, this 10th day of November, 2022.



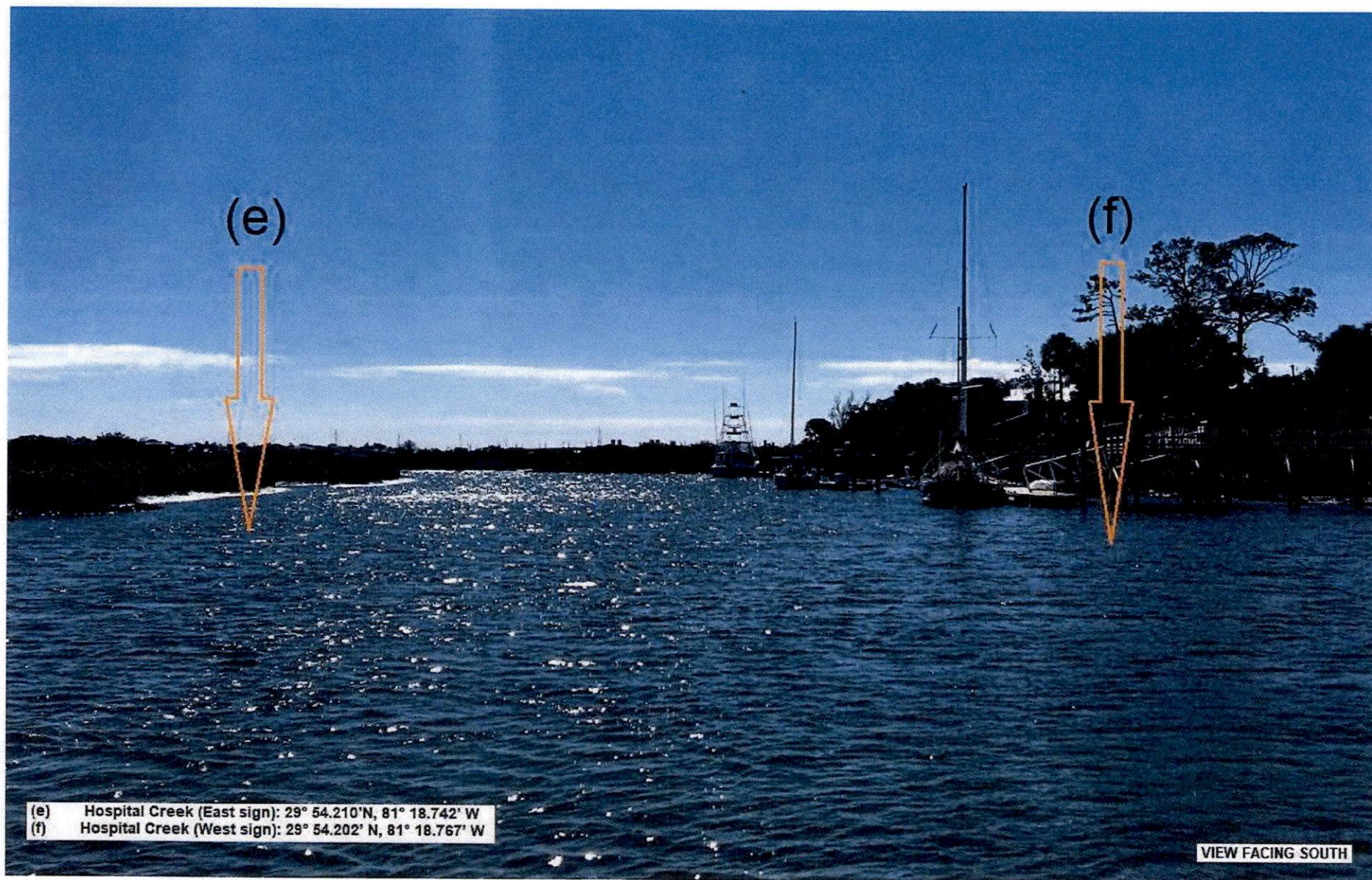
Notary Public, State of Florida





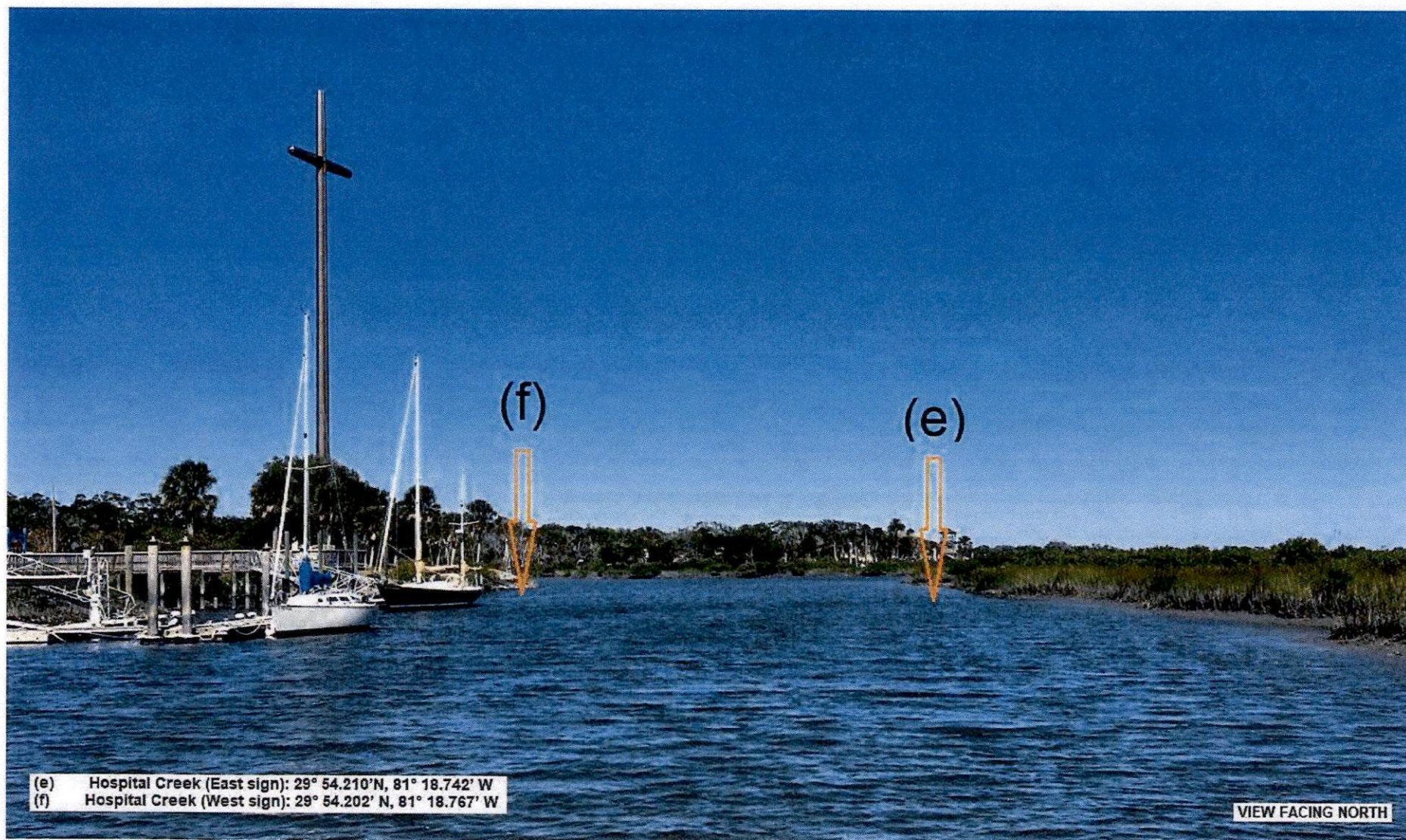


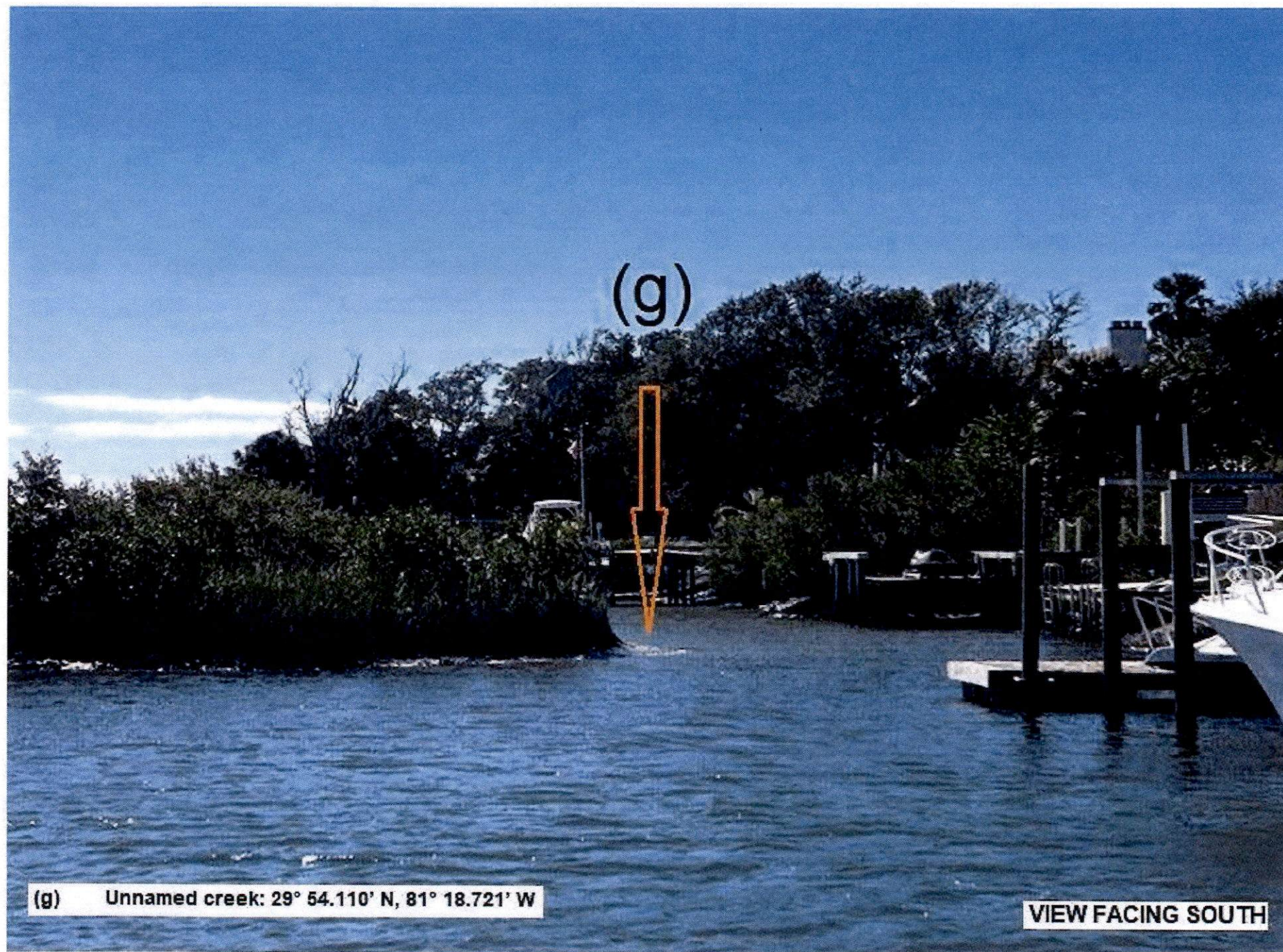




(e) Hospital Creek (East sign): 29° 54.210' N, 81° 18.742' W
(f) Hospital Creek (West sign): 29° 54.202' N, 81° 18.767' W

VIEW FACING SOUTH





PHOTOGRAPHS AND MAPS OF BLIND CURVE LOCATIONS AND CONDITIONS

AFFIDAVIT OF WILLIAM "J.B." MILLER

STATE OF FLORIDA
COUNTY OF ST. JOHNS

Before me appeared the undersigned affiant, **William "J.B." Miller**, who after being duly sworn, stated:

1. I am over the age of 18 and qualified to make this affidavit.
2. I am the Land Management Coordinator for the City of St. Augustine.
3. I am familiar with the area and have coordinated with the Florida Fish and Wildlife Conservation Commission on the conservation efforts at Bird Island a/k/a Julia's Island.
4. I travel the area year-round by boat and I took the attached photos that accurately reflect the blind corners around the area at Bird Island a/k/a Julia's Island.
5. I prepared the attached map that accurately reflect the conditions of the blind corners described in the ordinance and identified on said map.
5. I prepared the attached map depicting the location of the proposed idle-speed/no wake zone, the Vilano boat ramp, and the Intracoastal Waterway depicting how boats coming from the Vilano boat ramp and heading south in the Intracoastal Waterway do not have to travel much farther than those "cutting the angle" and using the waterway behind Bird Island a/k/a Julia's Island.

FURTHER AFFIANT SAYETH NAUGHT.



William "J.B." Miller
Land Management Coordinator

I HEREBY CERTIFY that on this day, personally appeared before me, by means of ☒ physical presence or ☐ online notarization, **William "J.B." Miller**, who is personally known to me, who is the person described in and who executed the foregoing instrument and who acknowledged before me that he executed the same for the uses and purposes therein expressed.

Witness my hand and official seal, this 15th day of November, 2022.



SHANNALEE
Commission # GG 329333
Expires June 6, 2023
Bonded Thru Budget Notary Services



Notary Public, State of Florida



Image 1 – Looking north with eastern blind curve ahead on left



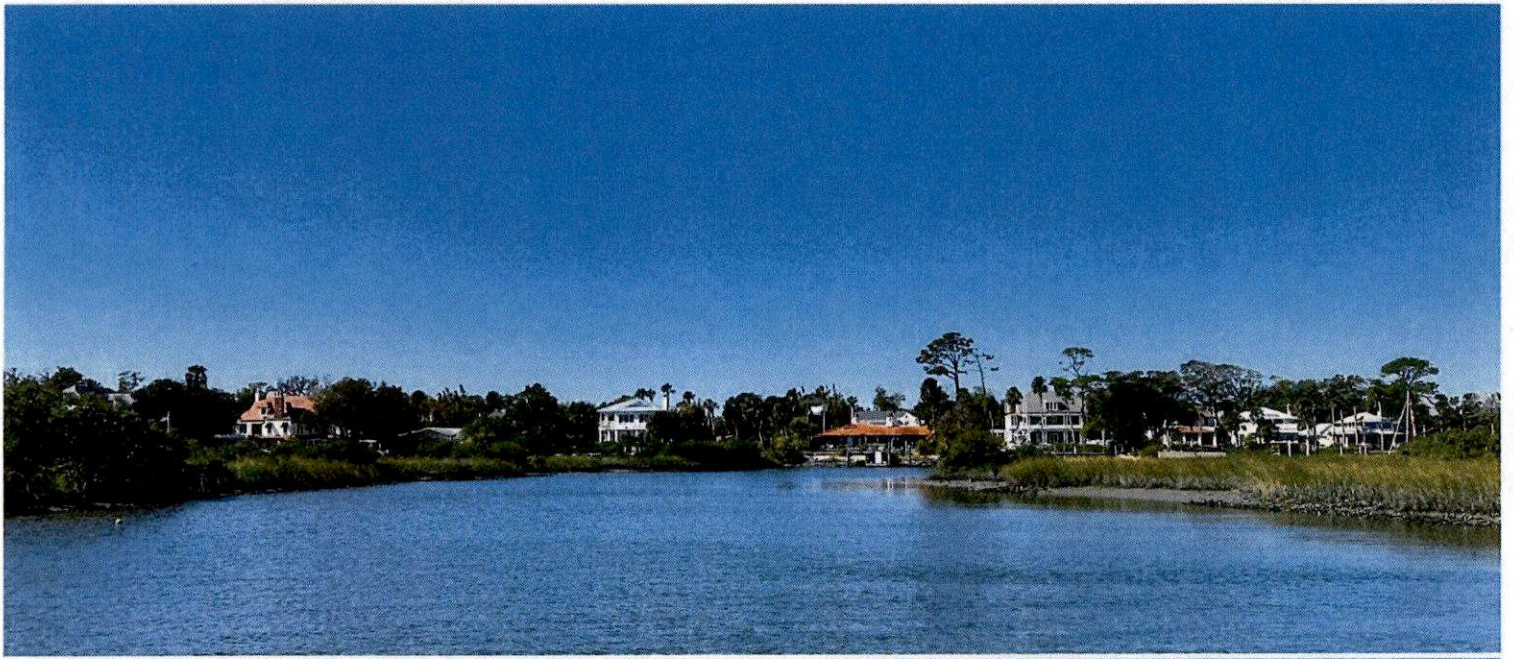


Image 2 – Looking southwest with western blind curve ahead on right



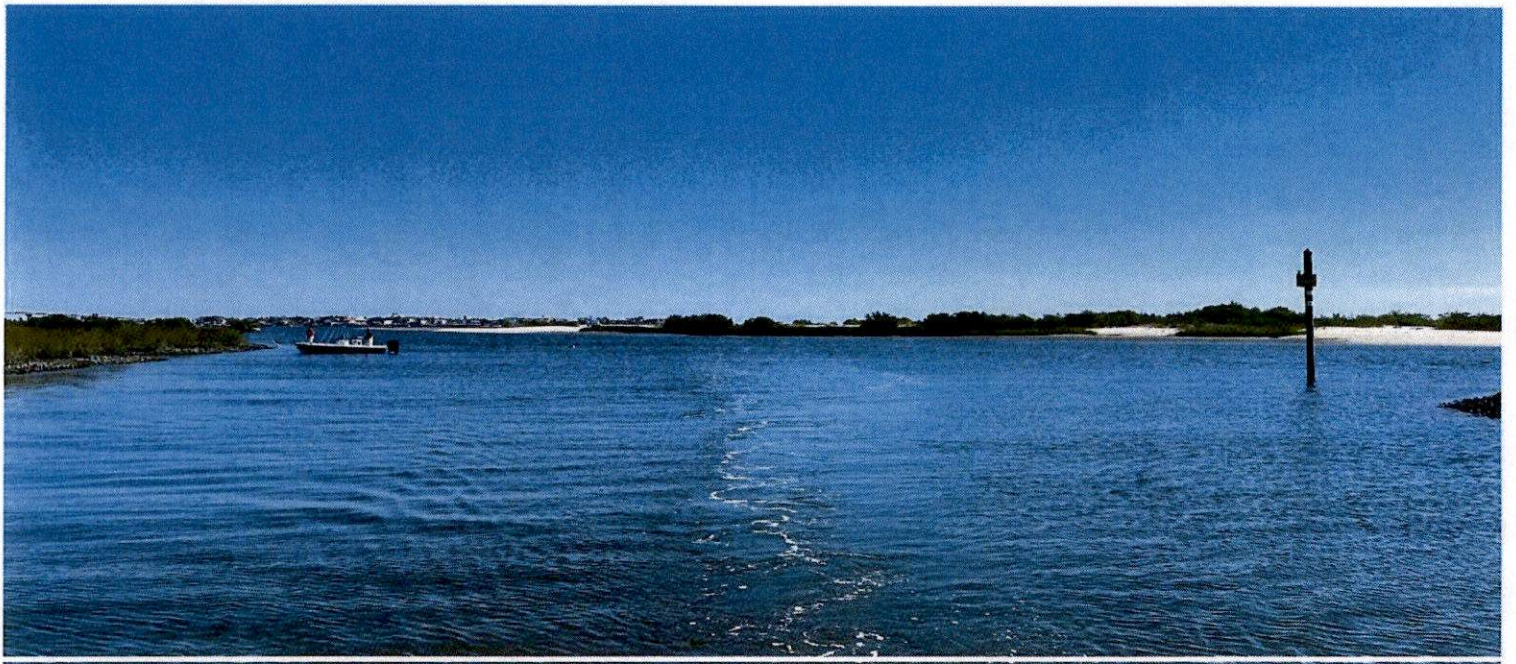


Image 3 – Looking northeast with eastern blind curve on right



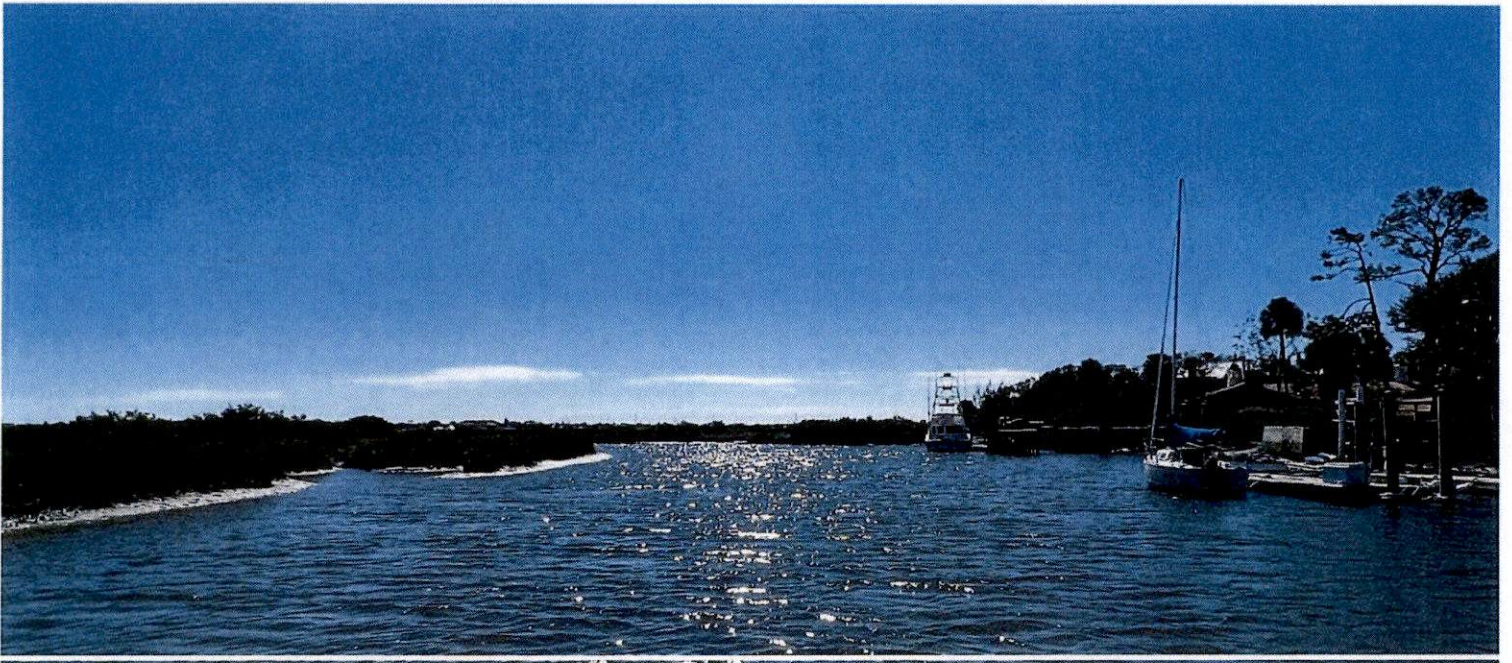
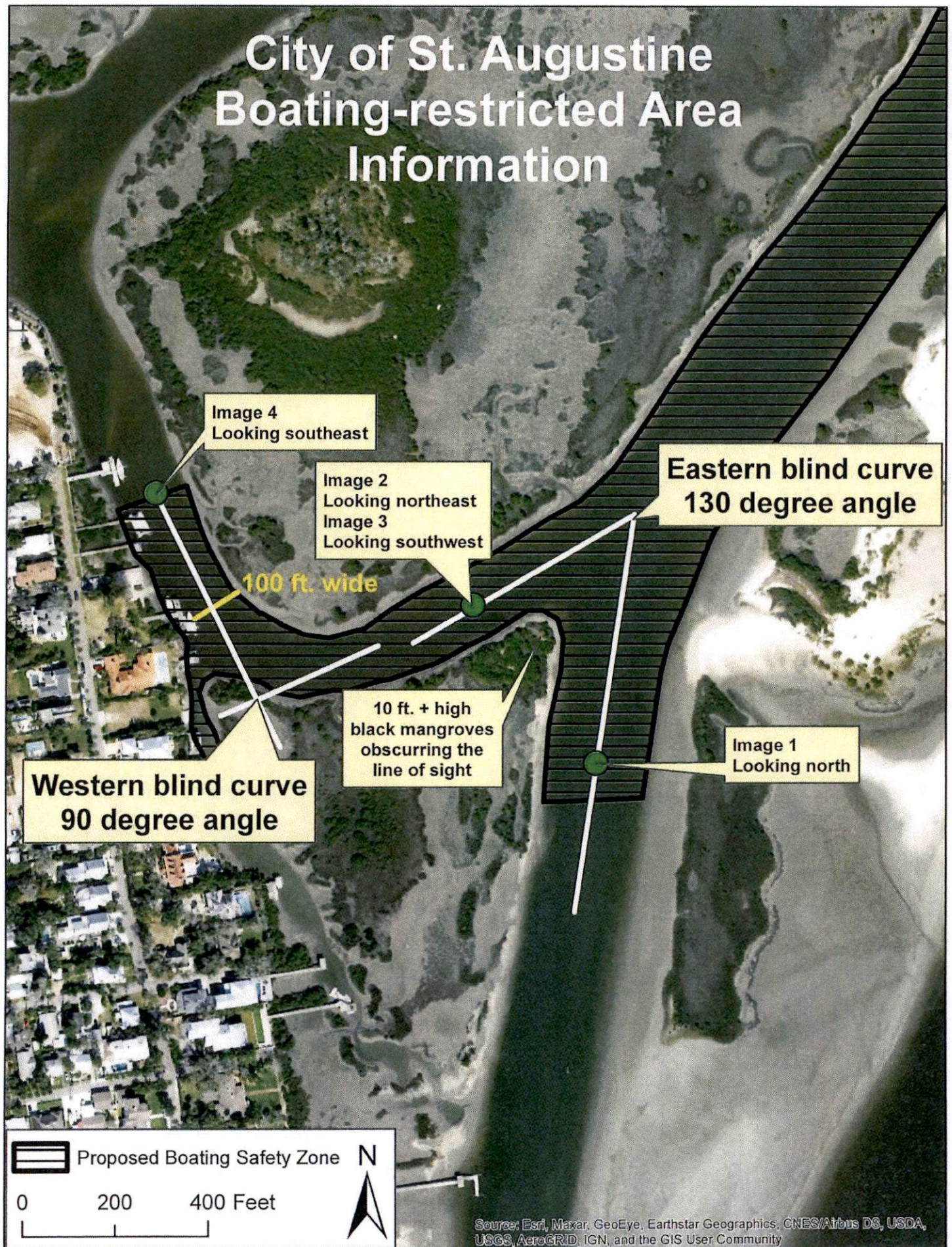


Image 4 – Looking southeast with western blind curve ahead on left



City of St. Augustine Boating-restricted Area Information



City of St. Augustine Boating-restricted Area Information

St. Johns County
Vilano Boat Ramp

Julia's Island
a.k.a Bird Island

City of St. Augustine
North Mooring Field

- Established FWC Boating Safety Zone
- Proposed Boating-restricted Area
- ICW

0 1,000 2,000 Feet



Source: USGS, A

FWC LAW ENFORCEMENT ACTIONS

From: William J. Miller <wjmill@citystaug.com>

Sent: Wednesday, November 2, 2022 1:37 PM

To: Isabelle Lopez <ilopez@citystaug.com>; Reuben Franklin <rfranklin@citystaug.com>

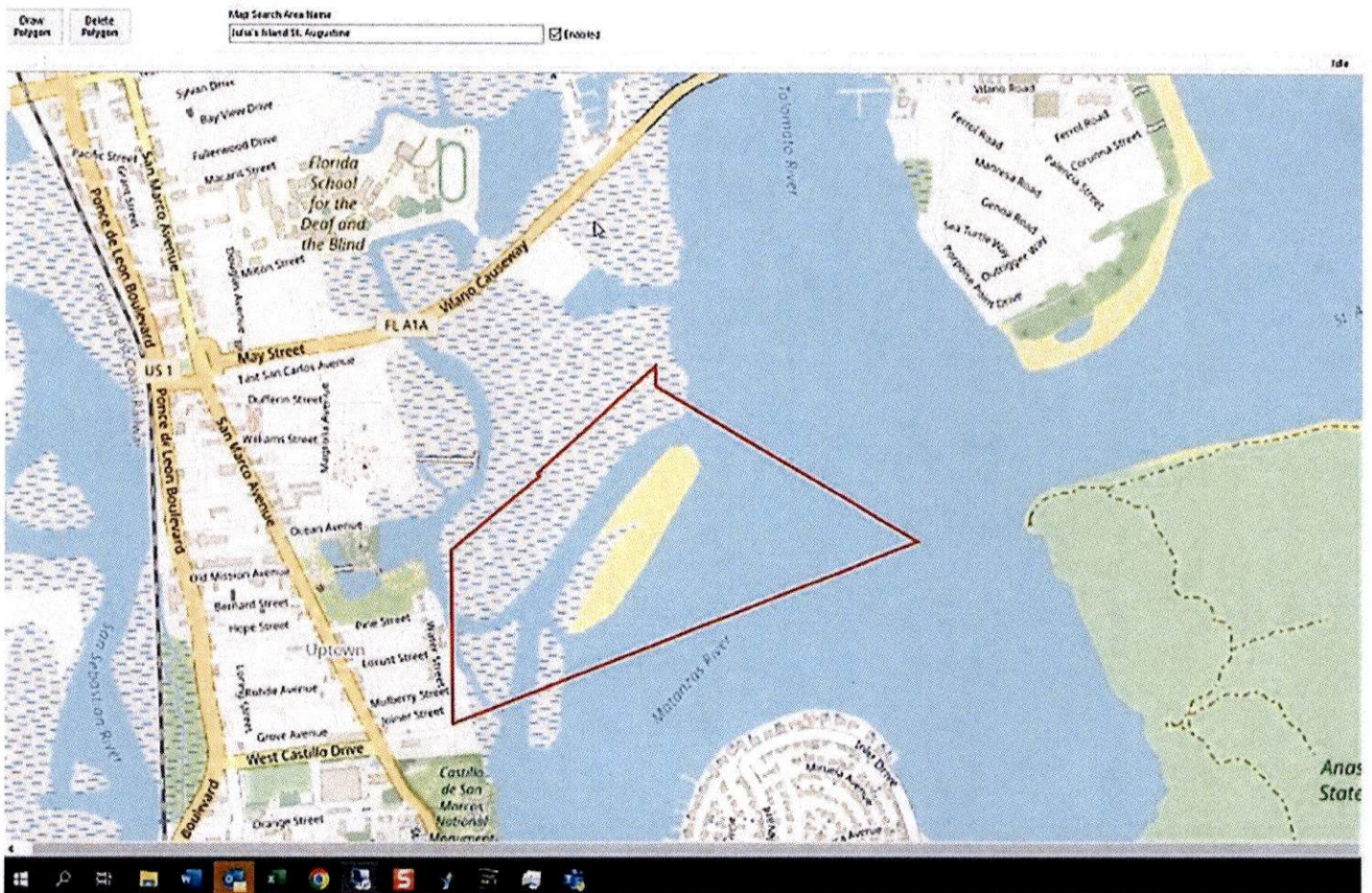
Subject: FW: Idle Speed Zone/CAD data request Julia's Island

Isabelle, here is a list of FWC law enforcement "actions" in and around Julia's Island from October 2018 – October 2022. Please see the polygon from which the data was derived. FWC calls it CAD data (computer aided dispatch system).

3 – Uniform Boating Citations

21 – Boating Safety / Resource Warnings

28 – CAD Calls (Calls for Service, BOLOs, etc.)



JB

FWC STAFF VERIFICATION OF DANGEROUS CONDITIONS

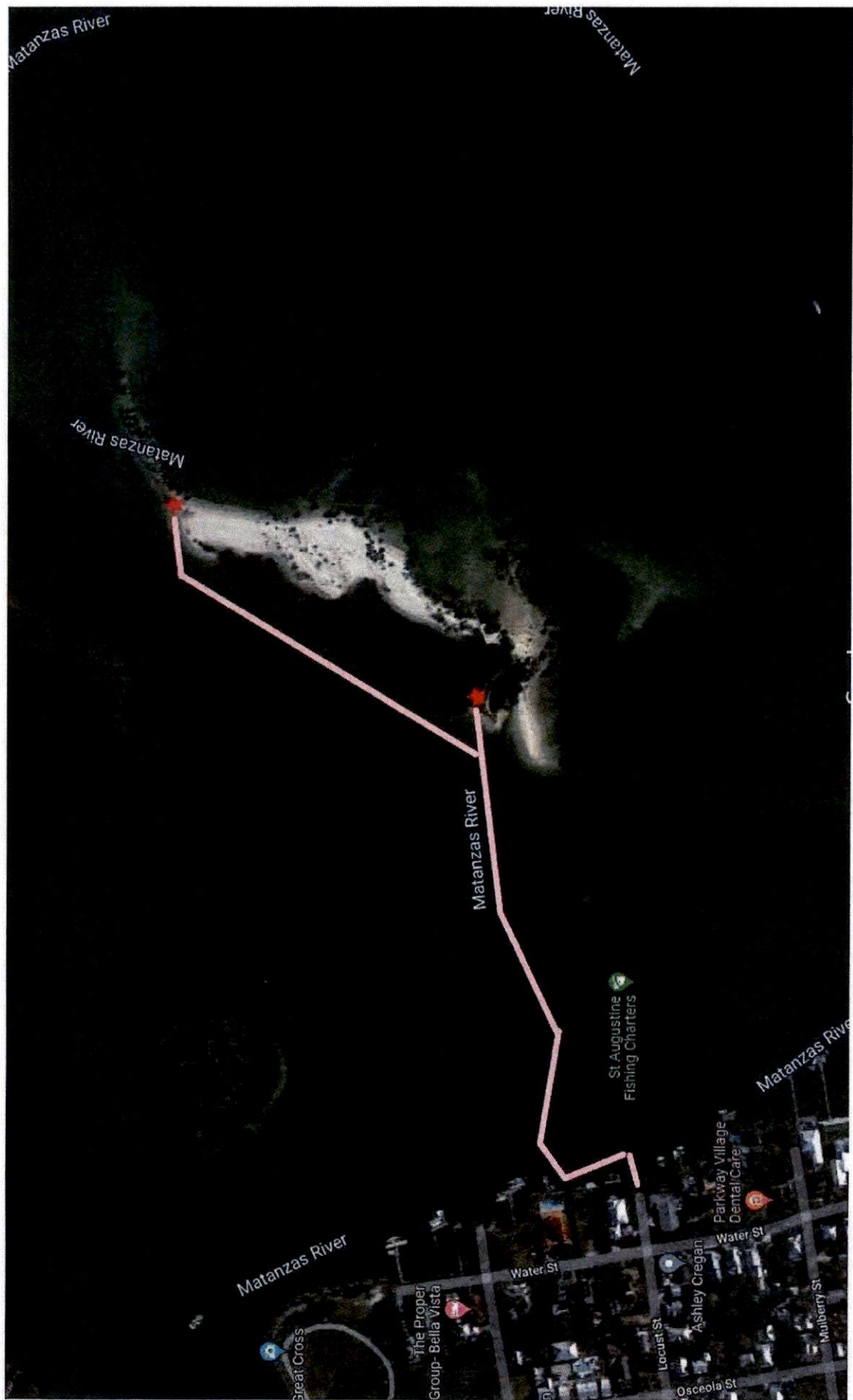
From: Garcia, Hailey <Hailey.Garcia@MyFWC.com>
Sent: Monday, November 7, 2022 9:26 AM
To: William J. Miller <wmiller@citystaug.com>
Cc: Kropp, Alexander <Alexander.Kropp@MyFWC.com>
Subject: Safety Concerns Kayaking to Julia's Island

Hi JB,

Attached is the route taken when FWC staff kayak to Julia's Island. Staff often need to kayak to the island at least 4 times a week to monitor imperiled beach nesting birds, and this includes weekends and holidays. I can't recall specific events, but staff have experienced dangerous navigational hazards from vessels and jet ski's on multiple occasions per week traveling at high speeds along the Matanzas river and Hospital creek.

Thank you, Hailey

Hailey Garcia
NE/NC Regional Shorebird Biologist
[Florida Fish and Wildlife Conservation Commission](#)
9741 Ocean Shore Blvd.
St. Augustine, FL 32080
Cell: [352-644-3539](tel:352-644-3539)



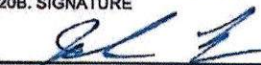
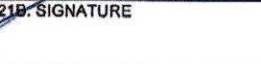
PROOF OF OWNERSHIP

According to the Paperwork Reduction Act of 1995, an agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a valid OMB control number. The valid OMB control number for this information collection is 0579-0335. The time required to complete this information collection is estimated to average .083 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information.

OMB Approved
0579-0335
EXP. XX/XXXX

UNITED STATES DEPARTMENT OF AGRICULTURE
ANIMAL AND PLANT HEALTH INSPECTION SERVICE
WILDLIFE SERVICES

WORK INITIATION DOCUMENT FOR
WILDLIFE DAMAGE MANAGEMENT

SECTION 1	1. WORK INITIATION DOCUMENT NUMBER				2. STATUS ☒ NEW ☐ RENEWAL			
	3A. TYPE OF WORK INITIATION DOCUMENT (mark all that apply) ☐ PRIVATE PROPERTY ☒ NON-PRIVATE PROPERTY ☐ TEMPORARY/CIVIL ☐ ADJACENT LANDOWNER ☐ AMENDMENT TO AN EXISTING WORK INITIATION DOCUMENT				3B. ASSIGN TO THESE SPECIAL GROUPS (1) _____ (2) _____ (3) _____ (4) _____			
SECTION 2	4. COOPERATOR NAME (last, first, MI) Franklin, Reuben							
	5. COOPERATOR MAILING ADDRESS P.O. Box 210 St. Augustine, FL 32085							
	6. COMMON NAME Julia's Island (a.k.a. Bird Island)				7. COOPERATOR TELEPHONE NUMBER 904.209.4279			
	8. OWNER OR REPRESENTATIVE NAME (if different from Cooperator) City of St. Augustine				9. OWNER OR REPRESENTATIVE TELEPHONE NUMBER 904.209.4279			
SECTION 3	10. OWNER OR REPRESENTATIVE ADDRESS (if different from Cooperator) P.O. Box 210 St. Augustine, FL 32085							
	11. PROPERTY / LAND CLASS INFORMATION				12. ADJOINING PROPERTY WID NO.'s		13. TARGETED SPECIES	
	COUNTY	PROPERTY	LAND CLASS	ACRES				
	A. St Johns		Non-private	3	A.		A. Raccoons	F. Crow, American
	B.				B.		B. Hawks, Red-shoulder	G. Crow, Fish
	C.				C.		C. Laughing, Gull	H.
	D.				D.		D. Owl, Great horned	I.
E.				E.		E. Rat, Black	J.	
STATE FL				TOTAL ACRES 3		☐ 14. There are additional targeted species (complete and attach WS Form 12 Addendum)		
SECTION 4	15. In consideration of the benefits to be derived from the proper management of damage caused by those species listed in Item 13 (and Item 14 if applicable), I, the undersigned Cooperator or Cooperator's representative, do hereby give my consent and concurrence to the Animal and Plant Health Inspection Service (APHIS) (to include its officials, employees, and agents) to use, upon lands owned, leased, or otherwise controlled by me, and identified by this Work Initiation Document, the following methods and devices (COMPONENTS):							
	A. Firearms		B. Traps, cage		C. Traps, pole			
	D. Traps, Snap (rat, mouse, etc.)		E.		F.			
	☐ 16. There are additional components (complete and attach WS Form 12 Addendum)							
SECTION 5	17. I, the Cooperator or Cooperator's representative, have been informed of the methods and the manner in which the control materials and devices listed in Section 4 will be used, and of the possible hazards associated with their use. I understand that APHIS (to include its officers, employees, and agents) will exercise reasonable precautions to safeguard all persons to prevent injury to animal life other than those listed in Section 3, Item 13 (and Item 14, if applicable); guard against the mishandling of control devices and materials; and exercise due caution and proper judgment in all wildlife damage management operations. I understand that APHIS WS will maintain restricted use pesticide application records on applications made under the Work Initiation Document, and that APHIS WS will provide copies of the records or record information promptly upon the property owner's or cooperator's request. I understand that APHIS WS may collect Global Positioning System (GPS) coordinates at the project site as part of component or activity tracking or as wildlife disease monitoring or research data. As a Lessee, the Cooperator agrees that the lease is current and will remain so while APHIS WS conducts operational activities on the property and will notify WS if the lease expires or is canceled. The Lessee agrees to notify the landowner about any methods or devices (components) in use by APHIS WS on the property.							
	18. In consideration of these understandings and of the benefits to be derived, I, the Cooperator or Cooperator's representative, agree to take reasonable precautions to prevent injury to livestock and other domestic animals; assume responsibility for injury to my property under my control when said injury is not the result of negligence on the part of APHIS; assist in maintaining such warning signs as APHIS may place for the purpose of notifying persons entering onto such lands of the possible hazards associated with wildlife damage management measures in use thereon; and to give adequate warning of these possible hazards to persons I authorize to enter onto such lands. Further, in recognition of the benefits to be derived from the use of specified methods and devices authorized by this Work Initiation Document, I, the cooperator or cooperator's representative, agree not to concurrently use or allow to be used upon lands covered by this Work Initiation Document any toxic material that might reasonably be expected to take a species listed above in Section 3, Item 13 (and Item 14, if applicable), unless such use of said toxicant is agreed to by APHIS in writing.							
19. SPECIAL CONSIDERATIONS Allow for sampling for disease monitoring								
20A. LANDOWNER, LESSEE, OR ADMINISTRATOR NAME AND TITLE John P. Regan, City Manager				20B. SIGNATURE 		20C. DATE 4/29/22		
21A. APHIS REPRESENTATIVE NAME				21B. SIGNATURE 		21C. DATE 4/29/22		
21D. APHIS REPRESENTATIVE TELEPHONE NUMBER (352) 377-5556				21E. STATE OFFICE ADDRESS 2820 E University Ave, Gainesville, FL 32641				

WS FORM 12A
OCT 2017

(Previous edition may be used.)

PRIVACY ACT NOTICE

5 U.S.C. 552a(e)(3) requires that each agency that maintains a system of records provide each individual from whom the agency solicits information with the following information.

AUTHORITY FOR REQUESTING INFORMATION

7 U.S.C. 8351 to 8353, and 16 U.S.C. 687, authorizes officers, agents, and employees of the United States Department of Agriculture (USDA), Animal and Plant Health Inspection Service (APHIS), Wildlife Services (WS) to conduct a program of wildlife services and to enter into agreements with States, local jurisdictions, individuals, and public and private agencies, organizations, and institutions for the purpose of conducting such services.

NATURE OF YOUR DISCLOSURE OF INFORMATION

Disclosure of information solicited by USDA, APHIS, Wildlife Services is voluntary.

PRINCIPLE PURPOSE FOR WHICH THE INFORMATION IS SOLICITED

Information is solicited from you for the purpose of executing and implementing agreements for control of wildlife damage.

ROUTINE USES WHICH MAY BE MADE OF THE INFORMATION

- (1) To cooperative Federal, State, Tribal, and local government officials, employees, or contractors and other parties as necessary to carry out the program; and other parties engaged to assist in administering the program. Such contractors and other parties will be bound by the nondisclosure provisions of the Privacy Act. This routine use assists the agency in carrying out the program, and thus is compatible with the purpose for which the records are created and maintained;
- (2) To the appropriate agency, whether Federal, State, local, Tribal, or foreign, charged with responsibility of investigating or prosecuting a violation of law or of enforcing, implementing, or complying with a statute, rule, regulation, or order issued pursuant thereto, of any record within this system when information available indicates a violation or potential violation of law, whether civil, criminal, or regulatory in nature, and either arising by general statute or particular program statute, or by rule, regulation, or court order issued pursuant thereto;
- (3) To the Department of Justice when the agency, or any component thereof, or any employee of the agency in his or her official capacity, or any employee of the agency in his or her individual capacity where the Department of Justice has agreed to represent the employee, or the United States, in litigation, where the agency determines that litigation is likely to affect the agency or any of its components, is a party to litigation or has an interest in such litigation, and the use of such records by the Department of Justice is deemed by the agency to be relevant and necessary to the litigation; provided, however, that in each case, the agency determines that disclosure of the records to the Department of Justice is a use of the information contained in the records that is compatible with the purpose for which the records were collected;
- (4) For use in a proceeding before a court or adjudicative body before which the agency is authorized to appear, when the agency, or any component thereof, or any employee of the agency in his or her official capacity, or any employee of the agency in his or her individual capacity where the agency has agreed to represent the employee, or the United States, where the agency determines that litigation is likely to affect the agency or any of its components, is a party to litigation or has an interest in such litigation, and the agency determines that use of such records is relevant and necessary to the litigation; provided, however, that in each case, the agency determines that disclosure of the records to the court is a use of the information contained in the records that is compatible with the purpose for which the records were collected;
- (5) To appropriate agencies, entities, and persons when the agency suspects or has confirmed that the security or confidentiality of information in the system of records has been compromised; the agency has determined that as a result of the suspected or confirmed compromise, there is a risk of harm to economic or property interests, a risk of identity theft or fraud, or a risk of harm to the security of integrity of this system or other systems or programs (whether maintained by the agency or another agency or entity) that rely upon the compromised information; and the disclosure made to such agencies, entities, and persons is reasonably necessary to assist in connection with the agency's efforts to respond to the suspected or confirmed compromise and prevent, minimize, or remedy such harm;
- (6) To USDA contractors, partner agency employee or contractors, or private industry employed to identify patterns, trends, or anomalies indicative of fraud, waste, or abuse;
- (7) To land management agencies, such as the Bureau of Land Management and the U.S. Fish and Wildlife Service, relating to wildlife damage on grazing allotments;
- (8) To consumer reporting agencies in accordance with 31 U.S.C. 3711(e);
- (9) To Federal, State, Tribal, and local regulatory agencies and their employees and contractors who collaborate with Wildlife Services in implementation of, or agencies that regulate, wildlife management projects or programs, or who have an interest in, or regulate, animal or public health, or national security;
- (10) To Federal or State Government-level representatives of the U.S. Environmental Protection Agency, in compliance with the Federal Insecticide, Fungicide, and Rodenticide Act (FIFRA) mandate (7 U.S.C. 136), of the location on a cooperator's property where certain regulated pesticide devices are deployed or regulated pesticides are applied; and
- (11) To the National Archives and Records Administration (NARA) or to the General Services Administration for records management inspections conducted under 44 U.S.C. 2904 and 2906.

EFFECTS OF FAILURE TO FURNISH INFORMATION

Failure to provide the solicited information will not subject you to penalties or adverse consequences.

Instructions for Completing WS Form 12A, Work Initiation Document For Wildlife Damage Management

NOTE: A WS Form 12A Work Initiation Document (WID) is required to be signed by a Cooperator for all properties worked by Wildlife Services (WS). The WID and the WID agreement in WS Management Information System (MIS) expire 5 years after the Cooperator signature date. To renew a WID agreement for another 5 years, a new WS Form 12A is required to be signed by the Cooperator, and everything on the WID agreement in MIS must match the corresponding items on the WS Form 12A.

NOTE: An expanded and detailed set of instructions for the WID is available in MIS. Employees should study the detailed version until familiar with completing the WID.

SECTION 1 – Basic WID Identification and Type

1. Entering the WID document number is optional. Contact your MIS Data Technician to obtain this number if one is needed.
2. Mark only one box, selecting New (agreement) or Renewal (of existing agreement).
3. A WID may have more than one type of work characteristic. Mark all applicable boxes indicating this WID's type of work.

SECTION 2 – Cooperator Information

4. Enter the name of the Cooperator as it appears on the Cooperative Service Agreement, Cooperative Service Field Agreement, Memorandum of Agreement or Understanding, or as it appears in the Cooperator's business references.
5. Enter the Cooperator's mailing address with street or P.O. box, city, state, and ZIP code. This may be the permanent address, mailing address, home address, or business/office address.
6. Enter the common name of the Cooperator's business, farm, or ranch, if applicable.
7. Enter the Cooperator's telephone number including the area code. It may be a landline or mobile telephone number.
8. Enter the name of the owner or Cooperator's representative if it is different from the Cooperator's name.
9. Enter the property owner's or property owner representative's telephone number including area code.
10. Enter the property owner's address (or property owner representative's work address if this is a business or a non-private agreement), including the ZIP code. If the Cooperator's address in item 5 is also the owner's address, skip this step.

SECTION 3 – Property Information, Location of Work, and Species Being Addressed

11. In this subsection, record the state and counties for the site(s) where the work is being performed for the cooperator. Include for each property the land class being worked on and the number of acres for the land class. Usually, only one land class can be recorded per property. If there is more than one land class on a property, identify each of them separately (e.g. Property: Smith #1, Land Class Private; Smith #2, Land Class County/City). Record the total acres by summing all entries in the "Acres" column.
12. If the WID allows work on an adjoining property as part of the project, additional WIDs signed by the adjoining landowners/ managers must be obtained. The WID document numbers for the adjoining properties go in this subsection. If WID numbers are not assigned, list the name of the other land owners/managers instead of numbers.
13. List the full common names of the targeted species as found in MIS. Review MIS Reference Files for accuracy.
14. If more than 10 species are targeted, mark this box and list the additional species on WS Form 12 Addendum. The WS Form 12A also requires an original signature. Ensure the WS Form 12 Addendum is attached to this WS Form 12A.

SECTION 4 – Component Use Information

15. List the components that will be used in the project. They must be annotated exactly as they appear in the MIS component list. Do not list any activities (e.g., shooting, trapping, etc.).
16. If more than six components are entered, mark this box and list the additional components on WS Form 12 Addendum. The WS Form 12 Addendum also requires an original signature. Ensure the addendum is attached to this WS Form 12A.

Section 5 – Work Initiation Considerations, WS Responsibilities

17. The Cooperator is required to read this section, or alternatively have it read to him/her, before signatures are affixed to the WID.

Section 6 – Work Initiation Considerations, Cooperator Responsibilities

18. The Cooperator is required to read this section, or alternatively have it read to him/her, before signatures are affixed to the WID.
19. **Special Considerations** - If any special considerations are agreed to for this project, enter them in item 19. They may also be entered in the MIS in the Agreement Remarks or the Property Comments fields.
- 20, 21. **Signatures/Dates** – To complete the form, both the Cooperator's authorized signer and the APHIS Representative (WS employee) print their names, sign in ink, and date the WS Form 12A. The WS employee also enters a contact telephone number and the State Office's address.

The WS employee is responsible for ensuring the Cooperator or authorized representative receives a copy of the WS Privacy Act Notice.

**AUGUST 31, 2022
INITIAL
APPLICATION
PACKET**



Est. 1565

City of St. Augustine

Nation's Oldest City

City Attorney

August 31, 2022

Florida Fish and Wildlife Conservation Commission
Division of Law Enforcement | Boating and Waterways Section
Farris Bryant Building | 620 S. Meridian Street
Tallahassee, Florida 32399

RE: APPLICATION FOR APPROVAL OF AN ORDINANCE ESTABLISHING A BOATING-RESTRICTED AREA

Pursuant to Section 327.46(1)(b), F.S., the City of St. Augustine files this application to request approval of an ordinance establishing a boating-restricted area. Per the instructions of Chapter 68D-21.001, F.A.C., the City submits the following:

68D-21.001(3):

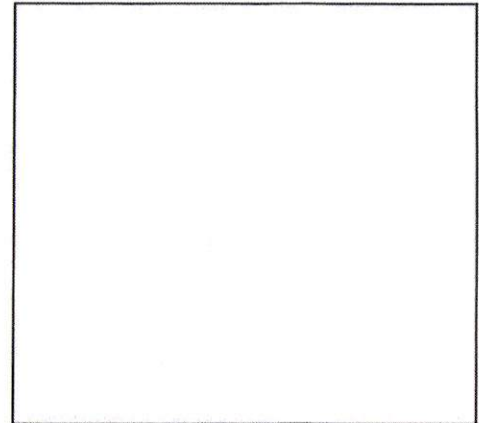
- ☒ (a) Name of Applicant: City of St. Augustine, Florida
Isabelle C. Lopez, City Attorney
P.O. Box 210
- ☒ (b) Primary Contact & Attorney: St. Augustine, Florida 32085
(904) 825-1052
ilopez@citystaug.com
- ☒ (c) Certified Copy of Ordinance: ORD 2022-23 (*enclosed*)
- ☒ (d) Section 327.46(1)(c)(1), F.S.: An ordinance establishing an idle speed, no wake boating-restricted area, if the area is within 300 feet of a confluence of water bodies presenting a blind corner, a bend in a narrow channel or fairway, or such other area if an intervening obstruction to visibility may obscure other vessels or other users of the waterway.
- ☒ (e) 1-7: Scaled Drawings: *Enclosed*
 - Ordinance transmitted by email to the Chair of the Florida Inland Navigation District, Mr. Carl Blow, on July 14, 2022. Further discussed with City Attorney on July 18th, and Mr. Blow offered his support for the ordinance and concurred with the need for speed regulations at the proposed zone, and noted that this was a public safety request not a request by waterfront property owners.
 - Ordinance transmitted by email to the members of the St. Augustine Port and Waterway Authority on July 18, 2022, and City staff member Jim Piggott attended their July 19, 2022 meeting to answer any questions. Port and Waterway Authority supports the ordinance.
 - Ordinance transmitted to USCG at Miami on July 18, 2022.
 - Ordinance transmitted to Army Corps at Jacksonville on July 18, 2022.
 - Ordinance transmitted to the St. Johns County Attorney on July 18, 2022, no opposition received.
- ☒ (f) Documentation that the ordinance was developed, prior to presenting language for adoption with the governing body of every other county or municipality sharing jurisdiction over the area, the U.S. Coast Guard, and the Army Corps of Engineers:
 - Ordinance transmitted to USCG at Miami on July 18, 2022.
 - Ordinance transmitted to Army Corps at Jacksonville on July 18, 2022.
 - Ordinance transmitted to the St. Johns County Attorney on July 18, 2022, no opposition received.
- ☒ (g) Summary of facts and circumstances that justify the establishment of the restriction on speed or operation: The facts, circumstances, and evidence are as established in Ordinance 2022-23 and its supporting affidavits, as well as in the City Commission meeting minutes. The geographic area covered in the ordinance is exclusively in the City limits.
 - Ordinance 2022-23 (*enclosed*)
 - Supporting Affidavits (*enclosed*)
 - Letter of Support from Chief Michaux of the St. Augustine Police Department (*enclosed*)
 - Letter of Support from the St. Augustine Port, Waterway & Beach District (*enclosed*)
 - City Commission Meeting Minutes (*enclosed*)
- ☒ (h) Appendix containing all evidence listed in paragraph (g):
- ☒ (i) Proof of Publication as provided by Sections 50.011-.031, F.S.: *Enclosed*

Isabelle C. Lopez, City Attorney

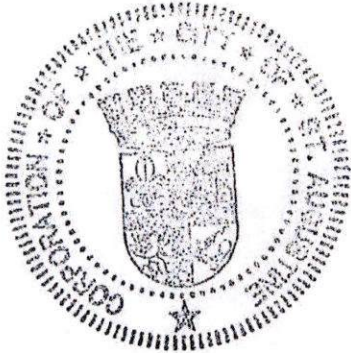
Date

CERTIFIED COPY
OF
ORDINANCE 2022-23

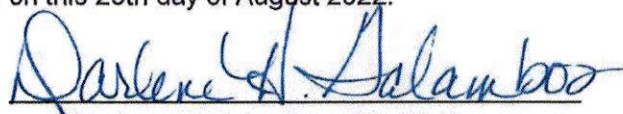
CITY OF ST. AUGUSTINE
COUNTY OF ST. JOHNS
STATE OF FLORIDA



I, Darlene Galambos, City Clerk, City of St. Augustine, Florida, do hereby certify that the attached **ORDINANCE NO. 2022-23, AN ORDINANCE OF THE CITY OF ST. AUGUSTINE, FLORIDA, AMENDING THE CODE OF THE CITY OF ST. AUGUSTINE CREATING SECTION 7-4 REGULATING AND POSTING IDLE SPEED-NO WAKE ZONES; PROVIDING FOR INCLUSION IN THE CODE OF THE CITY OF ST. AUGUSTINE, PROVIDING FOR REPEAL OF CONFLICTING ORDINANCES, PROVIDING FOR SEVERANCE OF INVALID PROVISIONS; AND PROVIDING FOR AN EFFECTIVE DATE..** contains a full, true and correct copy as the same that appears of Record and on file in my office, City of St. Augustine, 2nd Floor, S.E., Elevator B, City Hall, 75 King Street.



IN WITNESS WHEREOF, I have hereto set my hand and affixed the corporate seal of the City of St. Augustine, Florida, on this 29th day of August 2022.


Darlene H. Galambos, City Clerk

ORDINANCE NO. 2022-23

AN ORDINANCE OF THE CITY OF ST. AUGUSTINE, FLORIDA, AMENDING THE CODE OF THE CITY OF ST. AUGUSTINE CREATING SECTION 7-4 REGULATING AND POSTING IDLE SPEED-NO WAKE ZONES; PROVIDING FOR INCLUSION IN THE CODE OF THE CITY OF ST. AUGUSTINE, PROVIDING FOR REPEAL OF CONFLICTING ORDINANCES, PROVIDING FOR SEVERANCE OF INVALID PROVISIONS; AND PROVIDING FOR AN EFFECTIVE DATE.

WHEREAS, Chapter 327.46(1)(c)1., Florida Statutes grants municipalities the authority to establish boating-restricted areas by ordinance within the portion of the Florida Intracoastal Waterway within their jurisdiction; and

WHEREAS, the City Commission of the City of St. Augustine endorses boating safety, education, and measures to provide a safer environment for all boating activities and the protection of property and individuals within the city limits; and

WHEREAS, the Florida Fish and Wildlife Conservation Commission (FWCC) supports the City's intent to provide for boating safety, education, and measures to provide a safer environment for all boating activities and the protection of property and individuals within the city limits; and

WHEREAS, Chapter 327.46(1)(c)1., Florida Statutes, provides the City with authority to establish an ordinance requiring idle speed, no wake boating-restricted areas within 300 feet of a confluence of water bodies presenting a blind corner, a bend in a narrow channel or fairway, or such other areas containing an intervening obstruction to visibility that may obscure other vessels or other users of the waterway; and

WHEREAS, City of St. Augustine staff observed and photographed areas of boating congestion related to recreational motor boats anchored or beached in the vicinity of Bird Island (a/k/a Julia's Island), including potentially dangerous conditions related to high speed travelling vessels approaching anchored vessels, identified in the attached and incorporated by reference Exhibit "A"; and

WHEREAS, City of St. Augustine staff observed blind corners at approximately the entrance of Hospital Creek, and the northern and southern entrance to the channel adjacent to Bird Island. In addition, staff observed bends in narrow channels while

conducting condition surveillance in the area as depicted on aerial photographs, identified in the attached and incorporated by reference Exhibit "B"; and

WHEREAS, the restricted zone includes areas that are subject to potentially hazardous water levels or currents, or containing other navigational hazards such as impromptu anchored or beached recreational vessels; and

WHEREAS, the restricted zone includes areas that are subject to significant risk of collision and a significant threat to boater safety; and

WHEREAS, pursuant to the 1925 Special Act of the Florida Legislature, at Section 9, the State of Florida granted to the City of St. Augustine all sovereign submerged lands formerly owned by the State, and Bird Island (a/k/a Julia's Island) is owned by the City of St. Augustine; and

WHEREAS, the City Commission of the City of St. Augustine has determined that substantial competent evidence of hazardous boating conditions is supported by the record and that the ordinance is necessary to protect public safety; and

WHEREAS, the City Commission of the City of St. Augustine finds that it is in the best interest of public health, safety, and general welfare that the following amendment be adopted consistent with the requirements of Section 166.021(4), Florida Statutes; and

WHEREAS, the City Commission of the City of St. Augustine respectfully requests that the Florida Fish and Wildlife Conservation Commission review and approve this ordinance pursuant to Section 166.041(4), Florida Statutes.

BE IT ORDAINED BY THE CITY COMMISSION FOR THE CITY OF ST. AUGUSTINE, FLORIDA, AS FOLLOWS:

Section 1. Creating Chapter 7, Article I, Section 7-4. Chapter 7, Article I, Section 7-4 of the Code of the City of St. Augustine is hereby created to read as follows:

Section 7-4. - Idle Speeds-No Wake Zone.

The City of St. Augustine limits the boating speed in certain regulated waters within the city limits, with review and approval of the Florida Fish and Wildlife Conservation Commission pursuant to Section 166.041(4), Florida Statutes.

An "Idle Speed-No Wake Zone" is hereby designated at the entrance bends of Hospital Creek and through the northern and southern entrances to the Intercoastal Waterway channel adjacent to Bird Island (a/k/a Julia's Island).

Vessels operating within boating-restricted areas posted "Idle Speed-No Wake Zone" must proceed at a speed no greater than necessary to maintain steerageway.

The following locations will be posted "Idle Speed-No Wake Zone" by their Global Positioning System (GPS) points as follows:

- (a) North of Bird Island (East sign): 29° 54.480' N, 81° 18.228' W
 - (b) North of Bird Island (West sign): 29° 54.518' N, 81° 18.265' W
 - (c) South of Bird Island (East sign): 29° 54.114' N, 81° 18.579' W
 - (d) South of Bird Island (West sign): 29° 54.113' N, 81° 18.615' W
 - (e) Hospital Creek (East sign): 29° 54.210' N, 81° 18.742' W
 - (f) Hospital Creek (West sign): 29° 54.202' N, 81° 18.767' W
 - (g) Unnamed creek: 29° 54.110' N, 81° 18.721' W
1. It is unlawful for any person to operate a vessel in a prohibited manner or to carry on any prohibited activity within a boating-restricted area which has been clearly marked by regulatory markers as authorized under Chapter 327.46, Florida Statutes.
 2. Restrictions in a boating-restricted area established pursuant to this section shall not apply in the case of an emergency or to a law enforcement, firefighting, or rescue vessel owned or operated by a governmental entity.
 3. Enforcement. Provisions of this section shall be enforced by the division of law enforcement of the Fish and Wildlife Conservation Commission (FWCC), the Sheriff of St. Johns County and his or her deputies, or the chief of Police of the City of St. Augustine and his or her officers. Each agency so listed has authority to issue citations for violations.
 4. Any violation of this section is deemed to be a non-criminal infraction punishable under Section 7-93 of the Code of the City of St. Augustine as follow
 - (a) For a first offense, \$100.00
 - (b) For a second offense: \$250.00
 - (c) For a third or subsequent offense: \$500.00

Section 2. Inclusion in Code. The City Commission intends that the provisions of this ordinance shall become and shall be made part of the Code of the City of St. Augustine, that the sections of this ordinance may be renumbered or relettered and that

the word ordinance may be changed to section, article or other such appropriate word or phrase in order to accomplish such intentions.

Section 3. Conflict with Other Ordinances. All ordinances or parts of ordinances in conflict herewith are hereby repealed.

Section 4. Severance of Invalid Provisions. If any section, subsection, sentence, clause, phrase, word, or provision of this ordinance is held to be invalid or unconstitutional by a court of competent jurisdiction, then said holding shall not be so construed as to render invalid or unconstitutional the remaining provisions of this ordinance.

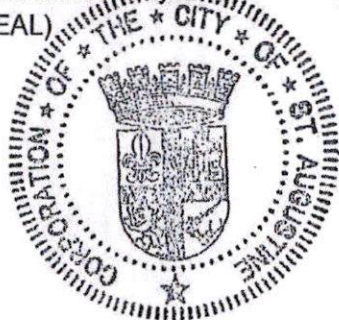
Section 5. Effective Date. This ordinance shall become effective after passage, pursuant to Section 166.041(4), Florida Statutes, and upon review and approval by the Florida Fish and Wildlife Conservation Commission.

PASSED by the City Commission of the City of St. Augustine, Florida, this 22nd day of August, 2022.

ATTEST:

Darlene Galambos
Darlene Galambos, City Clerk

(SEAL)



T. L. Upchurch
Tracy Upchurch, Mayor-Commissioner

EXHIBIT "A"
AFFIDAVIT AND
CONDITION PHOTOGRAPHS
OF ANCHORED/BEACHED
VESSELS AT BIRD ISLAND

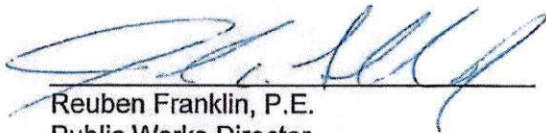
AFFIDAVIT OF REUBEN FRANKLIN, P.E.

STATE OF FLORIDA
COUNTY OF ST. JOHNS

Before me appeared the undersigned affiant, **Reuben Franklin**, who after being duly sworn, stated:

1. I am over the age of 18 and qualified to make this affidavit.
2. I have been employed with the City of St. Augustine since 2010 and have been the Director of Public Works since October of 2019.
3. On May 28, 2022, I personally took the attached photographs of boats anchored around Bird Island a/k/a Julia's Island.
4. I am familiar with the boating conditions around Bird Island a/k/a Julia's Island and the photographs I took accurately depict the conditions.

FURTHER AFFIANT SAYETH NAUGHT.

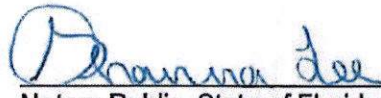

Reuben Franklin, P.E.
Public Works Director

I HEREBY CERTIFY that on this day, personally appeared before me, by means of ☒ physical presence or ☐ online notarization, **Reuben Franklin**, who is personally known to me, who is the person described in and who executed the foregoing instrument and who acknowledged before me that he executed the same for the uses and purposes therein expressed.

Witness my hand and official seal, this 14th day of July, 2022.



SHANNALEE
Commission # GG 329333
Expires June 8, 2023
Bonded Thru Budget Notary Services


Notary Public, State of Florida





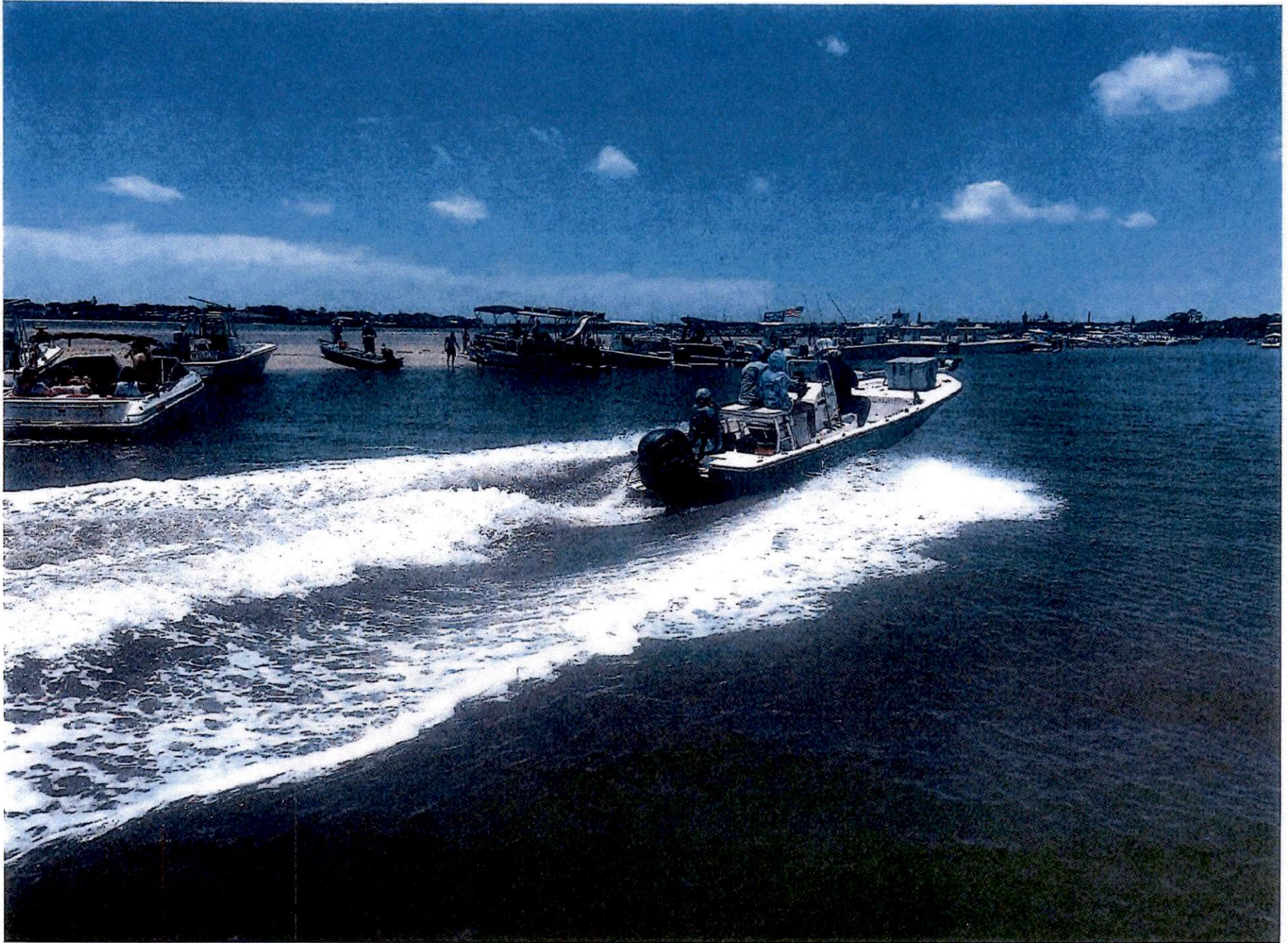














EXHIBIT "B"

AFFIDAVIT AND

MAP

AFFIDAVIT OF WILLIAM "J.B." MILLER

STATE OF FLORIDA
COUNTY OF ST. JOHNS

Before me appeared the undersigned affiant, William "J.B." Miller, who after being duly sworn, stated:

1. I am over the age of 18 and qualified to make this affidavit.
2. I am the Land Management Coordinator for the City of St. Augustine.
3. I am familiar with the area and have coordinated with the Florida Fish and Wildlife Conservation Commission on the conservation efforts at Bird Island a/k/a Julia's Island.
4. I prepared the attached map and the area depicted on the map accurately represents a popular local anchoring and beaching boat area along Bird Island a/k/a Julia's Island, and the points identified as blind curves are accurate.

FURTHER AFFIANT SAYETH NAUGHT.



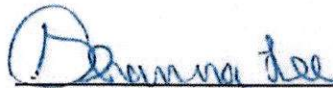
William "J.B." Miller
Land Management Coordinator

I HEREBY CERTIFY that on this day, personally appeared before me, by means of ☒ physical presence or ☐ online notarization, William "J.B." Miller, who is personally known to me, who is the person described in and who executed the foregoing instrument and who acknowledged before me that he executed the same for the uses and purposes therein expressed.

Witness my hand and official seal, this 14th day of July, 2022.



SHANNALEE
Commission # GG 328333
Expires June 8, 2023
Bonded thru Budget Notary Services



Notary Public, State of Florida

Idle Speed - No Wake Zone

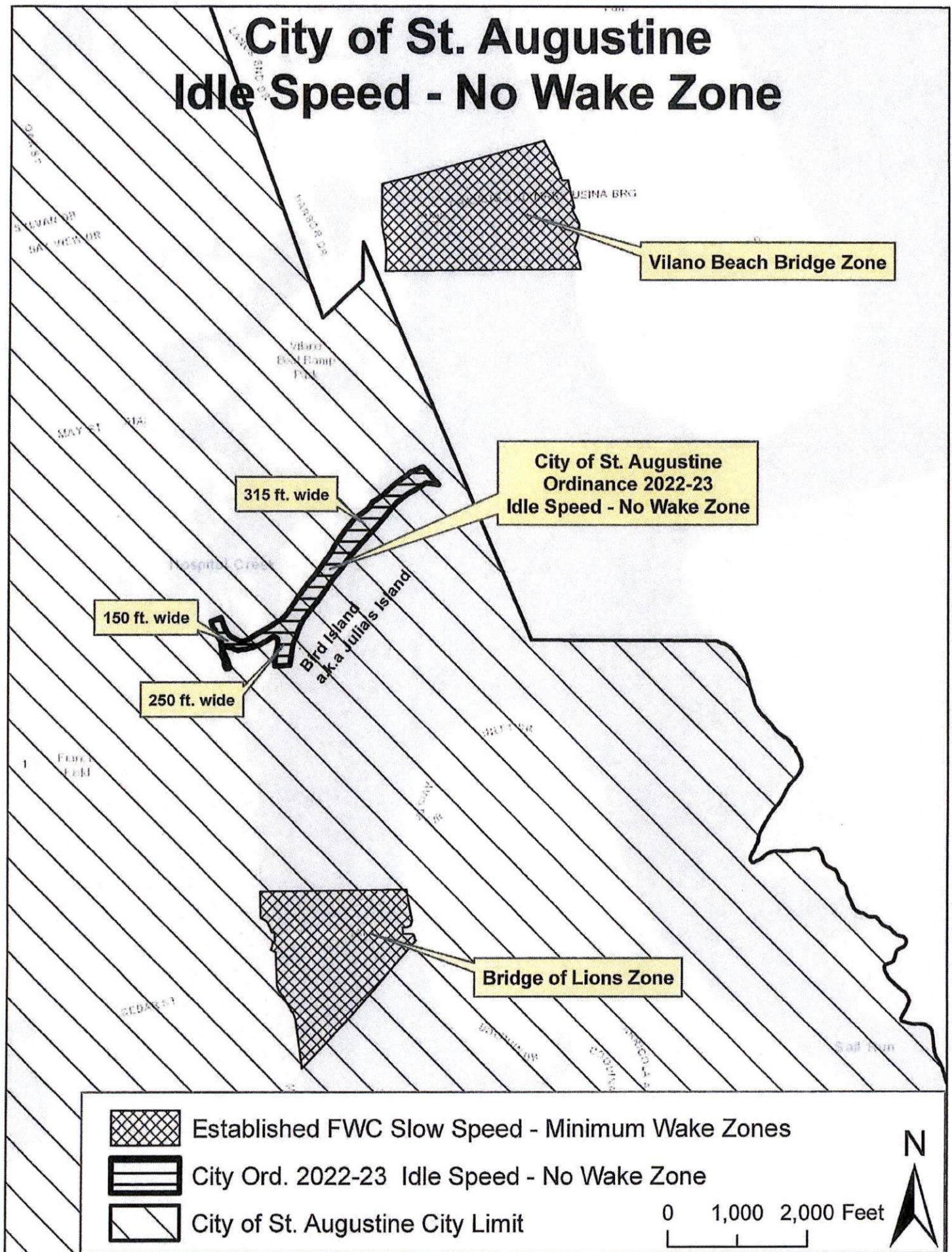


Idle Speed - No Wake Zone



SCALED DRAWING

City of St. Augustine Idle Speed - No Wake Zone



LETTER OF SUPPORT

FROM

CHIEF MICHAUX



St. Augustine Police Department
151 King Street
St. Augustine, FL 32084
Ph: 904.825.1074 (Non-Emergency)
Fax: 904.823.4323

August 10, 2022

City of St. Augustine, Florida
City Commission
75 King Street
St. Augustine, FL 32084

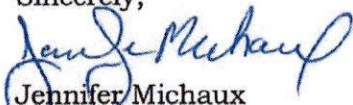
RE: Proposed Ordinance 2022-23
Idle Speed-No-Wake Zone

Dear Mayor and Commissioners:

I am writing to you in support of Ordinance 2022-23 creating an Idle Speed-No-Wake Zone along Bird Island and through dangerous blind curves in Hospital Creek. At low tide the sandbar area along Bird Island becomes a popular anchoring, fishing, and recreation area. If left unregulated, the mix of informal anchoring and recreational activity combined with nearby high-speed vessels creates a dangerous situation. As Chief of Police I fully support recreational boating as long as reasonable regulations keep separate users safe. St. Johns County has experienced substantial population growth in the last few years and with that growth comes an increase in boating traffic. The City of St. Augustine is also a hub of tourism. Combining new residents and tourists who may not be as familiar with local boating conditions creates the potential for a future tragedy. Simply looking at reported accident data, citations or warnings does not capture the actual conditions in those areas. The numerous blind curves at the confluence of the tributaries in Hospital Creek should be approached at idle speed to avoid potential collision, but without markers warning unsuspecting boaters, we are left with open conditions to a foreseeable danger.

I appreciate your willingness to be pro-active in assuring the safety of boaters and our residents and visitors. I lend my total support to these important efforts.

Sincerely,


Jennifer Michaux
Chief of Police

Email: CityPolice@StAugPD.com

Online: www.StAugPD.com

LETTER OF SUPPORT

FROM

ST. AUGUSTINE PORT,

WATERWAY & BEACH

DISTRICT



St. Augustine Port, Waterway & Beach District

P.O. Box 4512
St. Augustine, Florida 32085-4512
(904) 824-0113

August 9, 2022

Commissioners-

We, the commissioners of the St. Augustine Port, Waterway and Beach District, write to urge you to approve the City of St. Augustine's application for an Idle Speed/No Wake Zone in the area of Bird Island and Hospital Creek. The area under consideration has become an extremely popular spot for fishing and boat beaching, as well as a point of access to the Intercoastal Waterway for kayaks who launch from a small ramp further up Hospital Creek. This increasingly heavy usage, combined with the area's narrow channels and many blind turns, has created the potential for serious accidents. Without speed regulation, the safety of all those who use this waterway is in jeopardy.

We thank you for your consideration, and look forward to continuing to work with the Fish and Wildlife Commission in the future.

Sincerely,

Jane West
Sandy Flowers
Chris Way
Tom Rivers
Matt Brown

St. Augustine Port, Waterway and Beach District

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**CITY COMMISSION
MEETING MINUTES:
JULY 25, 2022**

CITY OF ST. AUGUSTINE

Regular City Commission Meeting
Monday, July 25, 2022

The City Commission met in formal session Monday, July 25, 2022, at 5:00 P.M. in the Alcazar Room at City Hall. The meeting was called to order by Mayor Tracy Upchurch, and the following were present:

1. Roll Call: Tracy Upchurch, Mayor/City Commissioner
Nancy Sikes-Kline, Vice Mayor/City Commissioner
John Valdes, City Commissioner
Barbara Blonder, City Commissioner

Absent: Roxanne Horvath, City Commissioner (excused)

Also Present: John Regan, City Manager
Isabelle Lopez, City Attorney
Darlene Galambos, City Clerk
Meredith Breidenstein, Assistant City Manager
David Birchim, Assistant City Manager
Jim Piggot, Director of General Services
Reuben Franklin, Director, Public Works
Donna Hayes, Director of Human Resources
Melissa Wissel, Director, Communications
Abby Pedigo, Fire Marshall
Colleen Kuhn, Recording Secretary

INVOCATION AND PLEDGE OF ALLEGIANCE

Reverend Ted Voorhees of St. Cyprian's Episcopal Church, delivered the invocation, and Commissioner Sikes-Kline led the Pledge of Allegiance.

2. ADMINISTRATIVE ITEMS

2.A. Modification and Approval of Regular Agenda

Mayor Upchurch requested Items C.A.13., C.A.14., and C.A.15. be removed from the Consent Agenda and moved to Item 10 after the reports on the entrance signs and fountain.

MOTION

Mayor Upchurch **MOVED** approval of the Regular Agenda with the three modifications. The motion was **SECONDED** by Commissioner Sikes-Kline and **APPROVED BY UNANIMOUS VOICE VOTE**.

3. Special Presentations, Recognitions and Proclamations

3.A. Special Presentation of the American flag that was flown on Monday, July 11 in honor of Errol Jones, former Vice Mayor and City Commissioner, to Diane Wheeler. (T. Upchurch, Mayor)

Mayor Upchurch presented Dianne Wheeler with the flag on behalf of Errol Jones who served as a City Commissioner from 2002-2012 and as Vice Mayor from

2008-2010. He shared that Mr. Jones brought forward the need for diversity within the City workforce and was an advocate for children and as a Commissioner, helped The Player's Championship Boys and Girls Club incorporate into the City of St. Augustine.

4. General Public Comments (3 minutes per Individual)

The Commission heard from the following members of the public:

- Cynthia Garris
- BJ Kaladai
- Chris Fulmer
- Charles Pappas
- John Miller

Public Comment closed.

5. Consent Agenda

John Regan, City Manager, read the Consent Agenda.

CA.1. Preview of upcoming Commission meetings.

CA.2. THE FOLLOWING ORDINANCES ARE TENTATIVELY SCHEDULED FOR SECOND READING ON AUGUST 8, 2022:

- Ordinance 2022-12
- Ordinance 2022-13
- Ordinance 2022-23
- Ordinance 2022-24
- Ordinance 2022-25

CA.3. Reminder of Upcoming Meetings:

- August 8, 2022, 3pm, Special Meeting to discuss 2022 budget assumptions and five-year CIP
- August 8, 2022, 5pm, Regular Meeting and Public Hearing on Budget Related Resolutions
- August 18, 2022, 8:15am, CRA Special Meeting, discussion of fiscal year 2023 budget

- August 18, 2022, 9am to Noon, Special Meeting, discussion of fiscal year 2023 budget and action items

- August 19, 2022, 9am to Noon (if needed) Special Meeting, discussion of fiscal year 2023 budget and action items

- August 22, 2022, 5pm, Regular Meeting

CA.4. APPROVAL OF MINUTES FROM PRIOR COMMISSION MEETINGS:

(None)

CA.5. RELEASES OF LIEN FOR UNIT CONNECTION FEE MORTGAGE(S):

(None)

CA.6. PROPOSED PROCLAMATIONS, CERTIFICATES OF APPRECIATION RECOGNITION. (COMMISSION APPROVAL REQUIRED). (TO BE READ AT A SUBSEQUENT MEETING).

(None)

CA.7. NOTIFICATION OF PROCLAMATIONS/CERTIFICATES OF RECOGNITION ISSUED:

(None)

CA.8. Acknowledge receipt of a Firehouse Subs Public Safety Foundation Grant by the St. Augustine Police Department for the acquisition of 15 automated external defibrillators. (A. Cuthbert, Assistant Chief of Police)

CA.9. Approval of flag protocol in the event of the death of a City Commissioner and other notable figures. (M. Breidenstein, Assistant City Manager)

CA.10. June 2022 financial update. (M. Simpson, Director Finance)

CA.11. Third quarter report for Public Works and Utility Department. (R. Franklin,

Director Public Works; T. Grant, Director Utilities)

CA.12. Third quarter report for the legal department. (I. Lopez, City Attorney)

END CONSENT

5.A. Additions, deletions or modifications to Consent Agenda

Mr. Regan noted the movement of Items CA.13., C.A.14. and C.A.15. to Agenda Item 10.

5.B. Approval of Consent Agenda

MOTION

Commissioner Sikes-Kline **MOVED** to approve the amended Consent Agenda. The motion was **SECONDED** by Commissioner Valdes and **APPROVED BY UNANIMOUS VOICE VOTE.**

6. Appeals

(None)

7. General Public Presentations, Items of Great Public Importance, and Other Items Requiring Public Hearings

7.A. General Public Presentations

(None)

7.B. Items of Great Public Importance

(None)

7.C. Other Items Requiring Public Hearing

(None)

8. Ordinances and Resolutions – Public Hearing Required.

8.A. Ordinances - Second Reading

(None)

8.B. Ordinances – First Reading (only if required by law)

(None)

8.C. Resolutions – Public Hearing (only if required by law)

(None)

9. Ordinances and Resolutions - No Public Hearing Required

9.A. Ordinances – First Reading

9.A.1. Ordinance 2022-12: Amends St. Augustine Police Retirement Trust Fund increasing real estate investments to an allowable 25% of the fund. (R. Thibault, Assistant City Attorney)

Isabel Lopez, City Attorney presented Ordinance 2022-12.

MOTION

Mayor Upchurch **MOVED** to pass Ordinance 2022-12 on first reading, read by title only and passed to second reading. The motion was **SECONDED** by Commissioner Sikes-Kline.

Commissioner Blonder acknowledged the caution made by a public speaker and expressed the need to ensure international conglomerates were not funded through this or other funds.

Ms. Lopez read the title as follows:

ORDINANCE NO. 2022-12

AN ORDINANCE OF THE CITY OF ST. AUGUSTINE, FLORIDA, AMENDING PART I, ARTICLE IX OF THE CHARTER OF THE CITY OF ST. AUGUSTINE RELATING TO THE ST. AUGUSTINE POLICE OFFICER'S RETIREMENT TRUST FUND; AMENDING SECTION 9.05(2)(c), TO REVISE ALLOWABLE INVESTMENT LIMITS; PROVIDING FOR INCLUSION IN THE CHARTER OF THE

CITY OF ST. AUGUSTINE, PROVIDING FOR REPEAL OF CONFLICTING ORDINANCES, PROVIDING FOR SEVERANCE OF INVALID PROVISIONS; AND PROVIDING FOR AN EFFECTIVE DATE.

VOTE ON MOTION:

AYES: Upchurch, Sikes-Kline, Blonder, Valdes

NAYES: None

MOTION APPROVED UNANIMOUSLY

9.A.2. Ordinance 2022-13: Amends the 1977 City Employees' Retirement System increasing real estate investments to 25% of assets of the system. (R. Thibault, Assistant City Attorney)

Ms. Lopez presented Ordinance 2022-13.

MOTION

Mayor Upchurch **MOVED** to pass Ordinance 2022-13 on first reading, read by title only and passed to second reading. The motion was **SECONDED** by Commissioner Sikes-Kline.

Ms. Lopez read the title as follows:

ORDINANCE NO. 2022-13

AN ORDINANCE OF THE CITY OF ST. AUGUSTINE, FLORIDA, AMENDING THE CODE OF THE CITY OF ST. AUGUSTINE RELATING TO THE 1977 CITY EMPLOYEES' RETIREMENT SYSTEM OF THE CITY OF ST. AUGUSTINE, FLORIDA; AMENDING SECTION 20-124(2)(c), TO REVISE ALLOWABLE INVESTMENT LIMITS; PROVIDING FOR INCLUSION IN THE CODE OF THE CITY OF ST. AUGUSTINE, PROVIDING FOR REPEAL OF CONFLICTING ORDINANCES, PROVIDING FOR SEVERANCE OF INVALID PROVISIONS; AND PROVIDING FOR AN EFFECTIVE DATE.

VOTE ON MOTION:

AYES: Upchurch, Sikes-Kline, Blonder, Valdes

NAYES: None

MOTION APPROVED UNANIMOUSLY

9.A.3. Ordinance 2022-23: Regulates and posts idle speed-no wake zones. (R. Thibault, Assistant City Attorney)

Ms. Lopez presented Ordinance 2022-23 and stated the Commission had discussed this topic for over a year regarding the creation of idle speed-no wake zones in problematic areas along Hospital Creek and Bird Island based on concerns about public safety.

Ms. Lopez stated the first step was for the Commission to adopt ordinance and then it would be sent to the Fish and Wildlife Conservation Commission for formal approval before enforcement could begin.

Ms. Lopez stated the St. Augustine Port, Water Way, and Beach District would be submitting a Letter of Support for the ordinance prior to the 2nd reading at the August 22nd Commission meeting. She also sent the draft ordinance to Carl Blow, who was Chair of Florida Inland Navigation District (FIND). She said Mr. Blow indicated support and discussed the importance of the ordinance addressing safety issues.

Commissioner Blonder stated that on numerous occasions, she observed concerning boating and safety issues and near misses in a blind spot due to speeding boats on Hospital Creek. She said the area was like a racetrack and that boaters came through like it was a speed course. She stated the Commission had the opportunity to prevent a tragedy before it happened by getting out in front of the problem.

Commissioner Valdes said he had seen many manatees in the area and the Commission would be addressing public safety and preserving mammals headed towards extinction.

Mayor Upchurch clarified the Commission would not be restricting public access to the water ways but were trying to calm the area. He noted the photos in the meeting packet were taken on Memorial Day and showed the intensity of use in that area.

Commissioner Sikes-Kline agreed with others and stated she had witnessed the very congested area which included jet skis, motorboats, kayaks, and people fishing. She noted the ordinance would not go beyond what was necessary in the affected area.

Commissioner Blonder said the photos at Bird Island showed a typical busy afternoon with families swimming and boats and other vessels going by at full speed. She expressed concern about safety around blind curves and said the ordinance would help.

MOTION

Commissioner Valdes **MOVED** to pass Ordinance 2022-23 on first reading, read by title only and passed to second reading. The motion was **SECONDED** by Commissioner Blonder.

Ms. Lopez read the title as follows:

ORDINANCE NO. 2022-23

AN ORDINANCE OF THE CITY OF ST. AUGUSTINE, FLORIDA, AMENDING THE CODE OF THE CITY OF ST. AUGUSTINE CREATING SECTION 7-4 REGULATING AND POSTING IDLE SPEED-NO WAKE ZONES; PROVIDING FOR INCLUSION IN THE CODE OF THE CITY OF ST. AUGUSTINE, PROVIDING FOR REPEAL OF CONFLICTING ORDINANCES, PROVIDING FOR SEVERANCE OF INVALID PROVISIONS; AND PROVIDING FOR AN EFFECTIVE DATE.

VOTE ON MOTION:

AYES: Valdes, Blonder, Sikes-Kline, Upchurch
NAYES: None

MOTION APPROVED UNANIMOUSLY

9.A.4. Ordinance 2022-24: Prohibits smoking in public parks and the Willie Gallimore Public Pool at Eddie Vickers Park. (R. Thibault, Assistant City Attorney)

Ms. Lopez presented Ordinance 2022-24.

Commissioner Sikes-Kline asked if the ordinance would include community gardens.

Ms. Lopez stated it would not; however, she would investigate it before the second reading.

MOTION

Mayor Upchurch **MOVED** to pass Ordinance 2022-24 on first reading, read by title only and passed to second reading. The motion was **SECONDED** by Commissioner Sikes-Kline.

Ms. Lopez read the title as follows:

ORDINANCE NO. 2022-24

AN ORDINANCE OF THE CITY COMMISSION OF ST. AUGUSTINE, FLORIDA, CREATING, CHAPTER 18, ARTICLE I, SECTION 18-9 OF THE CODE OF THE CITY OF ST. AUGUSTINE PROHIBITING SMOKING AT PUBLIC PARKS AND THE WILLIE GALIMORE PUBLIC POOL AT EDDIE VICKERS PARK; PROVIDING FOR SEVERABILITY; PROVIDING FOR INCLUSION IN THE CODE OF THE CITY OF ST. AUGUSTINE; AND PROVIDING AN EFFECTIVE DATE.

VOTE ON MOTION:

AYES: Upchurch, Sikes-Kline, Blonder, Valdes
NAYES: None
MOTION APPROVED UNANIMOUSLY

9.A.5. Ordinance 2022-25: Prohibits open burning with exceptions for reasonable recreational and cooking burning. (R. Thibault, Assistant City Attorney)

Ms. Lopez reviewed the ordinance and said it was created based on questions received over the years and recent conversations with Flagler College.

Commissioner Blonder asked Ms. Lopez about whether citizens could burn storm debris.

Ms. Lopez suggested hearing from the Fire Marshall on the topic.

Abby Pedigo, Fire Marshall, stated that she agreed that wood chips and paper could be added to definition of fuel. She said storm debris would fall under yard debris and stressed that residents should utilize City services to pick up the debris and to not burn it in the congested city. She said the many calls received by the Fire Department were due to nuisance smoke from burning debris.

Mr. Regan repeated that residents should utilize City recycling for yard waste.

MOTION

Mayor Upchurch MOVED to pass Ordinance 2022-25 on first reading, read by title only and moved to second reading. The motion was SECONDED by Commissioner Blonder.

Ms. Lopez read the title as follows:

ORDINANCE NO. 2022-25

AN ORDINANCE OF THE CITY OF ST. AUGUSTINE, FLORIDA RELATING TO FIRE PREVENTION AND PROTECTION; PROHIBITING OPEN BURNING; ADDING CHAPTER 18, ARTICLE IV, SECTION 18-76, OF THE CODE; PROVIDING FOR REPEAL OF CONFLICTING ORDINANCES; PROVIDING FOR

SEVERANCE OF INVALID PROVISIONS; AND PROVIDING AN EFFECTIVE DATE.

VOTE ON MOTION:

AYES: Upchurch, Blonder, Sikes-Kilne, Valdes

NAYES: None

MOTION APPROVED UNANIMOUSLY

9.B. Resolutions

(None)

10. Staff Reports and Presentations

10.A. City entrance sign project update. (J. Piggott, Director General Services)

Jim Piggott, Director of General Services stated there had been three meetings regarding the project and that Jeremy Marquis would be presenting options.

Jeremy Marquis of Marquis Latimer + Halback stated the role of entry signs was to welcome residents and visitors and define the transition from the County to City. He said the Commission had requested a budget friendly modification of existing signs and that the options presented would meet these requirements.

Mr. Marquis stated the US1 North, and A1A and Anastasia Boulevard signs could be modified, and the SR 16 and US 1 South signs would be removed. Mr. Marquis presented budgetary and visual presentations of the options.

The Commission discussed the presentation and noted questions about the proposals and costs including the following:

- Some agreement on the simplest proposal suggested for the Anastasia Boulevard sign.
- Concerned about spending money on signs when there was a homeless issue

- Clarity needed on the total costs of the two signs: minimum and maximum
- Information contained in the packet was confusing or omitted
- Commissioners needed more time to consider options

MOTION

Mayor Upchurch **MOVED** to table the signage proposals until the next meeting. The motion was **SECONDED** by Commissioner Sikes-Kline and approved by Unanimous Voice Vote.

Mayor Upchurch requested the City Manager bring back a clear presentation of options and costs based on the Commission's discussion.

10.B. City Hall/Lightner fountain update. (J. Piggott, Director General Services)

Mr. Piggott presented information on the Lightner fountain and validated costs previously quoted by Commissioner Horvath.

MOTION

Mayor Upchurch **MOVED** to approve the rework of fountain in front of City Hall for \$22,000. The motion was **SECONDED** by Commissioner Blonder and approved by Unanimous Voice Vote.

Consent Agenda Items¹

CA.13. Ratification of the collective bargaining agreement between the City and the Florida Carpenters Regional Council, Local 2038. (D. Hayes, Director Human Resources)

CA.14. Ratification of the collective bargaining agreement between the City and the Coastal Florida Police Benevolent Association. (D. Hayes, Director Human Resources)

CA.15. Ratification of the memorandum of understanding between the City and the Professional Firefighters of St. Augustine. (D. Hayes, Director Human Resources)

Mr. Regan stated the Agreements resulted from negotiations, the unions had approved them, and the Commission would need to ratify them.

Meredith Breidenstein, Assistant City Manager reviewed the Agreement for the Florida Carpenter's Regional Council, Local 2038 (Industrial Union) stating the negotiations took place over four months and were open to the public.

Ms. Breidenstein noted the following changes to the contract:

- Added Juneteenth as a holiday
- Changed Trial Period from 60-days to 6 months
- Revised vacation usage requirement
- Created a penalty for sick/vacation payout
- Changed Worker's Compensation supplement
- Changed health insurance provider
- Added 8% general wage increase for Fiscal Year 2023 only
- Added steps for obtaining licenses specific to the profession
- Increased on-call pay
- Increased overtime pay for call-in on certain holidays
- Corrected grammatical errors and clean-up language

Ms. Breidenstein confirmed there were about 75 employees covered by this Agreement.

¹ Items C.A.13, C.A.14., and C.A.15. were moved from Consent Agenda to Item 10

MOTION

Mayor Upchurch **MOVED** to ratify the Florida Carpenter's Regional Council, Local 2038 Contract. The motion was **SECONDED** by Commissioner Sikes-Kilne.

VOTE ON MOTION:

AYES: Upchurch, Sikes-Kilne, Blonder, Valdes

NAYES: None

MOTION APPROVED UNANIMOUSLY

Ms. Breidenstein reviewed the Coastal Florida Police Benevolent Association (Police Union) contract changes:

- Added Juneteenth as a holiday
- Revised vacation usage requirement
- Created a penalty for sick/vacation payout
- Changed Worker's Compensation supplement
- Changed health insurance provider
- Added 8% general wage increase for Fiscal Year 2023 only
- Added steps for obtaining a master's degree
- Retained steps for those transferred from investigations
- Added incentive pay for certain specialties
- Added the term Health Pandemic as Civil Emergency Condition
- Increased requirements for education reimbursement
- Corrected grammatical errors and clean-up language

MOTION

Mayor Upchurch **MOVED** to ratify the Coastal Florida Police Benevolent Association Collective Bargaining Agreement. The motion was **SECONDED** by Commissioner Sikes-Kilne.

VOTE ON MOTION:

AYES: Upchurch, Sikes-Kilne, Blonder, Valdes

NAYES: None

MOTION APPROVED UNANIMOUSLY

Ms. Breidenstein shared that the Fire Fighter Union Contract had not expired and the Memorandum of Understanding covered changes to the health insurance program, and was voted on by members.

MOTION

Mayor Upchurch **MOVED** approval of the Memorandum of Understanding. The motion was **SECONDED** by Commissioner Sikes-Kilne.

VOTE ON MOTION:

AYES: Upchurch, Sikes-Kilne, Blonder, Valdes

NAYES: None

MOTION APPROVED UNANIMOUSLY

11. ITEMS BY CITY ATTORNEY

(None)

12. ITEMS BY CITY CLERK

12.A. Notification of three (3) upcoming term expirations on the Planning and Zoning Board (PZB). (D. Galambos, City Clerk)

Darlene Galambos, City Clerk shared there were upcoming term expirations for Planning and Zoning Board (PZB) members and applications would be presented to the Commission in September.

Commissioner Blonder asked if openings could be shared with prior qualified applicants.

Ms. Galambos stated that letters would be sent to those applicants and that PZB applicants must be City residents.

13. ITEMS BY CITY MANAGER

(None)

14. Items by Mayor and Commissioners

Commissioner Blonder shared that the unregulated substance Kratom, which she had brought to the Commission's attention previously, was widely available online and that any regulation would be difficult to enforce so she would be withdrawing her request to staff. She said she had attended training provided by the Police Department and was impressed with the training level, responses, questions and answers, and the seamless work between police and fire departments.

Commissioner Sikes-Kline reminded the Commissioners to provide budget items to staff. She said she had been going to ask the Commission about hearing a proposal for Zora Neale Hurston Park improvements but thought more about the homeless issues, which she felt was a higher priority in the community. She said she would like to hear more from City staff about the Key West fact-finding trip and their thoughts on addressing the homeless issue.

Commissioner Valdes said he believed there needed to be a place for those who were homeless to get help and that had showers, laundry, and a place to sleep. He said the St. Francis House was available, but more space was needed. He understood Key West had 160 beds and that they did not have a problem with panhandling. He explained assorted reasons why people would be homeless. He stated that finding money and space were necessary to help address the homeless issue.

Mayor Upchurch said he had a different perspective and believed that people who were homeless could access the many services and resources in the area. He saw this as more of a vagrancy and panhandling issue and believed ordinances could be more aggressive. He said the police department had expressed frustration when trying to make arrests,

and with the amount of support from the judicial system. He stated he would like to hear from Officer Fisher about the Key West visit.

Commissioner Blonder suggested the City needed to get the County involved and felt this would be a great workshop topic.

Mr. Regan suggested the Commission could receive intermediate reports of each fact-finding mission and that Key West could be scheduled for August 8th or another meeting. He said there were two other cities being benchmarked for comparison and would culminate into a strategic plan. He said the trip to Key West confirmed the important role of a "low barrier to entry" facility and explained how it addressed vagrancy. He said Key West did have a broader ordinance that prohibited panhandling in parks. He said that Officer Fisher reported going into Key West many times during the day and he did not see any panhandling.

Commissioner Sikes-Kline would like to learn more about how Key West approached panhandling and thought the City could modify ordinances and take more risks.

Ms. Lopez confirmed the City had been very intentional about developing its ordinance to avoid lawsuits. She said she had heard comments about Key West's Day Center and how it reduced loitering, vagrancy, and panhandling.

Mayor Upchurch said he would like more information on the numbers and types of arrests and penalties being imposed by the Key West judicial system.

Mr. Regan stated St. Augustine had nowhere for people who were homeless to go except for the park or on the street. He said in Key West, they would go to the Day Center or to a gathering in the national park at Fort Jefferson. He said Officer Fisher described the Key West problem as inverse of St. Augustine and that Key West

did not have the same amount of wrap around support services but had more space and commitment to provide low barrier to entry facilities, which included transitional housing. He reiterated staff would provide the Commission with a report.

15. Adjournment

There being no further business, the meeting was adjourned at 6:32 P.M.²



Tracy Upchurch, MAYOR



Darlene Galambos, CITY CLERK



² Transcribed by Colleen Kuhn

PROOF OF PUBLICATION

LOCALiQ

FLORIDA

PO Box 631244 Cincinnati, OH 45263-1244

PROOF OF PUBLICATION

City Of St Augustine
Po Box 210
Saint Augustine FL 32085-0210

STATE OF FLORIDA, COUNTY OF ST JOHNS

The St Augustine Record, a daily newspaper published in St Johns County, Florida; and of general circulation in St Johns County; and personal knowledge of the facts herein state and that the notice hereto annexed was Published in said newspapers in the issues dated or by publication on the newspaper's website, if authorized, on:

08/08/2022, 08/15/2022

and that the fees charged are legal.
Sworn to and subscribed before on 08/15/2022

Legal Clerk

Notary, State of WI, County of Brown

My commission expires

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MARIAH VERHAGEN
Notary Public
State of Wisconsin



NOTICE OF PROPOSED ENACTMENT OF ORDINANCE 2022-23
BY THE CITY OF ST. AUGUSTINE, FLORIDA
NOTICE IS HEREBY GIVEN OF A PUBLIC HEARING TO BE HELD BY THE CITY COMMISSION OF THE CITY OF ST. AUGUSTINE CONCERNING THE SECOND READING OF ORDINANCE 2022-23, THE PUBLIC HEARING WILL BE HELD DURING THE REGULAR CITY COMMISSION MEETING ON MONDAY, AUGUST 22, 2022, BEGINNING AT 5:00 P.M. AT 73 KING STREET, ST. AUGUSTINE, FLORIDA. PUBLIC COMMENTS ARE INVITED ON THE FOLLOWING MATTER:
ORDINANCE NO. 2022-23

AN ORDINANCE OF THE CITY OF ST. AUGUSTINE, FLORIDA, AMENDING THE CODE OF THE CITY OF ST. AUGUSTINE CREATING SECTION 7-4 REGULATING AND POSTING IDLE SPEED-NO WAKE ZONES; PROVIDING FOR INCLUSION IN THE CODE OF THE CITY OF ST. AUGUSTINE, PROVIDING FOR REPEAL OF CONFLICTING ORDINANCES, PROVIDING FOR SEVERANCE OF INVALID PROVISIONS; AND PROVIDING FOR AN EFFECTIVE DATE.

NOTICES:
Related documents may be requested via the City Clerk's Office, City Clerk@cityofstaugustine.com, (904) 825-1007, City Hall, Lobby B, 2nd Floor, 75 King Street, St. Augustine, FL 32084, during the hours of 8:00 A.M. and 5:00 P.M. except weekends and holidays. In accordance with Florida Statute 206.095, "If any person decides to appeal any decision made by the City Commission with respect to any matter considered at this scheduled meeting or hearing, the person will need a record of the proceedings, and for such purpose the person may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based." In accordance with the Americans with Disabilities Act, persons needing a special accommodation to participate in this proceeding should contact the individual or agency sending notice not later than seven days prior to the proceeding at the address given in notice. Telephone: City Clerk (904) 825-1007; or 1-800-955-8771 (TDD) or 1-800-955-8779 (V), via Florida Relay Service.

CITY OF ST. AUGUSTINE

MEMORANDUM

TO: John Regan, PE
City Manager

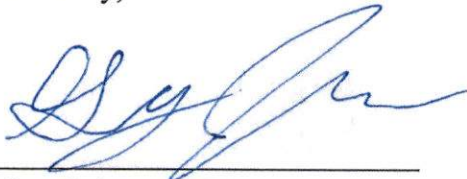
DATE: February 3, 2023

RE: Resolution No. 2023-03

Please place on the February 13th, 2023 Commission Meeting agenda, Resolution No. 2023-03 to amend the convenience fee surcharge for electronic and credit card payments consistent with Florida law.

If you have any questions, please feel free to contact me.

Sincerely,

A handwritten signature in blue ink, appearing to read 'G. Johnson', is written over a horizontal line.

Greg Johnson, CPA
Deputy Director
Financial Services

Attachments

CC: Darlene Galambos, City Clerk

RESOLUTION NO. 2023-03

**A RESOLUTION OF THE CITY COMMISSION OF ST. AUGUSTINE,
FLORIDA, AMENDING THE CONVENIENCE FEE SURCHARGE FOR
ELECTRONIC AND CREDIT CARD PAYMENTS CONSISTENT WITH
FLORIDA LAW.**

WHEREAS, the current Schedule of Fees was adopted by Resolution 2021-38 on September 27, 2021 and includes a static surcharge for electronic payment, regardless of the amount of the underlying permitting fee; and

WHEREAS, Florida Statutes Section 215.322 outlines the procedures for acceptance of credit cards, charge cards, debit cards, or electronic funds transfers by local governments; and

WHEREAS, Florida Statutes subsection 215.322(5) provides that the surcharge fee be in "an amount sufficient to pay the service fee charges by the financial institution, vending service company, or credit card company for such services," and that after review and analysis the City's Finance Department has determined that the use of a uniform 2% surcharge fee meets the statutory standard and is more equitable with the exception of a \$1.50 minimum charge on select payments in order to cover the costs of payment fee charges consistent with Chapter 215.322, Florida Statutes.

**THEREFORE, BE IT RESOLVED BY THE CITY COMMISSION OF ST. AUGUSTINE,
FLORIDA:**

Section 1. The City may charge a surcharge fee not to exceed 2%, with the exception of a \$1.50 minimum charge on select payments, for all payments utilizing electronic payment methods in order to cover the costs of payment fee charges consistent with Chapter 215.322, Florida Statutes.

ADOPTED in Regular Session of the City Commission for the City of St. Augustine, Florida this 13th day of February, 2023.

ATTEST:

CITY OF ST. AUGUSTINE, FLORIDA

Darlene Galambos, City Clerk

Nancy Sikes-Kline, Mayor-Commissioner

CITY OF ST. AUGUSTINE

MEMORANDUM

TO: John Regan, P.E.
City Manager

DATE: February 13, 2023

RE: **450 N. Holmes Blvd. Affordable Housing Project Update and Discussion**

In the spring of 2022, the City Commission instructed city staff to begin the process of developing 450 N. Holmes Blvd. as affordable/workforce housing.

The property at 450 N. Holmes Blvd. is a vacant 82.5acre parcel in St. Johns County that is used by the city Utilities Department as a storage area for road building materials.

Surveying the property and the process of advertising and selecting an architecture firm to host the public charette took more time than anticipated, but these critical tasks have been completed.

We are now ready to schedule a site visit for members of the public to walk through the property. There will be city staff on the site to answer any questions. Following the public site visit, the architecture firm Brooks+Scarpa will host a charette. A charette is an interactive design workshop which is open to the public, to solicit ideas and input from the community for development of the site.

Finally, the Brooks+Scarpa team will present a final report to the City Commission based on the charette and their professional analysis of the property. The City Commission will instruct city staff to advertise for real estate development services based on the results of the process and firms will go through the request for proposals (RFP) process. The schedule is as follows;

Public site visit – Saturday, March 18, 9:00am-12:00pm, 450 N. Holmes Boulevard
Charette – Monday, March 20, 1:00pm-5:00pm, Alcazar Room, City Hall
Final Report – TBD, anticipated in April 2023 at a regular City Commission Meeting.

If you have any questions, please let me know.



David Birchim, AICP
Assistant City Manager



Affordable Housing Project 450 N. Holmes Blvd.

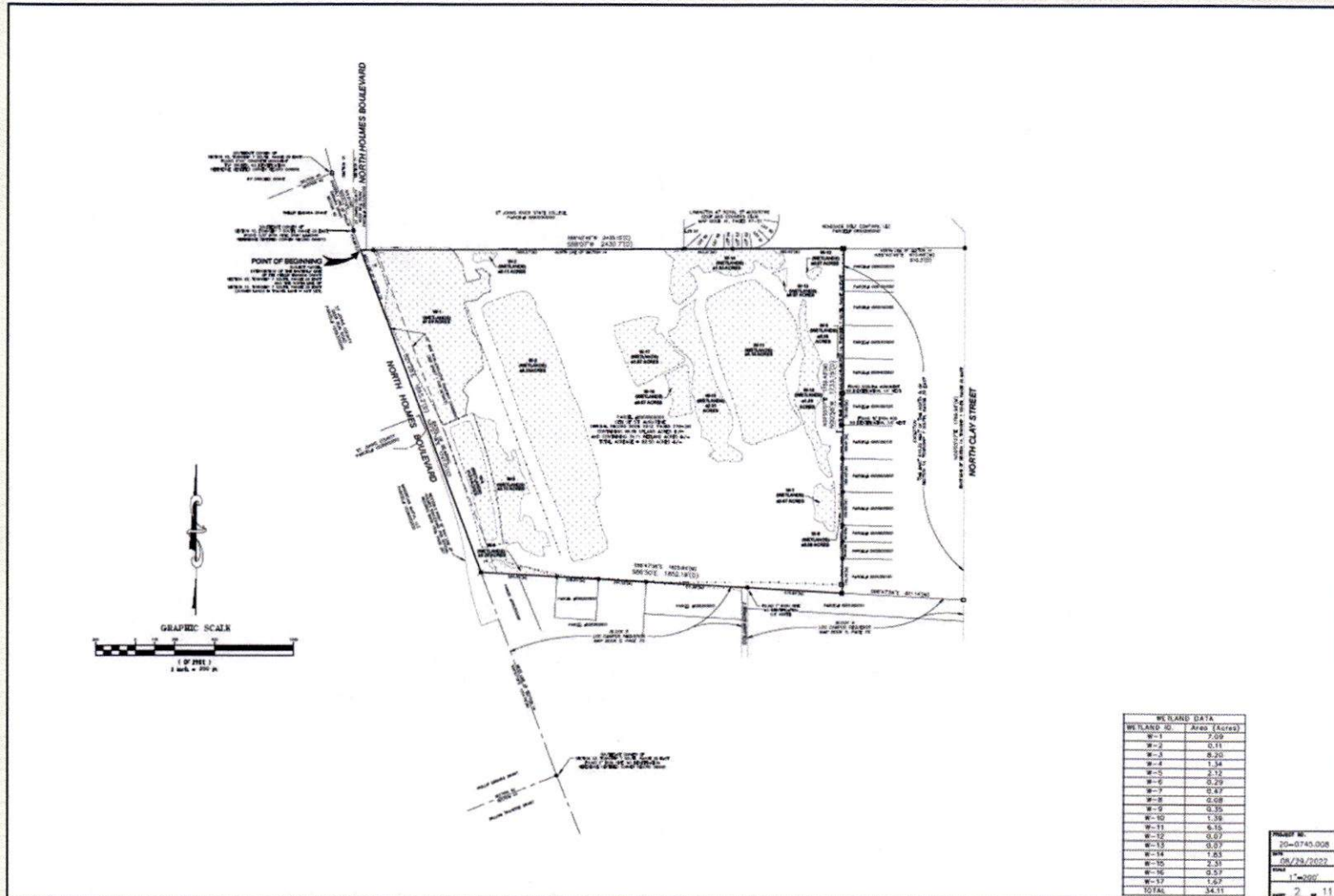
David Birchim
Assistant City Manager

February 13, 2023



CITY OF
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EST. 1565

450 N. Holmes Blvd.

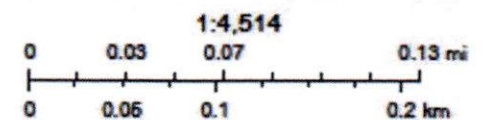


CITY OF
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 EST. 1565

ArcGIS Web Map



1/30/2023, 9:51:38 AM



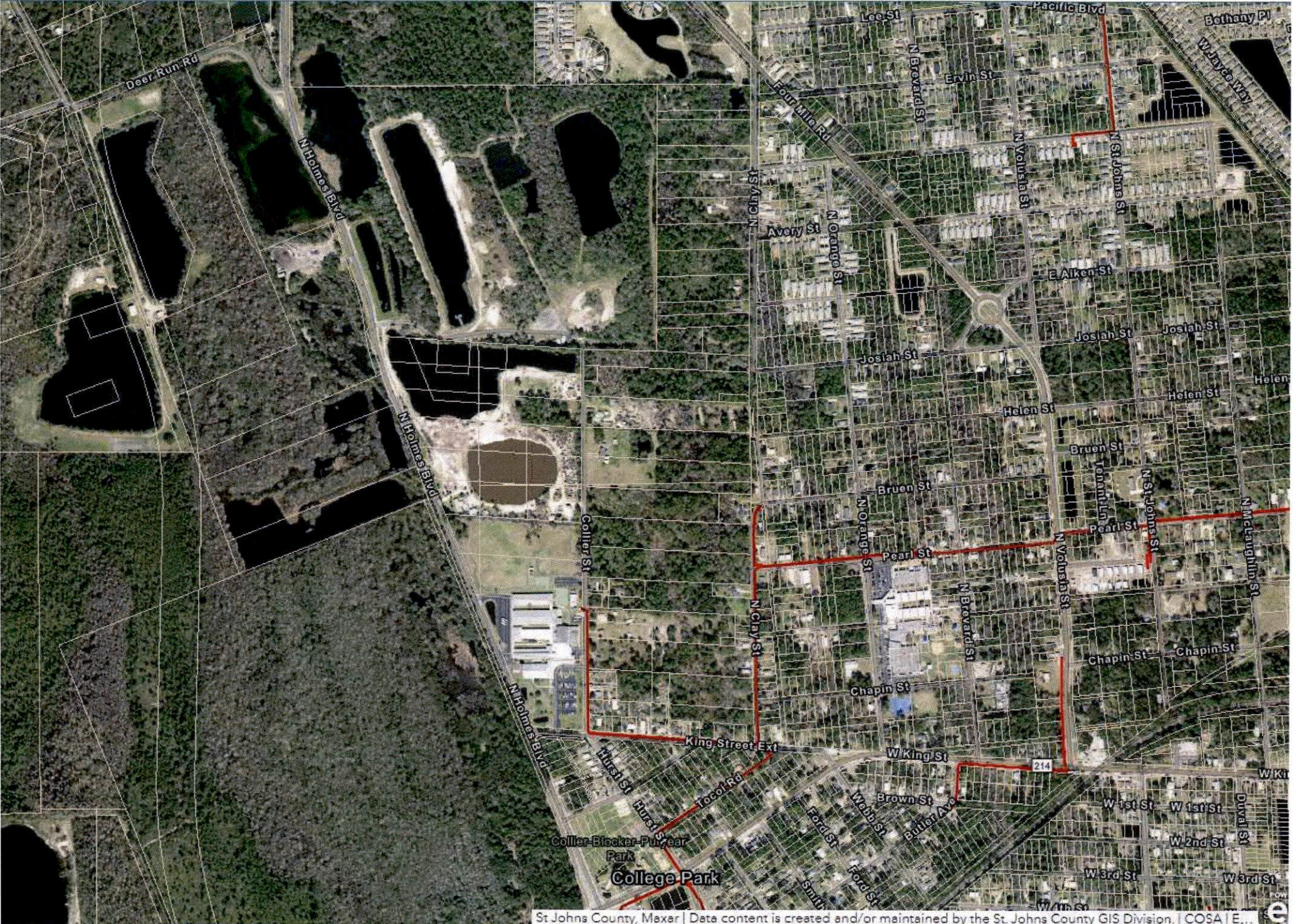
St. Johns County, Masser, Earl Community Maps Contributors, FDEP, ©
OpenStreetMap, Microsoft, Esri, HERE, Garmin, SafeGraph,
ArcGIS Web AppBuilder

City of St. Augustine | Data content is created and/or maintained by the St. Johns County GIS Division. | Data content is created and/or maintained by the St. Johns County GIS Division and St. Johns County Growth Management | Data content is created and/or

450 N. Holmes Blvd.

- Property is 82.5 acres in size. 48.39 acres are uplands, and 34.11 acres are wetlands and ponds. The anticipated residential density is more than 400 units.
- Currently being used as a storage site for the city Utilities Department including such things as gravel, sand, fill dirt, water and sewer pipes, etc. for roadway and public utilities infrastructure projects.
- The property is in St. Johns County, and it has a Zoning designation of Open Rural (OR) and an underlying Future Land Use designation of Residential- C.
- The property is in a federal Opportunity Zone (Census Tract 210.03) which provides tax incentives for investors.
- Water service is available to the property, but sewer service will have to be extended to the site. There is a 6inch sewer force main approximately 1,800 linear feet south on Collier Street behind JR Murray Middle School. (see following slide)





Chronology

- On January 24, 2022, city staff made a presentation to the City Commission outlining **goals, options and strategies** for creating affordable and workforce housing for the community.
- On March 28, 2022, the City Commission **identified 450 N. Holmes Blvd. as the preferred site for affordable housing.**
- On April 11, 2022, the City Commission passed **Resolution 2022-10** (in compliance with State law) to identify city owned property that is suitable for affordable housing.
- On April 19, 2022, city staff presented strategies for affordable housing incentives and density bonuses to the Planning and Zoning Board for their consideration.
- On August 9, 2022, **a survey was completed of the property**, identifying the property boundaries as well as access points, wetlands, trees, topography and other features.
- On January 6, 2023, **a contract was finalized with the architecture firm Brooks+Scarpa** for a public charette and report for development of the site.
- The city is pursuing a **state legislative appropriation of \$2,300,000** for water and sewer connection charges for 400 affordable housing units on the property.



Discussion Items

Character of the Community

- On-site recreation such as an exercise room, fishing, walking trails, etc.
- A community center that acts as an emergency (hurricane) shelter,
- Day care services,
- Education services such as space available for classes or tutoring,
- Health care services or space set aside for on-site health care visits,
- Transportation features such as a bus stop, pedestrian access to the public sidewalk on Holmes Blvd., bike racks, etc.
- Affordable housing “in perpetuity” or for a fixed duration (ex. 30 years)?
- Rental housing or owner-occupied housing or a mix? If owner-occupied, then HOA.
- Should it be limited to very low-income, low-income and moderate-income persons or a mix of income levels including market rate housing?



Upcoming Dates

PUBLIC SITE VISIT

SATURDAY, MARCH 18

9:00AM – 12:00PM

450 N. HOLMES BOULEVARD

CHARETTE

MONDAY, MARCH 20

1:00PM – 5:00PM

THE ALCAZAR ROOM, 75 KING STREET



CITY OF
ST. AUGUSTINE.
EST. 1565

CITY OF ST. AUGUSTINE

MEMORANDUM

TO: City Commission
DATE: February 13, 2023
RE: Communications Department Presentation

I would like to present to the City Commission a comprehensive overview of the duties and responsibilities of the Communications Department.

To my knowledge this would be the first of its kind.

Please place this on the agenda for the February 13, 2023, City Commission meeting as a staff report.

Respectfully,



Melissa Wissel
Communications Director



Communications Department Presentation

Melissa Wissel
Communications Director

*City Commission Meeting
February 13, 2023*



What is our Mission and Vision?

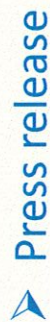
The **mission** of the Communications Department is to provide reliable, relevant, timely information about the City of St. Augustine.

Our **vision** is that the St. Augustine community ultimately considers us to be the single most reliable source of information when it comes to events, programs and initiatives, and all things relating to the City of St. Augustine.



How do we communicate?

Outreach from the Communications Department



January 11, 2023 ¶

City proud to be a "Tree-City" for 40 consecutive years ¶ **Arbor-Day-Ceremony to be held at Twine Park in Lincolnville ¶**

¶ The City of St. Augustine's Annual Arbor-Day Ceremony will take place at 11:00am on Friday, January 20, 2023, at Twine Park in Lincolnville. Limited street parking for those who wish to attend the ceremony will be available nearby and residents are encouraged to walk or ride bikes. ¶

¶ To celebrate the city's 40th consecutive year being designated a "Tree-City," this year's ceremony will include remarks from Mayor Nancy Sikes-Kline, the planting of one Live Oak tree by city officials, poetry reading by the City's Poet Laureate, Norma Sherry, ¶

¶ In addition to the sapling distribution at the Twine Park ceremony, there will be a drive-thru distribution of saplings from 10:00am to 2:00pm, or while supplies last, via the W. Castillo Drive Entrance of the Historic Downtown Parking Facility. This year, City staff will be giving away Persimmon and Flatwood Plum saplings. ¶

¶ Twine Park is located at 571 Lovett Street. ¶ Questions and media inquiries may be directed to Melissa Wisel, Communications Director, via email at mwisel@citystaug.com or by calling 904.293.3307. ¶

¶

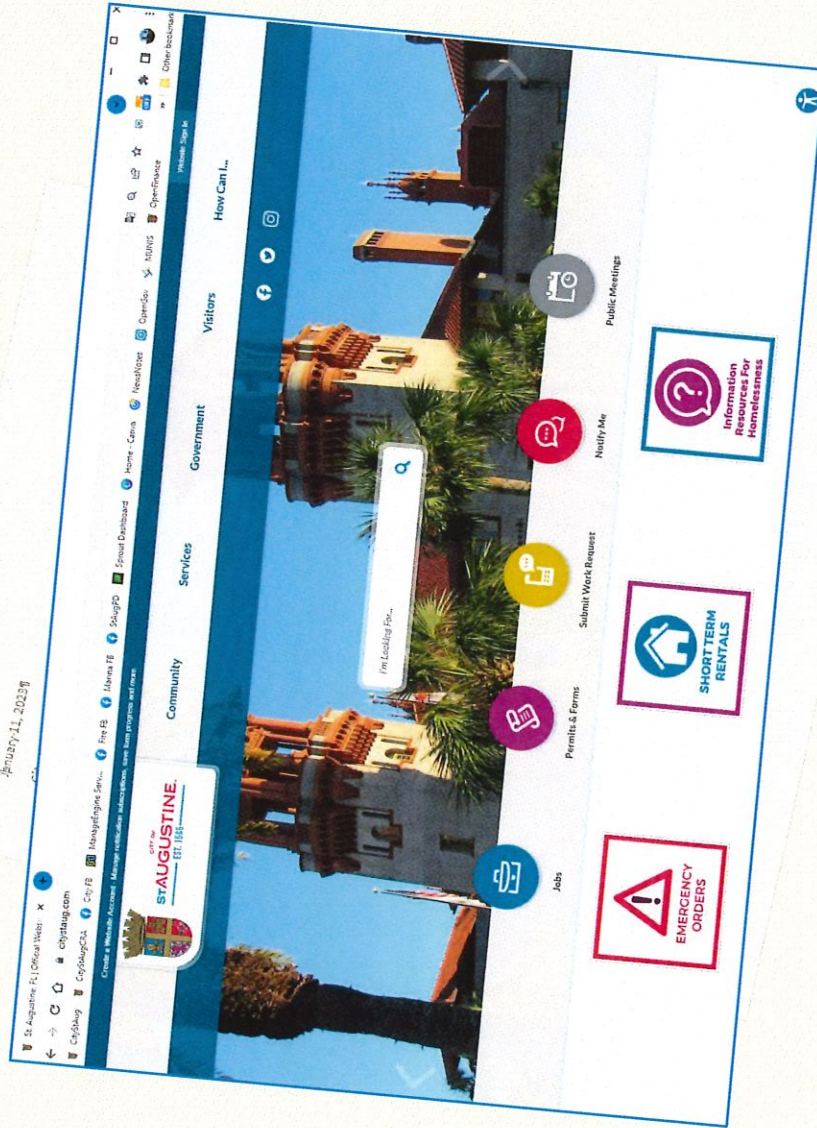


CITY OF
STAUGUSTINE.
— EST. 1565 —

How do we communicate?

Outreach from the Communications Department

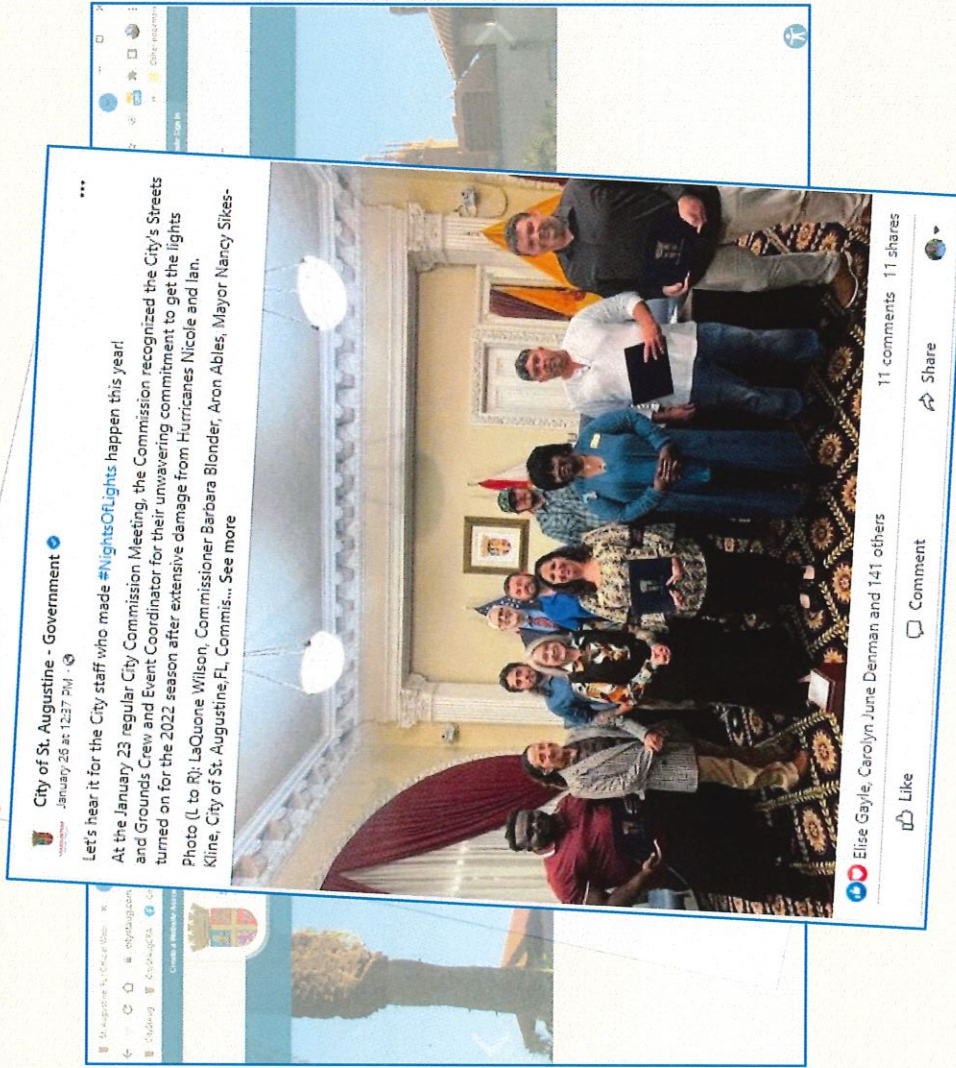
- Press release
- Website



How do we communicate?

Outreach from the Communications Department

- Press release
- Website
- Social Media

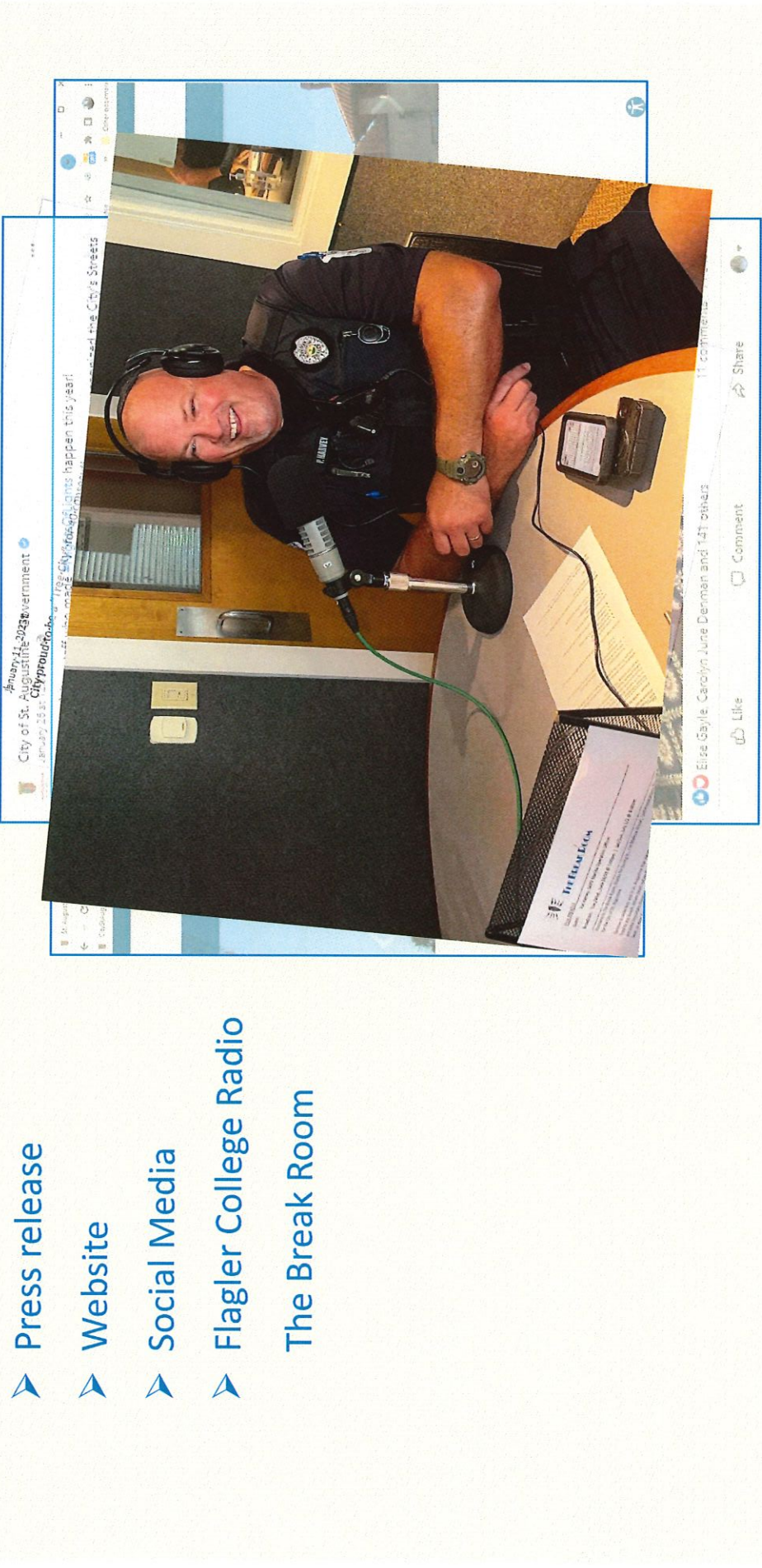


How do we communicate?

Outreach from the Communications Department

- [Press release](#)
- [Website](#)
- [Social Media](#)
- [Flagler College Radio](#)

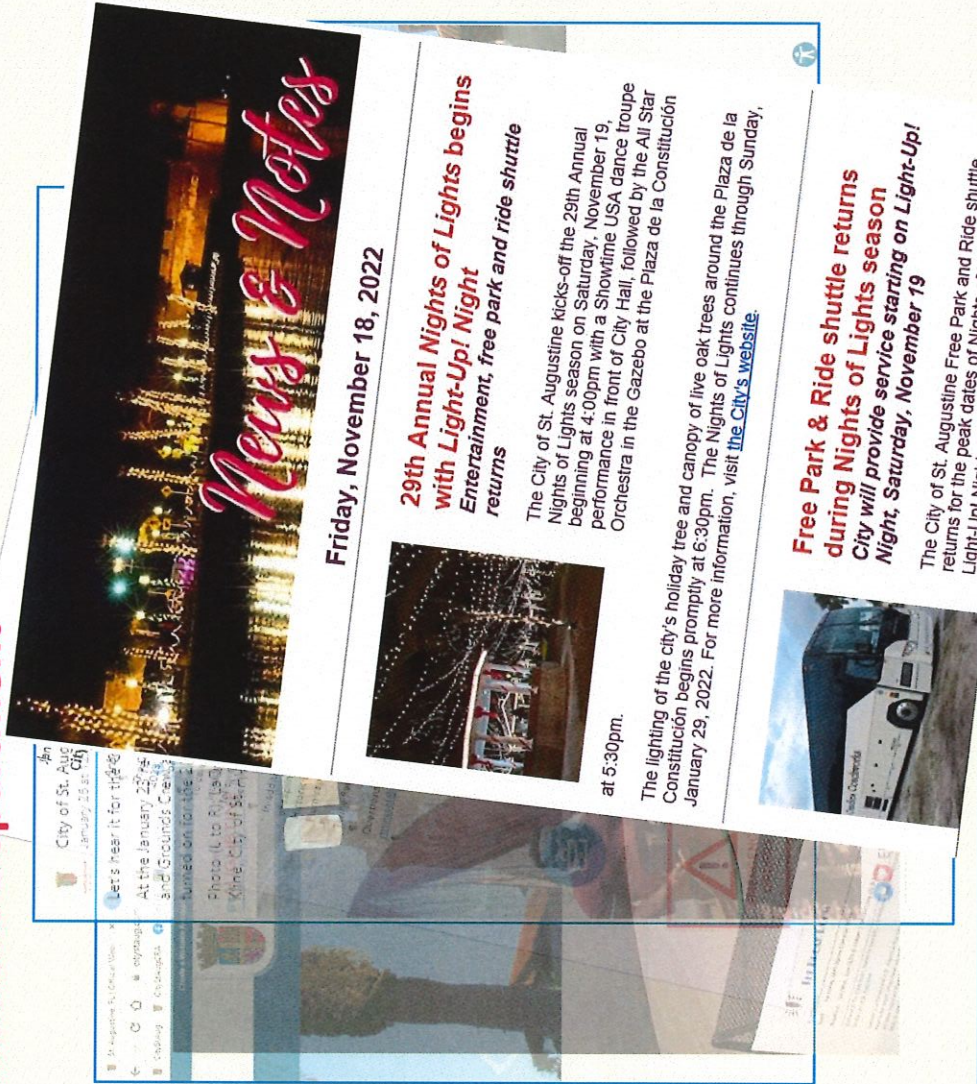
The Break Room



How do we communicate?

Outreach from the Communications Department

- Press release
 - Website
 - Social Media
 - Flagler College Radio
- The Break Room
- News & Notes



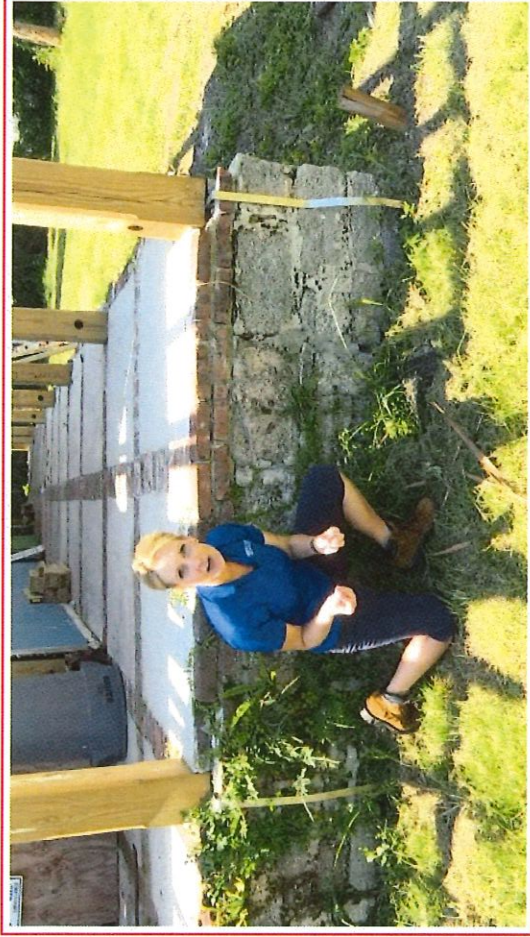
The screenshot shows the City of St. Augustine's website with a focus on the "News & Notes" section. The main headline reads "29th Annual Nights of Lights begins with Light-Up! Night Entertainment, free park and ride shuttle returns". Below this, there is a photo of the city's holiday tree and canopy of live oak trees around the Plaza de la Constitución, with text stating "The lighting of the city's holiday tree and canopy of live oak trees around the Plaza de la Constitución begins promptly at 6:30pm. The Nights of Lights continues through Sunday, January 29, 2022. For more information, visit the City's website." Another photo shows a white shuttle bus with "City of St. Augustine" and "Light-Up! Night" written on it, with text stating "Free Park & Ride shuttle returns during Nights of Lights season City will provide service starting on Light-Up! Night, Saturday, November 19". The footer of the website features the City of St. Augustine logo and the text "CITY OF ST. AUGUSTINE EST. 1565".



How do we communicate?

Response to our messaging

➤ Television



Jessica Clark, First Coast News

How do we communicate?

Response to our messaging

- Television
- Radio



**ST. AUGUSTINE'S
LOCAL NEWS!
MORNING**

FLAGLERRADIO.COM



CITY OF
ST. AUGUSTINE
— EST. 1565 —

How do we communicate?

Response to our messaging

- Television
- Radio
- Newspaper



Jessica Clark



THE ST. AUGUSTINE
RECORD

COVERING THE ANCIENT CITY AND ST. AUGUSTINE COUNTY SINCE 1904

Thursday, March 15, 2018

Upchurch chosen as mayor

Upchurch chosen as mayor

St. Augustine's City Council has chosen Mayor Upchurch as the city's next mayor. The council voted 6-2 on Tuesday night to elect Upchurch, who has served as city manager since 2011. Upchurch, 57, was born in St. Augustine and has lived in the city for most of his life. He has a bachelor's degree in political science from the University of South Florida and a master's degree in public administration from St. Johns River State College. Upchurch has worked for the city for 15 years, most recently as city manager. He has been a member of the city council since 2011. The council's next meeting is on March 20 at 7 p.m. at the city's new municipal building. Upchurch will be sworn in as mayor at the same time.

City weighs changes for garbage, recycling

The city is considering changes to its garbage and recycling programs. The city council is looking at ways to reduce the amount of trash that ends up in landfills. One idea is to increase the number of recycling bins in the city. Another idea is to charge more for garbage bags. The city is also looking at ways to encourage people to recycle more. The city council will make a decision on these changes at its next meeting.

DeSantis to lay out agenda

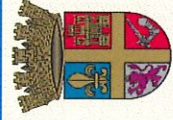
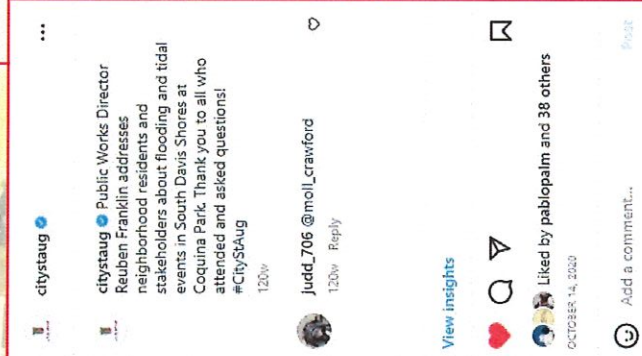
Gov. Ron DeSantis is expected to lay out his agenda for his first term in office. DeSantis has said that he wants to focus on economic development, education, and healthcare. He has also said that he wants to protect the environment and support law enforcement. DeSantis is expected to give a speech at the University of South Florida on Wednesday. The speech is expected to be a major event in his first term.

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How do we communicate?

Response to our messaging

- Television
- Radio
- Newspaper
- Community Outreach

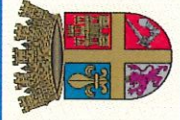


CITY OF
STAUGUSTINE
— EST. 1565 —

How do we communicate?

Response to our messaging

- Television
- Radio
- Newspaper
- Community Outreach

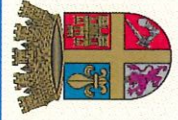


CITY OF
ST AUGUSTINE
— EST. 1565 —

How do we communicate?

Response to our messaging

- Television
- Radio
- Newspaper
- Community Outreach

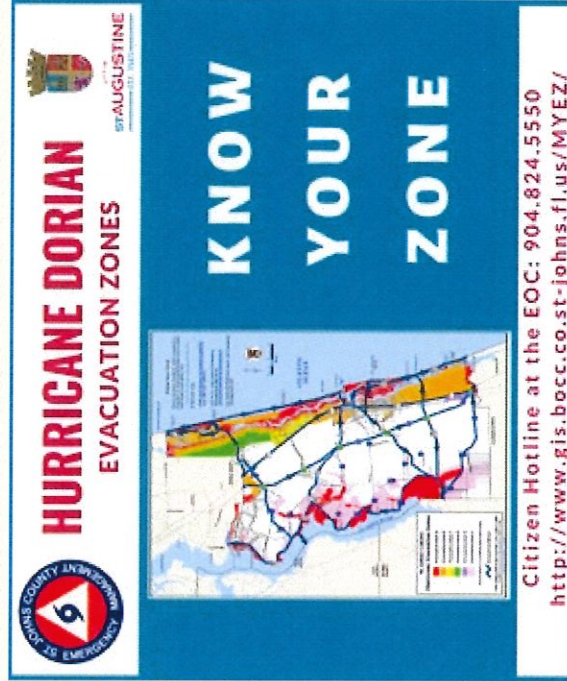


CITY OF
ST AUGUSTINE
— EST. 1565 —

How do we communicate?

Emergency/Crisis Communications

- Branded messaging



How do we communicate?

Emergency/Crisis Communications

➤ Branded messaging



The graphic is a vertical rectangle with a red header and a blue body. The header contains the City of St. Augustine logo, the text "HURRICANE IAN", and "SANDBAGS". The blue body contains event details: "Wednesday, September 28 at 8am until noon, or as supplies last.", "Francis Field, 25 W. Castillo Dr., St. Augustine, 32084", "Enter from Riberia Street", "20 sandbags per person", and "Bring a shovel to fill your own bag". At the bottom, there are social media icons for Facebook, Twitter, and Instagram, followed by the website "WWW.CITYSTAUG.COM/IAN" and social handles "@CityStAug", "@CityStAugFire", and "@StAugPD".

HURRICANE IAN
SANDBAGS

Wednesday, September 28 at 8am
until noon, or as supplies last.

Francis Field, 25 W. Castillo Dr.,
St. Augustine, 32084

Enter from Riberia Street

20 sandbags per person

Bring a shovel to fill your own bag

Emergency Management Citizen Information Line 888-824-5550

WWW.CITYSTAUG.COM/IAN

@CityStAug
@CityStAugFire
@StAugPD



How do we communicate?

Emergency/Crisis Communications

➤ Branded messaging



TROPICAL STORM NICOLE

#DontBeThatGuy

Do not drive through standing water. The movement from your vehicle will cause a wake, which pushes water further into your neighbor's homes and local businesses, and damages their property.

Residents and businesses should continue to protect their property from damage. Keep your sandbags and flood barriers in place; the next high tide cycle will bring additional flooding.



Emergency Management Citizen Information Line 304-824-5550

[WWW.CITYSTAUG.COM](https://www.citystaug.com)

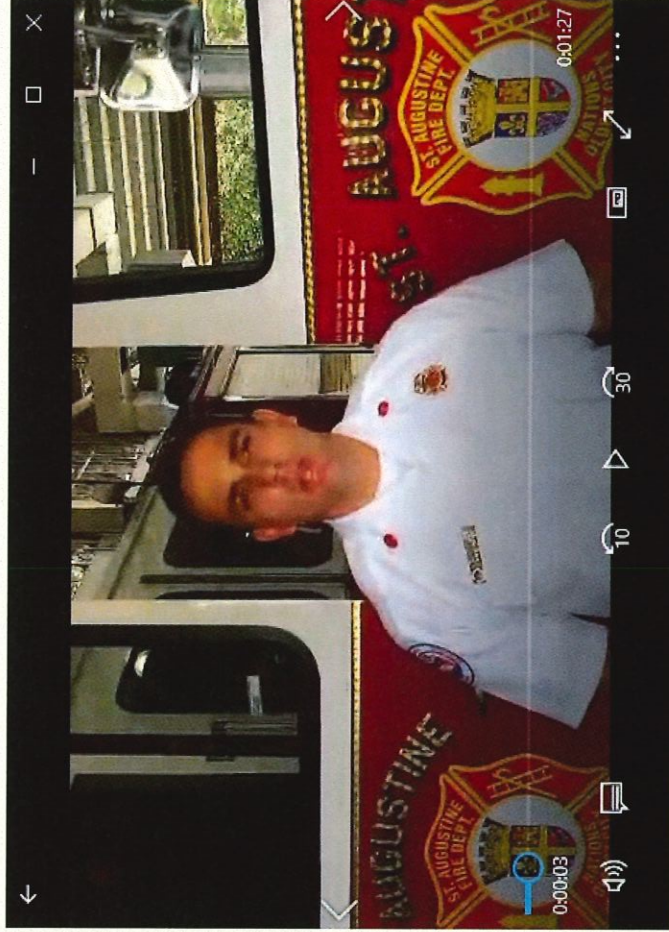
[f](#) [@CityStAug](#)
[@CityStAugFire](#)
[@StAugPD](#)



How do we communicate?

Emergency/Crisis Communications

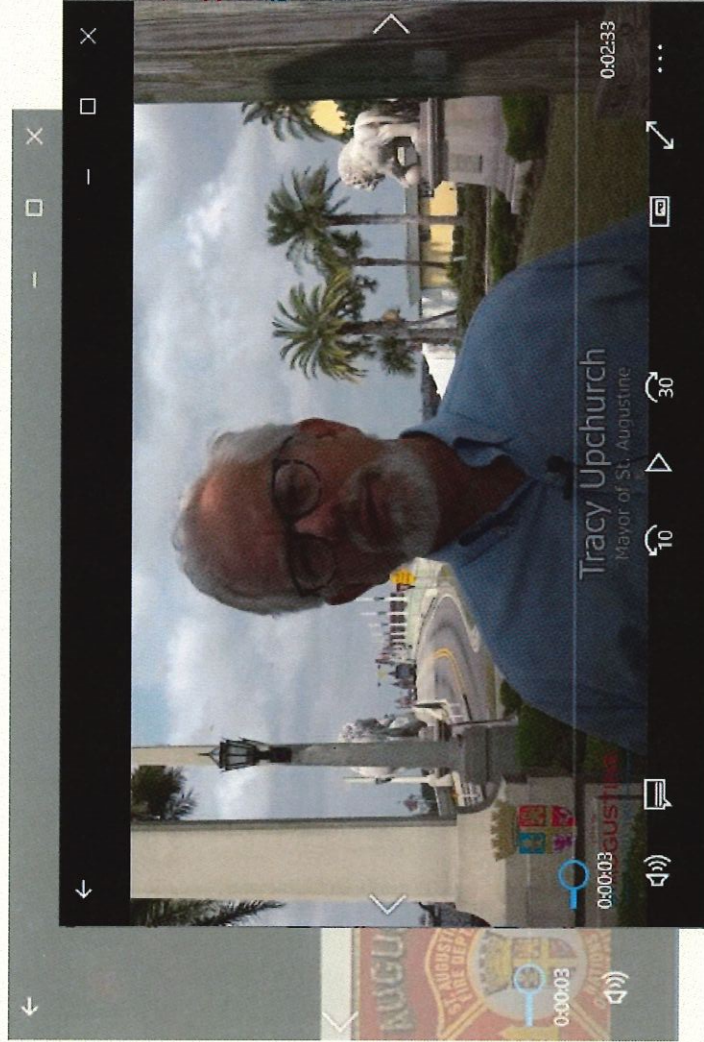
- Branded messaging
- Video PSAs



How do we communicate?

Emergency/Crisis Communications

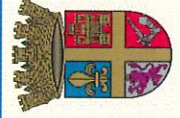
- Branded messaging
- Video PSAs



How do we communicate?

Emergency/Crisis Communications

- Branded messaging
- Video PSAs
- StAugAlerts/FB Alerts

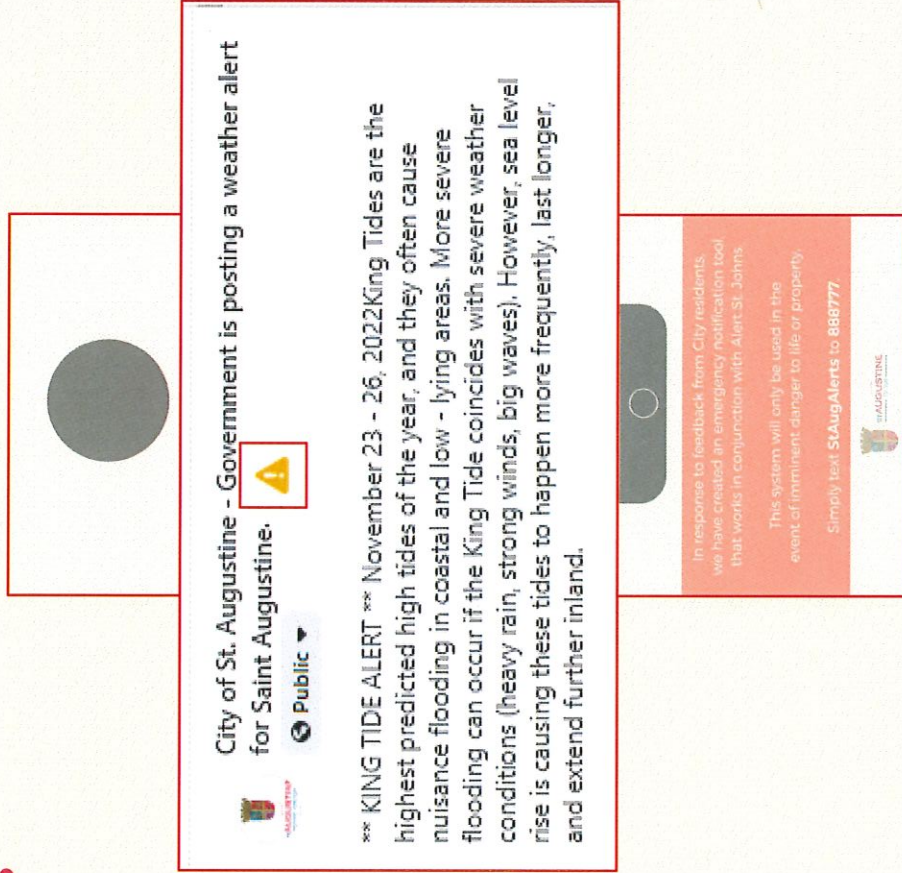


CITY OF
STAUGUSTINE
— EST. 1565 —

How do we communicate?

Emergency/Crisis Communications

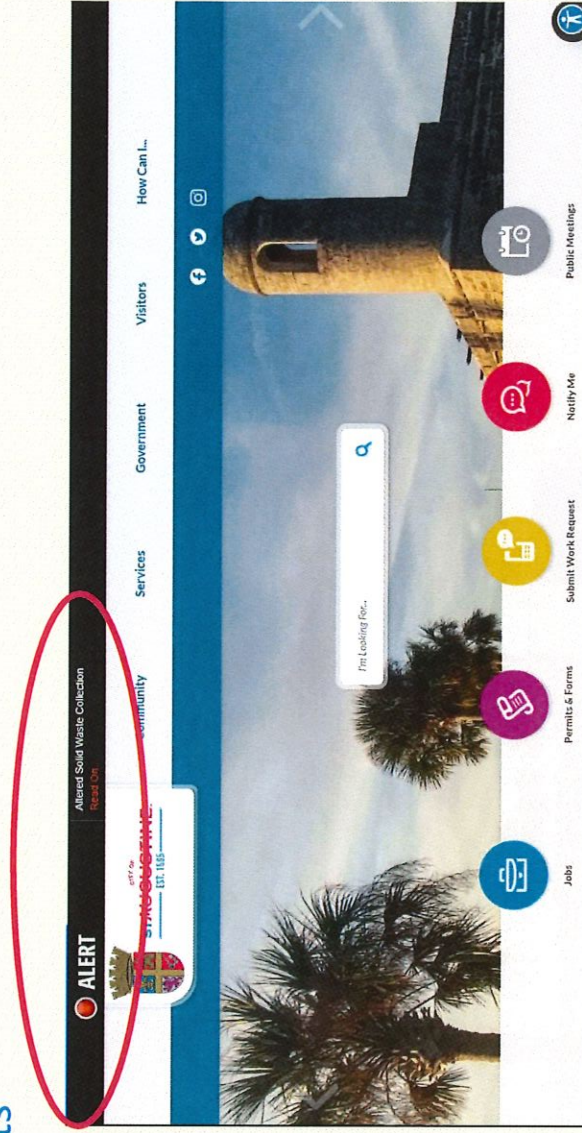
- Branded messaging
- Video PSAs
- StAugAlerts/FB Alerts



How do we communicate?

Emergency/Crisis Communications

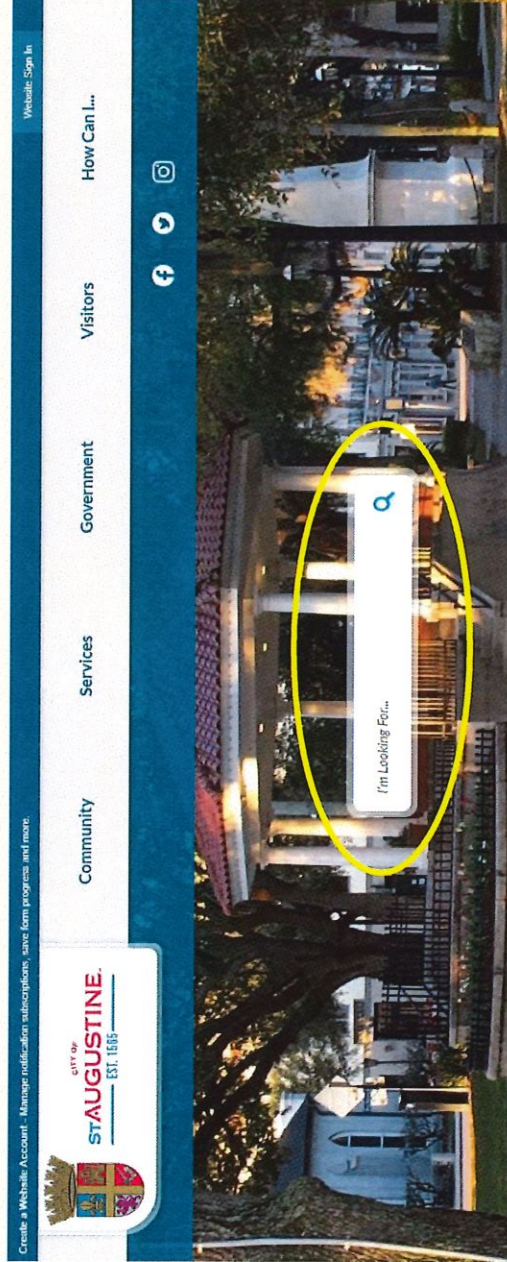
- Branded messaging
- Video PSAs
- StAugAlerts/FB Alerts
- Website Banner



Website, calendars and social media

➤ Website

➤ Search

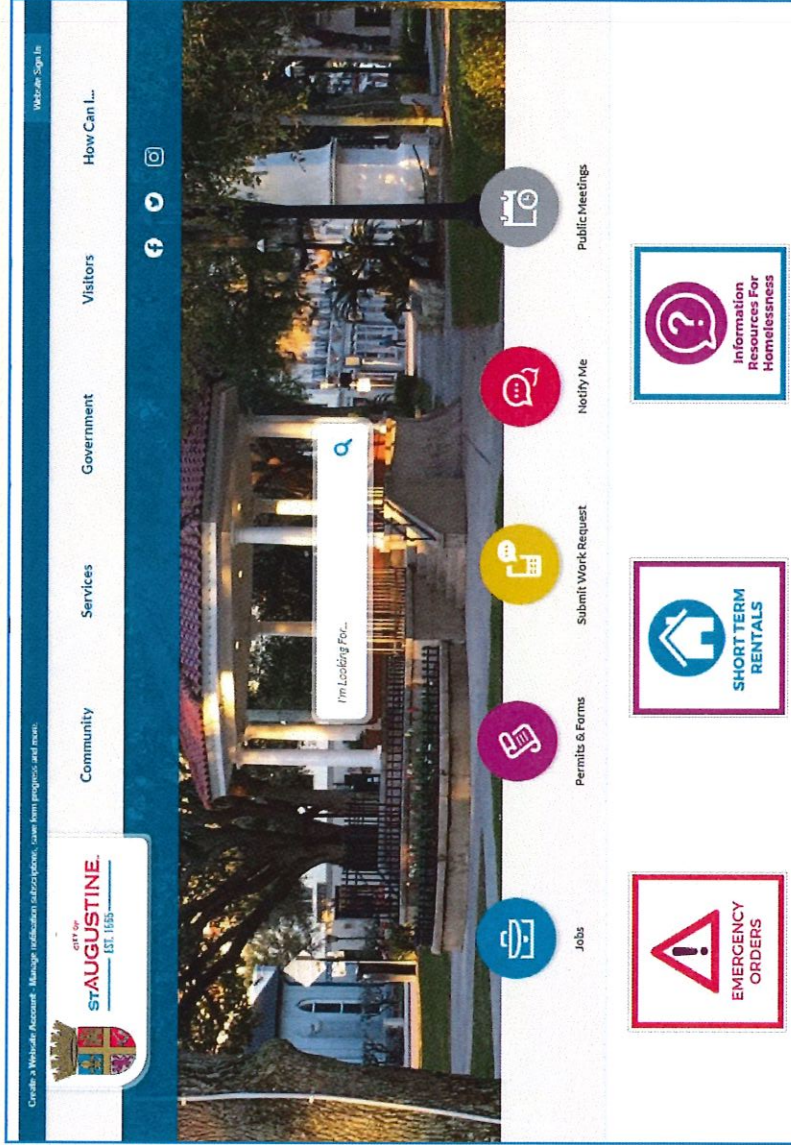


Website, calendars and social media

➤ Website

➤ Search

➤ Shortcuts



Website, calendars and social media

➤ [Website](#)

➤ [Search](#)

➤ [Shortcuts](#)

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Create a Website Account | Manage notifications subscriptions, view item progress and more.

LATEST NEWS & UPDATES



City marks birth of founder Don Pedro Menéndez de Avilés

On Wednesday, February 15 at 11:00am, the City of St. Augustine will mark Don Pedro Menéndez de Avilés' 504th birthday with a brief wreath-laying ceremony at the base of his statue in front of City Hall, located at 75 King St.

[Read on...](#)



Nights of Lights concludes Tuesday, January 31, 2023

City of St. Augustine concludes Nights of Lights

The 29th Annual Nights of Lights season will come to an end on Tuesday, January 31, 2023. The 30th Annual Nights of Lights will kick off with Light-Up! Night on Saturday, November 18, 2023, and conclude on January 31, 2024.

[Read on...](#)



40th Annual Arbor Day Ceremony & Sapling Distribution
Friday, January 20, 2023
Ceremony | Twine Park Drive-Thru Sapling Distribution | Ponce de Leon Field

City proud to be a "Tree City" for 40 consecutive years

The City's Annual Arbor Day Ceremony will take place at 11am on Friday, January 20 at Twine Park in Lincolnville. In addition, there will be a drive-thru distribution of saplings at 10am via the W. Castillo Drive Entrance of the Parking Garage.

[Read on...](#)

[View All](#)

Website, calendars and social media

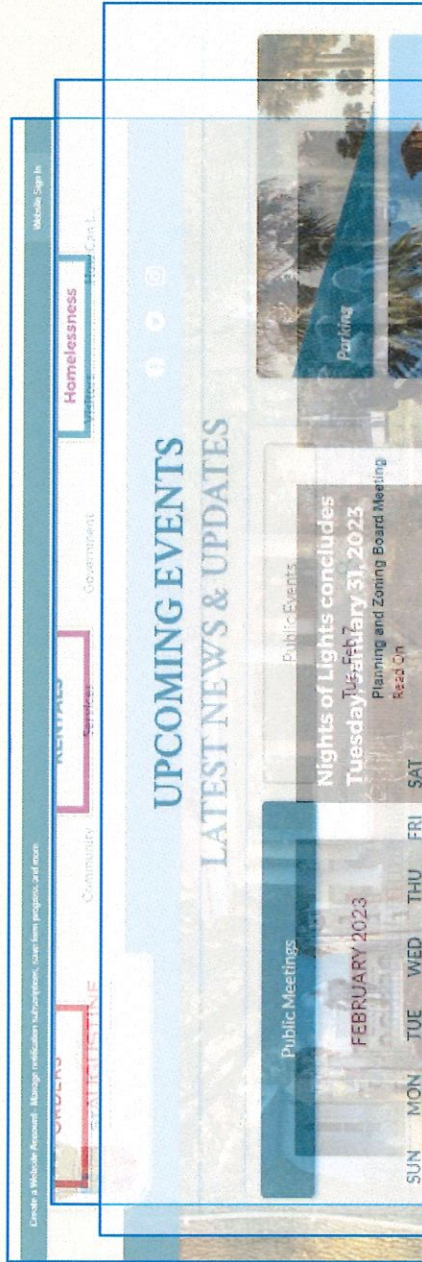
- Website**



Website and Calendars

➤ Website

- Search
- Shortcuts
- Latest News
- Calendar
- Footer Links



CITY OF
ST. AUGUSTINE.
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Contact Us

City of St. Augustine
75 King Street
St. Augustine, FL 32084
Contact Us

Helpful Links

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Legal Notices and Disclaimers
Copyright Notices

Quick Links

St. Augustine Police Department
St. Augustine Fire Department
St. Augustine Municipal Marina
St. Augustine Port, Waterway and Beach District
Employee Intranet



CITY OF
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— EST. 1565 —

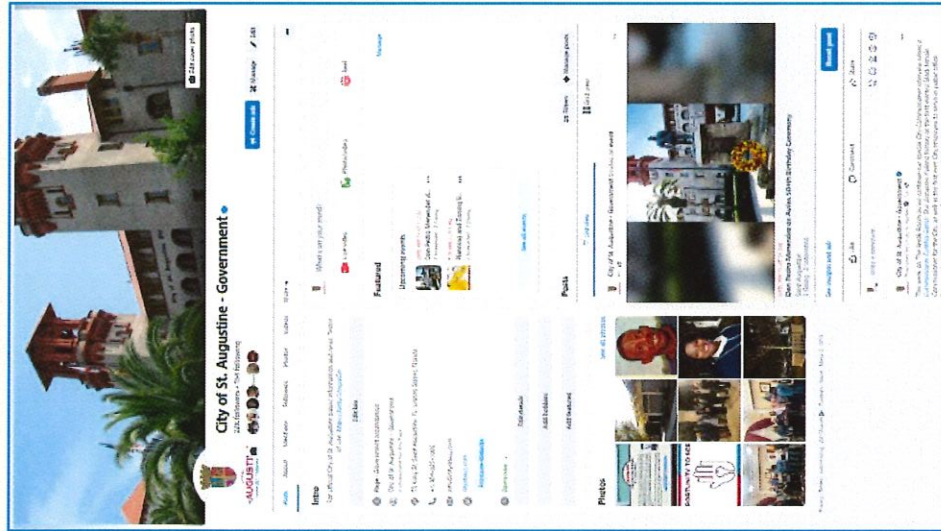
Social Media



Social Media



Facebook

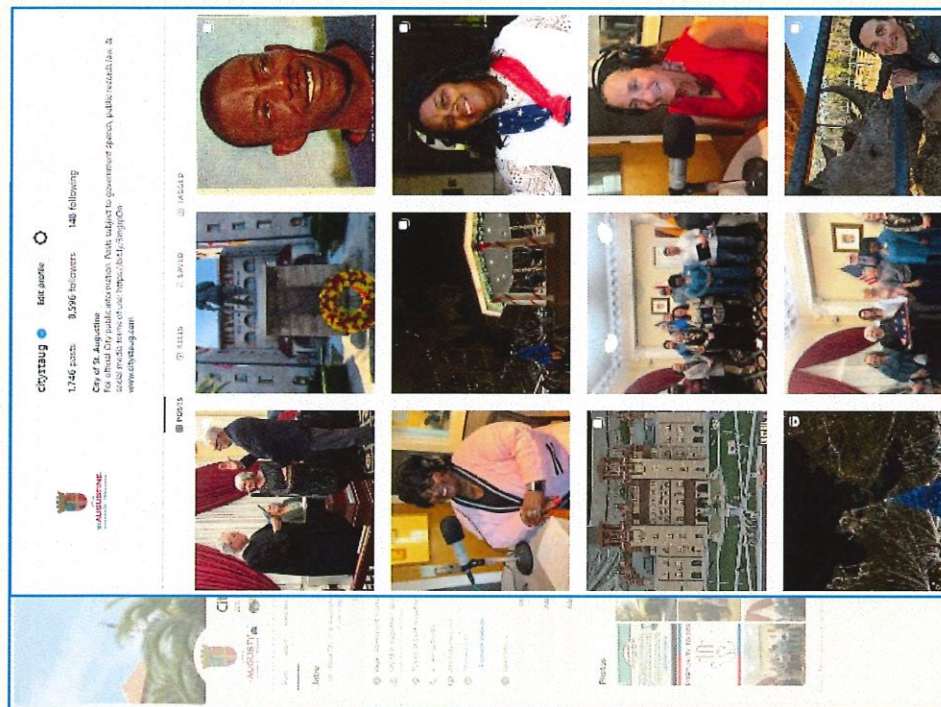


Social Media

➤ Social Media

➤ Facebook

➤ Instagram



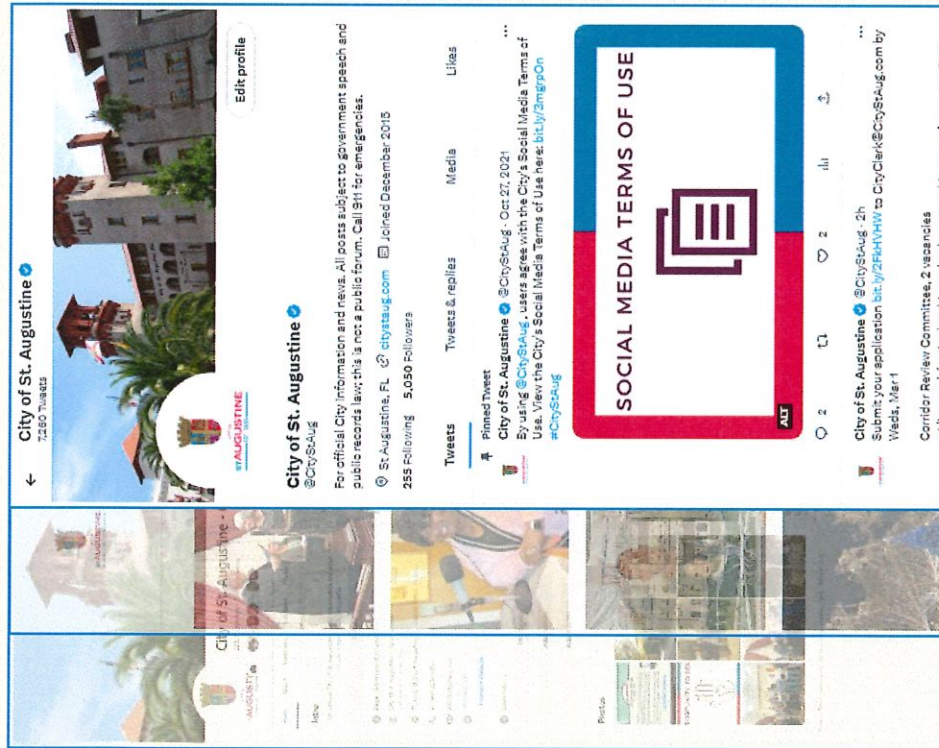
Social Media

➤ Social Media

➤ Facebook

➤ Instagram

➤ Twitter



Social Media

➤ Social Media

➤ Facebook

➤ Instagram

➤ Twitter

➤ Nextdoor



Social Media

- **Social Media**
- Facebook
- Instagram
- Twitter
- Nextdoor
- YouTube



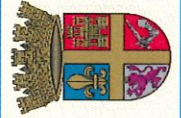
Social Media



Tools



Sprout Social



Social Media

Tools

➤ Sprout Social

➤ Spreker



Spreker from iHeart

Features • Plans & Pricing Listen

The Break Room

Cindy Walker GOVERNMENT

Whether working in an office cubicle, on a factory floor or along the aisles of a retail store, time spent in the break room is usually a quiet time, away from pressure, away from work routines and often a place where co-workers can converse in a relaxed environment. That's the idea behind the WFCF/Flagler College Radio program, The Break Room (TBR).

Hosted by Communications Manager Melissa Miesel, the 15-minute weekly program offers a behind-the-scenes look at the day-to-day operations of ... [See More](#)

	Date	Duration
Commissioner Cynthia Garris on The Break...	30 Jan	14:02
Commissioner Barbara Blonder on The Break...	23 Jan	13:30
Vice Mayor Roxanne Hornath on The Break...	13 Jan	14:37
Mayor Nancy Sikes-Kline on The Break Roo...	09 Jan	15:26
Jessica Brech, Chief Resilience Officer, on ...	03 Jan	14:15
Part 2 - Jonathan Foster, Development Sup...	27 Dec	14:43
Jonathan Foster, Development Supervisor, ...	21 Dec	14:38
Part 2 - Community Outreach Officer Steve...	13 Dec	15:24

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Listen on Castbox



Social Media

➤ Tools

- Sprout Social
- Sproker
- NetWeave

Facebook Top Posts
Review your top posts published during the selected time period, based on the post's lifetime performance.

Post Lifetime All Facebook Pages

Descending by Lifetime Engagements

Post	Lifetime	All Facebook Pages
First light damage assessments. We are already seeing significant flooding i... Thu 11/10/2022 4:24 a...	Nights of Lights has officially kicked off! A very special thank you to our St. Johns... Sat 11/19/2022 3:55 pm...	City of St. Augustine ... Wed 12/7/2022 10:10 a...
Total Engagements 7,696 Reactions 1,481 Comments 443 Shares 420 Post Link Clicks 7 Other Post Clicks 5,345	Total Engagements 6,129 Reactions 945 Comments 38 Shares 59 Post Link Clicks — Other Post Clicks 5,087	Total Engagements 7,427 Reactions 528 Comments 110 Shares 261 Post Link Clicks 21 Other Post Clicks 6,507



Measurable performance

➤ Reporting and Analytics (NetWeave Reports)

Facebook Top Posts

Review your top posts published during the selected time period, based on the post's lifetime performance.

Post
Lifetime
All Facebook Pages

Descending by Lifetime Engagements



St. Augustine ...
Mon 11/14/2022 9:26 a...



Be a good neighbor and don't create a wake! Do not drive through standing water. The...

Total Engagements	23,643	Total Engagements	10,467
Reactions	2,241	Reactions	220
Comments	444	Comments	270
Shares	252	Shares	37
Post Link Clicks	2	Post Link Clicks	1
Other Post Clicks	20,704	Other Post Clicks	9,939



City of St. Aug...
Wed 11/9/2022 6:34 a.m...



On 09/17/2022 at approximately 2:00 am, an...

Total Engagements	16,043	Total Engagements	10,467
Reactions	2,200	Reactions	220
Comments	363	Comments	270
Shares	460	Shares	37
Post Link Clicks	—	Post Link Clicks	1
Other Post Clicks	13,020	Other Post Clicks	9,939



St. Augustine ...
Thu 12/1/2022 11:55 a...



Request for Information
On 09/17/2022 at approximately 2:00 am, an...

Total Engagements	10,467	Total Engagements	10,467
Reactions	220	Reactions	220
Comments	270	Comments	270
Shares	37	Shares	37
Post Link Clicks	1	Post Link Clicks	1
Other Post Clicks	9,939	Other Post Clicks	9,939

Measurable performance

➤ Reporting and Analytics (NetWeave Reports)

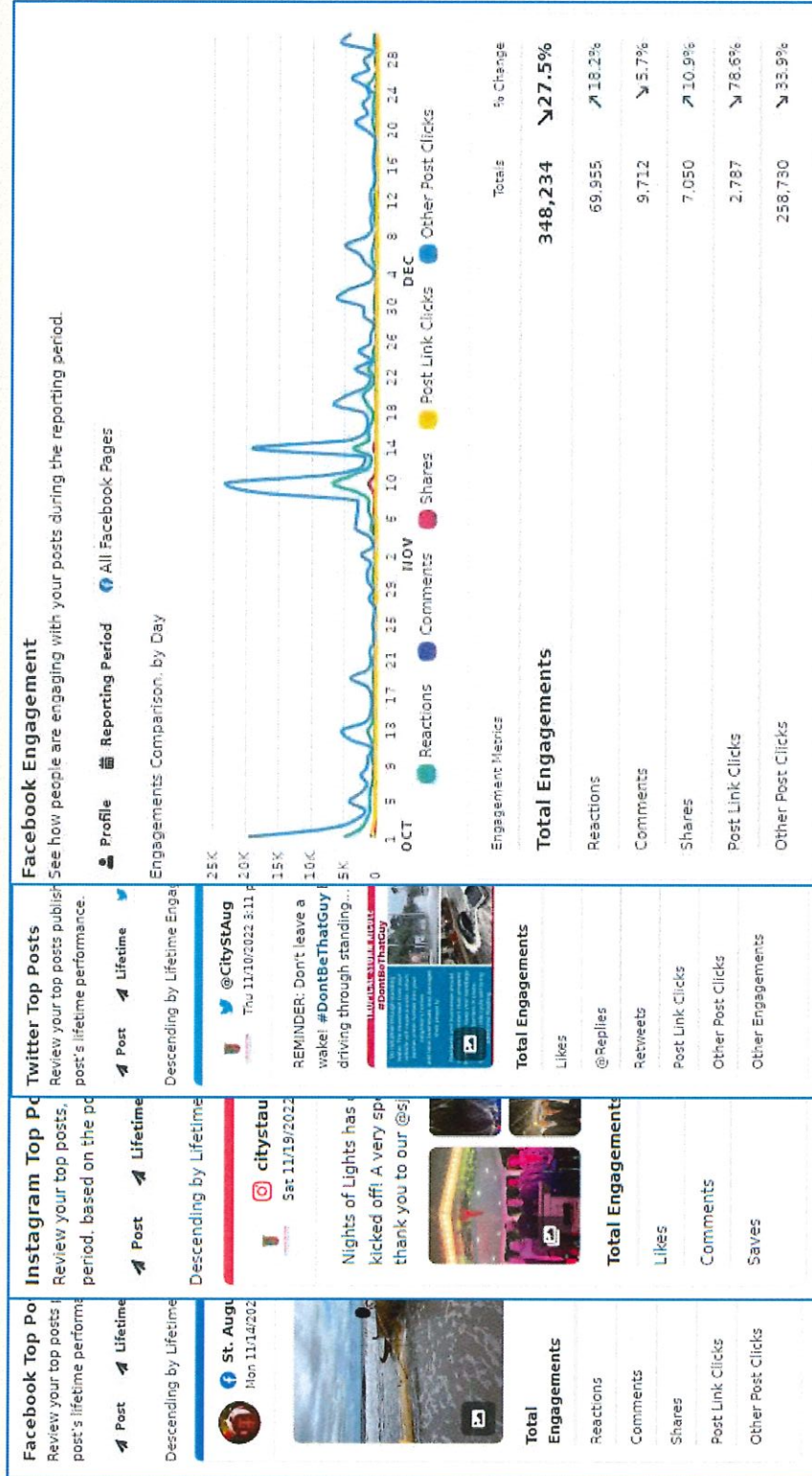
Facebook Top Posts		Instagram Top Posts	
Review your top posts, stories, and reels published during the selected time period, based on the post, story, or reel's lifetime performance.		Review your top posts, stories, and reels published during the selected time period, based on the post, story, or reel's lifetime performance.	
Post Lifetime All Instagram Profiles		Post Lifetime All Instagram Profiles	
Descending by Lifetime		Descending by Lifetime Engagements	
St. Augustine Mon 11/14/2022		citystaug Sat 11/19/2022 4:00 pm...	citystaug Wed 12/21/2022 3:11 p...
Nights of Lights has officially kicked off! A very special thank you to our @sjcsd202...		Happy first day of winter, St. Augustine! What's your favorite part of the season?...	In case you were wondering what happened to the boat that hit the seawall during...
Total Engagements Reactions Comments Shares Post Link Clicks Other Post Clicks		Total Engagements Reactions Comments Shares Post Link Clicks Other Post Clicks	Total Engagements Reactions Comments Shares Post Link Clicks Other Post Clicks
290		289	289
283		283	270
3		1	10
4		5	9

➤ Reporting and Analytics (NetWeave Reports)



Measurable performance

➤ Reporting and Analytics (NetWeave Reports)



Measurable performance

➤ Reporting and Analytics (NetWeave Reports)



Programs and programming

➤ Citizen Awards

➤ De Aviles



Programs and programming

- **Citizen Awards**
 - De Aviles
 - Adelaide Sanchez



Programs and programming

- **Citizen Awards**
 - De Aviles
 - Adelaide Sanchez
 - Citizenship Awards



CITY OF
ST AUGUSTINE
— EST. 1565 —

Programs and programming

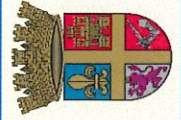
- **Citizen Awards**
 - De Aviles
 - Adelaide Sanchez
 - Citizenship Awards
 - Order of La Florida



Programs and programming

➤ Events and Programs

➤ Arbor Day



CITY OF
ST AUGUSTINE
— EST. 1565 —

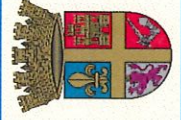
Programs and programming

- **Events and Programs**
 - Arbor Day
 - Menendez Day



Programs and programming

- **Events and Programs**
 - Arbor Day
 - Menendez Day
 - Concerts in the Plaza



CITY OF
STAUGUSTINE
— EST. 1565 —

Programs and programming

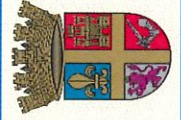
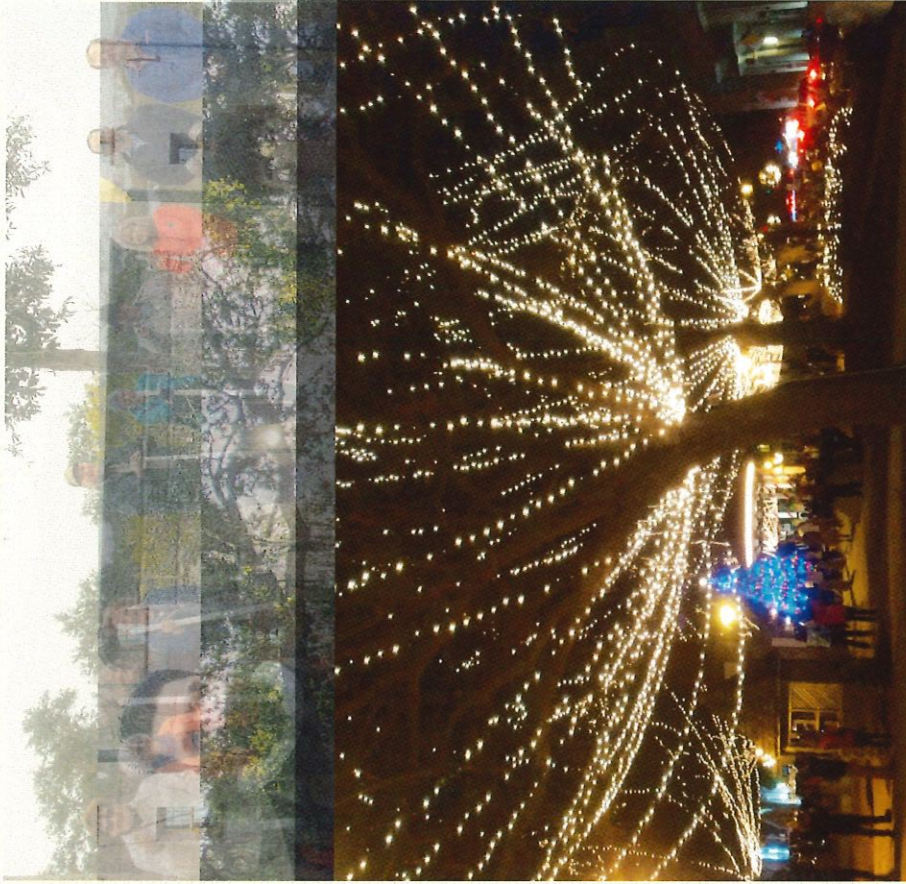
- **Events and Programs**
 - Arbor Day
 - Menendez Day
 - Concerts in the Plaza
 - Fireworks Over the Matanzas



Programs and programming

➤ Events and Programs

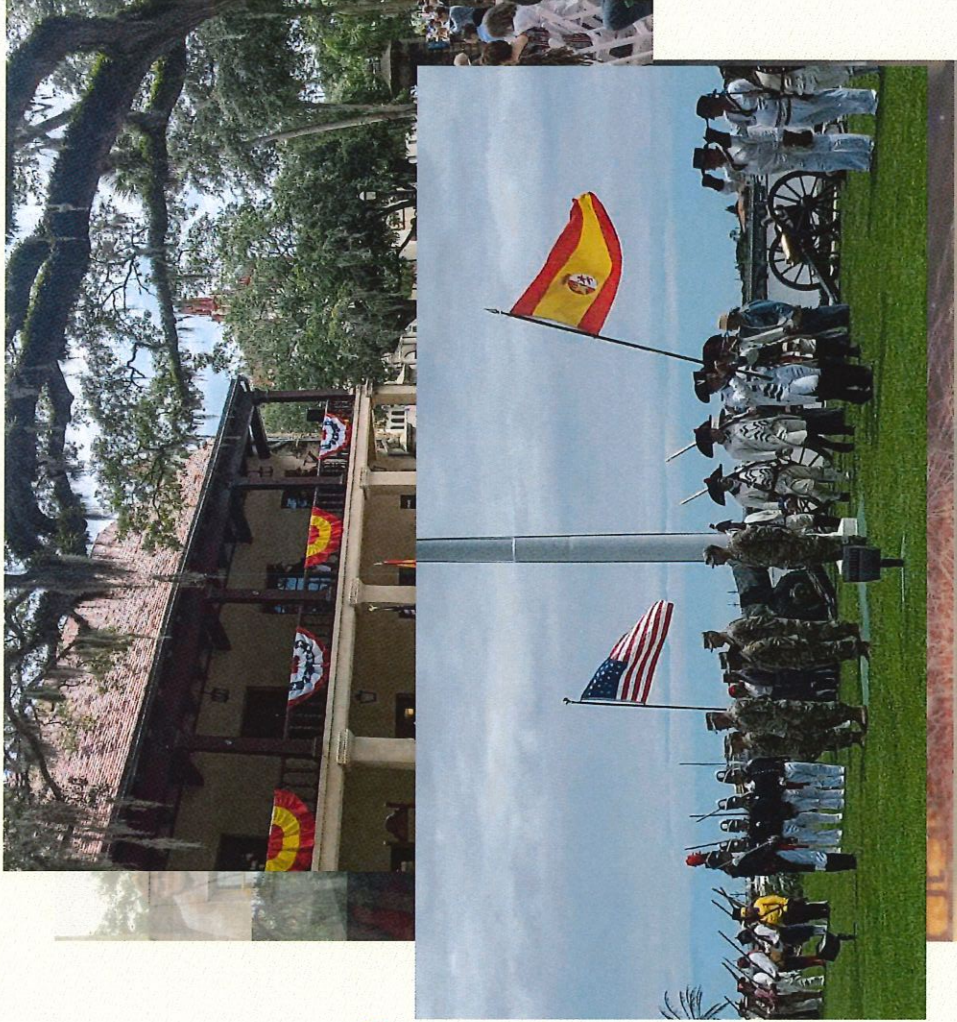
- Arbor Day
- Menendez Day
- Concerts in the Plaza
- Fireworks Over the Matanzas
- Light-Up! Night



CITY OF
STAUGUSTINE
— EST. 1565 —

Programs and programming

- **Events and Programs**
 - Arbor Day
 - Menendez Day
 - Concerts in the Plaza
 - Fireworks Over the Matanzas
 - Light-Up! Night
 - Other special events



CITY OF
STAUGUSTINE
— EST. 1565 —

Programs and programming



Campaigns



Face of the City

City of St. Augustine - Government
Published by Sprout Social · December 17, 2022 · ...

The Visitor Information Center is another busy place during #NightsOfLight! So, for this week's #FaceOfTheCity, we want you to meet Joyce Kean, VIC Information Hostess!

As an Information Hostess, Joyce is a certified tour guide and tells the story of historical St. Augustine. She directs visitors where to go, what to see, where to dine, and more. Joyce strives to provide a good first impression for visitors and put them at ease, so they can enjoy their time in the Nation's ... See more



94 8 comments 7 shares
Like Comment Share



CITY OF
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— EST. 1565 —

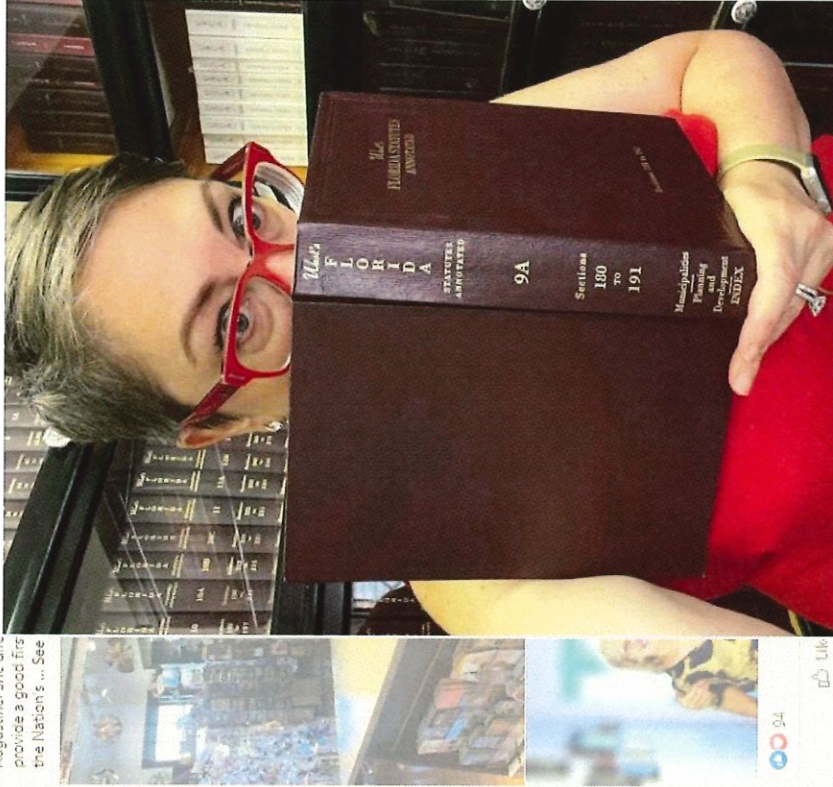
Programs and programming

➤ Campaigns

➤ Face of the City

➤ City Hall Selfie Day

City of St. Augustine - Government
Published by Sprout Social · August 15, 2022 ·
Thank you City Attorney/Isabelle Lopez for taking a quick break from your book to help us celebrate #CityHallSelfieDay!
#CityStAugSelfie #CityStAug #CityHallSelfie Engaging Local Government Leaders Florida League of Cities, Inc.



Programs and programming

➤ Campaigns

➤ Face of the City

➤ City Hall Selfie Day

Most Historic #CityHallSelfie

City of St. Augustine
@CityStAug · Follow

Selfie on TOP of City Hall!?!? W
Public Works and Utilities!
#CityStAugSelfie #CityStAug #
@FICities



4:00 PM · Aug 14, 2020

Funniest #CityHallSelfie: City of St. Augustine, FL

City of St. Augustine
@CityStAug · Follow

Since City Hall is in the same building as
@Lightner_Museum, the Communications / Events
Divisions couldn't help but ask for a little support in
celebration of #CityHallSelfieDay! #CityStAugSelfie
#CityStAug #CityHallSelfie @ELGL50 @FICities



10:21 AM · Aug 15, 2022

Best Pet in a #CityHomeSelfie

It's a tie! We couldn't decide between these two... congrats City of St.
Augustine, FL...

City of St. Augustine
@CityStAug · Follow

Tim from General Services, his wife Candy, and fur-baby
Rizzo hope you have a purr-fect Friday! #CityStAugSelfie
#CityStAug #CityHallSelfie @ELGL50 @FICities



9:37 AM · Aug 14, 2020



Programs and programming

➤ Campaigns

- Face of the City
- City Hall Selfie Day
- “Awareness” week/month



City of St. Augustine
Published by 311 - Mayor's Office

City of St. Augustine - Government

Published by Cindy Jo Walker · October 20, 2020 ·

Fire Safety Inspector Abby Pedigo and Firefighter James Cosgrove explain what full protective turnout gear looks like and why it is used.

This video is presented in celebration of #CityWeek sponsored by the Florida League of Cities, Inc. #CityStAugFire #CityStAug



St. Augustine Fire Department
October 20, 2020 ·

Firefighters might look scary, but remember... they're here to help!

Fire Safety Inspector Abby Pedigo and Firefighter James Cosgrove explain what full protect...

See more

Programs and programming

➤ Campaigns

- Face of the City
- City Hall Selfie Day
- “Awareness” week/month
- PSAs



City of St. Augustine - Government

Published by St. Augustine, Florida on August 19, 2020

The Visitor Information Center is looking for a quick break from your book to help us #FaceOfTheCity, we want to see you!

As an Information Professional, you are the face of the City of St. Augustine. She directs the flow of information and provides a good first impression to the Nation's ... See more



City of St. Augustine - Government

Published by Cindy Jo Walker on August 31, 2020

Do you know the rules for stopping for school buses?

This back to school safety PSA video by the St. Augustine Police Department answers those questions and offer reminders about being safe in and around school zones especially important now that St. Johns County schools are back in session.

#CityStAug #StAugPD



YOUTUBE.COM

School Zone Speed Compliance



Programs and programming

➤ Graphic design

➤ Legislative flyers



ANASTASIA ISLAND FIRE STATION #2 FUNDING REQUEST

The City of St. Augustine includes the northern part of Anastasia Island, a barrier island. The city provides fire protection services to the northern portion of Anastasia Island, which includes Anastasia State Park, a beachfront, and a park.



AFTER AIA SAFETY IMPROVEMENTS



BEFORE AIA SAFETY IMPROVEMENTS

CITY FIRE STATION #2
Out of date City Fire Station #2 (cir.1955) needs to be replaced.

INTERSECTION IMPROVEMENTS
FDOT needs the land Fire Station #2 sits on for critical intersection improvements at multiple intersections. The intersection improvements will include multiple pedestrian and vehicular accidents and fatalities.

CALLS FOR SERVICE
Fire Station #2 responds to 1300 calls for service annually. This call increase due to the service area. The intersection improvements will be in the next 20 years.

EMERGENCY RESPONSE
Anastasia State Park and the city have frequent calls for service. Fire Station #2 responds to emergencies such as drownings, heart attacks, heat stroke, etc.

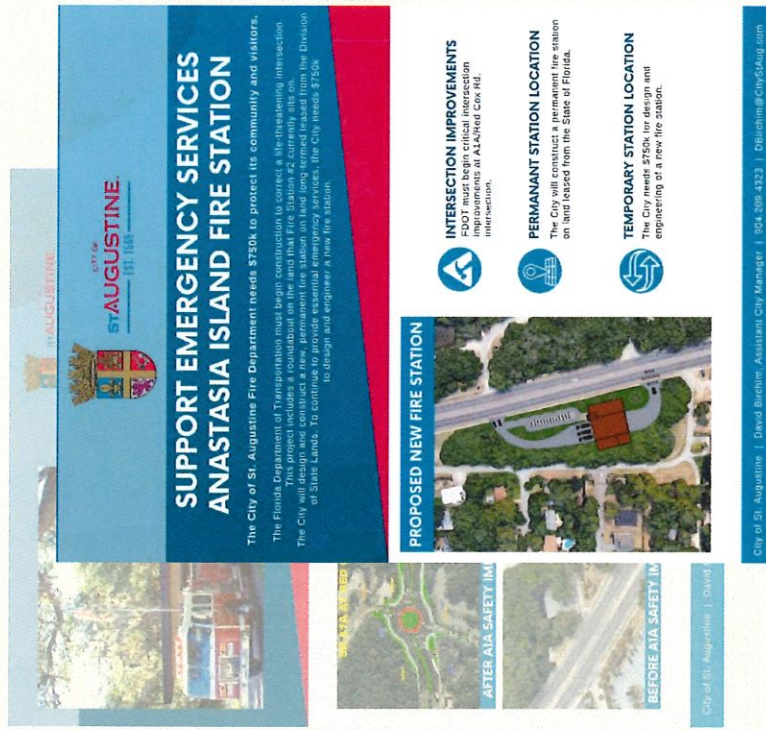
City of St. Augustine | David Birkin, Assistant City Manager | 814-209-4327 | DBirkin@CityStAug.com



Programs and programming

➤ Graphic design

➤ Legislative flyers



**SUPPORT EMERGENCY SERVICES
ANASTASIA ISLAND FIRE STATION**

The City of St. Augustine Fire Department needs \$750k to protect its community and visitors. The Florida Department of Transportation must begin construction to correct a life-threatening intersection at Anastasia Island. The City will design and construct a new permanent fire station and temporary station from the Division of State Lands. To continue to provide essential emergency services, the City needs \$750k to design and engineer a new fire station.

PROPOSED NEW FIRE STATION

INTERSECTION IMPROVEMENTS
The City will construct intersection improvements at Anastasia Island.

PERMANENT STATION LOCATION
The City will construct a permanent fire station on land leased from the State of Florida.

TEMPORARY STATION LOCATION
The City needs \$750k for design and engineering of a new fire station.

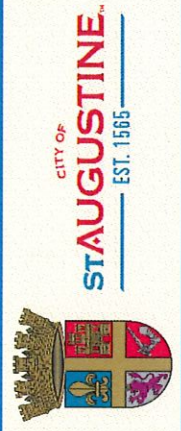
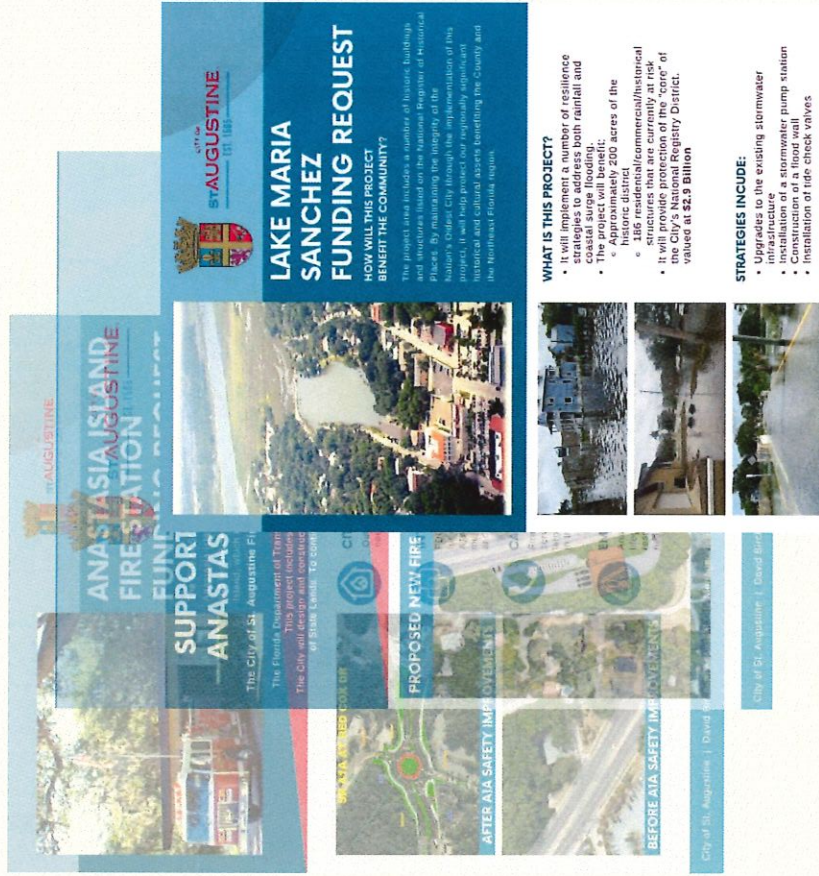
City of St. Augustine | David Birchler, Assistant City Manager | 804.206.4123 | DBirchler@CityStAug.com



Programs and programming

➤ Graphic design

➤ Legislative flyers



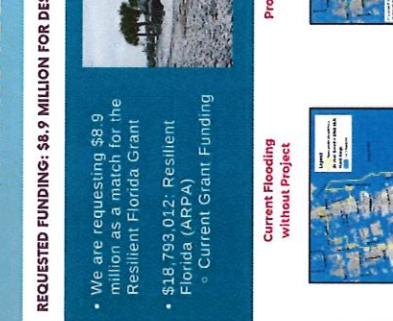
Programs and programming

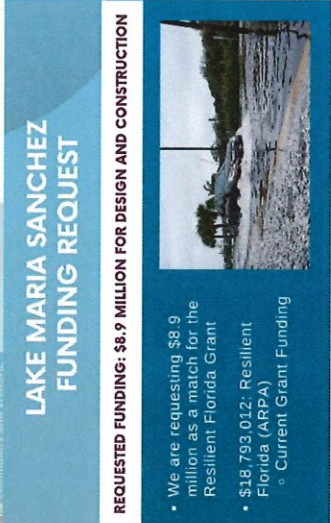




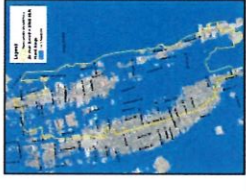












For more information, contact Jessica Blanch, P.E., Chief Resilience Officer
at 904.825.1040 or StormWater@CityStAug.com

Programs and programming

➤ Graphic design

➤ Legislative flyers

➤ Posters

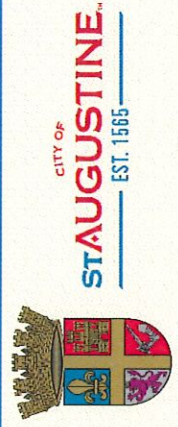


Programs and programming

➤ Graphic design

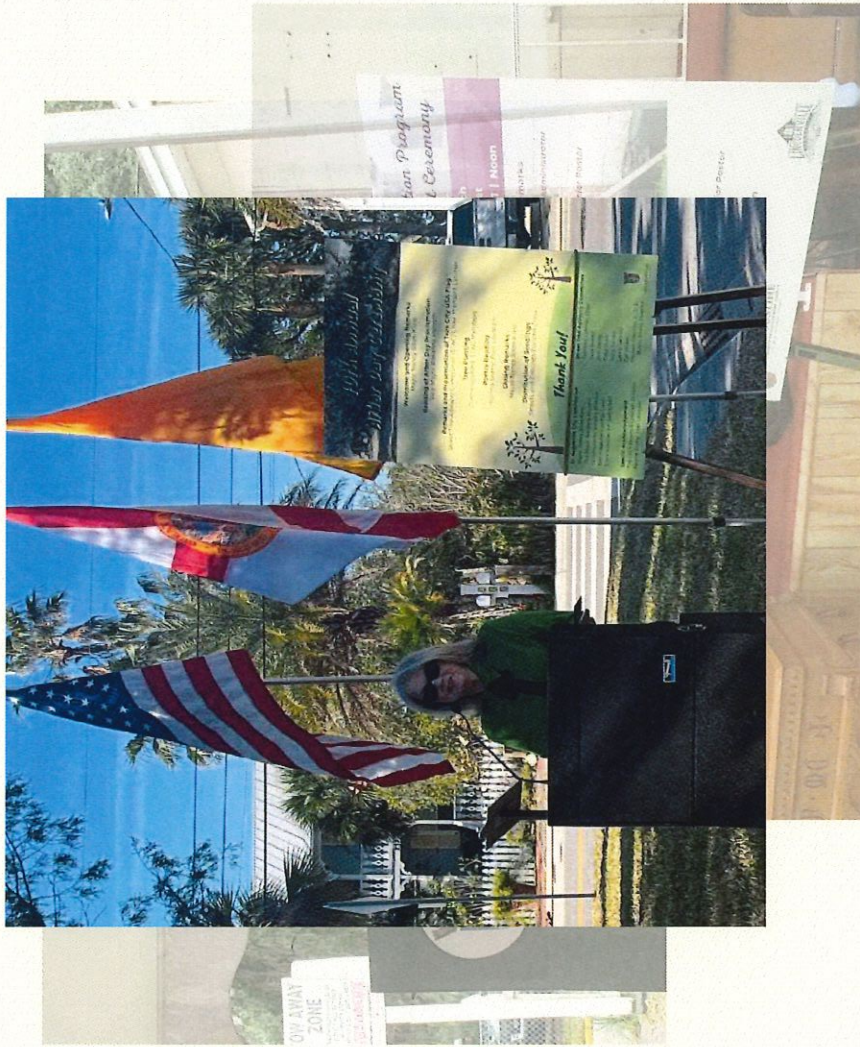
➤ Legislative flyers

➤ Posters



Programs and programming

- **Graphic design**
- Legislative flyers
- Posters



Programs and programming

➤ Graphic design

- Legislative flyers
- Posters
- Signage



CITY OF
ST AUGUSTINE
— EST. 1565 —

Programs and programming

- **Graphic design**
 - Legislative flyers
 - Posters
 - Signage



Programs and programming

➤ Graphic design

- Legislative flyers
- Posters
- Signage



Programs and programming

- **Graphic design**
- Legislative flyers
- Posters
- Signage



Programs and programming

➤ Graphic design

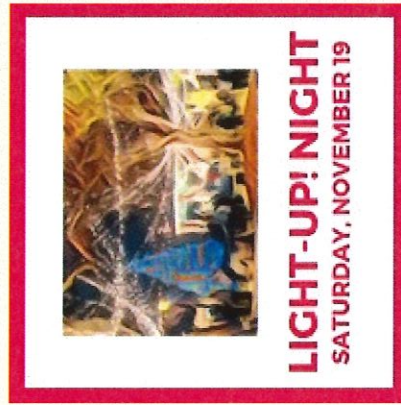
- Legislative flyers
- Posters
- Signage



Programs and programming

➤ Graphic design

- Legislative flyers
- Posters
- Signage
- Iconography



Programs and programming

➤ Graphic design

- Legislative flyers
- Posters
- Signage
- Iconography
- Invitations

You are cordially invited

Waterworks Building Appreciation Picnic

Please be our guest and help us celebrate!

The City of St. Augustine is proud to reopen the doors of this 1898 building constructed as the first City Waterworks Pumping Station. Later it would become the Davenport Park Clubhouse and home to multiple community groups. Grant funds from the Florida Division of Historical Resources contributed to this effort along with countless hours of dedicated work by architects, construction crews, craftspeople, and city staff.

Tuesday, September 14, 2021
5:30pm - 7:00pm
184 San Marco Avenue

Picnic refreshments will be provided for registered guests and a short program will recognize the significance of this project.


ST AUGUSTINE
FLORIDA

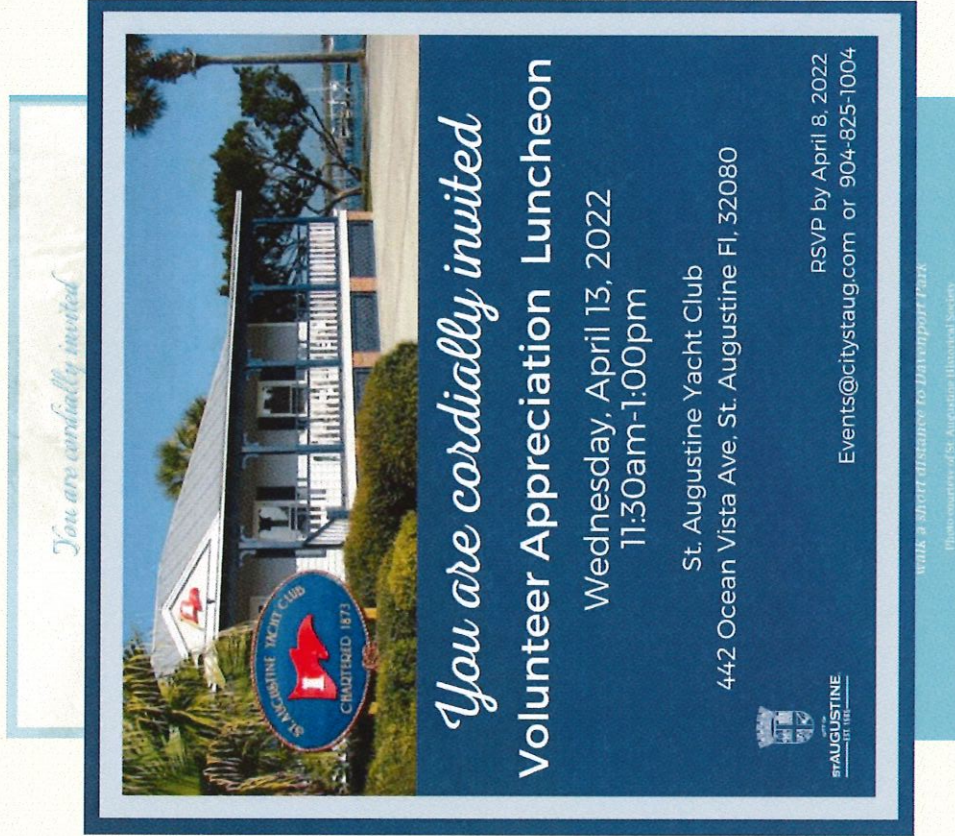
R.S.V.P. by Friday, September 3
904.209.4326 | jwolfe@citystaug.com
Parking is limited and it may be necessary to carpool or walk a short distance to Davenport Park
Photo courtesy of St. Augustine Historical Society



Programs and programming

➤ Graphic design

- Legislative flyers
- Posters
- Signage
- Iconography
- Invitations



Programs and programming

➤ Graphic design

- Legislative flyers
- Posters
- Signage
- Iconography
- Invitations

<i>You are cordially invited</i> 200th Anniversary Celebration	
The City of St. Augustine and the St. Johns County 200th Anniversary Committee invite you to join us for a day of celebration commemorating the establishment of Florida as a United States Territory with its transfer from Spain.	
8:30am	*Guided tour of Castillo de San Marcos
9:30am	*Guided tour of Fountain of Youth and visit living history interpreter encampment. Light breakfast snack will be provided
11:00am	Change of Authority Ceremony at Government House
11:20am	Processional to St. Francis Barracks Parade Ground
11:45am	Change of Flags Ceremony
12:30pm	Tour of historic St. Francis Barracks
* Participation in morning events prior to the Change of Authority Ceremony is optional. Please note on your R.S.V.P. if you plan to join the guided tours. R.S.V.P. by July 1 to Melissa Wissel at mwissel@citystaug.com or 904.293.3507	
 St. Johns County, Florida 1821 2021  CITY OF ST. AUGUSTINE EST. 1565	



Programs and programming

➤ Graphic design

- Legislative flyers
- Posters
- Signage
- Iconography
- Invitations
- Advertisements

LIGHT-UP! NIGHT
 Plaza de la Constitución
 Downtown St. Augustine
28TH ANNUAL
NIGHTS OF LIGHTS

Free Park & Ride Shuttle
1pm-11pm
Park at: St. Johns County Health Department,
 200 San Sebastian View
 San Marco Lot (north city), 301 San Marco Ave.
 Broudy's Lot (corner of US 1 and W. King),
 198 & 212 W. King St.
Ride to: Visitor Information Ctr., 10 S. Castillo Dr.
Watch for additional shuttle hours.

Light-Up! Night Island Shuttle
November 20 Only/ 4:00pm - 11:00pm
Park at: Anastasia Baptist Church,
 1650 A1A South
 St. Augustine Amphitheatre, 1340- C A1A South
 R.B. Hunt Elementary, 125 Magnolia Dr.
Ride to: Bridge of Lions (east end)

Complete information at
www.CityStAug.com/LightUpNight
 Visitor info @ www.NightsofLights.com

The Night Of Lights and the Park and Ride Shuttle are produced by the City of St. Augustine with support from the St. Johns County Tourist Development Council. The continued success of the Night Of Lights is because of the enthusiastic participation of the St. Augustine community.




Programs and programming

- **Graphic design**
 - Legislative flyers
 - Posters
 - Signage
 - Iconography
 - Invitations
 - Advertisements

Concerts In The Plaza

July 7: God's City Duo	July 14: Grapes of Roth	July 21: The Committee
July 28: Str8Up	August 4: Gypsy Stars	

Every Thursday 7pm - 9pm
Plaza de la Constitucion

www.CityStAug.com/Concerts for complete lineup,
parking, and weather information

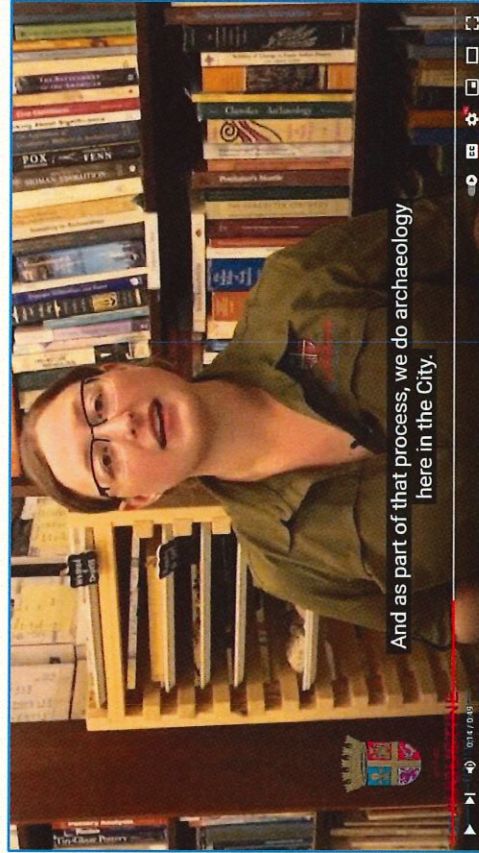
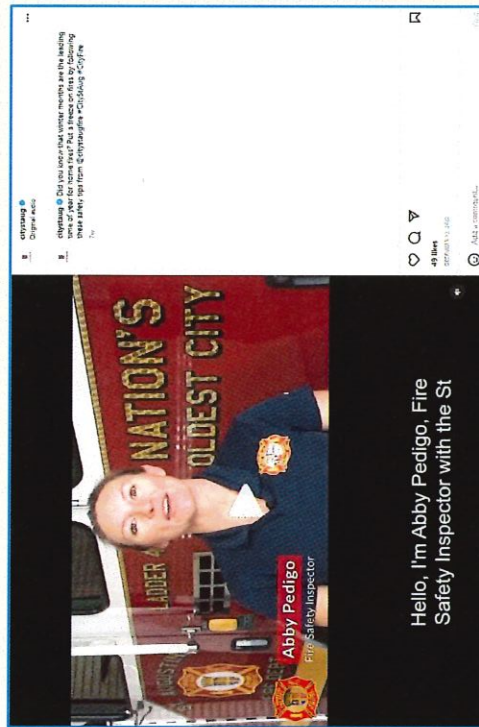
CITY OF STAUGUSTINE EST. 1565



Other duties

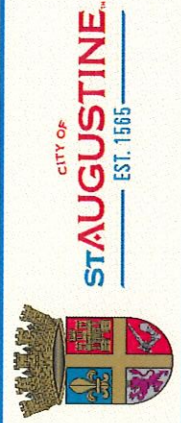
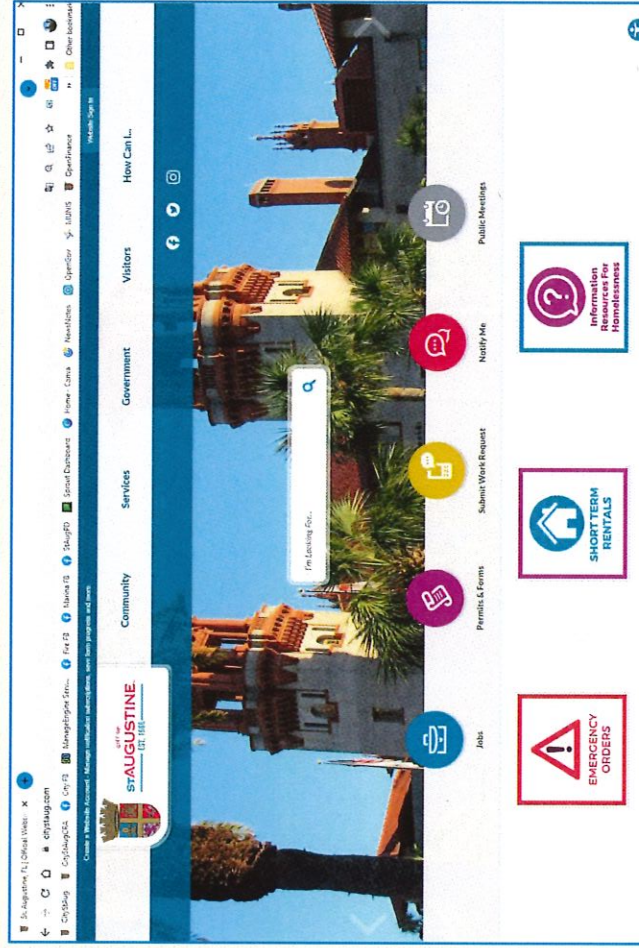
➤ **Content Quality Control**

- Social media posts/images
- All videos have captioning
- All entity platforms (City, Fire, Marina, Police, Archaeology and WeatherStem)



Other duties

- Website management
- Redesigned in 2016
- CivicPlus (new vendor) and redesign in 2019
- CivicClerk (Agenda builder) added in 2020
- CivicSend (News & Notes) added in fall of 2022



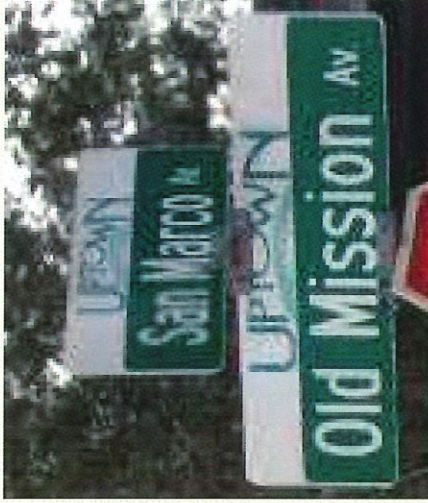
Other duties

- **Citizen Survey**
 - 2017:
 - Citizen Engagement
 - Infrastructure
 - Mobility
 - 2019:
 - Infrastructure
 - Mobility
 - 2023
 - Concentration areas of interest
 - Conservation
 - Communications
 - Other?



Other duties

- **Neighborhood Grants**
 - Revitalizing the program
 - Staff discussions for refinement



Other duties

➤ Sister Cities

- Student exchange program is returning since COVID
- Commissioner/staff now attending meetings
- Increasing interest from foreign cities to partner



Taxco, Mexico



Rothenburg, Germany



Other duties

- **Government to Business Engagement**
 - Staff representation at VCB/TDC
 - City representation at Chamber events
 - Leadership St. Johns liaison
 - Town & Gown
 - Florida Municipal Communicators Association



CITY OF
ST AUGUSTINE
— EST. 1665 —

That's a Wrap

Thank you!



CITY OF ST. AUGUSTINE

MEMORANDUM

TO: Mayor and Commissioners

DATE: February 2, 2023

RE: Notification of Two (2) Term Expirations – Lincolnville Community Redevelopment Area Steering Committee (LCRA)

Notification is being made to the Commission relevant to two (2) term expirations on the LCRA. The terms are currently held by Madeline Wise and Dee Thomas and will expire April 30, 2023. Both members were appointed to fill a vacancy and are eligible for reappointment.

An advertisement requesting applications will be placed in the St. Augustine Record and posted on the City's website.

Attached is the current LCRA roster and board profile.

A handwritten signature in blue ink that reads "Darlene Galambos". The signature is fluid and cursive, with the first name "Darlene" and last name "Galambos" clearly distinguishable.

Darlene Galambos
City Clerk

xc: Clerk's Office

LINCOLNVILLE COMMUNITY REDEVELOPMENT
STEERING COMMITTEE

Meets four times annually - 5:00 p.m.
Willie Galimore Center

3 Year Terms

Term Expires

Seat 1:

Madeline Wise
2312 Red Oak Drive
Jacksonville, FL 32211
904-762-9338 (H)
904-504-4251 (C)
wimado10@yahoo.com

Appointed to fill vacancy: 1/25/2021 04/30/2023

Seat 2:

Dee Thomas
100 Lincoln St.
310-242-1224
lincolnvilledee@gmail.com

Appointed to fill vacancy: 1/25/2021 04/30/2023

Seat 3:

Mari Hayes
87 Lincoln Street, 32084
914-671-5901
Mari.hayes@nyfa.edu

Appointed: 4/25/2022 04/30/2025

Seat 4:

James St. George
46 Weeden Street, 32084
321-432-4329
stgeorgeLCRA@gmail.com

Appointed: 4/25/2022 04/30/2025

Seat 5:

Dalonja Duncan
41 Lovett Street, 32084
(904) 392-1976
Duncan_dalo@yahoo.com

Appointed: 4/25/2022 04/30/2025

**LINCOLNVILLE COMMUNITY REDEVELOPMENT
STEERING COMMITTEE
(revised to reflect the wording of the LCRA-SC By-Laws)**

Authorization:	<i>Chapter 28, Zoning, Code of the City of St. Augustine, Art II, Div. II. Section 28-57 Amended 4.14.2003, Ordinance 2003-14; Amended 4.8.2013, Ordinance 2013-06.</i>
Number of Members:	Five (5)
Appointment:	By City Commission
Terms of Office:	The term of the members shall begin and run from March 1 st of the year the appointment was made. In appointing the first Steering Committee, the Agency shall designate and appoint two (2) members to serve a three-year term and three (3) members to serve a two-year term. Upon the expiration of the individual staggered term, the members shall thereafter be appointed to a three-year term. Members appointed to fill a vacancy for an unexpired term shall serve for the remainder of the unexpired term and may be reappointed to one full term. No member may serve for more than two consecutive full terms.
Reappointment:	Normal terms to expire on April 30th.
Qualifications:	The membership of the Steering Committee shall consist of five (5) members and shall receive no salary or compensation for their services. The members shall be appointed by majority vote of the Agency. Preference shall be given to members who have established their primary residence within the boundaries of the Lincolnville CRA, have established a business within the boundaries of the Lincolnville CRA, own real property within the boundaries of the Lincolnville CRA or are otherwise a stakeholder in the boundaries of the Lincolnville CRA.
Duties:	The purpose of the Steering Committee is to advise and assist the Agency on planning and implementation of goals, programs, projects and activities related to the Agency's approved Lincolnville Redevelopment Plan. The Steering Committee may make recommendations to the Agency regarding the implementation of the Lincolnville Redevelopment Plan. The Steering Committee may recommend a schedule or prioritization of programs and may recommend the allocation of funds for specific projects. The Steering Committee may also recommend amendments to the approved Lincolnville Redevelopment Plan.
Attendance:	Ordinance 2018-11 amended Sec. 2-191 to remove the language regarding meeting attendance and instead states <u>"Members of Boards may be removed by majority vote of the Commission, upon notice of the intent to remove the Board member mailed to the address on record at the office of the City Clerk by certified U.S. mail, return receipt requested, and a hearing before the City Commission providing the member an opportunity to be heard".</u>
Meetings:	Second Tuesday of each month, 7 P.M., the Willie Galimore Center.

01/11/2023

CITY OF ST. AUGUSTINE

MEMORANDUM

TO: Mayor and City Commissioners

DATE: February 2, 2023

RE: Request for **TWO (2)** appointments to the ST. AUGUSTINE AUDIT REVIEW COMMITTEE

Notification was previously given regarding one (1) term expiration and one (1) vacancy on the Audit Review Committee, which expired July 31, 2022.

Advertising requesting applications was placed in the St. Augustine Record and posted on the City's website. Applications were received from the following:

1. Thomas V. Gilboy
2. Donald Ramos

Attached are the applications received, in addition to the current Audit Review Committee roster, Board profile and responsibilities.



Darlene Galambos
City Clerk

Attachments: Applications

xc: City Clerk Files

AUDIT COMMITTEE

Meets April, Second Wednesday - 2:00 p.m.
Alcazar Room, City Hall

Board Member	Contact information	Appointment	2-Year Terms Expire
Nancy Sikes-Kline Chair			
VACANT Commission Appointed			7/31/2023
VACANT Commission Appointed			7/31/2024
Corey Sakryd, Staff Advisor City Manager Appointed		4/22/2019	

AUDIT REVIEW COMMITTEE

Authorization:	Resolution 2021-20
Number of Members:	Three (3) Voting Members
Terms of Office:	The Chair of the Audit Committee is the Mayor, or Vice-Mayor in the Mayor's absence, the remaining two (2) members will be selected by the City Commission for two (two) years staggered terms.
Appointment:	By City Commission. The City Manager may appoint a staff member to serve in a non-voting, advisory capacity.
Reappointment:	Normal appointments expire July 31st of each year.
Qualifications:	two (2) members will be selected by the City Commission and should have financial industry or accounting professional backgrounds.
Duties:	The Audit Committee will perform the duties described in state statute, including assisting the City Commission in selecting an auditor to conduct the annual financial audit, and serve other audit oversight purposes as determined by the City Commission.
Attendance:	Ordinance 2018-11 amended Sec. 2-191 to remove the language regarding meeting attendance and instead states <u>"Members of Boards may be removed by majority vote of the Commission, upon notice of the intent to remove the Board member mailed to the address on record at the office of the city clerk by certified U.S. mail, return receipt requested, and a hearing before the City Commission providing the member an opportunity to be heard"</u> .
Meetings:	Meets annually upon completion of the annual audit and on call if necessary.

Donald Ramos, EA

Tax Manager

Contact

314 Cool Springs Ave, Ponte
Vedra, FL 32081
904-814-3459
Ramosdonny04@gmail.com

Dear City of St. Augustine,

I am looking forward to the opportunity to join the audit committee for the City of St. Augustine.

Although I recently moved to Ponte Vedra two months ago. St Augustine was my home for the previous 10 years. I moved from New Jersey to attend Flagler College. I loved the area so much (and the weather) that I decided to stick around. I would love to get more involved with the community. I have been a Tax Accountant for 9 years now and have been a manager for the last several years.

Thank you for considering me. I am looking forward to talking with you soon.

Sincerely,

Donny

Enclosure

Donald Ramos, EA

Tax Manager

Contact

314 Cool Springs Ave, Ponte
Vedra, FL 32081
904-814-3459
Ramosdonny04@gmail.com

Objective

To help others achieve success through financial and business support.

Education

Flagler College, Bachelor's in
Accounting, Winter 14'

Experience

Dec. 2022 - Current
Tax Manager • Clukey & Tebault

Oct. 2018 – Dec. 2022
Tax Director • Tembo CPA's

Jan. 2014 – Oct. 2018
Staff Accountant • Kresge, Platt, and Abare CPA's

Key Skills

Project Management
Employee Training
Budgeting

Leadership

I moved up the ranks in my field through natural leadership. Managed team members grow and be successful.

CITY OF ST. AUGUSTINE
APPLICATION REQUESTING APPOINTMENT TO CITY BOARD/COMMITTEE

The undersigned wishes to apply for City Commission appointment to serve in a voluntary capacity on a City of St. Augustine board or committee. In accordance with Ordinance 2003-14 citizen boards that assist in the governing of the City of St. Augustine shall be made up of persons who reside within the City Limits. Exceptions to this City Commission policy may be made for members of ad-hoc committees on a case-by-case basis by the City Commission. All applications must include a cover letter and resume.

1. APPLICANT Donad Ramos
2. RESIDENCE
(address) 314 Cool Springs Ave, Ponte Vedra, FL 32081 PHONE 904-814-3459
3. BUSINESS OWNED (Address) _____ PHONE _____
4. PROPERTY OWNED (Address) _____
5. MAILING ADDRESS PREFERRED Same as Residence
6. E-mail Address ramosdonny04@gmail.com
7. BOARD DESIRED Audit Committee
8. OCCUPATION (include resume) Tax Manager
9. PROFESSIONAL QUALIFICATIONS: (Attach additional information or Cover Letter)
Enrolled Agent
10. OTHER COMMENTS OR INFORMATION

11. "Ethnicity and race information is requested under the authority of 42 U.S.C. Section 2000e-16 and in compliance with the Office of Management and Budget's 1997 Revisions to the Standards for the Classification of Federal Data on Race and Ethnicity. Providing this information is voluntary and has no impact on your employment status, but in the instance of missing information, your employing agency will attempt to identify your race and ethnicity by visual observation."

Specific Instructions: The two questions below are designed to identify your ethnicity and race. Regardless of your answer to question 1, go to question 2.	
Question 1. Are You Hispanic or Latino? (A person of Cuban, Mexican, Puerto Rican, South or Central American, or other Spanish culture or origin, regardless of race.) ☐ Yes ☐ No	
Question 2. Please select the racial category or categories with which you most closely identify by placing an "X" in the appropriate box. Check as many as apply.	
RACIAL CATEGORY (Check as many as apply)	
☐ American Indian or Alaska Native	☐
☐ Asian	
☐ Black or African American	
☐ Native Hawaiian or Other Pacific Islander	
☒ White	

12. SIGNATURE OF APPLICANT

Donald Ramos

DATE 2/2/23

12. AGREEMENT: In filing this application, the undersigned understands that it becomes a part of the public records of the City of St. Augustine and does hereby certify that all information contained herein is true to the best of his/her knowledge. It is also understood that, if appointed, it is required by the State of Florida to file a financial disclosure Form 1 with the Supervisor of Elections, St. Johns County, within thirty (30) days of appointment, and each year thereafter, covering the term of appointment and to file Form 1-F upon departure from the board. Submit applications to Darlene Galambos, City Clerk, P.O. Box 210, St. Augustine, FL 32085.

DR

Initial

**126 MOORE STREET
ST AUGUSTINE FL 32084**

18 June 2022

RECEIVED

JUN 27 2022

CITY CLERK

Ms. Darlene Galambos
City Clerk
City of Saint Augustine
PO Box 210
St Augustine FL 32085

I wish to volunteer to serve on the city's Audit Committee.

We moved to Saint Augustine in 2021. I am a semi-retired financial executive. I started my career as a CPA with Pricewaterhouse Coopers in New York City. After completing an MBA at Columbia University, I spent most of the 1980s in banking in New York and in London. Subsequently I transitioned into a career as a Chief Financial Officer at number of mid-sized public and private companies. A recent bio is attached.

During my career as Chief Financial Officer I have handled many complex audit issues, including rescuing a small public company from "poor reporting" in the past. My background and training as a CPA was very helpful in that regard. Partly based on that experience, I was subsequently hired on a consulting basis to provide expert witness testimony on the behalf of the SEC on an unrelated case.

I feel quite fortunate to have landed in Saint Augustine and I am interested in doing what I can to help my community. If you believe I could add some value in the case of the the City's Audit Committee, I would be honored to serve.

Thank you for your consideration, and I look forward to hearing back from you.

Sincerely



Thomas V Gilboy

CITY OF ST. AUGUSTINE
APPLICATION REQUESTING APPOINTMENT TO CITY BOARD/COMMITTEE

The undersigned wishes to apply for City Commission appointment to serve in a voluntary capacity on a City of St. Augustine board or committee. In accordance with Ordinance 2003-14 citizen boards that assist in the governing of the City of St. Augustine shall be made up of persons who reside within the City Limits. Exceptions to this City Commission policy may be made for members of ad-hoc committees on a case-by-case basis by the City Commission. All applications must include a cover letter and resume.

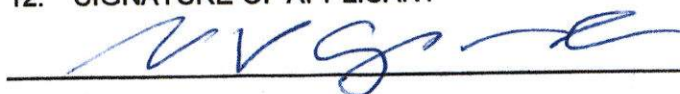
1. APPLICANT Thomas V Gilboy
2. RESIDENCE
(address) 126 Moore Street, St Augustine FL 32084 PHONE 917.331-4383
3. BUSINESS OWNED (Address) _____ PHONE _____
4. PROPERTY OWNED (Address) 165 Twine Street, St Augustine FL 32084
5. MAILING ADDRESS PREFERRED Residence
6. E-mail Address tom.gilboy@outlook.com
7. BOARD DESIRED Audit
8. OCCUPATION (include resume) semi retiredd finance executive
9. PROFESSIONAL QUALIFICATIONS: (Attach additional information or Cover Letter)
CPA (license expired); MBA Finance Columbia University; semi retired Chief Financial Officer

10. OTHER COMMENTS OR INFORMATION

11. "Ethnicity and race information is requested under the authority of 42 U.S.C. Section 2000e-16 and in compliance with the Office of Management and Budget's 1997 Revisions to the Standards for the Classification of Federal Data on Race and Ethnicity. Providing this information is voluntary and has no impact on your employment status, but in the instance of missing information, your employing agency will attempt to identify your race and ethnicity by visual observation."

Specific Instructions: The two questions below are designed to identify your ethnicity and race. Regardless of your answer to question 1, go to question 2.	
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Question 2. Please select the racial category or categories with which you most closely identify by placing an "X" in the appropriate box. Check as many as apply.	
RACIAL CATEGORY (Check as many as apply)	
☐ American Indian or Alaska Native ☐	
☐ Asian	
☐ Black or African American	
☐ Native Hawaiian or Other Pacific Islander	
☐ White	

12. SIGNATURE OF APPLICANT



DATE 6/18/22

12. AGREEMENT: In filing this application, the undersigned understands that it becomes a part of the public records of the City of St. Augustine and does hereby certify that all information contained herein is true to the best of his/her knowledge. It is also understood that, if appointed, it is required by the State of Florida to file a financial disclosure Form 1 with the Supervisor of Elections, St. Johns County, within thirty (30) days of appointment, and each year thereafter, covering the term of appointment and to file Form 1-F upon departure from the board. Submit applications to Darlene Galambos, City Clerk, P.O. Box 210, St. Augustine, FL 32085.

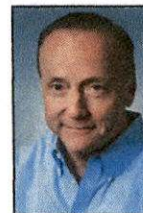


Initial

Thomas V. Gilboy

Tom.Gilboy@Outlook.com

Phone (917) 331-4383



Tom Gilboy has extensive management leadership experience, with an emphasis on the financial and operational challenges facing mid-sized organizations. His background includes public accounting (PricewaterhouseCoopers), banking (JP Morgan Chase), and 30 years of global "C level" experience with public and private companies.

Tom is currently partly retired and residing in St Augustine FL. He is on the Board of Directors and is serving in an executive role with Ironwave Technologies LLC. Ironwave is a defense electronics and security systems company with operations principally in the Washington DC area. Tom has been active in the defense industry for more than 20 years.

Tom also serves on the Board of WellPortation LLC, a New York City based Non-Emergency Medical Transport start up. Previously, he served on the Board of American Conveyor Corporation, a privately owned mid-sized materials handling company.

Since leaving banking at the end of the 1980s, Tom has worked extensively with mid-size private and public companies, all of which were owned or controlled by private equity investors. As a result of this experience, Tom at times worked directly for private equity investors on certain assignments. In 2018 and 2019 Tom served as Chief Financial Officer on the turnaround of a privately owned \$300 million steel company based in New Orleans. In addition, from 2006 to 2009 Tom was an Operational Partner with HIG Capital, a large private equity firm. As an Operational Partner at HIG, Tom served on the Board of two portfolio companies, a specialized telecom company and a \$150 million global provider of pollution control systems, supplies and services ("Environmental Filtration").

- Tom was the "Chief Integration Officer" of the telecom company when it grew rapidly by acquiring two competitors, and
- from 2007 to 2009 served as Chief Executive Officer at Environmental Filtration. During his leadership as CEO, his team accomplished \$5 million of improvements in sales growth, earnings, costs, and liquidity.

Industry experience includes defense contracting including armaments and electronic systems; specialty telecom, including wireless infrastructure; architectural components; pollution control systems & filtration; medical devices; medical "intermediates" including medical plastics and pharmaceutical intermediates; plastics, and specialty chemicals. Functional strengths include:

- | | |
|--|--|
| • Board and investor relations | • public and private equity markets |
| • extensive M&A experience, including integration | • growth strategies; financing growth strategies |
| • sales force management; pricing management | • overseas sourcing and operations |
| • IT, telecom, and HR (including retirement plans) | • turnarounds, recapitalizations |

Tom is a graduate of Lehigh University. He began his career as a CPA with PricewaterhouseCoopers in New York City and on assignment in Africa. Tom then earned an MBA at Columbia University. Prior to his management career, Tom was a banker with JP Morgan Chase, including 2 ½ years in London. Tom's international experience includes the UK, Ireland, Europe, Africa, the Middle East, China, South-east Asia, Australia, and the Caribbean basin.

Tom and his fiancé Hayley Morland live in St Augustine Florida. Tom has two grown children living in New Hampshire and Colorado and two grandchildren.

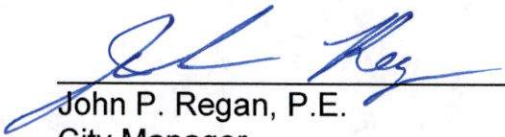
CITY OF ST. AUGUSTINE

MEMORANDUM

TO: Mayor and Commissioners
DATE: January 31, 2023
RE: Presentation and Discussion of the Final Report on the Sociable City Assessment

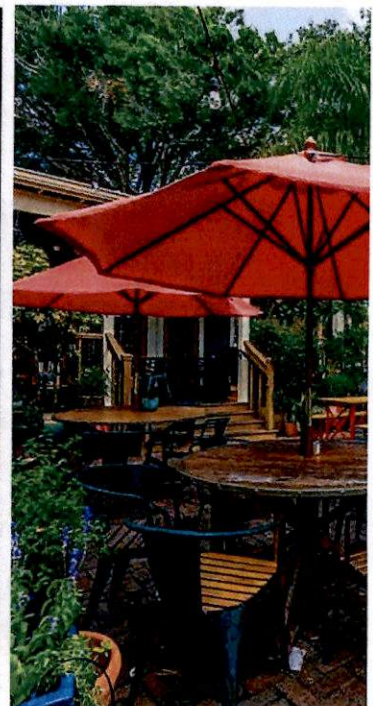
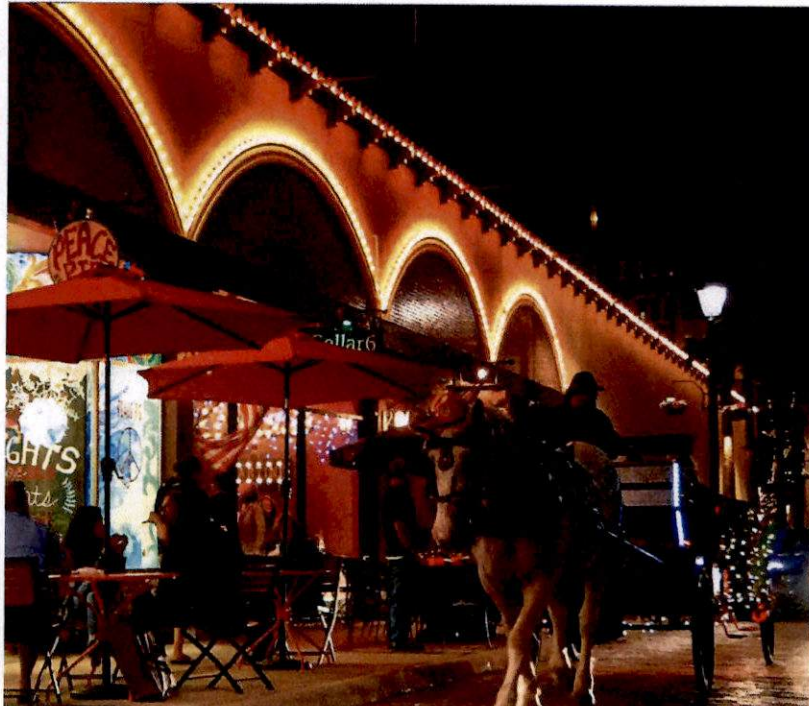
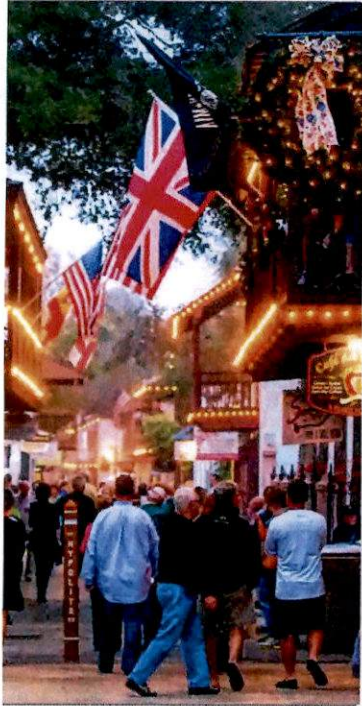
Attached are two documents both titled *Sociable City Assessment Summary Report* prepared by Responsible Hospitality Institute. Attachment 1 is a short version of the summary; attachment 2 is the longer version.

I will be presenting a review of the report and leading a discussion on the next steps of options and implementation.



John P. Regan, P.E.
City Manager

Enclosure



SOCIABLE CITY ASSESSMENT

Summary Report

June 1, 2022

PREPARED FOR:

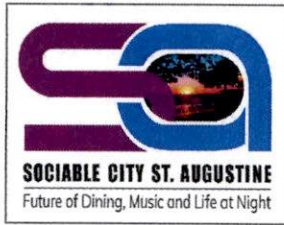
St. Augustine, Florida

PREPARED BY:

Responsible Hospitality Institute

Alicia Scholer
831.201.4117





ST. AUGUSTINE, FLORIDA SOCIABLE CITY PLAN
PREPARED BY: RESPONSIBLE HOSPITALITY INSTITUTE
JUNE 2022

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EXECUTIVE SUMMARY

Project Overview

The Responsible Hospitality Institute (RHI) was invited to work with the City of St. Augustine to help facilitate safe and vibrant growth in the “social economy.”¹ The focus of the report’s analysis and recommendations is on the Historic Downtown. However, some findings and actions may address systemic challenges citywide.

Between November 2021 and March 2022, nearly 130 individuals representing 81 organizations/companies participated in twenty-four meetings hosted by RHI both on-site and virtually. Participants represented a diverse cross-section of public, private and government stakeholders, recruited by a Transformation Team (Sunshine Committee). RHI staff made three on-site visits to St. Augustine to conduct engagement meetings, information-gathering, observational tours of the city, and facilitate six roundtable focus groups. A final summary presentation will be July 2022.

Analysis of the Social Economy

RHI analyzed eight key content areas for this study:

Market Forces that have led to current trends driving change in the downtown social economy.

Governance: systems and policies that exist or are needed to ensure sustainable nighttime economy management.

Six Core Measures of a Sociable City: strengths, challenges and opportunities.



Action Plan

The Action Plan was primarily generated by Roundtable participants. Supplemental actions were created by RHI based on priorities identified during interviews and meetings that took place prior to the Roundtables. The Foundation section’s action plan is based on RHI’s research and experience with social economy governance systems worldwide.

TO LAY A FOUNDATION FOR THE SOCIAL ECONOMY 1: Form a Social Economy Alliance 2: Conduct an Economic Analysis of the Social Economy	TO ASSURE SAFETY IN THE SOCIAL ECONOMY 1: Facilitate Easier Access by Emergency Vehicles 2: Improve Lighting In “Dead Zones” 3: Form a Nighttime Social Venue Alliance 4: Educate Visitors to Not Carry Open Containers
TO PLAN FOR PEOPLE IN THE SOCIAL ECONOMY 1: Formalize and Raise Awareness of Rideshare Hubs 2: Provide Safe, Efficient Parking for Nighttime Employees 3: Bring Residents Back to Downtown 4: Refine Sound Management Process	TO ENHANCE VIBRANCY IN THE SOCIAL ECONOMY 1: Educate Visitors About Not Giving to Panhandlers 2: Create More Opportunities for Original Live Music 3: Update Event Procedures and Coordination

Report Organization

A **summary version of the report** is available to review a brief snapshot of each area of analysis, as well as a synopsis of the action plan. **Access short version:** https://sociablecity.info/st_augustine/short_report_2022.pdf.

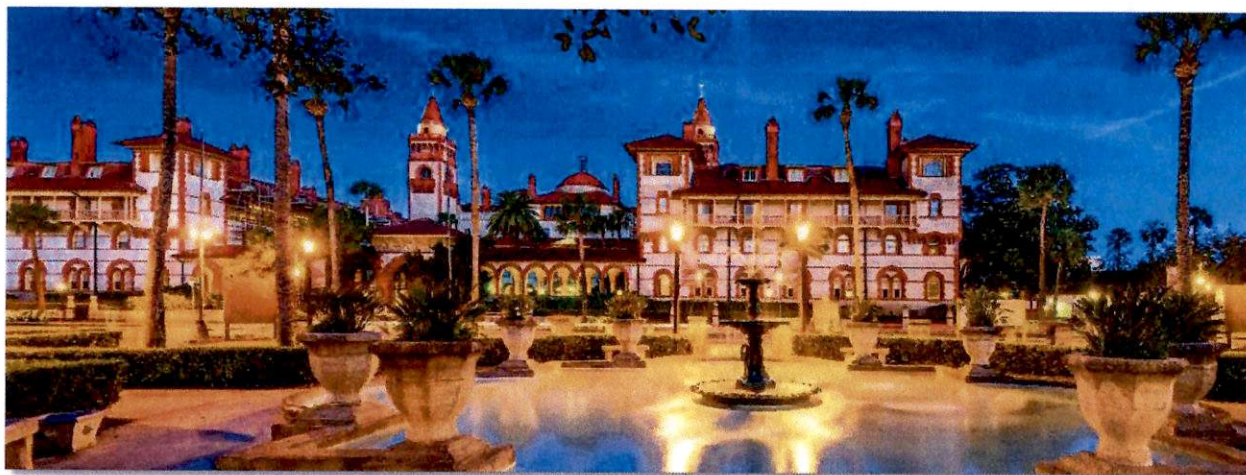
A **complete version of the report** provides the full analysis of each content area, including in-depth background and a step-by-step implementation plan for each proposed action.

Access full version: https://sociablecity.info/st_augustine/full_report_2022.pdf

¹ RHI defines the social economy as the venues and events that facilitate sociability in the form of dining, entertainment, events and nightlife.

SUMMARY OF TRENDS AND MARKET FORCES

FROM A HIDDEN GEM TO A DESTINATION STRAINED BY TOURISTS

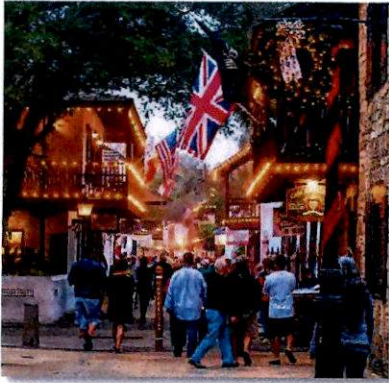


St. Augustine was once known as a “hidden gem” and a “sleepy town.” But, word got out. Full of historical landmarks in walking distance to downtown, balconies overlook narrow cobblestone streets and mini oases of nature are interspersed with Spanish moss. St. Augustine strives to be a modern city within the confines of Spanish colonial design—horse-drawn carriages share the road with cars, quads, pedestrians and trolleys. The city is marketed as an opportunity to “travel internationally without going abroad,” where visitors can experience “old-world charm, art, culture,” and romance (Smithsonian, 2022). Indeed, there is a jarring mix of the old and the new, classy and tawdry, in shops, social spaces and services that provide a unique atmosphere downtown.

Two turning points are identified as critical “before” and “after” moments that raised national awareness of the city. In 2013, the Gentlemen of the Road tour featured Mumford and Sons at Francis Field, giving new markets their first taste of the city. Then, in 2015, the 450th anniversary of the city’s founding in 1565 celebrated St. Augustine as the “oldest continuously-occupied European settlement in the continental United States” (Visit St. Augustine, 2022). An estimated 100,000 people visited downtown during 5-days of activities (Reynolds, 2015).



Five years later, in 2020, no one could have predicted how well Florida would fare during a global health crisis. While most of the country locked down, restricting “non-essential” businesses (which forced bars and restaurants to close except for take-out), and enacting mask mandates, Florida remained open and relatively “normal.” Tourism skyrocketed. Visit Florida announced that the state welcomed 31.4 million travelers in the second quarter of 2021 and that the state hosted nearly as many tourists as prior to the pandemic (Florida Trend, 2021; Durkee, 2021).



George Street was so filled with people that you could hardly move. Per the VCB, 2021 beat the record-breaking year of 2019 in bed tax collections by 20%.

68%+ of tourists have been to the city before. 35%+ of tourists have been to the city more than 10 times before.

Tourist = someone who lives outside the county

(Visitors & Convention Bureau)

St. Augustine similarly saw an influx in tourism in 2021.

Digital nomads and remote workers, staycationers and daytrippers, East coast snowbirds and families—they all flocked to the city. Weddings were not only limited to weekends—newlyweds could be seen nearly every day of the week. Day and night, St.

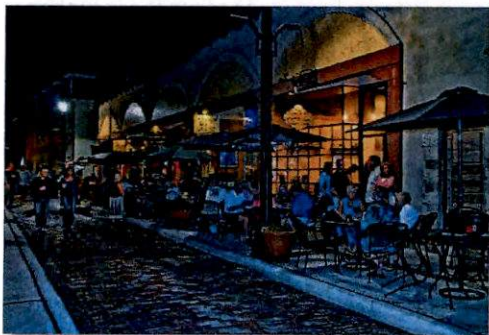
St. Johns County

- 10th fastest-growing county in U.S.
- Est. 265,512 population
- 6.3 million tourists visit annually
- Est. 12,600 short-term rentable units (incl. vacation rentals e.g. hotels, B&Bs, sharing economy accommodations i.e. Airbnb, VRBO, Home Away)

Sources: St. Johns County Gov't, 2022; TDC, 2017; Smith Travel Resources and All the Rooms (2022)

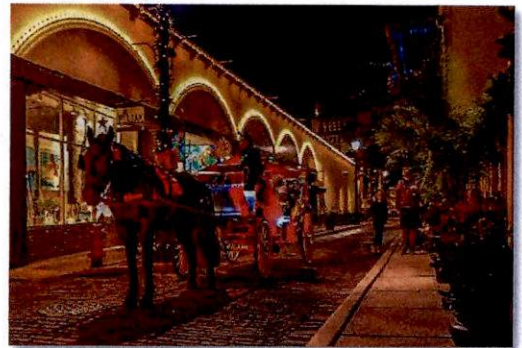
Although Florida remained open, St. Augustine was not immune to the national challenges caused by COVID-19 and, in the years prior, climate change. Severe weather events wreaked havoc on this coastal city—from hurricanes to flooding, which damaged businesses, displaced the unsheltered and threatened downtown's fragile infrastructure. Two+ years into the pandemic, hospitality businesses still face supply shortages and difficulty hiring enough employees. Some businesses still close temporarily due to outbreaks or reduce hours due to insufficient staff. The pandemic also changed tourism patterns—no longer is there a predictable “peak” season with lows and highs; the city adapted to an all-season market with even greater demands.

Downtown is a finite resource with a carrying capacity that may already be maxed out. Insufficient affordable housing forces students and employees to live farther away and commute in, perpetuating traffic congestion. The rise in short-term rentals continues to drive up costs of housing, leading to gentrification, especially of the once predominantly African American neighborhood of Lincolnville. Parking is difficult to find and cited as a top barrier to attracting residents for a night out, as well as employees, who need safe access to and from work.



Despite limited

resources, growth continues. Planned hospitality developments will infill the remaining gaps in real estate downtown and in the periphery. Retail shops are being converted into food and beverage establishments, one of the few remaining business models that can succeed in the era of online shopping. New hotels are also under development, which will bring more patrons. Businesses will need more staff. Where will they park? Where will they live? Where will new businesses store their trash, when standard size dumpsters don't fit on narrow streets?





The growing pains of the city can no longer be ignored. There is already dramatic stress on infrastructure and human resources. Historic buildings have needed additional support structures to sustain visitation. Police resources are insufficient to maintain zone integrity, much less fulfill event security requirements.

The funding structure for the City (based on the residential population) may no longer be viable. The city's population has remained relatively stable since 1930, estimating between 12,000-14,000 people (Wikipedia, 2022). Yet St. Johns County has grown tremendously. There is growing tension between the city and county due to the perception that the county brings more tourists yet doesn't support the City with matching resources for management. Yet the Visitors & Convention Bureau (VCB)'s allocation of bed tax funds is restricted by state statute.

Has the "tipping point" already been reached? Is it already too late? In 2019, there were fears that this was indeed the case. City leaders expressed concern about violence downtown becoming a continuing trend. Although incidents were devastating to the community (i.e. stabbing on Spanish street, two impaired driving crashes, shots fired outside a social venue), they would not prove to be part of a trend (White, 2021). Violence and public safety incidents have remained rare and mostly isolated incidents. In fact, crime in 2020 was at a 25-year low (Clark, 2021). Managing continued growth in business development and increased visitation is the broader challenge.

Maintaining quality of life, facilitating coexistence of uses, and enhancing accessibility to downtown are the pervasive issues impacting downtown. Presence of unsheltered, panhandlers and transients (not a homogenous group) negatively impact the perception of safety, especially for women. Sound from amplified music and people leaving social venues disturb neighbors even as far as Davis Shores and Anastasia Island. Disturbances from intoxicated persons are nuisances, but also potential safety risks for impaired driving. Clearing the district quickly and efficiently after bar closing was identified as a solution to multiple challenges. After all, the faster people return home, the less problems they may cause.

A push and pull dynamic underlie many of the existential debates in the city. How can the city retain legacy residents while appealing to visitors? How can the city preserve authenticity while providing convenience and modern amenities? The fear of losing the city's charm, history and authenticity pervaded many discussions with stakeholders.

St. Augustine played a pivotal role in the Civil Rights movement. In fact, the Civil Rights Act in 1964 may not have been passed if Martin Luther King, Jr. had not stopped in St. Augustine to bolster the local protest movement prior to going to DC. Lincolnville's live music venues were also once part of the Chitlin' Circuit, which hosted prominent African American musicians. This history is not widely publicized outside of the Lincolnville Museum & Cultural Center. As the City explores how best to chart the future of the social economy, city leaders can both commemorate the past and strive to create an inclusive destination where all feel welcome.

Now is the time to capitalize on St. Augustine's many assets in preparation for the 250th anniversary of the nation's founding. In 2026, the city will be showcased in national celebrations. This is an opportunity for the City to polish the gem it has always been so it shines as a beacon of hope and resilience, where authenticity and adaption to the future are seamlessly melded together.



PROJECT OVERVIEW

RHI's Sociable City Project in St. Augustine, Florida

The Responsible Hospitality Institute (RHI) was invited to work with the City of St. Augustine to help facilitate safe and vibrant growth in the "social economy." The focus of the report's analysis and recommendations is on the social economy contained within the Historic Downtown. However, some findings and actions may address systemic challenges and issues that affect social venues citywide.

Information presented in this report was generated from a variety of sources, including RHI staff observations; virtual and on-site interviews and meetings; online research; and background reports.

Timeline

Between November 2021 and March 2022, RHI staff made three on-site visits to St. Augustine, including facilitation of engagement and information-gathering meetings, as well as nighttime observational tours of the city. Twenty-four meetings were hosted by RHI both on-site and virtually, including six roundtable focus groups and a dozen interviews. A final summary presentation will be made July 2022.

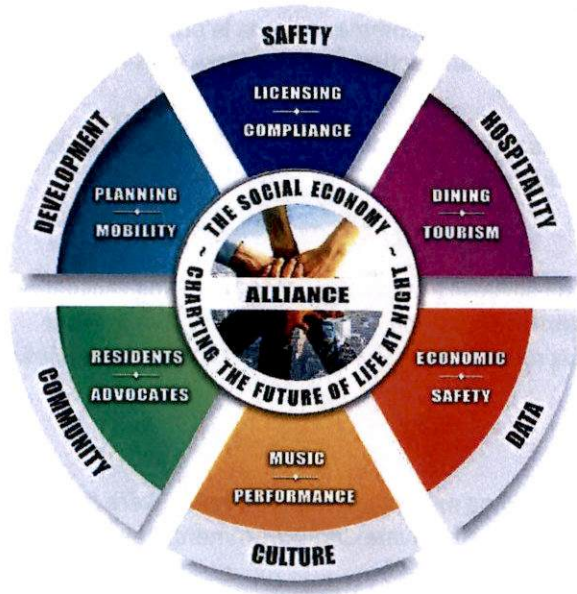
Stakeholder Engagement

Nearly 130 individuals representing 81 organizations/companies, including multiple city departments, were involved in virtual and on-site meetings. They represent a diverse cross-section of public, private and government stakeholders.



Steering Committee: The Sociable City Transformation Team

Stakeholder recruitment and outreach was provided by a steering group (formally a Sunshine Committee, per Florida statute) that strove to achieve a balance of perspectives.



The Transformation Team is a steering group of 12 Project Leaders who recognize the need for change, can mobilize stakeholders and leverage resources to ensure the project's success. Members are representative of diverse stakeholder perspectives to ensure broad input.

Beth Sweeny, Director of External and Governmental Functions, Flagler College

Jayson Befort, General Manager, No Name Bar

Troy Blevins, Consultant, Walking Man Consulting

Jeanetta Cebollero, Performer, Ancient City Entertainment Group

Jon Depreter, Retired, Planning and Zoning Board

Tom Dolan, Owner, Meehans

Reuben Franklin, Director, COSA Public Works

Phil McDaniel, Owner, St. Augustine Distillery

Jennifer Michaux, Chief of Police, St. Augustine Police Department

Gabe Pellicer, General Manager, St. Augustine Amphitheater

Bob Porter, Vice President, St. Johns County Chamber of Commerce

Support for the Project by City Leaders

The express support, participation and endorsement of key city leaders was vital to the Sociable City Project. During a virtual project orientation open to all project participants, Troy Blevins, Walking Man Consulting, welcomed the following stakeholders who provided opening remarks:



PHIL MCDANIEL
Owner
St. Augustine Distillery



JOHN P. REGAN, P.E.
City Manager
City of St. Augustine

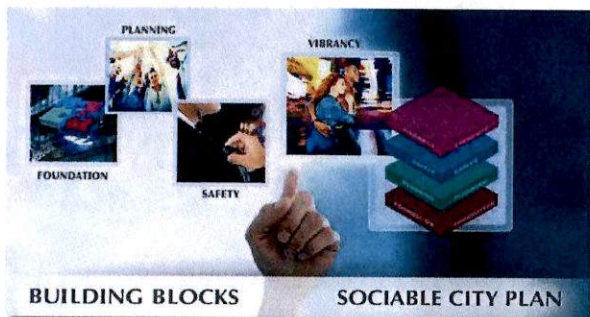


NANCY SIKES-KLINE
Commissioner
City of St. Augustine



JENNIFER MICHAUX
Chief Of Police
City of St. Augustine

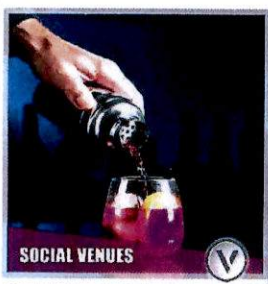
Analysis Framework: Building Blocks of a Sociable City



Project participants received e-learning trainings to learn how to evaluate a city's nighttime economy based upon "Four Building Blocks" and "Six Core Measures" of a sociable city. RHI used this framework to analyze Downtown St. Augustine to generate an action plan.

CORE MEASURE DEFINITIONS

SOCIAL VENUES



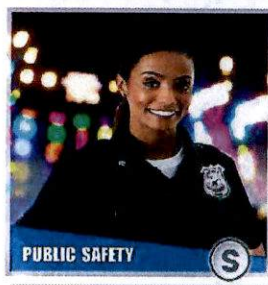
Social venues are defined as dining, dancing, live entertainment, theater, etc. in the city at night and the systems to recruit and retain talent. Entertainment is also measured by mix of clientele, systems for promotion, and retention of talent.

PUBLIC SPACE



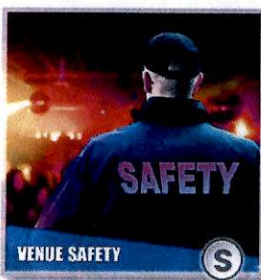
Public space vibrancy offers a continuum of outdoor activities such as sidewalk dining, outdoor seating, street performers, markets, food vendors, festivals, and art walks. Truly vibrant cities maintain social activity during day and night.

PUBLIC SAFETY



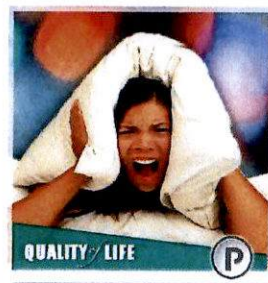
Public safety in the nighttime economy requires an interagency collaboration to identify risks and coordinate intervention and education with the objective of improving compliance by nightlife venues and efficiently responding to nighttime incidents.

VENUE SAFETY



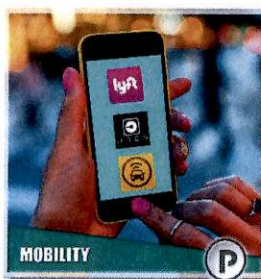
Venue safety is comprised of the initiatives that venue operators and event organizers undertake to protect the health and safety of their patrons and staff at night. Collaboration with regulatory and enforcement agencies increase industry safety and compliance.

QUALITY OF LIFE



Quality of life in mixed-use social districts entails a balance of social amenities and requires effective management of sound, litter, trash, bio-waste and patron behavior. Updated policies, consistent enforcement and conflict resolution systems help facilitate high standards.

MOBILITY



Patrons and staff need safe and convenient transport to / from social districts at night. Providing nighttime mobility options can enhance the visitor experience; ensure safety of employees who work night shifts; prevent impaired driving and alcohol-related accidents.

ABOUT RHI

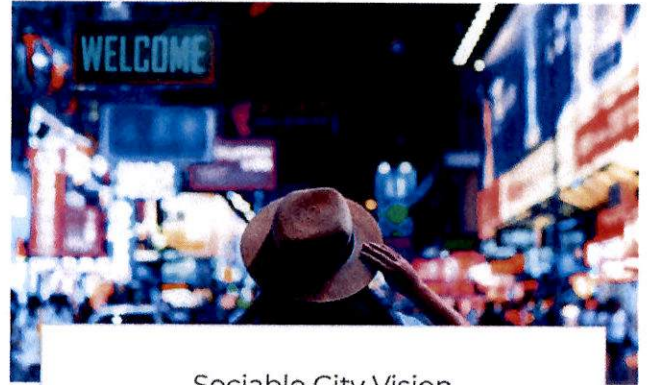
The City of St. Augustine commissioned the Responsible Hospitality Institute (RHI) with facilitation of a plan for the future of the historic downtown's social economy.

RHI brings decades of experience of nightlife and social economy management. A private non-profit organization founded in 1983, RHI is the leading source for events, resources and consultation services.

We help cities plan safe and inclusive places to socialize by convening diverse stakeholders to achieve a common vision.

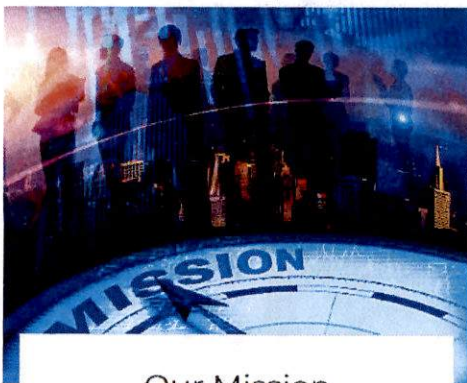
Aims of the Sociable City Project

- To preserve and advocate for the social, cultural and economic value of dining and entertainment
- To examine risk factors for crime, harm and disorder in social districts
- To sustain peaceful coexistence of residents and businesses in mixed-use areas
- To enhance communication between government and businesses regarding policy, procedures and resource allocation



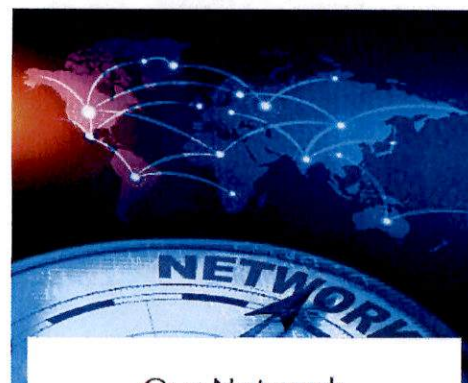
Sociable City Vision

We believe all people should have access to safe, vibrant places to socialize—regardless of age, life stage, race, ethnicity, sexual identity or disability. We help communities create diverse, welcoming social venues and districts where people have an opportunity to connect and lead more enriching lives.



Our Mission

RHI's mission is to provide technical assistance that builds local capacity; incubate and share cutting-edge information and proven strategies; and link a broad-based network of professionals who plan, manage and police nightlife districts



Our Network

RHI's influence extends throughout the world. Our services, media and events advance the professional development of nighttime managers and facilitates creation of collaborative alliances to guide the social economy

GOVERNANCE ANALYSIS: SNAPSHOT



Downtown St. Augustine has a large number of social venues, mostly serving the large tourism economy. Local government has tried to respond to this growth but has limited tools or consistent systems for oversight. Alcohol licenses are issued by the state, and local zoning and definitions have created what appears to be an uneven playing field for bars and restaurants in terms of operating requirements.

Bars and restaurants are defined in the historic core in ways that create incentives for operators to be less than forthcoming about their businesses plans. Permit costs and process reviews often push

operators to become restaurants; changes to operations are not reviewed by a renewal process, as outlined below:

St. Augustine's Historic Core: "Bar" vs. "Restaurant"		
	"Bar"	"Restaurant"
Definition	Any place that serves/sells alcohol on-premise that is NOT a restaurant	Any place that sells, dispenses prepares and serves food, refreshments or beverages from a menu
State alcohol licenses allowed	2COP: \$300-400 4COP "Quota": \$300,000-500,000	2COP: \$300-400 4COP "Quota" 4COP-SFS: \$20,000-30,000 If 150 occupancy; 2,500 sq. ft; 51% food sales
Alcohol Sales, Service, Consumption Ends	2:00 AM	2:00 AM
Live Music Allowed	Yes, with potential restrictions on amplified sound by PZB	Yes, potentially 24/hours (no mechanism to set hours of operation)
Use by Exception Permit	Yes	No
Planning & Zoning Board Review & Community Input	Yes	No
Conditions	Yes	No
Remediation & re-review if violations	Yes	No



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Enforcement of any locally placed conditions, or state level requirements, tend to happen reactively by complaint.

Based on RHI's requests for data, the City seems to lack a consistently updated database by which to track and manage licensed venues. This also can lead to uneven enforcement. In addition, the state agency in charge of alcohol license enforcement, Alcoholic Beverages and Tobacco, is understaffed for the area, so little oversight is done. There is also a lack of clarity between police and Code Compliance regarding responsibility for sound complaints, overservice, and underage drinking. Therefore, some establishments are not taken to task on violations.

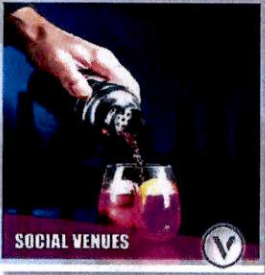
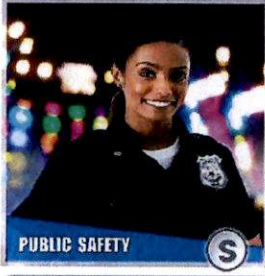
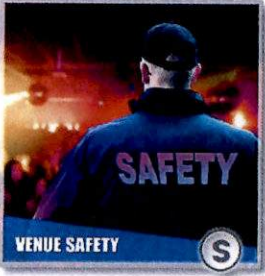
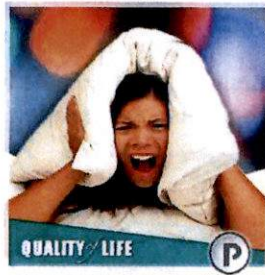
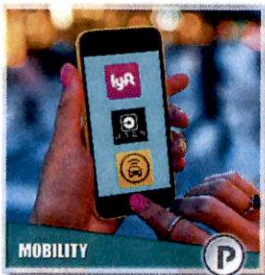
City officials identified these deficiencies pre-COVID and introduced legislation to address the lack of compliance and enforcement regimens.

However, based on RHI's interviews, the process did not seem to include enough outreach to licensed operators, creating a situation of mistrust. RHI's work identified this oversight and arranged a meeting between City Manager John Regan and venue operators. As a result, the City is engaging venue operators to re-evaluate the initial legislation.



CORE MEASURES ANALYSIS: SNAPSHOT

RHI analyzed downtown St. Augustine's social economy using Six Core Measures of a Sociable City.

SOCIAL VENUES: ST. AUGUSTINE	PUBLIC SPACE: ST. AUGUSTINE
 SOCIAL VENUES V St. Augustine is a destination for fine dining, historic architecture and heritage sites. Weddings and tourism are now an all-season market. Annual events have grown exponentially, but they are becoming difficult for police to staff. There is a disconnect between residents and downtown. Many venues offer live entertainment throughout the week, but it is limited to mostly top 40 cover bands that appeal to visitors. Original music is hard to find, though local talent exists.	 PUBLIC SPACE V St. George Street is a popular attraction, which leads to congestion, while other public spaces and parks are under-utilized. The street (and public space) itself has become a destination for people watching. Presence of unsheltered, transients and panhandlers (each a distinct population with unique service needs) generate negative perceptions of safety downtown. St. Augustine has become a destination for transients due to the climate and culture of giving.
PUBLIC SAFETY: ST. AUGUSTINE	VENUE SAFETY: ST. AUGUSTINE
 PUBLIC SAFETY S Violent crime is rare, but when incidents do occur downtown, they result in a void of safety presence in other city zones. Downtown officers are described as "gracious" and "helpful" with a customer-service approach. Police are the "catch all"—responsible for crime, sound compliance, homelessness, nightlife safety AND event security. More officers are desired to increase the safety presence downtown. The PD has struggled to fill positions for nightlife that are fully funded, as well as meet event security requests.	 VENUE SAFETY S Downtown St. Augustine is generally a safe community to go out at night to socialize. Some businesses have excellent approaches to manage crowds and public safety and can serve as a model for other businesses. Yet standards for safety and service are inconsistent due to a gap in standardization for door security and server training. The lack of formal organization among venue operators poses a challenge to improved coordination with the City, which would benefit from an industry point person to coordinate City initiatives.
QUALITY OF LIFE: ST. AUGUSTINE	MOBILITY: ST. AUGUSTINE
 QUALITY OF LIFE P Residents feel disconnected from downtown's social amenities and attribute the decline in quality of life to the influx of tourists. The rise of short-term rentals has driven housing prices up, making it unaffordable to live in the city. Business owners are concerned about the comfort and safety of their employees, patrons and visitors. Finding safe parking for employees and access to restrooms at night are key amenities. Concern was also expressed about meeting the sound ordinance.	 MOBILITY P Highly walkable and compact, downtown was designed with historic, narrow streets. Different modes of transport are competing for limited space at different times of day. Parking is hard to find at peak times and traffic is congested day and night. Rideshare services (e.g. Uber, Lyft) are a key mode of transport for nightlife patrons, especially at closing time. Yet there are no current systems of coordination or designated locations for pick-up and drop-off.

WOMEN'S PERSPECTIVE ON THE SOCIAL ECONOMY: SNAPSHOT

RHI conducted a focus group among women of different ages to analyze St. Augustine's downtown social economy.

Social Venues

St. Augustine has a variety of social assets downtown. Among the attractions ranked as “excellent” by the women's focus group include high quality food and beverage, engagement with art and the “street as a venue” (where walking downtown is the attraction, especially on St. George Street). Events, festivals and sporting events (e.g. hosted by Flagler College) are key attractions, which draw a wide range of ages and life stages. Colonial Oak is particularly family friendly. Downtown has room for improvement in social options after 10:00 p.m. that appeal to a 30+ mature audience.



Inclusion

The City of St. Augustine has a complicated dynamic with current and historical diversity, equity and inclusion. There is a notable lack of racial and ethnic diversity in pedestrians, patrons and owners of social venues downtown. Musical diversity is limited and there is a gap in LGBT+ social venues. Wedding planners noted that while they do have diverse wedding parties, there are few social spaces where e.g. African Americans or LGBT+ community members would feel comfortable bringing their post-wedding “after party” downtown.



Public Safety



Women are often a key barometer of safety. In fact, social preferences by women often coincide with best practices for safety in nightlife venues and social districts. The physical environment of a downtown social district has a large impact on whether women feel safe at night. Environmental cues such as good lighting, cleanliness and presence of multi-generational eyes on the street contribute to a positive perception of safety. Areas that women's focus group participants felt safest were: Plaza, Bayfront, St. George St and Hypolita St. However, participants commented that they intentionally avoid areas that are consistently dark (e.g. side

streets, alleys, parking lots) and are intimidated by groups of transients and panhandlers, especially if they are drinking in public.

Venue Safety

What makes women feel safe within social venues? Among ambience and design preferences include quiet spaces and lounges. Bathroom cleanliness and well-lit passageways are critical to a safe, comfortable social experience. Cues that an environment may be unsafe are when intoxicated people are allowed entry and served more alcohol, and where staff are seen drinking on the job.

Safety Resources for Women

- **Women Against Violent Encounters (WAVE)** class taught by PD to high school and college students about staying safe at house parties and venues through situational awareness.
- **Bathroom posters in DIY house party network**, Underwire Collective, a potential model for licensed venues.



WEDDING INDUSTRY AND THE SOCIAL ECONOMY: SNAPSHOT

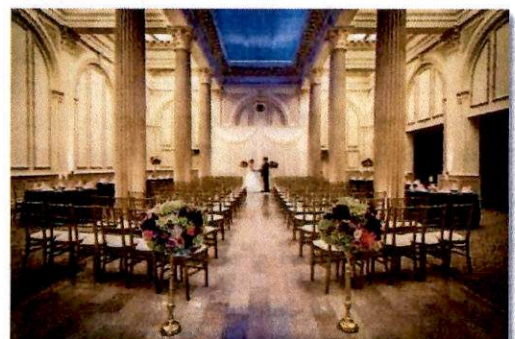


The wedding industry has a significant impact on the social economy year-round. Despite the boon to the local economy, weddings contribute to challenges in the social economy. There are concerns about the continuum of when and where drinking takes place, and the disruptions it causes to the quality of life and public safety of downtown.

Weddings comprise the majority of private events that take place downtown, but quantitative data is unknown. There are about a dozen formal wedding venues located in/around downtown, as well as several informal venues (e.g. short-term rentals for “backyard weddings”) nearby. Weddings anecdotally take place during the week and weekends year-round; one venue can even host multiple weddings simultaneously on multiple floors. Alcohol licensing, and therefore server training and security, varies, depending on the venue. Some venues have their own alcohol license associated with the property, while others rely on catering licenses. Over-consumption of alcohol has been reported at open bars. Standardization of policies for weddings (e.g. last call, refusal of service) is unknown. As part of this study, RHI worked to collect data on weddings, but only received partial data.

When weddings end (usually between 11:00 p.m.-12:00 a.m.), a crowd surge similar to bar closing time descends upon downtown social venues—potentially hundreds of people eager to continue to socialize, despite varying levels of intoxication upon arrival. Venue operators expressed concern about pre-loading among wedding guests. Anecdotal reports from venue staff indicated that some wedding guests are disruptive, demanding entry to venues or alcohol service despite already being intoxicated. Some try to occupy an entire venue for their after-party, but venue operators typically refuse due to concerns about disorderly behavior and passing of drinks to minors. Wedding attendees have also been seen to openly carry drinks; champagne bottles are often found littered downtown.

Events such as weddings contribute to impacts in the social economy that require planning, coordination, and resource management, especially for police as event security. But, there is a disconnect between the wedding industry and the City in terms of reporting, tracking and coordination of resources. Police department’s knowledge of weddings is limited to when off-duty officers are requested as event security. There is an opportunity to include wedding venue stakeholders in a broader plan for the social economy downtown.



SOCIAL ASSET INVENTORY: SNAPSHOT

Data Summary

This is a summary of available data on the mix of businesses in the Historic District. Social venues are defined as cafes, restaurants, bars, music venues and wedding venues.

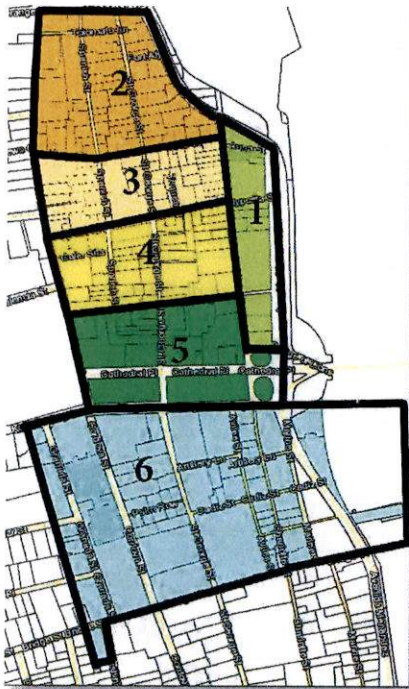
Social Venues in the Historic District

108 social venues (32.24%) of 335 total businesses

81 venues (75%) of 108 have an alcohol license

21 venues (19.44%) offer live entertainment

Total seating/occupancy: 6,470 seats



Why Should Social Venues be Analyzed?

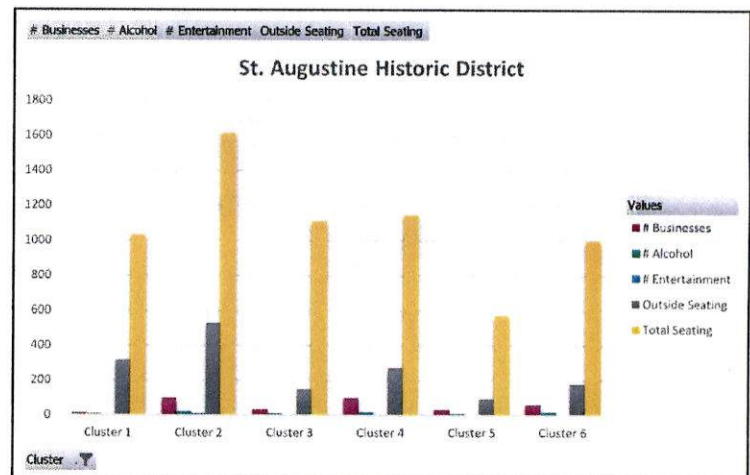
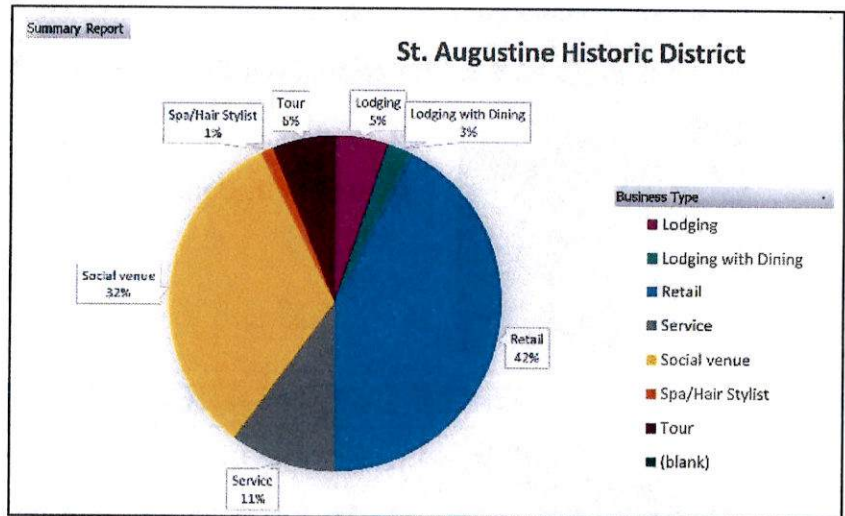
Many market forces are driving change. The loss of storefront retail is placing pressure to transition these spaces to social venues. However, social venues have a much greater occupancy for the same square footage as retail or office space. With each new social venue comes more employees and the need for parking with numbers greater than the existing use. This business use can also generate more impacts to quality of life and public safety due to nighttime hours of operation and potential patron intoxication

Cluster Organization of Historic District

The Historic District has been divided into six clusters of businesses (as pictured). The evolution of several concentrated "clusters" of social venues within the Historic District has led to perceived and real shortages of parking in several blocks, as well challenges with closing time management in certain clusters.

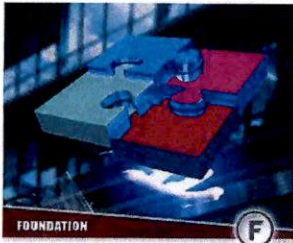
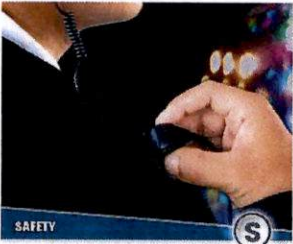
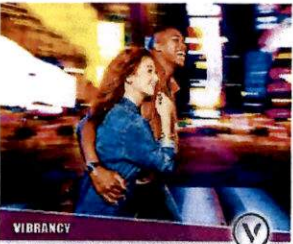
How can this Methodology be Used?

By dividing a district into social clusters, improvements can be planned and monitored in a more focused way. The model helps identify areas in most need of lighting, where most social venues and/or greatest occupancy are located, etc. Calls for service and last drink data can also help pinpoint response for increased compliance training of venues located in particular clusters.



ACTION PLAN: SNAPSHOT

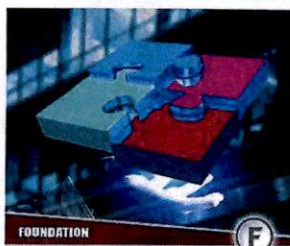
This is a one-page snapshot of all action items.

ACTIONS TO LAY A FOUNDATION FOR A SUSTAINABLE SOCIAL ECONOMY	
 FOUNDATION F	■ Action 1: Form a Social Economy Alliance ■ Action 2: Conduct an Economic Analysis of the Social Economy
ACTIONS TO ASSURE SAFETY IN THE SOCIAL ECONOMY	
 SAFETY S	■ ACTION 1: Facilitate Easier Access by Emergency Vehicles ■ ACTION 2: Improve Lighting In “Dead Zones” ■ ACTION 3: Form a Nighttime Social Venue Alliance ■ ACTION 4: Educate Visitors to Not Carry Open Containers
ACTIONS TO ENHANCE VIBRANCY IN THE SOCIAL ECONOMY	
 VIBRANCY V	■ ACTION 1: Educate Visitors About Not Giving to Panhandlers ■ ACTION 2: Create More Opportunities for Original Live Music ■ ACTION 3: Update Event Procedures and Coordination
ACTIONS TO PLAN FOR PEOPLE IN THE SOCIAL ECONOMY	
 PLANNING P	■ ACTION 1: Formalize and Raise Awareness of Rideshare Hubs ■ ACTION 2: Provide Safe, Efficient Parking for Nighttime Employees ■ ACTION 3: Bring Residents Back Downtown ■ ACTION 4: Refine Sound Management Process

ACTION PLAN: SYNOPSIS

The Action Plan was primarily generated by Roundtables input. On occasion, more than one Roundtable identified the same action. Some actions were created by RHI based on priorities identified during interviews and meetings that took place prior to the Roundtables. The Foundation section's action plan is based on RHI's research and experience with the governance systems that help sustain a nighttime economy management system in sociable cities worldwide.

ACTIONS TO LAY A FOUNDATION FOR A SUSTAINABLE SOCIAL ECONOMY



1) Form a Social Economy Alliance

Progressive cities recognize the need for a sustainable system of social economy governance. This can be accomplished in a variety of structures, such as an Office of Nightlife and Advisory Board. Dedicated staff ("Night Manager") are critical to maintain momentum and coordinate programming.

2) Conduct an Economic Analysis

Conducting an economic analysis can achieve heightened recognition and legitimacy for the social economy. Compiling and analyzing information about the fiscal, economic and employment impacts of the social economy can help establish a baseline measure to better understand patterns of growth, decline and renewal in downtown St. Augustine.

ACTIONS TO ASSURE SAFETY IN THE SOCIAL ECONOMY



1) Facilitate Easier Access by Emergency Vehicles

Emergency vehicles (e.g. fire trucks, ambulances, police cars) need to efficiently access locations when called for service. Closing strategic streets to public car access will help alleviate the challenge by removing traffic congestion and other barriers in key service areas to reduce response time.

2) Improve Lighting in "Dead Zones"

There are pockets of "dead zones" devoid of light or people in downtown's side streets and alleys. Consistent lighting can improve the perception of safety and deter crime and nuisance activities. Stakeholders will have to engage in the Historic Architectural Review Board process to ensure historic preservation standards are met.

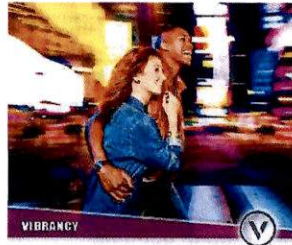
3) Form a Nighttime Social Venue Alliance

Starting a WhatsApp phone group among venues' general managers and security is one small step towards creation of a more formal Nighttime Social Venue Alliance. The Alliance can develop self-regulation standards in a guide for operation, schedule quarterly meetings with police, and coordinate training.

4) Educate Visitors to Not Carry Open Containers

Educating visitors that they're not allowed to drink from open containers downtown can reduce pre-loading and assist licensed venues from having to intervene with patrons. A marketing campaign with a video for tourists and brochure for wedding parties will be key.

ACTIONS TO ENHANCE VIBRANCY IN THE SOCIAL ECONOMY



1) Educate Visitors About Not Giving to Panhandlers

St. Augustine can break the cycle of panhandling by addressing their source of income: visitor donations. Educating visitors on how to redirect their donations to social services can make long-lasting change. An educational campaign will include brochures on existing social service agency initiatives.

2) Create More Opportunities for Original Live Music

Elevate the caliber of nighttime social experiences by offering authentic, experiential options. An ecosystem of support is critical through better connectivity between event/festival planners and local musician networks, as well as dedicated loading zones. Fostering a robust live music scene also requires a local support base and higher wages.

3) Update Event Procedures and Coordination

Enhancement of current systems that track upcoming events held on private property, especially weddings, will help the City and venue operators know when additional staff resources are needed. There is an opportunity to continue to supplement police with private security but with vetting and approval standards for public events.

ACTIONS TO PLAN FOR PEOPLE IN THE SOCIAL ECONOMY



1) Formalize and Raise Awareness of Rideshare Hubs

Rideshare services are a key mode of transport for nightlife patrons, yet there are no current systems of coordination. Rideshare hubs create designated areas for pick-up and drop-off of passengers. They help reduce traffic congestion and expedite district egress. Three locations have already been selected, but there was limited awareness, nor signage.

2) Provide Safe, Efficient Parking for Employees

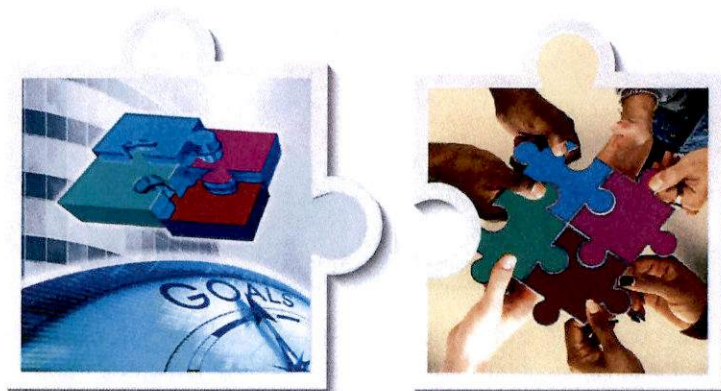
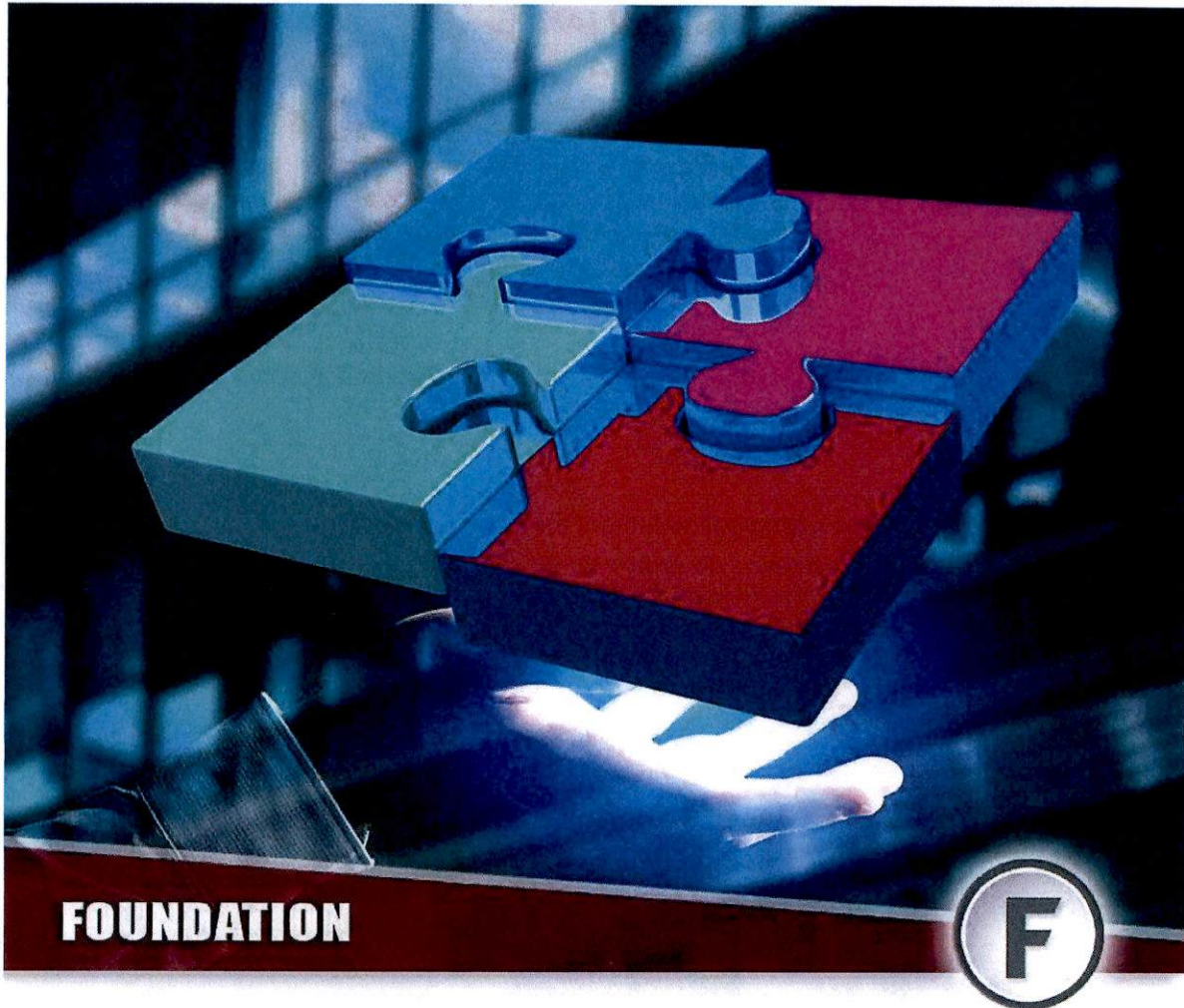
Provision of safe, efficient parking for employees who work downtown at night is key to supporting and expanding the current workforce. Explore options such as a Park and Ride location with a circulator/shuttle to pick up employees and drop them off at start and end of shift.

3) Bring Residents Back Downtown

Residents want to patronize local dining and entertainment businesses but feel disconnected from downtown. Facilitate a meeting among hospitality operators and residents to discuss amenities such as resident discounts and reservations to help restore a sense of community.

4) Refine Sound Management Process

There is a need to close loopholes in the sound management process. Revisiting the sound ordinance to set realistic sound standards for businesses, training noise control officers, creating a more robust tracking mechanism for complaints and ensuring follow-through in the judicial process will be critical.



ACTIONS TO LAY A FOUNDATION FOR A SUSTAINABLE SOCIAL ECONOMY

- Action 1: Form a Social Economy Alliance
- Action 2: Conduct an Economic Analysis of the Social Economy

ACTION 1: FORM A SOCIAL ECONOMY ALLIANCE

OVERVIEW

Cities throughout the world have recognized the need for a sustainable system of social economy governance, oversight and advocacy. This can be accomplished in a variety of structures, such as an Office of Nightlife and multi-disciplinary Advisory Board. Dedicated staff are critical to maintain momentum and coordinate programming, demonstrated in creation of “Night Manager” positions. Successful implementation will require a group of dedicated individuals working on a common vision of St. Augustine’s future as a destination for dining, entertainment and events.

NEEDS STATEMENT

St. Augustine does not currently have an organized body that represents different perspectives to examine the unique challenges and needs of a safe, vibrant social economy.

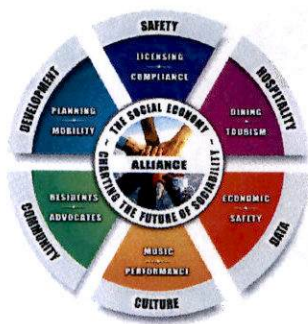
GOALS AND OBJECTIVES

The Social Economy Resource Alliance is proposed to achieve the following objectives:

- ☐ Guide government and business leaders on decision-making.
- ☐ Identify issues and remove barriers that inhibit the operation of safe, vibrant places to socialize.
- ☐ Streamline business opening and event applications to be simple and intuitive.
- ☐ Advocate for legislative changes and resource reallocation for public health and safety.
- ☐ Represent the perspective of the social economy on boards and committees.
- ☐ Facilitate implementation of priority actions.

IMPLEMENTATION

- ☐ **Identify proposed members** of the **Social Economy Alliance**. RHI suggests a total of 12 members with 2 stakeholders representing 6 perspectives:



ROLE	NAME	ORGANIZATION
SAFETY: Licensing		
SAFETY: Compliance		
HOSPITALITY: Dining		
HOSPITALITY: Tourism		
DATA: Economic		
DATA: Safety		
CULTURE: Music		
CULTURE: Performance		
COMMUNITY: Residents		
COMMUNITY: Advocates		
DEVELOPMENT: Planning		
DEVELOPMENT: Mobility		

- ☐ **Identify permanent staff to coordinate** and convene the Alliance.
- ☐ **Explore how to formalize the** Social Economy Resource Alliance through either legislation, commission appointments or as an advisory group.

RESOURCES

- ☐ NITECAP Alliance is a professional organization of nighttime economy management professionals.

ACTION 2: CONDUCT AN ECONOMIC ANALYSIS OF THE SOCIAL ECONOMY

OVERVIEW

Conducting an economic analysis can achieve heightened recognition and legitimacy for the social economy. Compiling and analyzing information about the fiscal, economic and employment impacts of the social economy can help establish a baseline measure to better understand patterns of growth, decline and renewal in downtown St. Augustine.

Needs Statement

The value of downtown St. Augustine's social economy is not fully recognized, therefore opportunities may not be fully developed or supported with sufficient resources.

Goals and Objectives

The study's results can be used in a variety of ways, including:

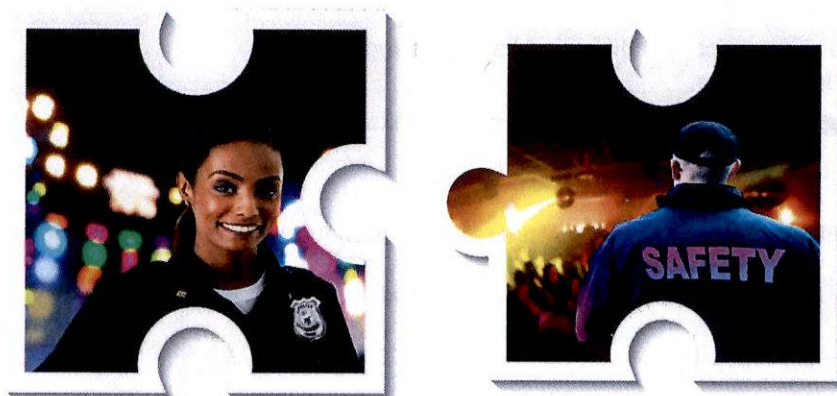
- ▣ **Identify appropriate allocation of resources** and public safety services to better manage social activity as a continued source of economic vitality.
- ▣ **Raise public awareness about nightlife** and the social economy as a legitimate economic sector and viable economic engine by promoting their fiscal, economic and employment contributions.
- ▣ **Elevate the professional status and communication** of social venues.
- ▣ **Propel greater coordination between government and nightlife representatives** to collaborate on sustaining vitality, while also reducing safety and quality of life impacts.
- ▣ **Track industry growth and change** by conducting assessments on a regular basis.

IMPLEMENTATION

- ▣ **Determine objectives and impact types** (e.g. arts and culture, economics, fiscal revenue, community, real estate, tourism).
- ▣ **Adjust study design based on needs** (e.g. geography, industry focus, time parameters, available data, capacity of local partners and budget).
- ▣ **Collect data:** Assign roles; Create a work plan; Collect data through 3rd party data, business surveys and visitor surveys.
- ▣ **Analyze data** and create a user-friendly report geared to a range of audiences and expertise.
 - Explain methodology for analyzing data.
 - Explain how to communicate findings and list target audiences.
 - Identify policy implications.
- ▣ **Communicate findings** to key stakeholders and decision makers.

RESOURCES

- ▣ **Visitors and Conventions Bureau (VCB):** This study may be supported by the VCB if an official proposal is submitted.
- ▣ **Flagler College** may also be able to provide possible support.



ACTIONS TO ASSURE SAFETY IN THE SOCIAL ECONOMY

- ACTION 1: Facilitate Easier Access by Emergency Vehicles
- ACTION 2: Improve Lighting In “Dead Zones”
- ACTION 3: Form a Nighttime Social Venue Alliance
- ACTION 4: Educate Visitors to Not Carry Open Containers

ACTION 1: FACILITATE EASIER ACCESS BY EMERGENCY VEHICLES

This action emerged from the Public Safety roundtable.

OVERVIEW

Emergency vehicles (e.g. fire trucks, ambulances, police cars) need to efficiently access locations within downtown when called for service. Closing strategic streets to public car access will help alleviate the challenge.

NEEDS STATEMENT

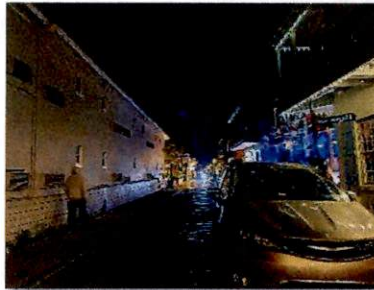
According to our research, emergency vehicles have a delayed response time to access people in need due to traffic congestion, limited road space and multiple obstacles in the roadway—including improperly parked cars, pedestrians and rideshare vehicles stopping to pick up or drop off passengers.

GOALS AND OBJECTIVES

- ▣ **Reduce response time** by emergency services.
- ▣ **Improve access** by emergency vehicles by removing traffic congestion and other barriers in key areas.

BARRIERS

- ▣ **Narrow historic roads.**
- ▣ **Improperly parked cars** (over the line).
- ▣ **Pedestrians** trying to share the road with cars (pedestrian safety risk).
- ▣ **Rideshare vehicles** stopping to pick up and drop off passengers.
- ▣ **No dedicated lane** for emergency vehicles.
- ▣ **Residents live downtown**, so can't close streets completely to public access.



IMPLEMENTATION

Steps

- ▣ **Identify strategic streets to close to public vehicles at night** (making them accessible only to pedestrians and emergency vehicles).
 - Determine exact times and days.
 - Start with closing Hypolita Street.
 - Create a special pass for residents to access homes.
- ▣ **Develop signage to educate visitors of closed streets during certain hrs**
- ▣ **Research mobile emergency services** e.g. paramedics on bike.

Stakeholders

- ▣ **Parking enforcement**
- ▣ **DPW**
- ▣ **Residents** (note: Quality of Life roundtable participants expressed support for some street closures.)
- ▣ **Fire and Police** Departments

ACTION 2: IMPROVE LIGHTING IN “DEAD ZONES”

This action emerged from the Public Safety roundtable, Women’s Focus Group and multiple interviews with venues.

OVERVIEW

Consistent lighting can improve the perception of safety and deter crime and nuisance activities. To improve lighting downtown, stakeholders must engage in the Historic Architectural Review Board process to ensure historic preservation standards are met. This process can require multiple meetings over several months, but will yield long-term dividends.

NEEDS STATEMENT

There are pockets of “dead zones” devoid of light or people downtown. While St. George Street is well lit, lighting on side streets and alleys are inconsistent, with some being very dim, presenting a safety hazard for pedestrians.

GOALS AND OBJECTIVES

- ▣ **Improve lighting on strategic pathways** downtown.
- ▣ **Improve perceptions of safety** at night.
- ▣ **Reduce incidence of crime**, in part attributed to dim lighting (e.g. robberies, physical assaults).

BARRIERS

- ▣ **Lighting upgrades require review and approval** by the Historic Architectural Review Board to ensure historic preservation standards for light fixtures.
- ▣ **Architecture and design of each building determines what types of light fixtures are allowed.**
e.g. a colonial light fixture would not be allowed on a Victorian style building.

LIGHTING IMPROVEMENTS ALREADY COMPLETED AND/OR UNDERWAY

In 2014 the City reconstructed Hypolita St, Treasury St and a portion of Spanish St. The project included lighting for the streets. The City is working on reconstructing Cuna St, the remainder of Spanish St, Tolomato Ln and the Tolomato Lot. The project includes lighting and is expected to start construction the summer of 2022. When completed, a total of 66 new streetlights will be added to the downtown area. Future projects in the downtown area that will incorporate lighting will be Cordova St, Granada St, Cathedral Pl, Charlotte St. These are in the 5-10 year capital improvement window.

IMPLEMENTATION

Steps

- ▣ **Review Lighting Inventory** conducted by Code Enforcement Division as a resource.
- ▣ **Supplement and enhance** current projects already underway/planned.
- ▣ **Designate strategic pathways** to prioritize for improved lighting e.g. to parking lots and the garage.
 - **Charlotte Street** was identified by project participants for lighting improvements.
- ▣ **Engage with Historic Architectural Review Board about lighting fixtures pre-approved for different building design and materials** to create a pre-approved fixtures list. (Note: a pre-approved list exists for streetlight fixtures.)
- ▣ **Apply Crime Prevention through Environmental Design (CPTED)** principles.
- ▣ **Identify additional strategies for activation** e.g. River and Fort’s outdoor dining provides natural surveillance.

Resources

- ▣ **Lighting Inventory** completed by Code Enforcement Division.
- ▣ **Florida Power and Light** is in the process of upgrading all street light fixtures to LED fixtures.

Stakeholders

- ▣ **Code Enforcement Division** (conducted lighting inventory)
- ▣ **Venue operators**
- ▣ **Property owners**
- ▣ **Historic Architectural Review Board**

ACTION 3: FORM A NIGHTTIME SOCIAL VENUE ALLIANCE

This action emerged from the Venue Safety roundtable.

OVERVIEW

There is an opportunity to lay the groundwork for formation of a formal Nighttime Social Venue Alliance. Small steps include starting a WhatsApp phone group among general managers and security. Next steps will be development of a self-regulation standards guide for operation, scheduling quarterly meetings with police, and coordinating training. Formalizing a group will also help provide a way for the City to coordinate with the industry on new initiatives and services to benefit the industry (e.g. employee parking plan).

BACKGROUND

Proposed legislation, which will create new systems of regulation, oversight and safety management of the hospitality industry, served as the catalyst for convening venue operators. A recent meeting held March 3, 2022, convened by RHI, was the first official meeting that gathered a group of 30+ venue operators and property owners of social venues. This group has the potential to continue to meet and develop a more formal association.

NEEDS STATEMENT

Nighttime social venues are operating in isolation but dealing with many of the same challenges. In some cases, they need to forcibly remove a disorderly patron, but there isn't any way to notify other security in case this patron attempts to enter another business.

Several different groups want to better connect with the hospitality industry but don't know how. The City wants to develop an employee workforce parking program, but needs to better understand the nighttime hospitality industry's needs. The Chief Resilience Officer wants to connect to partner on flooding mitigation strategies. Residents want to connect with businesses to develop incentives for bringing back residents to downtown.

GOALS AND OBJECTIVES

- ▣ **High standards for venue operation** and safety of both employees and patrons.
- ▣ **Unified voice to advocate for changes** in policy and compliance.
- ▣ **Self-regulation, peer mentorship and education** prior to enforcement action.
- ▣ **Coordination and cooperation** of general managers and security staff.
- ▣ **Sharing of resources.**
- ▣ **Increase professionalization** of the industry.

BARRIERS

- ▣ **Privacy concerns about the WhatsApp phone group** content being used against venues.
- ▣ **Police used to organize meetings with hospitality businesses thru the County Chamber.** But, they were not well attended by late-night venues due to the early morning time.
- ▣ **Venue owners are concerned that their staff will be too busy** to constantly monitor their phones.

IMPLEMENTATION

Steps

- ▣ **FRLA (Nicole Chapman)** volunteered to set up and run the WhatsApp group as the admin. Venues need to join the FRLA to be admitted.
 - (FRLA currently helps run a WhatsApp group for hotel general managers in Duval County.)
 - Identify 1 to 2 staff per venue.
 - Provide a list of contacts to Nicole.
 - Develop guidelines of what info should vs. shouldn't be shared.
 - Send invitation to general managers and security staff.
- ▣ **Schedule monthly or quarterly meetings** to discuss common challenges and concerns and for police to explain current deployment model. Initiate exchange of cell phone numbers between venue security and police officers deployed downtown at night.
- ▣ **Create a regular schedule for collaborative trainings.** Examples:
 - **Active shooter training by police** for venues (right now it's on-demand, but there's limited awareness about it).
 - **Women Against Violent Encounters (WAVE)** about situational awareness for female nightlife patrons. The Amphitheatre is currently having all staff take this training.
- ▣ **Create a best practices guide** outlining self-regulation standards.
- ▣ **Workforce survey developed by RHI can be replicated locally and distributed to nighttime social venues.** Information to be compiled and provided to Reuben Franklin regarding data on parking needs for the nighttime hospitality industry employees. <https://www.surveymonkey.com/r/R3P2RKZ>

Resources

- ▣ **Use FRLA's Model of a WhatsApp group for the general managers of hotels.**
- ▣ **Draft of a Best Practices Guide exists** (written by a roundtable participant).

ACTION 4: EDUCATE VISITORS TO NOT CARRY OPEN CONTAINERS

This action emerged from the Venue Safety roundtable.

OVERVIEW

Educating visitors that they're not allowed to drink from open containers can go a long way in reducing the perception of a permissive environment downtown, reduce pre-loading and assist licensed venues from having to intervene with patrons when they try to enter establishments with open containers.

NEEDS STATEMENT

Open containers have been observed among downtown visitors and transients. Evidence (empty cups, glass bottles) ends up as litter downtown. Many people assume St. Augustine is similar to New Orleans, where open containers can be carried from place to place and consumed on the street; they're unaware of city ordinance banning them. There are too few officers downtown to enforce the ordinance, except in the case of transients and unsheltered populations, whom they prioritize.

GOALS AND OBJECTIVES

- ▣ **Reduce open containers** in historic core.
- ▣ **Reduce opportunities for pre-drinking** prior to patrons arriving to licensed venues.
- ▣ **Don't allow intoxicated people in to social venues** who have "pre-gamed."

BARRIERS

- ▣ **Due to the limited number of officers (and time it takes to process a citation, arrest), transients and/or unsheltered are prioritized for open container citations** as they are more likely to stay in one place and become aggressive towards visitors. It's a \$100 citation or arrestable (misdemeanor). But, if an arrest takes place, the officer will be taken off the streets for hours if not the whole night. Visitors are asked to throw their containers away.
- ▣ **Gap in community outreach officers**, who used to go to court to advocate for police officers' citation reports for things like open container violations. They played a critical role in filtering out who needed social services.
- ▣ **Not all social venues have "security staff" at the door** because many are licensed as restaurants. They may just have a host/hostess, who may be intimidated and not have the training to intervene.

IMPLEMENTATION

Steps

- ▣ **Educate venue staff** about not letting people enter or leave the premises with open cups.
- ▣ **Create a marketing video by VCB, TDC:** have fun, but stay safe (1 min video on safety rules). Display a QR code to watch. Connect with DISCUS and responsibility.org for a grant to assist in the video production.
- ▣ **Education campaign:** hotels, airbnbs, b&bs, Lyft and Uber drivers: don't carry open drinks
- ▣ **Create and distribute a guide for wedding parties** that wedding venues can distribute re: after-partying in the city (conveying community standards; rules of community e.g. no open containers, no entry to venues if people are intoxicated).
- ▣ **If ambassadors are hired**, they can be an additional way to spread the message.
- ▣ **Convene a meeting between licensed bars and restaurants with the Wedding Alliance (an association of wedding venues)** to discuss how they're part of the full continuum of social economy, and how wedding guests impact venues.

Resources

- ▣ **FRLA**
- ▣ **Wedding Alliance** (a professional association of wedding venues for the city)



ACTIONS TO ENHANCE VIBRANCY IN THE SOCIAL ECONOMY

- **ACTION 1:** Educate Visitors About Not Giving to Panhandlers
- **ACTION 2:** Create More Opportunities for Original Live Music
- **ACTION 3:** Update Event Procedures and Coordination

ACTION 1: EDUCATE VISITORS ABOUT NOT GIVING TO PANHANDLERS

This action emerged from both the Public Space and Quality of Life roundtables; presence of panhandlers was identified as a challenge in multiple meetings and interviews.

OVERVIEW

St. Augustine can break the cycle of panhandling by addressing their source of income: visitor donations. Educating visitors on how to redirect their donations to social services can make long-lasting change that can potentially help deter panhandlers from coming to downtown.

NEEDS STATEMENT

Downtown St. Augustine has become a destination for unsheltered, transients and panhandlers. Their presence creates safety concerns for employees, students and visitors. Although most are not aggressive, they contribute to negative perceptions of safety, especially for women. A panhandling ordinance is in place, but it doesn't deter their presence.

Unsheltered, transients and panhandlers are part of distinct communities with unique needs. Panhandlers are not always homeless; some have chosen panhandling in lieu of traditional work, yet have homes. Of the homeless population, only about 5% choose to live "home-free" and off the grid. Many have substance abuse issues; others need transitional housing.

When visitors give money to panhandlers, they continue a cycle of downtown St. Augustine as a destination for begging.

GOALS AND OBJECTIVES

- ▣ **Maintain the Compassionate City status** but direct funds to create change long-term.
- ▣ **Educate visitors about how to donate their money to social services** for longer-lasting change and positive impact on the lives of people in need.
- ▣ **Cut off the supply of donations to panhandlers** to make downtown a less desirable place for begging.

BARRIERS

- ▣ **Lack of awareness** among residents, businesses and employees about local social services and initiatives to address homelessness, transients and panhandlers.
- ▣ **Panhandlers are mistaken for being homeless.**
- ▣ **Police deploy homeless outreach officers, but they are limited in what they are able to do.** Being homeless and panhandling are not crimes. There are restrictions in place for the time, place and manner for panhandling.
- ▣ **Visitors** have compassion for homeless.
- ▣ **Concern over people breaking into** parking meters for the money.
- ▣ **Concern over drawing visitor attention** to the challenge the city is trying to address.

IMPLEMENTATION

Steps

- **Create educational materials for businesses and residents** about current initiatives and social services that address homelessness.
- **Create educational materials for visitors** e.g. flyers that can be distributed at hotels, airbnbs, and bed and breakfasts to educate visitors that not all panhandlers are homeless. Give info on how if they want to help, how to provide to social services.
- **Develop educational pamphlets about** what homeless are able to do vs. not do; what police are able to do vs. not do.
- **Educate residents about who are actually homeless** (St. Francis House data says 93% from the last quarter of 2021 were residents from the city of St. Augustine, many of whom are seniors on fixed incomes who cannot afford higher rents; many are working.)
- **Communicate to school groups** about panhandlers and how to donate to social services.
- **Install signage downtown** with information on how to donate to social services.
- **Create positive signage** with positive messaging e.g. Your dollar will go 15x farther if you donate to social services; keep our community beautiful.
- **Provide Homeless Outreach Team** pamphlets to distribute.
- **Create a QR code to** venmo or paypal a central social service agency e.g. Continuum of Care.
 - **Determine how funds should be distributed and by whom** e.g. should funds go to Continuum of Care?
- **Recycle old parking meters** to be used as change collectors. Station them inside hotels.

Stakeholders

- Continuum of Care
- Homeless outreach teams
- VCB
- TDC
- Hotels

Resources

- **Model:** Tampa has stone dolphins to put money into

ACTION 2: CREATE MORE OPPORTUNITIES FOR ORIGINAL LIVE MUSIC

This action emerged from the Social Venue roundtable.

OVERVIEW

Elevate the caliber of nighttime social experiences by offering authentic, experiential options that support the local talent pool. An ecosystem of support through better connectivity between event/festival planners and local musician networks, as well as facilitating logistical needs such as dedicated loading zones. Fostering a robust live music scene also requires a market base of support from local residents and a cultural standard for paying higher wages to performers.

NEEDS STATEMENT

Current live entertainment is oriented to tourists with cover bands that perform mainstream hits. There are minimal opportunities for local artists to showcase original music. Participants cited surveys that indicate tourists' desire an authentic experience. Fostering a strong local resident support base is also critical.

GOALS AND OBJECTIVES

- ▣ **Retain and support** local talent.
- ▣ **Attract a broader range of musicians and artists.**
- ▣ **Connect local community** with local artists.

BARRIERS

- ▣ **Live music scene** described as "tourism music, cover music and mainstream pop" catering to tourists with few gigs for original artists. The same bands have played for years and have become "saturated."
- ▣ **No clear music signature/brand of local music** in St. Augustine.
- ▣ **Lack of local support base:** Locals don't come downtown to socialize or listen to music. Musicians expressed a need to change locals' expectations of accessing downtown.
- ▣ **Low wages paid to musicians.** Musicians don't feel valued.
- ▣ **Mass exodus of creative talent** because cost of entry is too high.
- ▣ **Hobbyist musicians** willing to perform for less; lower quality music compared to professional musicians.
- ▣ **Limited # of dedicated live music venues** (most venues are restaurants where bands perform).
- ▣ **Misperception among musicians that restaurants can't charge a cover fee.** There is no code that prohibits restaurants from charging a cover fee, but this is a common misperception. Most social venues are licensed as restaurants, even though many feature live music. Because restaurants believe they can't (or choose not to) charge a cover fee, the ability to hire high quality musicians is inhibited. Cover fees are often used to support musician costs.
- ▣ **Loading zones:** Musicians have been ticketed for unloading equipment in loading zones. The VIC parking garage is too far to unload equipment. Bands have said they get harassed while unloading equipment. This contributes to a perception that the city is "anti-musician."
- ▣ **St. Johns Cultural Council** has limited connections with local artists and musicians.

IMPLEMENTATION

Steps

- ▣ **Book local talent for annual events** (e.g. Music in the Square, Nights of Lights, 4th of July). Connect event producers with local talent brokers i.e. Ancient City Entertainment.
- ▣ **Data Collection:** Map venues by music markets. Conduct a survey of venues and festivals **for the purposes of planning and promotion.**
- ▣ **Create a designated “musician parking pass/placard”** to identify legitimate musicians unloading equipment so they aren't ticketed by parking enforcement.
- ▣ **Create connections between event producers** and St. Johns Cultural Council to promote artists from within the region.

Resources

- ▣ **St. Augustine Cultural Council** has Arts and Tourism Grants
- ▣ **St. Augustine Music Guild**
- ▣ **ACE Alliance: A non-profit 501C(3)** that evolved from Ancient City Entertainment. Goal is to help professionalize the music industry by offering training on taxes, contracts, creation of LLCs, etc.
- ▣ **(Past Resource): Musicians Guild of St. Augustine:** In about 2016, a networking group was formed with musicians and venue owners. It was well attended, but the group lasted less than a year.

ACTION 3: UPDATE EVENT PROCEDURES AND COORDINATION

This action emerged from interviews with police and city staff.

OVERVIEW

Enhancement of current systems that track events held on private property, especially weddings, will help key city agencies and hospitality venue operators to be aware of anticipated crowd surges downtown and better coordinate staffing needs. Revisiting city guidelines to expand event security to private security (and not just police) for events with alcohol service on public property can potentially help event planners successfully meet security needs and address officer shortage.

NEEDS STATEMENT

Events contribute to impacts in the social economy that require planning, coordination, and resource management.

Robust systems of tracking, inter-departmental coordination, risk management and operational review exist for events held on public property, but the same is not true for private events. Although private events may be smaller in occupancy than public events and festivals, the large number of events contribute to a combined potential attendance number comparable to a small-scale public event.

Weddings comprise the majority of private events that take place downtown, but quantitative data is unknown. There are about a dozen formal wedding venues located in/around downtown, as well as several informal venues (e.g. short-term rentals for “backyard weddings”) nearby. Weddings anecdotally take place during the week and weekends year-round; one venue can even host multiple weddings simultaneously on multiple floors.

When weddings end (usually between 11:00 p.m.-12:00 a.m.), a crowd surge similar to bar closing time descends upon downtown social venues—potentially hundreds of people eager to continue to socialize, despite varying levels of intoxication upon arrival. Social venues are already understaffed; knowing when to anticipate such crowd surges would be helpful for resource management.

Events (both public and private) are straining police department resources to provide sufficient staffing for both on-duty zone assignments and off-duty event requests. Certain events and concerts have required ratios for patrons to security, while some wedding venues proactively hire off-duty officers to provide security (despite the lack of security requirement for weddings held on private property). Police are required to provide security for events held on public property with alcohol service, according to the City’s Guidelines for Events Held on Public Property (2020).

The City’s Event Coordinator and the Police Department’s Special Events Scheduler both noted that certain events are becoming more difficult to staff with police. While weddings are easy to fill with police sign-ups, concerts at the Amphitheatre and some events/festivals that are city-permitted are more difficult to staff. Further, there are occasions where events have proceeded, despite not meeting required security presence, due to lack of available police officers. On rare occasions, the police chief may deem an event a public safety risk, and therefore order police to do overtime to staff the event if no one has voluntarily signed up.

GOALS AND OBJECTIVES

- ▣ **Create systems of connectivity, communication and transparency** between the City, wedding venues, and venue operators.
- ▣ **Facilitate coordinated planning of staff resources** (e.g. police, venue operations staff, etc.).
- ▣ **Update event policy to explore alternative options to police** for event security.
- ▣ **Reduce strain on the police department** from event security requests.
- ▣ **Address underlying issues for why police** may not choose to voluntarily sign up for events.
- ▣ **Ensure high standards for private security companies** if their use is expanded for events.

BARRIERS

- ▣ **Lack of data on the number of private events, especially weddings,** that take place in the City, and their approximate attendance due to a gap in a central tracking system. Further, there is no driving force (or required City touchpoint) to have event organizers report about private events.

- ▣ **Minimal touchpoints between the City and private events.** Wedding venues and private event organizers are not required to report upcoming events to the City, nor be part of the monthly event review meetings that convene multiple city agencies. *(This is not to say that there is a need, but rather to illustrate their exclusion from current systems where data is collected.)*
- ▣ **Wedding industry is difficult to define, organize and provide data.** (As part of this project, RHI requested data from venues dedicated to hosting weddings). But, it's difficult to analyze the full scope of the industry, as there are also unofficial/informal venues for hosting weddings e.g. renting a house for a "backyard wedding."
- ▣ **Guidelines for events with alcohol service held on public property require police** as the provider of event security. (Private security are only allowed to supplement the minimum required number of police.)
- ▣ **No City vetting process to approve private security** that event planners hire to supplement police for city-permitted events and/or events on public property (potential liability risk to the City).
- ▣ **Police as event security are based on voluntary sign-ups for off-duty work.** Despite city requirement for police to provide minimum security (and permits issued by the City for events that expect police to provide staffing), working off-duty at events is at the discretion of officers. (The only exception is for the two city-sponsored events, Fourth of July and Nights of Lights' kick off.) Some events are more preferable than others. Types of events:
 - **Weddings are highly desired and easy for police to fill requests** because they usually just require one officer, they're inside with AC, meals are served, and each wedding party is considered the employer (not the venue itself), so police don't have to submit a 1099 if paid less than \$600.
 - **St. Augustine Amphitheatre hosts 60-80 events annually** with each event requiring 4-7 officers, depending on the crowd. These are difficult to fill with requested police because after working about two concerts, officers will have made about \$600, so any further work would require submission of a 1099 form for taxes; payment takes 2-4 weeks.
 - **City-Permitted Events (e.g. 5k runs, parades, festivals on Francis Field),** which may require 2+ officers depending on crowd size. Some private event organizers are notorious for paying later than the requested 2-3 week time period. If events are for a few hours, some officers prefer not to break up their day to make a small amount of money.

IMPLEMENTATION

Steps

- ▣ **Request that dedicated wedding venues add their upcoming weddings with an approximate # of attendees to the existing Google Calendar** (maintained by the city's Events Coordinator).
- ▣ **Create a communication system for hospitality operators to be notified about upcoming weddings** for the next month with potential combined occupancy from multiple venues.
- ▣ **Consider revisions to city's event guidelines to expand security providers to include private security** for events held on public property that serve alcohol.
- ▣ **Set minimum standards for private security providers** that are hired by event planners to supplement police for events that require city permits and/or on public property. The purpose is to ensure safety standards are met for private security companies and to mitigate potential liability to the city if an incident occurs involving private security companies for events.
- ▣ **Explore how to address barriers** to working events identified by police.

Resources

- ▣ **City's Events Review Committee** convenes multiple city agencies every Wednesday to review upcoming city-sponsored events or private events that will take place on city property. The committee meets with the event organizer to review the operations plan for mobility, crowd management and risk mitigation. City-permitted events must be approved 6 months in advance to ensure sufficient management resources are planned for.
- ▣ **City's Event Coordinator** (Cori Niles).
- ▣ **Police Department's Special Events Coordination staff** (Jeff Truncellito).
- ▣ **Google Calendar exists for City-permitted events and some weddings on public property.** The City's Events Coordinator maintains a calendar outlining all public events, private events on public property and some partial data on weddings (if, say, a wedding party needs approval to host part of the wedding on public property e.g. Lightner Museum's courtyard).
- ▣ **Wedding Alliance.**
- ▣ **VCB** (a resource for event information and calendar hosting).



ACTIONS TO PLAN FOR PEOPLE IN THE SOCIAL ECONOMY

- ACTION 1: Formalize and Raise Awareness of Rideshare Hubs
- ACTION 2: Provide Safe, Efficient Parking for Nighttime Employees
- ACTION 3: Bring Residents Back Downtown
- ACTION 4: Refine Sound Management Process

ACTION 1: FORMALIZE AND RAISE AWARENESS OF RIDESHARE HUBS

This action was identified in both the Public Safety and Mobility roundtables.

OVERVIEW

Rideshare hubs create designated areas for pick-up and drop-off of passengers. They help reduce traffic congestion and expedite district egress for nightlife patrons to return to their residence safely.

NEEDS STATEMENT

Rideshare services (e.g. Uber, Lyft) are a key mode of transport for nightlife patrons to access and leave downtown. Yet there are no current systems of coordination for pick-up and drop-off. Narrow roads lead to traffic congestion from cars and waiting passengers, delays in pick-up and pedestrian safety challenges when trying to access vehicles. Emergency vehicles cannot access the area. The longer that crowds linger, there are more opportunities for fights and sound disturbances to occur.

Three rideshare hub locations have already been selected, per a presentation by City Manager John Regan²: (1) Clock Tower at Visitor Information Center (VIC); (2) Avenida Menendez; (3) Ponce Statue at the Plaza. However, only one is being used informally. There was limited awareness about the hubs' locations, nor signage to designate their authorized use as rideshare hubs.

Solution: Plank 4 – Creation of ride-share hubs

➤ Already in place:
Clock tower at VIC



➤ Already in place:
Avenida Menendez



➤ Already in place:
Ponce statue at the Plaza



GOALS AND OBJECTIVES

- ❑ **Expedite district egress** at closing time by improving efficiency for passenger pick-up.
- ❑ **Decrease impacts** generated by sound disturbances, fights and disorder from lingering crowds.
- ❑ **Prevent impaired driving** and reduce alcohol-related accidents and injuries; increase pedestrian safety.
- ❑ **Reduce traffic congestion** associated with ride-share services; provide access by emergency vehicles.
- ❑ **Increase natural surveillance** in strategic areas, thus enhancing public safety.

BARRIERS

- ❑ **Limited awareness** among participants about city's intention to use the three selected locations as rideshare hubs.
- ❑ **Signage:** No signage authorizing locations for ride-share vehicle use; no wayfinding signage to direct passengers.
- ❑ **Taxi Stand Locations:** Rideshare vehicles aren't allowed to use taxi stand locations per code.
- ❑ **Lighting:** Some of the three selected ride-share hub locations have dim lighting, which could be a barrier to use.
- ❑ **Perceived inconvenience** by patrons to walk to a new location when they are accustomed to being picked up directly in front of businesses.
- ❑ **Process of engaging rideshare services** to update their apps to direct passengers to the designated hubs and communicate with drivers about new procedures for nighttime pick-ups downtown.
- ❑ **Surge pricing for rideshare services** on weekend nights and during events make them expensive to use.
- ❑ **Cell phone reception** is limited to call for rideshare services when there are large numbers of people downtown.

² Quality of Nightlife Strategic Plan presented to the City Commission on August 12, 2019 by City Manager John Regan

IMPLEMENTATION

Rideshare Hub Locations: Challenges to Overcome

Each of the three selected locations have unique barriers/challenges to be overcome for them to succeed.

Clocktower at VIC 	Challenge: Dim Lighting at Night 	Current Signage 	Current/Future Use Proposed staging area for horse carriages. Current staging area for trolleys, trains and holly jolly trains during Nights of Lights.
Avenida Menendez 	Challenge: No Coordination The area is congested with rideshare vehicles trying to access passengers and vice versa. No coordination of line queues.	Current Signage Authorizes trolleys to use the area.	Current Use Being used informally as a rideshare hub (because located in front of No Name Bar and White Lion).
Ponce Statue at the Plaza (In Front of Market) 	Challenge: Dim Lighting at Night While technically lit, lighting is somewhat dim. When vendors set up in the Market, there is enhanced lighting.	Current Signage Authorizes sightseeing vehicle and taxis to park there. 	Current Use Trolleys use it to turn around; Uber Eats parks there for pick-up; Nightlife patrons and employees illegally park there.

Steps

1. **Conduct research:**
 - Review RHI's case study on Orlando's rideshare hubs.
https://sociablecity.info/resources/case_studies/orlando_hub.pdf
 - Contact other cities with rideshare hubs e.g. DC, Pittsburgh, Orlando
2. **Convene stakeholders (listed below) to re-confirm the 3 locations selected are the most appropriate:**
 - Identify each location's unique needs and how to remove barriers to improve use.
3. **Determine hours of operation** for the rideshare hubs (i.e. at what time, days will they operate?)
4. **Begin engagement with Uber and Lyft** to discuss the process of updating their apps to direct downtown passengers to be picked up and dropped off at the rideshare hubs.³
5. **Review and update current signage to:**
 - Designate locations as rideshare hubs with hours of operation
 - Authorize rideshare vehicles to use the locations
 - Provide wayfinding to direct passengers to their locations
6. **Review and upgrade lighting** for the rideshare locations' use at night.
7. **Create a public education and marketing campaign.**
 - Create radio, newspaper, print and social media ads
 - Distribute materials to hospitality venues open at night
 - Educate business operators and staff
8. **Launch rideshare hubs and determine additional amenities.**
 - Determine public safety staffing needs to monitor area.
 - Determine if public restrooms can be provided/opened e.g. at the Clocktower VIC.
9. **Provide an education and notification period** for violators.
 - Notify Ubers, Lyfts they must use the rideshare hubs.
 - Notify illegally parked cars that they will be towed starting on a certain date.
10. **Begin enforcement:**
 - Ticket rideshare vehicles that are operating in non-designated areas.
 - Ticket parked cars that are illegally parked in rideshare hub locations.

Stakeholders

- ▣ Reuben Franklin, DPW (Rideshare hubs are an action item in the comprehensive mobility plan.)
- ▣ Police Department's Community Affairs Officer, nighttime beat patrol officers , traffic control officers
- ▣ Planning Department
- ▣ Rideshare service providers: Uber, Lyft
- ▣ Venue Operators to communicate to patrons
- ▣ Mobility operators (who will share rideshare hub locations): trolley service providers, taxi companies
- ▣ Parking Department (for enforcement at night)
- ▣ Code Compliance Division (for enforcement)

³ St. Augustine Police Department's Community Affairs Officer, Dee Brown announced on 2/28/22 he would initiate contact.

ACTION 2: PROVIDE SAFE, EFFICIENT PARKING FOR NIGHTTIME EMPLOYEES

This action emerged from both the Mobility roundtable and interviews with venue operators.

OVERVIEW

Provide safe, efficient parking for employees who work downtown at night. Explore options such as a Park and Ride location with a circulator/shuttle to pick up employees and drop them off.

NEEDS STATEMENT

Employee parking is a significant concern for downtown business owners. When garages and lots fill up, especially during night shifts and during events, employees find DIY places to park: in residential neighborhoods, on side streets and in “hidey holes” near their place of employment.

Residents are frustrated by employees parking in neighborhoods. **Employees are frustrated** by parking tickets, which may be almost as much as the money they made that day. **Employers identified parking availability as a barrier** to hiring workers.

Safe passage to parking is a concern for employees who may be carrying cash tips. Some businesses have a policy of walking female staff to cars to ensure their safety. Employees have reportedly quit due to safety concerns around parking.

GOALS AND OBJECTIVES

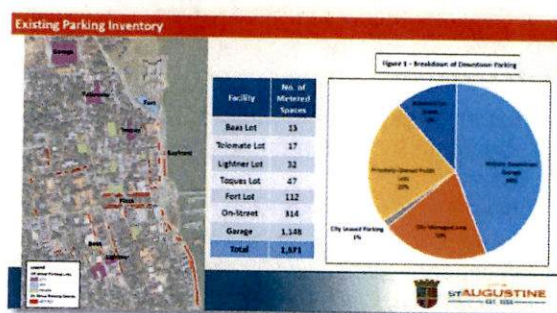
- **Ensure sufficient parking availability** in designated locations for employees
- **Reduce illegal parking** by employees.
- **Provide safe passage for employees** to parking areas.
- **Provide incentives to business owners** to help employees access safe parking (instead of penalizing them).

BARRIERS

- **No organized data on the downtown workforce or their parking needs**, especially nighttime hospitality employees.
- **Parking Cost:** A parking pass in the 1 Cordova Street garage is \$30-33/month for residents who are employees, but this discounted rate doesn't apply to employees who are not residents of the city (e.g. if they're a resident of St. Johns County). Some employers cannot afford to purchase parking passes for all employees.
- **Parking Supply:** The parking garage on 1 Cordova St is sometimes full on weekends between 4:00 p.m. – 2:00 a.m., as well as during events. Parking is typically available starting at 9:00 p.m. (but hospitality employees arrive earlier).
- **New Parking Garages are Contentious:** Community pushback against City's proposal to build more parking garages downtown due to the concern that it would bring even more visitors.
- **Lack of alternative transportation to access downtown:** There are no alternative mobility options for employees to access downtown and return home at night (rideshare is expensive), especially if they live outside the city.

Current Parking Inventory

There are a total of 1,571 parking spots available in lots, the garage and on the street.⁴



⁴ Parking Rate Analysis & Revenue Discussion Presentation (June 24, 2019)

IMPLEMENTATION

Steps

- ▣ **Data Collection** (see survey image)
 - How many employees are there downtown? (Or are we just focusing on nighttime employees)?
 - If fully staffed, how many employees would businesses have? How many do they have currently?
 - When do their shifts begin and end? Where do they live?
- ▣ **Workforce survey developed by RHI** to be replicated locally and distributed to nighttime social venues. Information to be compiled and provided to the Mobility Coordinator to provide needed data on parking needs for the nighttime hospitality industry employees.
<https://www.surveymonkey.com/r/R3P2RKZ>
 - Convene a meeting between City's Mobility stakeholders (see list below) and hospitality venue operators to discuss: | x Employee parking needs.
 - Explore potential options for employee parking to determine strategies that will be most used.
 - Identify location for a dedicated Park N Ride with a circulator/shuttle to provide safe transport.
 - Explore a resident permit parking program to ensure sufficient parking for residents.
- ▣ **Begin education and marketing campaign**
 - Provide information to hospitality venue operators. **Move forward with strategies:**
 - Track usage numbers.
- ▣ **Conduct check-in with venue operators**
 - Find out how the program is working; what are the barriers to expanding use.
- ▣ **Begin education process** (notices of violation for parking in residential permitted areas)
- ▣ **Begin enforcement process** for violators who park in residential permitted areas.

STAKEHOLDERS

- ▣ **Reuben Franklin**, DPW (Rideshare hubs are an action item in the comprehensive mobility plan.)
- ▣ **Xavier Pellicer**, Mobility Manager
- ▣ **Denise Medrano**, City's Parking and Garage Supervisor
- ▣ **Tarra Bennie**, City's Parking Supervisor
- ▣ **Hospitality venue operators** and staff.

1. Business Name:

2. Business Street Address:

3. Your name (First, Last):

4. How many employees does your business currently employ?

How many employees are full-time?

How many employees are part-time?

5. If your business was fully staffed, what is your ideal number of employees?

How many employees would be full-time?

How many employees would be part-time?

6. When do your employees...

Begin their shifts:

End their shifts:

7. How do your employees commute to work?

☐ Car

☐ Public Transportation

☐ Walking

☐ Small Vehicle (bike, scooter, etc.)

Other (please specify):

8. Where do your employees live? Where are they coming from?

9. On an average day, how many employees (full-time and part-time) drive to work and require parking?

10. On an average day from Monday to Thursday, how many employees (full-time and part-time) are working during the following time periods?

Day (before 5 PM):

Evening (from 5 PM to 10 PM):

Night (from 10 PM to closing):

11. On an average day from Friday to Sunday, how many employees (full-time and part-time) are working during the following time periods?

Day (before 5 PM):

Evening (from 5 PM to 10 PM):

Night (from 10 PM to closing):

ACTION 3: BRING RESIDENTS BACK DOWNTOWN

This action emerged from the Quality of Life roundtable.

OVERVIEW

Residents feel disconnected from downtown and want to patronize local businesses, but need special incentives and barriers removed.

NEEDS STATEMENT

Residents don't often engage in downtown's assets. They live near dining and entertainment options but don't have an opportunity to participate in them due to the overwhelming presence of tourists.

September is considered "Resident/Reduced Month" due to the decline in tourism (because it's hurricane season). Unofficially, historic sites offer residents free access to attractions. But, some of the promos offered don't align with residents' interests (e.g. not interested in a discount on trolleys).

GOALS AND OBJECTIVES

- ▣ **Connect residents with downtown** to restore a sense of community.
- ▣ **Create a local resident patron base.**

BARRIERS

- ▣ **Factors that contribute to inconvenience:** difficulty finding parking, long wait times, restaurants don't take reservations. Addressing mobility in accessing downtown amenities is the primary barrier to be removed.
- ▣ **Resident Month (September) targeted by TDC** to bring in more tourists because it's known as a slow tourism month.

IMPLEMENTATION

Steps

- ▣ **Convene a meeting of hospitality operators with residents.** Discuss what residents want and how hospitality operators could realistically provide opportunities for residents.
- ▣ **Explore incentives for patronage** e.g. limited reservation system to hold 10% seats, 10% discount for residents.
- ▣ **Engage young new residents** (average age of new residents per TDC is mid-30s with families).
- ▣ **Partner businesses with neighborhood groups** so residents host social events and meetings downtown.
- ▣ **Gather data:** How many permanent residents are still living downtown? Compare utility bills of the resident population from 2010 to 2020 to see how many people live in the downtown core vs. migrated outside the city.

Resources

- ▣ **Key West a model.**
- ▣ **Neighborhood Council** of St. Augustine

ACTION 4: REFINE SOUND MANAGEMENT PROCESS

This action emerged from interviews with Venue operators and City Staff.

OVERVIEW

Sound is a complex and challenging topic. No other issue is quite as contentious as sound, especially when it prevents residents from sleeping. There is a continuum of needs from the measurement of sound, enforcement to legal processing. A snag in one part of the system will create loopholes and dissatisfaction.

NEEDS STATEMENT

The City of St Augustine's noise control ordinance is, in general, fairly robust. It defines both A and C weighted measures and uses measurements in relation to ambient. It also defines a sound meter and requires ANSI standards be used when measuring sound. However, while it defines a "Noise Control Officer," it's unclear who or under what supervision these officers exist (i.e. police, code enforcement, other). Also, it charts allowable dB levels through the city only in A weight. Testing procedures are outlined well throughout, and in particular spells out testing at the receiver's dwelling and C weight measurements are mentioned relative to ambient sound. Overall, it seems the tools exist but are not being used as well as they could be. Improvements would include a procedure to set sound levels for social venues when they begin operations, thresholds set for violation related to ambient sound, regardless of time of day.

Sound enforcement is a process rife with frustration on the part of the enforcers, the enforced upon, and complainants. Business owners feel the current sound ordinance impedes their ability to play live music, as the ordinance doesn't adjust for ambient sound. Residents are frustrated by the lack of relief in being able to identify and mitigate the source of sound, especially when sound travels across water. Police are stymied by a difficult measurement process, which requires measurements from a complainant's location (at the receiving end). Data systems are unable to track frequent sound violators and there are no consequences against the venue itself. Meanwhile, even when a sound violation does reach legal processing, judges dismiss the case, making it a perceived "waste of time" to begin with.

GOALS AND OBJECTIVES

- ▣ **Create realistic sound standards** for businesses to abide including a sound level for A and C weights when in operation. This could apply to both indoor and outdoor venues.
- ▣ **Achieve a balance** of business operations with residential quality of life.
- ▣ **Ensure legal follow-through** for violations.
- ▣ **Designate Noise Control Officers to work under one agency**, and train them with sound meters as described in the ordinance.
- ▣ **Create data systems to track all complaints (not just sound)**, like 311, to track frequent violators and complainants.

BARRIERS

- ▣ **Sound travels across the water**, so residents as far as Anastasia Island and Davis Shores may be impacted by amplified music and other nighttime sound disturbances that originate in the downtown historic core.
- ▣ **Ambient sound on St. George Street** can sometimes be higher than the sound ordinance allows inside a business for amplified sound.
- ▣ **Process for Sound Readings:** It can take about 30 minutes to do a proper sound reading (after police retrieve their sound meters from the police station). One officer is deployed to where the complainant is located (at the property line) and another is deployed to venue where the source of the sound is suspected. The two officers coordinate identification of the venue based on the lyrics heard. But, the most common complaint is about bass sound, so the officer must go inside the home to take a reading.
- ▣ **Police are the only agency** certified to do sound measurement and enforcement. Code Enforcement Division plans to have officers certified, but it requires a Rutgers University expert to be paid to provide the class.
- ▣ **Sound ordinance:**
 - **Doesn't adjust for ambient sound** (when determining acceptable DB limit for businesses' amplified music).
 - **Measures sound from the complainant's/receiver's property line.** If a complainant is in e.g. Davis Shores, no visible sight line can be established for the source of the sound. The complainant must be willing to be listed in the report; they can't be anonymous.

- ▣ **Citation for the sound violation goes to the bar manager or bartender on duty.** There is no consequence to the actual venue, venue owner or landlord, even for frequent violations.
- ▣ **Legal Processing of Sound Violations:** Judges reportedly either drop the charges or waive the fine (so there are minimal consequences. Some police are frustrated, as sound enforcement is viewed by some as a “time waster.”
- ▣ **Data Collection Process for Sound Complaints:** Noise complaints compiled by police only show the dispatch location (to the complainant’s location), which doesn’t necessarily correlate to the originating source of the sound (e.g. business location).

IMPLEMENTATION

Steps

- ▣ **Review and upgrade sound ordinance:**
 - Enforce sound from the source of sound’s property line, as opposed to the receiver’s location.
 - Adjust for ambient sound based on the time of day or night. (Make allowances for businesses to operate music a certain # decibels above ambient.)
 - Create a procedure to set sound levels for social venues when they begin operations so that they are aware if they are in compliance or not.
- ▣ **Identify funding source to bring the Rutgers University** sound class to the Code Enforcement Division.
- ▣ **Move forward with plan to have Code Enforcement Division supplement police resources with sound enforcement at night.** The division will be able to issue a “code notice” which deems a property a nuisance after a certain number of violations.

STAKEHOLDERS

- ▣ Residents
- ▣ Social venues
- ▣ Police
- ▣ Code Enforcement Division

GOVERNANCE ANALYSIS: DETAILED SUMMARY

Management of Alcohol Licenses

In St Augustine, social venues are a large and important part of the tourist economy. Local government has tried to respond to this growth but has limited tools or consistent systems for oversight. Alcohol licensing is handled primarily by the State of Florida, with some local control related to hours of service. Local municipal code struggles to provide adequate and useful distinctions between bars and restaurants, and as such, business owners are incentivized to be less forthcoming with operating plans to obtain permissions without scrutiny.

Distinctions between a “Bar” and “Restaurant”

The chart below illustrates how the definitions of “bar” and “restaurant,” and the associated costs, can drive decisions by business owners who want to pay less money and avoid more scrutiny via a public hearing process. The definitions below are city defined, which differs somewhat from the state.

St. Augustine's Historic Core: “Bar” vs. “Restaurant”		
	“Bar”	“Restaurant”
Definition	Any place that serves/sells alcohol on-premise that is NOT a restaurant	Any place that sells, dispenses prepares and serves food, refreshments or beverages from a menu
State alcohol licenses allowed	2COP: \$300-400 4COP “Quota”: \$300,000-500,000	2COP: \$300-400 4COP “Quota” 4COP-SFS: \$20,000-30,000 If 150 occupancy; 2,500 sq. ft; 51% food sales
Alcohol Sales, Service, Consumption Ends	2:00 AM	2:00 AM
Live Music Allowed	Yes, with potential restrictions on amplified sound by PZB	Yes, potentially 24/hours (no mechanism to set hours of operation)
Use by Exception Permit	Yes	No
Planning & Zoning Board Review & Community Input	Yes	No
Conditions	Yes	No
Remediation & re-review if violations	Yes	No

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Perception of an Uneven Playing Field

Overall, there are systems in place that create what appears to be an uneven playing field from the standpoint of nightlife operators.

Restaurants in the historic core are not required to obtain a “use by exception” permit (as are bars), are exempt from a Planning and Zoning Board review and community input. There is little, if any, enforcement of the requirements regarding percentage of food sales versus alcohol. The state definition of restaurant does include a size requirement (minimum square footage), which potentially limits the development of smaller dining options. The cost of an alcohol license for a restaurant is substantially less than the cost of the same for a bar.

Consequently, there are a small number of “bars” in the downtown core, and those owners may feel as if they spent more money and time and have conditions placed on their licenses via the Planning and Zoning Board that others don’t have. Additionally, conditions are placed on a case by case basis based on a set of criteria, but the result is

inconsistency between similar businesses., and a lack of institutional memory, presumably by the Board members or staff. The lack of enforcement tools by City Departments means that neither bars nor restaurants are taken to task very often for violations.

It is our view that improving the definition of bars or restaurants is not likely to solve issues. What is more important is the mixture of people, alcohol, and other activities (eating, dancing, music, etc.). Risk factors increase over time, so regulation should not be as concerned with the definition of a venue, but how it handles these risk factors, particularly if a venue operates at night.

Government Tracking of Licensed Venues



Many businesses (non-hospitality) in the city open and operate without many touches to government. Not so with alcohol licensed establishments. However, RHI's process did not identify a robust, shared database accessible to different city agencies or a tracking system to be able to quickly review state alcohol licenses and local conditions for each business. The data may certainly be available, but improvement on its location and shareability is indicated.

Locally, the city requires a Business Tax Receipt, which indicates payment of the local business tax each year. Renewals are required annually. However, it was clear

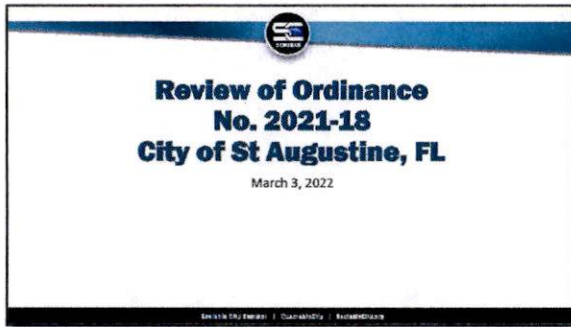
based on RHI's request for a list of businesses by type of alcohol license and operating conditions set locally or otherwise, that the city may not retain this information in an easily accessible manner. This fact implies a disconnect between departments that issue licenses (P&Z Board and also Tax Collector) and those that enforce code and conditions (Police and Code Enforcement).

The businesses themselves are often unclear on what they are expected to be doing (and not doing) and this flows directly from the lack of process at the City level.

Gaps in Enforcement and Compliance Tools

Alcoholic Beverages & Tobacco (ABT) is understaffed and not able to regularly monitor the venues they license. St. Johns County is part of a region with 8-10 counties and only about 8 officers. The police are therefore expected to enforce the businesses that operate at night, but they are understaffed and see code compliance as a lower priority compared to other safety concerns. There is a plan to staff up Code Enforcement in the City, and the City Manager has appointed the retired police chief to head up Code Enforcement and make necessary changes. Code Enforcement's work will benefit from a current list of businesses that have any type of city and state licenses, as well as any conditions that may have been placed on those licenses.





Proposed Legislation

City departments that handle only parts of the permit and licensing process are frustrated by the lack of tools to ensure compliance from businesses.

In recognition of this, local legislation was introduced in 2019 to provide those tools, including a local permit that provides operating conditions, and a scheme for code enforcement.

However, city staff unintentionally did not conduct what RHI would consider sufficient outreach to those impacted

businesses, and as such, an air of mistrust was created and uncovered through our work.

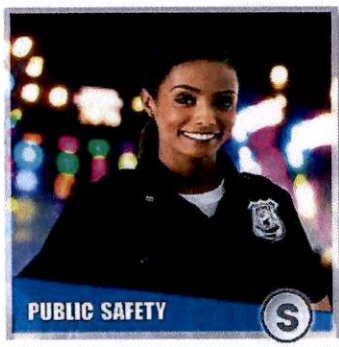
Additionally, COVID changed the landscape for many business owners, so the legislation also needed to be adapted to current issues and market forces post-COVID.

RHI convened impacted business owners on March 3, 2022 regarding the proposed legislation. With the help of the City Manager, those operators (now loosely organized) are working with the city on modifications to the ordinance in a timeframe that is deemed appropriate. In the meantime, Police and Code Enforcement respond to complaints regarding over-service and quality of life issues without much power to make change.

(For a summary of the March 2022 meeting, See APPENDIX II: VENUE LEGISLATION MEETING SUMMARY.)



CORE MEASURE 1: PUBLIC SAFETY



St. Augustine is notable for a positive view of the police expressed by diverse stakeholders interviewed for this project—from venue operators to community members. Officers out at night are described as “gracious, helpful, approachable, and highly responsive to calls.” They have a tourism-oriented approach with emphasis on customer service. The primary goal is to help visitors safely reunite with friends to get home safely. There is a disincentive to arrest people, given the time and resources required, which removes officers from the field.

However, there are too few officers out at night given the large number of downtown visitors. In part, this is due to the funding structure of the county and state (based on residential population, which has remained steady despite exponential growth in the county and a dramatic increase in visitors). The City has

struggled to fill positions dedicated to nightlife that are fully funded. Like police departments nationwide, the City is affected by a national hiring shortage of police officers.

Police have become the “catch all”—responsible for both crime and quality of life issues. Officers are deployed to monitor safety in four zones in the city; they are also responsible for providing event security (e.g. weddings, concerts), sound compliance/enforcement, addressing issues with the unsheltered, traffic control and nightlife safety. At any given time, there may be more officers working off-duty than on-duty, reducing ability to maintain zone integrity.

Desire was expressed for greater visibility of a safety presence downtown. In lieu of more police officers, other cities use a combination of safety ambassadors with other safety agencies to form an inter-agency collaboration deployed at night. These approaches are not currently being employed downtown. **Violent crime is rare**, but when incidents do occur downtown, they result in a void of safety presence in other city zones.

STRENGTHS	CHALLENGES
▣ Low crime rate (in 2020 it was at a 25-year low). ▣ Less fights at closing time since COVID began. ▣ Positive working relationship between police and sheriff's department. ▣ Joint inspections between police and ABT (1x/yr). ▣ Two new dedicated nighttime bike positions funded (will be nightlife liaisons), but not yet filled. ▣ Fire marshal does occupancy checks on holiday weekends (e.g. St. Patrick's Day, Bike Week). ▣ On-demand active shooter training available for venues, taught by police. ▣ Plans for Code Enforcement Division to supplement PD with sound enforcement. ▣ Real-time crime data monitored via security camera. ▣ Women Against Violent Encounters (WAVE) class taught by PD to high school and college students about staying safe at house parties and venues through situational awareness. This training will be introduced to Amphitheatre staff.	▣ Insufficient # of officers (4-5) deployed at night to downtown: 2 bikes, 1 foot, 1 car, 1 corporal.⁵ ▣ Booking process for arrests means an officer will be gone for 2hrs or potentially for the rest of the night. ▣ “Protective custody” process requires 2 staff monitors in jail or 1 at the hospital, per BAC. ▣ Gap in non-police safety presence at night. ▣ Events aren't meeting safety officer requirements but are proceeding anyway. ▣ Limited formal coordination between police and venue operators. ▣ Code Enforcement Division is complaint-driven. ▣ St. George St. generates 20% calls to service for FD. ▣ Environmental contributors impede safety: dim lighting; traffic congestion increases response time of emergency vehicles. ▣ Presence of homeless, transients and panhandlers downtown generate negative perceptions of safety.

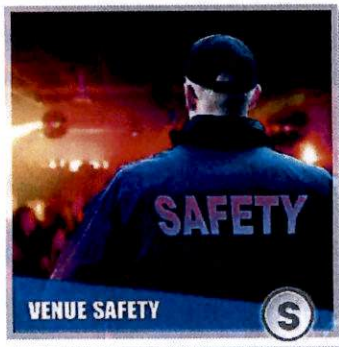
⁵ 1 foot officer deployed during the day Tues-Sat 5pm-1am; 2 bike officers deployed Thu-Sat 3pm-3am and Sun-Wed 12pm-12am; 1 corporal for supervision (when available); 1 patrol car officer for zone 1 (i.e. not dedicated to Downtown). Depending on sick time, PTO, etc., there may be only one officer out past 12am downtown.

Public Safety Models to Consider

This section outlines challenges that were identified during roundtable discussions, but were not prioritized for the action plan. Here are resources and models that may be considered to address these challenges.

Topic	Challenge in St. Augustine	Resources and Models to Consider
Difficulty Filling Open Nightlife Police Positions	There are two dedicated bike positions funded in the PD, but they're not yet filled. The vision is to have these officers serve as a liaison to the community and a consistent contact for venues. Officers report that nighttime downtown positions are undesirable positions due to the perception that they will have to be "the transient police" and have to "break up bar fights."	Nightlife district assignment should be considered a "special assignment" within the department's policy and procedures. This designation and the additional opportunities for leadership development, career enhancement and training offers the opportunity to expand the pool of candidates. Incentives for Hiring & Broadening Candidate Pool: ▣ Training opportunities associated with their position ▣ Opportunities to serve on citywide teams ▣ Key roles in planning and program development ▣ Leadership roles that broaden their career advancement ▣ Specialty assignment pay ▣ Assignment rotation timelines Washington, DC; Virginia Beach, VA; Charlotte and Raleigh, NC: Nightlife district officers get priority for motorcycle and bicycle training, which is key to effective deployment. More Tips Available in the free publication, <i>Public Safety and Policing in Nightlife Districts</i> authored by RHI and Former Charleston PD Chief Gregory Mullen. Access PDF: www.sociablecity.org/sociable-city-resources/public-safety-and-policing-in-nightlife-districts-2018
Gap in Safety Visibility, Especially Non-Police Presence at Night	No other eyes on the street regularly out at night besides police (no safety ambassadors, no other city departments). ABT is understaffed and is not able to regularly monitor venues they license. (St. Johns County is part of a region with 8-10 counties and only 8 officers).	INTER-AGENCY TEAMS Public Safety Teams facilitate a holistic process to assess and intervene with public safety challenges in nightlife districts with a continuum of compliance and enforcement agencies. A policy team meets to discuss collective issues and concerns, then a field team conducts joint monitoring and inspections. The purpose is to work first with venue operators to gain voluntary compliance and remedy concerns. Composition: police, fire, code enforcement, parking enforcement, health department, planning, transportation, ABT control and legal, elected officials, Night Mayor. Examples: Seattle, WA's Joint Enforcement Team (JET); Edmonton, AB's Public Safety Compliance Team. SAFETY AMBASSADORS Safety ambassadors provide a consistent presence of natural surveillance to supplement police as a deterrent to crime and assist with visitor inquiries. Examples: Santa Cruz, CA; Norfolk, VA; Milwaukee, WI

CORE MEASURE 2: VENUE SAFETY



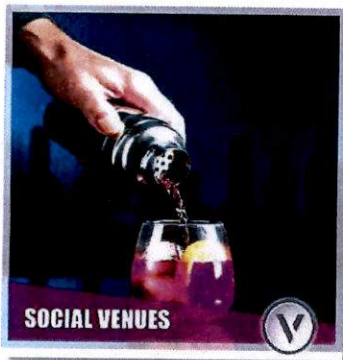
Downtown St. Augustine is generally a safe community to go out at night to socialize. Violent crime is rare in/around social venues. Venue operators engaged in this process have expressed a willingness to step up to help make the community safer. Some businesses have excellent approaches to manage crowds and public safety and can serve as a model for other businesses. Yet standards for safety and service are inconsistent due to lack of standardization for door security and server training.

The lack of formal organization among venue operators poses a challenge to improved coordination with the City. Government employees are stymied by not knowing how to reach a central contact who can serve as a unifying voice to the rest of the industry. There are several City initiatives underway in which hospitality industry input is sought.

Another type of “social venue” is wedding venues. A major industry in the city, wedding guests comprise a significant portion of patrons at downtown nightlife venues. Some have been described as disruptive and entitled, demanding entry or service of alcohol despite being already intoxicated. Operators report that wedding parties try to take over an entire venue for their after-party, but many venue operators resist due to concerns about disruptive behavior.

STRENGTHS	CHALLENGES
▣ Overall, social venues are safe environments, where violence is rare. ▣ Quarterly staff trainings: Some venues host mandatory Alcohol to Clients training (thru FRLA). ▣ Security Cameras: Some venues have security cameras, which are accessible to police. ▣ Best Practices Guide drafted for venues (needs to be finalized and vetted by industry representatives). ▣ Venue staff have a positive relationship with police on-duty at night. ▣ Informal communication with police: venue security flash a light to summon them for help. ▣ FRLA a resource for venues to help produce resources and host a phone group. ▣ St. Augustine Amphitheatre represents the highest level of security protocols for licensed security, security to patron ratios, etc. Potential model that could be used on a smaller scale for downtown venues.	Challenges for Dining & Entertainment Venues ▣ Labor Shortage: Difficult to recruit enough employees. Parking cited as a barrier to hiring. ▣ Employee safety at night: when employees need to walk to cars carrying cash tips. ▣ No clear best practices for security or servers. ▣ Sound Ordinance cited as a challenge to providing live and amplified music downtown. ▣ Fake IDs from underage customers. ▣ Open Containers: Patrons try to enter and leave venues with open containers. ▣ Pre-loading/“Gaming”: People drink throughout the day at hotels, airbnbs, b&bs, weddings, boats, cruises—prior to going out to venues. ▣ Gap in formal association & communication. ▣ Concern re: insufficient police presence at night. ▣ Business owners liable for security incidents, unless they use a licensed security company. Concerns re: Venues from Patrons, Police, City ▣ Over-service; server training not required. ▣ Some servers reportedly drink on the job. ▣ Gap in Consistent Door Security: Usually just Fri, Sat nights and holiday weekends. ▣ Gap in posted signage about code of conduct, sexual violence policy, consent, etc. ▣ No training required for security staff; some involved in physical assault of patrons.

CORE MEASURE 3: SOCIAL VENUES



St. Augustine is a destination with numerous assets. Heralded a dining destination full of culinary delights, the city hosts annual events like Nights of Lights and the Fourth of July, which have grown exponentially in popularity. Historic architecture and heritage sites make it a year-round destination for visitors and wedding parties. Upwards of 35% of tourists have been to the city more than 10 times (TDC, 2019). Many restaurants and bars offer live entertainment throughout the week. **While visitors are charmed by the City, residents seem disenchanted.**

There is a chasm of disconnect between the local community and the dining and entertainment assets of downtown. “Locals don’t go downtown” is a popular refrain. The live music performed has limited connection to the local culture, due to the preference for “crowd pleasers” like top 40 cover bands that appeal to

visitors.

Original music is difficult to find, in part because of the lack of vocal support or demand for it from locals. Talent may be educated locally, but then move on to other cities where they will be more valued. There are notable opportunities for local bands to be showcased, but these are exceptions to the rule. One roundtable participant noted, “In the 90s, we catered to locals and put up with tourists. Now we’re a town that caters to tourists and puts up with locals.”

The City’s Lincolnville neighborhood once hosted numerous live music venues that were part of the Chitlin’ Circuit, where African American artists came to perform during the time of racial segregation. Gentrification have since erased the existence of such rich history from the collective memory of the City, though it is still preserved in photographs and displays at the Lincolnville Museum & Cultural Center.

STRENGTHS	CHALLENGES
▣ Fine dining and foodie destination. ▣ Live music offered throughout week, day & night. ▣ Colonial Oak and Amphitheatre are dedicated performance venues for bands and comedy. ▣ Heritage tourism for tours of the Fort, night tours. ▣ Arts & culture: museums, galleries, opera, ballet. ▣ Natural assets: boat tours, beach nearby. ▣ Annual events and festivals e.g. Nights of Lights, 4th of July, Music in the Plaza draw visitors. ▣ Sing Out Loud Festival: National acts and local bands perform in different venues in the City. ▣ Fort Mose Festival, Blues Festival, Porch Fest and Jazz at the Excelsior Music Series showcase diverse local, regional and national talent and celebrate the history of the city’s diversity, attracting a diverse audience. ▣ St. Augustine Tonight Show showcases local bands on TV to a live audience (YouTube). ▣ Underwire Collective showcases talent by POC and sub-genres in a DIY house party network. ▣ Special Events Committee Meetings every Wednesday to review city-sponsored events and private events on city property.	▣ “Locals avoid going downtown,” especially on weekends and during events due to crowds. ▣ POC and LGBT+ have limited representation in downtown patronage and business ownership. ▣ Tourist-Oriented Music: Cover bands play mainstream hits; original music is hard to find. ▣ Lack of diversity in performers and music genres. ▣ No clear music signature for the City. ▣ Exodus of creative talent due to low wages paid and perception that musicians aren’t valued. ▣ Confusion about whether restaurants can legally charge cover fees for ticketed events (contributing to low wages paid to performers). ▣ Limited # of dedicated live music venues (most are restaurants and bars where bands perform). ▣ Gap in Loading Zones for Musicians: bands have been ticketed and harassed while unloading. ▣ Large # of events overwhelm city’s resources, especially for off-duty officers for security. ▣ No central calendar with all events (both those permitted by City AND private events e.g. weddings, concerts, church events) to help City coordinate resources.

CORE MEASURE 4: PUBLIC SPACE



Popular destinations for public space such as St. George Street are congested, while other public spaces and parks are under-utilized e.g. North City and Uptown. The street (and public space) itself has become a destination for people watching.

Due to the temperate climate, St. Augustine already had ample opportunities for outdoor dining (pre-COVID). With the exception of specific development projects e.g. River and Fort, there was no need to reconfigure entire streets for an Active Streets program.

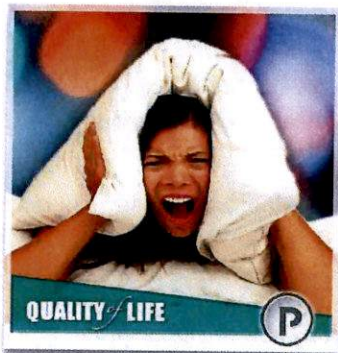
Roundtable participants cited the presence of unsheltered, transients and panhandlers as a significant challenge. In 2021, 1,348 people in the county were identified as homeless when requesting assistance from the Care Connect Information Network.⁶ St.

Augustine has become a destination for transients and panhandlers (not the same as unsheltered) due to the warm climate and culture of giving. Each population has unique services needs and strategies. Though most are peaceful, some contribute to negative perceptions of safety, especially for women, when drinking in public. This is a complex, challenging issues with no easy solutions.

STRENGTHS	CHALLENGES
Street Activation - Walking around downtown is an experience in of itself (St. George Street has become a venue). - Ample outdoor dining options. - River and Fort Complex: allows a parklet for outdoor dining adjacent to the sidewalk. - Street Performer Ordinance addressed nuisance activities e.g. stopped traffic, no retail visitors. Addressing Homeless, Transients, Panhandlers - Mostly peaceful, non-aggressive unsheltered and transient population; crime is rare among them. - Homeless Outreach Officers (2 budgeted; just 1 now) deployed Mon-Fri 8am-5pm to connect unsheltered with social services and housing, arrange reunions with family and pay for bus. - Continuum of Care: Community of stakeholders united to end homelessness. Flagler Hospital is the lead agency to coordinate services. - HUD funds Homeless Programs e.g. St. Francis House, street outreach, shelter, rapid rehousing, Betty Griffin, ESH (housing). - Camping Ordinance: Police enforce a camping ordinance 10pm-6am to prevent sleeping downtown. - Panhandling Ordinance Exists: Passed in 2018 and at the time heralded as a model for other cities in Florida, the ordinance bans panhandling via time, place and manner restrictions. - Cold Weather Shelters by Churches: Provide safe places for unsheltered to sleep when temp is <40°. (Potential resource year-round.)	Street Activation and Public Space Uses - Popular Public Space Destinations are congested (i.e. St. George Street). - Under-Utilized Public Spaces: Lack of awareness and wayfinding to direct visitors to Uptown, North City, Fort Mose and Francis Field. - Street performers: Currently banned from within 50' of St. George or Hypolita St. But, if managed well, could serve as positive activation in under-used areas. - Mobile vendors sell timeshares, knickknacks. - Open containers consumed downtown: People are seen drinking from glassware, beer bottles, and champagne bottles; litter is left on the streets. Presence of Homeless, Transients, Panhandlers - Nuisance Activities: Drinking from open containers, trespassing and behaving in lewd ways. Some accost passersby. - Visitors give to panhandlers, incentivizing their presence. Social service agencies clarify that most panhandlers are not unsheltered. - Lack of awareness among residents, venue operators about social services' programs and current initiatives to address homelessness. - Police are limited in their ability to address unsheltered, transients due to constitutional rights. - Police can't enforce camping ordinance if 8 beds at St. Francis House are full or if homeless are laying down in plaza and market but not sleeping. - Effectiveness of panhandling ordinance in question. - Gap in permanent supportive housing.

⁶ Flagler Hospital serves as the Continuum of Care Lead Agency, which operates the Homeless Management Information System a.k.a. Care Connect Information Network, utilized by over 100 partner agencies.

CORE MEASURE 5: QUALITY OF LIFE



Priorities for “quality of life” are divided into two main groups: residents and businesses (the latter encompassing employee and visitor needs). This challenging dynamic has made it difficult to achieve balance and peaceful coexistence.

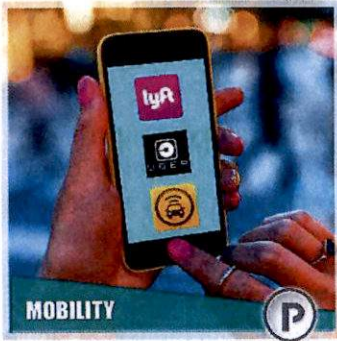
The influx of tourism has led to a significant decline in the quality of life of residents, who chose to live in St. Augustine for its many assets—historic beauty, excellent dining, mild weather, special events etc. The changes in the resident population (prioritizing short-term rentals) has driven housing prices up, making it unaffordable to live downtown and even the city. Many residents expressed frustration at having lost their downtown to tourists. Short-term rentals comprise 10% (630 residences mostly on Water Street and Lincolnville) of the 6,600 single family residences in the city.

Residents are impacted by the social economy in numerous ways—their yards are littered with bio-waste and alcohol containers, they have difficulty parking, and sound from a variety of sources keep them from achieving quality sleep. The more that long-term residents feel disconnected from their community, the more likely they are to convert their house into a short-term rental and live somewhere else, perpetuating the cycle of rising costs.

Yet business owners also have quality of life needs to assure the comfort and safety of their employees, patrons and visitors. For them, the presence of unsheltered and transient populations is of highest concern, as well as finding safe parking for employees. Limited wayfinding to public restrooms at night contributes to biowaste at closing time.

Strengths	Challenges
▣ Small, but passionate base of long-term residents. ▣ St. Augustine is Florida’s first “Compassionate City.” ▣ Flagler College has a Town & Gown Committee that meets quarterly on parking, sound, and other issues. ▣ Student engagement in the community through programs like Dining with Dignity. ▣ Student-related issues reduced since COVID-19 (less house parties, so less disturbances). ▣ Public restrooms are well lit (inside) and clean. ▣ Sound ordinance is fairly robust: contains both A and C weighted measures, uses measurements in relation to ambient sound, and requires ANSI standards be used when measuring sound. But, this tool is not being used as well as it could be.	For Residents ▣ Inability to access social amenities and events downtown due to traffic, difficulty finding parking, long wait times, lack of reservations, etc. ▣ Loss of community due to changes in resident pop. ▣ Short-term rentals in proximity to downtown create parking impacts, sound disturbances from parties. ▣ Gentrification: Loss of historically African American community in Lincolnville. ▣ Disconnect between Downtown and people of color, who mostly live in West Augustine. ▣ Influx of tourism negatively impacts residents’ quality of life. ▣ Bio-waste (vomit, urination) in neighbors’ yards. ▣ Litter in yards: empty alcohol containers, glassware. ▣ Sources of Sound: Music from venues, people walking, engine revving and loud stereos on trucks. ▣ Water transmits sound: Sound carries miles away. For Businesses, Employees and Visitors ▣ Presence of unsheltered, transients, panhandlers, especially if drinking, as they become more aggressive. ▣ Bio-waste in front of businesses (vomit, urination), requiring extra clean-up services by the City. ▣ No access to public restrooms > 10pm. ▣ Wayfinding to public restrooms difficult; dark paths. ▣ Men (esp. transients) using women’s restrooms (public and private). ▣ Limited space for trash from commercial uses.

CORE MEASURE 6: MOBILITY



Part of the charm and historic authenticity of downtown is the Spanish colonial design. Highly walkable and compact, downtown was designed with European standards. Yet the city has evolved in America, where car culture reigns supreme. Few resident amenities are in walking distance (e.g. grocery store, pharmacy), making cars a necessity.

Different modes of transport are competing for limited space: cars, trolleys, horses and carriages, buses, shuttles, commercial delivery trucks, ride-share services, food delivery/takeout, bikes, musicians and emergency vehicles. Diverse users need access to downtown at different times of day: visitors, residents, employees and students. This has led to an increase in traffic and frustration as different entities try

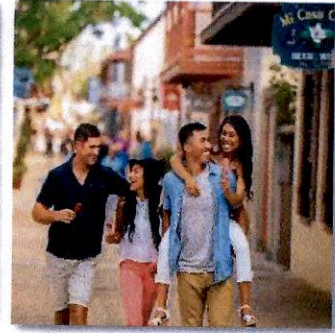
to park, load/unload and move throughout the city.

Parking is a contentious challenge. Employers say parking (cost, supply, safety) is a barrier to hiring more workers. When garages and lots fill up at employees' start of shift, they find DIY places to park: in neighborhoods, on side streets and in "hidey holes." Residents are frustrated by employees and patrons parking in front of homes, but push back against construction of new lots. Employees' parking tickets may cost as much as the money they made that day.

Rideshare services (e.g. Uber, Lyft) are a key mode of transport for nightlife patrons, especially at closing time. Yet there are no current systems of coordination or designated locations for pick-up and drop-off. Narrow roads lead to traffic congestion from cars, delays in pick-up and pedestrian safety challenges when accessing vehicles. The longer crowds linger, the more opportunities for fights and sound disturbances to occur. Clearing the district quickly and efficiently will aid in both traffic congestion and public safety.

Strengths	Challenges
▣ Walkable, dense downtown. ▣ Tourism-oriented transport: trolleys, horses & carriages. ▣ Micro-Transit Options: Pedicabs, quads, bikeshare, etc. ▣ Scooters being explored (but city is concerned about dockless scooters being littered on narrow sidewalks). ▣ Water taxis ("scenic shuttles) and boats are assets to be explored for hydraulic mobility. ▣ Some employers provide escorts to female employees back to parked cars. ▣ Police provide traffic control to help nightlife patrons safely cross A1A to access Fort Parking Lot. ▣ Multi-Modal Mobility Vision Plan of 2017 formally adopted by the city and will begin implementation. ▣ Park Once plan exists to provide access from the periphery to the core in the future. ▣ Circulator planned for downtown workforce (but will end at 10:00 p.m.—before hospitality employees end work). ▣ Monthly Parking Pass for employees is \$30/month. ▣ Free Park and Ride Shuttle during Nights of Lights: City transports passengers between 11am-11pm to/from downtown to remote parking locations. ▣ Lighting improvements underway and are planned.	▣ Limited space or coordination of modes of transport. ▣ Increase in traffic to/from downtown day and night. ▣ ADA accessibility standards difficult to adhere to. ▣ Street upkeep difficult due to historic infrastructure. ▣ "Last Mile" Access to Downtown. ▣ Pedestrian safety risks: Walking on narrow streets shared by cars; crossing A1A to Fort Parking Lot at closing time; trying to find ride-share vehicles. ▣ Upgrades to lighting and wayfinding require historic preservation review and approval process. ▣ Parking supply is limited (1,571 parking spots). ▣ Parking Spillover: employees, patrons, visitors park in neighborhoods when lots, garages are full. ▣ Rideshare services operate without coordination or designated pick-up locations, causing pick-up delays and traffic congestion. ▣ Emergency vehicles cannot access key locations due to traffic congestion at night. ▣ Safety concerns for employees returning to cars after closing time (i.e. 2:30 a.m.) carrying cash tips. ▣ 79% increase in DUIs (84 total) as of July 2019 compared to July 2018 (per Police Dept).

APPENDIX I: WOMEN'S PERSPECTIVE ON THE SOCIAL ECONOMY



Photos provided by FloridasHistoricCoast.com

There is a growing movement to integrate the perspective of women into downtown planning. RHI used this critical lens to analyze St. Augustine's downtown social economy through insights generated by a focus group among women of different ages and life stages.

Social Venues

St. Augustine has a variety of social assets downtown. Among the attractions ranked as “excellent” by the women's focus group include high quality food and beverage, engagement with art and the “street as a venue” (where walking downtown is the attraction, especially on St. George Street). Events, festivals and sporting events (e.g. hosted by Flagler College) are key attractions, which draw a wide range of ages and life stages. Colonial Oak is particularly family friendly. Downtown has room for improvement in social options after 10:00 p.m. that appeal to a 30+ mature audience.



entertainment.)

Downtown has room for improvement in social options after 10:00 p.m. that appeal to a 30+ audience by offering low-key, quiet lounge-type spaces and more experiential nightlife (where the focus isn't on alcohol consumption as

Diversity, Equity and Inclusion

The City of St. Augustine has a complicated dynamic with current and historical diversity, equity and inclusion. There is a notable lack of racial and ethnic diversity in pedestrians, patrons and owners of social venues downtown. Musical diversity is limited, with few venues playing either recorded or live Latin music in Spanish or hip-hop. Similarly, there are no LGBT+ social venues, though there are a few rainbow flags flown from buildings. Wedding planners noted that while they do have diverse wedding parties, there are few social spaces where e.g. African Americans or LGBT+ community members would feel comfortable bringing their post-wedding “after party” downtown.

Part of the journey to making social spaces more diverse, inclusive and equitable will be to acknowledge stigmas and conscientiously work to provide greater opportunities for healing, training and diverse entrepreneurship.



Public Safety

Women are often a key barometer of safety. In fact, social preferences by women often coincide with best practices for safety in nightlife venues and social districts. Women make a series of decisions prior to going out and while they're in a social district at night to monitor and maintain their personal safety. From planning how to arrive and safely return home after a night out to constant vigilance while on foot, female patrons are noted for their conscientious diligence in safety.

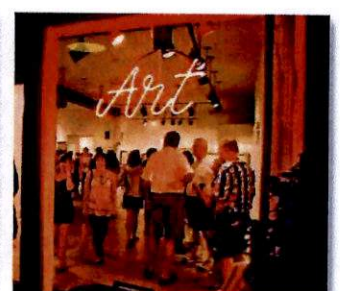
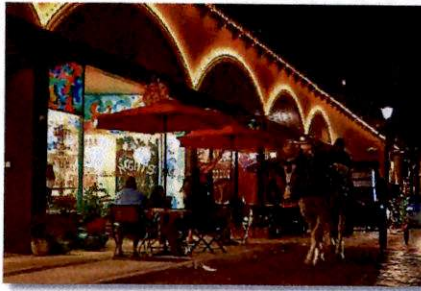


The physical environment of a downtown social district has a large impact on whether women feel safe at night. Environmental cues such as good lighting, cleanliness and presence of multi-generational eyes on the street contribute to a positive perception of safety. Areas that women's focus group participants felt safest were: Plaza, Bayfront, St. George St and Hypolita St. However, participants commented that they intentionally avoid areas that are consistently dark and are intimidated by groups of unsheltered, transients and panhandlers, especially if they are drinking in public.

Venue Safety

A variety of factors were discussed about what makes women feel safe within nightlife and hospitality venues. Among ambience and design preferences are factors that facilitate social interaction, including lower music volume so patrons can have a conversation and lounge-oriented seating. Bathroom cleanliness and well-lit passageways are critical to a safe, comfortable social experience. Cues that an environment may be unsafe or facilitate inappropriate behavior are when rowdiness is tolerated, when intoxicated people are allowed entry and served more alcohol, and where staff are seen drinking on the job.





Photos provided by FloridasHistoricCoast.com

Ranking of Social Experiences in Downtown St. Augustine

	Poor	Ok	Excellent
High Quality F&B			X
Experiential social venues & competitive socializing	X		
Gamification (Arcade bars, board game cafes)	X		
Engagement w Art			X
Social Dancing	X		
Comedy & Improv		X (Colonial Oak)	
Street as a Venue (Walking around is the experience)			X

Social Offerings Downtown

Participants agreed that downtown does offer unique social options for a wide range of ages, yet there is an opportunity to expand offerings to broader, more diverse markets.

Strengths	Gaps and Challenges
■ Compact and walkable ■ Variety of restaurants ■ Always something going on. ■ Sporting events (Flagler College's sporting events are free for residents). ■ Colonial Oak in particular is family friendly and senior-friendly ■ Feels safe, especially in the presence of families. ■ Events and festivals e.g. Porch Fest, Blues Fest, Fort Mose, Jazz Fest, 1st Friday Art Walk, ■ Art galleries ■ Lectures on historical topics (hosted by Flagler College)	■ Social options after 10:00 p.m. for 30+ audience ■ Dance opportunities ■ LGBT+ spaces/bars/clubs ■ Diversity of patrons' race and ethnicity in social venues ■ Diversity of music styles ■ Low-key, quiet lounge atmosphere ■ Distinct music signature ■ Music venues you can pop into (not ticketed) ■ Highlighting local Florida folk singer Gamble Rogers ■ Showcasing civil rights history of the city ■ Black history and music tours ■ Opportunities for POC to connect and socialize ■ Lack of social options for LGBT+ community, especially after weddings take place. ■ Limited marketing of blues concerts, jazz events and other events that would draw a broader audience.



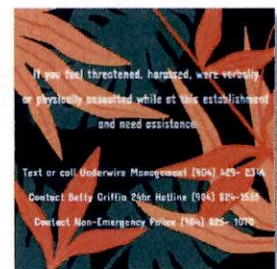
Women's Insights on Venue Safety & Public Safety in the Social Economy

Women are often a key barometer of safety. In fact, social preferences by women often coincide with best practices for safety in nightlife venues and social districts. The physical environment of a downtown social district has a large impact on whether women feel safe at night. Environmental cues such as good lighting, cleanliness and presence of uniformed ambassadors contribute to a positive perception of safety.

What makes women feel safe and comfortable	What makes women feel unsafe and uncomfortable?
INSIDE NIGHTLIFE VENUES ■ Security staff don't let drunk people in. ■ Staff actively manages unruly, unsafe patrons to remove them from the venue. ■ Zero tolerance for patrons who are rude to people based on sexual orientation, race or ethnicity. ■ Servers cut off people who are intoxicated. ■ Restrooms are well lit and clean. ■ Venue is clean. ■ Signs in the bathroom e.g. "If you feel unsafe, who to contact."	INSIDE NIGHTLIFE VENUES ■ Too crowded and loud. ■ Server continues to serve visibly intoxicated people ■ Servers who drink on the job. ■ Dark pathways to the restrooms ■ Unclean restroom. ■ Hidey holes and alcoves where people can corner you.
IN THE SOCIAL DISTRICT ■ Well lit streets ■ Eyes on the street (but not too many people) ■ Police monitoring parking lots. ■ Quick response time and follow-up from police. ■ Safe places: Plaza, Bayfront, St. George, Hypolita St	IN THE SOCIAL DISTRICT ■ Homeless and transient men using women's restrooms. ■ Catcalling and accosting men. ■ Presence of homeless and transients drinking (tend to be more aggressive). ■ Dark areas, streets, parking lots.

Safety Resources for Women

- **Women Against Violent Encounters (WAVE)** class taught by PD to high school and college students about staying safe at house parties and venues through situational awareness.
- **Bathroom posters in DIY house party network**, Underwire Collective (see right).



APPENDIX II: VENUE LEGISLATION MEETING SUMMARY

Thursday, March 3, 2022 at 3:00-5:00 p.m. EST

Location: Roosevelt Room



City Manager John Regan addresses meeting participants.

Overview

City Manager John Regan was invited by the Responsible Hospitality Institute (RHI) to address a group of thirty-three (33) people on Thursday, March 3, 2022 between 3:00-5:00 p.m. at the Roosevelt Room to discuss proposed ordinance No 2021-18 regarding an Extended Hours Premises Permit.

The meeting was convened by RHI, which was conducting roundtable focus groups on-site in St. Augustine during the week of February 28-March 2, 2022. *This meeting was not an official part of RHI's Sociable City Assessment but was provided as an add-on to the project's scope, after RHI learned of the existence of the ordinance when the project began in 2021.*

Regan reported that this was the first time he had addressed a group of this size since the COVID-19 pandemic had begun. Participants were comprised of venue owners, operators, staff and property owners of bars, restaurants, and other venues that serve alcohol, which would be affected by the proposed ordinance. Regan reviewed and elaborated on the PowerPoint slide summary produced by RHI to explain the ordinance's key components.

This summary outlines the key discussion points, concerns raised, and requested amendments to be considered to the ordinance.

Attendee List: https://sociablecity.info/st_augustine/venue_ordinance/attendees.xlsx

Ordinance Contents

RHI produced a summary of the ordinance's contents in PowerPoint.

Presentation Slides: https://sociablecity.info/st_augustine/venue_ordinance/slides.pdf

Next Steps

Regan suggested that there be a charette to allow opportunity for industry engagement and revisions to the ordinance. He requested that the hospitality industry select (or elect by vote) seven (7) representatives to be part of the charette as a working group.

Background on Why the Ordinance was Drafted

Attendees asked City Manager Regan to explain why the ordinance was drafted and what the goals are. Regan stated the goal is to “create a safe, vibrant nightlife with consistent adherence to industry best practices, and for economic prosperity.” He said the ordinance’s goal is to have a mechanism to steer the direction of nightlife in the city and to create a level playing field, regardless of state alcohol license.

Regan elaborated that the City was motivated by the following trends:

- **National and International Trends**
 - Shift to food and beverage (F&B) establishments instead of retail
 - U.S. is over-built on retail space than for F&B
 - Cultural shift to buy online for retail goods; spending has increased for F&B
- **Downtown Trends**
 - Increase in violent crime. There was concern that it may have been part of a trend.
- **Research**
 - Conducted research on other cities with regulatory schemes for nightlife venues e.g. West Palm Beach, FL.
 - Attended RHI’s 2020 Sociable City Summit in Seattle, where Barry Fox and Nancy Sikes-Kline learned about how cities manage their nightlife.

Timeline for Ordinance’s Development

- **Late 2020:** Drafting of the ordinance began.
- **August 2021:** Ordinance was introduced with a “first reading.”
- **2021:** Ordinance was paused to allow for industry outreach and possible amendments.
- **TBD:** Ordinance will be considered for a “second read.”

Reason for the Pause

Regan said the ordinance was paused because it would have been inappropriate to have a new ordinance during the start of the COVID-19 pandemic due to the focus on business survival. There was no opportunity to conduct an in-person engagement process during this time. He commented that the work to be done prior to the second reading is critical for making updates and amendments.

Does the City have a Desired Timeframe for the Second Reading?

Concern was expressed about whether a second reading was being rushed due to upcoming elections or the proposed state law that would require an economic impact study. Regan responded that he’s willing to take the time necessary to do a proper rewrite with venue engagement. He also said he wasn’t concerned about the state law requiring an economic impact study of new local ordinances.

Audience Response

Participants commented that the ordinance seemed to have been written from an enforcement point of view, rather than from a business operations point of view. Some attendees suggested that the process be started over to rewrite the ordinance from scratch. They also suggested that they wait for the results of RHI’s study. Regan suggested that the group move forward with revisions and updates, and that this could be done concurrently with development of RHI’s summary.

Concerns Raised by the Hospitality Industry

Representatives of the hospitality industry raised the following concerns about the ordinance and about downtown’s social economy:

- **Labor shortages:** Many businesses are unable to hire sufficient staff to be fully operational. There are concerns about the cost and ability to hire a security guard.

- **Business Hours Reduced:** Some businesses are closed two days/week or close early due to lack of employees.
- **Security at the Door Sending a Negative Perception about Safety:** What if the very presence of security personnel signals to patrons that an establishment is not safe?
- **Presence of Unsheltered and Transient Populations on the Street:** There was a discussion of the how unsheltered and transient populations affect perceptions of downtown, and how social services can be better connected to those in need.
- **Open Containers:** Participants commented that they have seen open containers being consumed by people walking on the street, as well as empty containers littered throughout downtown. They commented that they can only police “inside their venues” but not outside.
- **Sound Ordinance:** Concerns were brought up about the current sound ordinance impacting venues’ livelihood. It was suggested that the sound ordinance be recrafted to adjust for ambient sound. There was also discussion of setting up a special magistrate process for sound violations.
- **Cleanliness and Maintenance:** Participants requested that this ordinance be part of a full package that includes upgraded lighting, sidewalk maintenance and cleanliness.

Updates to the Ordinance

- **11pm to 12am:** Anywhere in which the time was originally noted as 11:00 p.m. in the original ordinance will be changed to 12:00 a.m. (midnight), per Regan.

Q&A Discussion

This section captures the main topic areas during Q&A discussion.

Intentions

- **Is there an intention to treat everyone the same, regardless of their state alcohol license?**
 - Yes, the qualifying criteria are having a state alcohol license (of any type) and serving alcohol after midnight.

Minimum Thresholds to Trigger the Ordinance

- **How many days out of the year must a venue operate** (i.e. serving alcohol after midnight) to trigger the ordinance?
- **Do special events count, like Halloween and St. Patrick’s Day?** What if a business only wants to do this on a few nights?

Ordinance Fee and Renewal

- **Fee:** Regan commented that he was considering a fee of \$250 but is willing to consider a different amount.
- **Renewal period:** It was suggested that renewal be for a longer period of time than one year, unless ownership changes.
- **Rules re: transfer of ownership:** Would this require a new permit?
- **Can the regulatory model used by ASCAP and BMI** be used as a model for determining the ordinance’s fee (on a sliding scale)?

Venue Occupancy

- **Is there a minimum occupancy** that triggers the security staff requirement? What if you have less than 150-person occupancy but stay open past midnight?
- **What if you have slightly more than a 150-person occupancy** (e.g. 155 people)? Would you have to hire a second security guard? Would anyone be counting occupancy to confirm the security to patron ratio?
- **What if a large wedding party shows up at midnight on a weekday** e.g. Tuesday night. Would a business have to provide security?

Security

- **What qualifies as a legitimate “security” guard?**
 - Can the designated “security” staff be someone already on staff e.g. manager, server?
 - Do they need to be licensed?

- Do they need to wear a uniform? What counts as a uniform?
 - Should they be armed? (Regan made a point to say that it would not be ideal for security to be armed.)
- **Badge:** Regan commented he didn't like the language around "badge." This may need to be updated to a particular style shirt labeled with e.g. "security."

Sound and Music

- **Do businesses have to stop playing music at midnight?**
 - No, but "businesses have to have proper controls," per Regan.
- **What about businesses that have the majority of their operations take place outside?**
 - Doesn't that mean that they would not be allowed to have music after midnight if windows and doors have to be closed at 12am?

Tables and Chairs

- **What if you have a special event e.g. costume contest on Halloween:** Can tables and chairs be moved out for patron safety?

Food Service

- **Menu:** Clarify what "full menu" means.

Compliance and Enforcement

- **What does it look like if you commit a crime under this ordinance?**
 - Regan corrected that it would not be a criminal offense, but rather, a civil penalty.
- **Who would enforce this ordinance?**
 - Code Enforcement department, which is being supplemented with additional staff to provide services into the night.

Incentives for Compliance

- **What would be rewards and incentives for venues that serve alcohol?**
 - Instead of just penalties, what carrots would the industry like to balance out the "sticks"?

APPENDIX III: IMPACT OF CLIMATE CHANGE ON THE SOCIAL ECONOMY

RHI interviewed Jessica Beach, St. Augustine's Chief Resilience Officer in February & March 2022, about the impact of climate change and sea level rise on the social economy and heritage tourism.

Precedent for Extreme Weather Events

Like many coastal communities in Florida, the state is considered "America's 'ground zero' for climate change, global warming and sea level rise, because 'the majority of its population and economy is concentrated along low-elevation oceanfront.'" (Wikipedia, 2022).

St. Augustine has experienced a series of extreme weather events, including Hurricane Matthew in 2016 and Hurricane Irma in 2017. On November 4, 2021, an unnamed storm or event equivalent to Hurricane Dorian's level of flooding (due to a combination of rainfall coinciding with a king tide and 30+ mph Nor'easter) resulted in citywide flooding.

Risks to Downtown's Historic Core

Per a study co-published by *The Guardian* and *Adapt*, a climate change publication from WJCT Public Media in Jacksonville, Florida: "Properties in the city's historic districts are overwhelmingly at risk of flooding: 76% of land parcels are expected to be underwater during a 100-year flood" (Rivers, 2020). Jessica Beach defines a 100-year flood as "a flood event that has a 1 in 100 chance (1% probability) of being equaled or exceeded in any given year." "And though historic districts make up just 7% of the land area in St Augustine—less than a square mile—more than a quarter of the city's population lives in them." (Rivers, 2020).

Impacts to the Social Economy

The risk of extreme weather events is an existential threat to the future sustainability of downtown.

The November 2021 compound flooding concretely demonstrated the impacts to the social economy:

Mobility	Roads and bridges were closed or flooded, making it difficult to access the historic district. The City functioned on emergency access only, restricting some tourism-oriented services and deliveries. Bridge of Lions drawbridge was closed to cars and pedestrians due to the depth of flooding. The Sebastian Bridge was also flooded and impassible at the base of the bridge. The lasting impact is that flooding has compromised the Capital Infrastructure Plan, which makes resurfacing and paving more difficult.
Quality of Life	Residents were trapped: stuck or stalled in cars. Access was limited and, in some cases, restricted to schools and churches.
Public Space	Downtown properties and streets were flooded south of King Street (Cordova, South Street, Washington Street). Plaza Park/Market Place were also flooded. Unsheltered populations were displaced by flooding of inland rivers, forced to find high ground. Anecdotally, some project participants attribute the rise in downtown's unsheltered population to this displacement.
Social Venues	Events were cancelled or rescheduled. Some businesses and tour services were able to continue operating, but on a limited basis and with few tourists.
Venue Safety	Some social venues had to close temporarily to address flooding damage. The lasting effect is that flooding impacts underground archaeology of historic buildings, but property realtors are not required to disclose this fact.
Public Safety	City operated under emergency management.

St. Augustine's Approach to Resilience

"St Augustine lives on its heritage tourism. It is the bread and butter of the St Augustine economy," comments Steven Roberts, Castillo de San Marcos Fort.

The City of St. Augustine has a lot at stake: "Heritage resources (are) worth an estimated \$2.9bn. The city's history is closely tied to its economy." (Rivers, 2020). Luckily, St. Augustine is notable for centuries of efforts to address "sea level rise" before the term was even invented (Inclán, 2021).

The City of St. Augustine has implemented a series of projects to proactively prepare for and address the impacts of flooding. The City appointed its first chief resilience officers in 2019 and a citizens advisory committee was formed in 2020 to amend building

codes to help address flooding risk (Rivers, 2020). Unfortunately, options are limited: elevating/replacing bridges and walls and raising streets are potential options. Yet, historic sites cannot be moved, just protected.

"St Augustine is too valuable. We can't afford not to be addressing resiliency," said John Regan, City Manager (Inclán, 2021).

Resilience Projects Underway

FEMA-Funded Project for 13 City Lift Stations (Halfway Completed)

If high water floods lift stations (which move sewage from toilets to the City's Wastewater Treatment Plant and electricity has been shut down, then sewage can back up into the streets. To address this risk, the City is installing backup generators, flood proofing measures, and elevating 13 of the most vulnerable lift stations.

The Future of Resilience in St. Augustine

"Local, state, and federal agencies, officials and conservators are working together through a cobbled-together historic preservation and resiliency system to hold back the water. There are financial limits to what they can do" (Horn-Muller et al., 2021).

Resilience Officer Jessica Beach commented that a partnership between the City and businesses needs to be established in order to proactively plan for and address climate change impacts.

Definitions

Resilience	The ability to recover from shock or stress
Shock	Examples: hurricanes, sink holes or fire.
Stress	Traffic congestion, nuisance flooding
Nuisance flooding	Examples: rainfall, flooding from inadequate drainage systems, sunny day flooding, intracoastal storm drains backing up to the streets, King tides, Nor'easter, rainfall flooding
Compound Flooding	When rainfall flooding and sunny day flooding occur simultaneously

Resources

City of St. Augustine Vulnerability Study (2016): <https://www.staugbch.com/publicworks/page/vulnerability-study-0>

2020 Resilient Heritage Study: <https://www.citystaug.com/863/Resiliency>

SOCIAL ASSET INVENTORY: DETAILED ANALYSIS

Data Summary

This is a summary of available data on the mix of businesses in the Historic District. Social venues are defined as cafes, restaurants, bars, music venues and wedding venues.

Why Should Social Venues be Analyzed?

Many market forces are driving change. The loss of storefront retail is placing pressure to transition these spaces to social venues. However, social venues have a much greater occupancy for the same square footage as retail or office space. With each new social venue comes more employees and the need for parking with numbers greater than the existing use. This business use can also generate more impacts to quality of life and public safety due to nighttime hours of operation and potential patron intoxication.

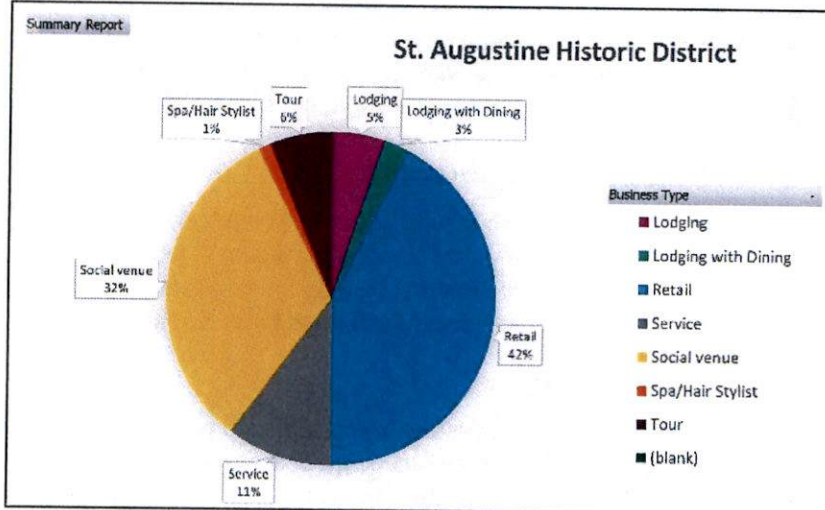
Social Venues in the Historic District

- 108 social venues (32.24%) of 335 total businesses
- 81 (75%) of 108 have an alcohol license
- 21 offer live entertainment (19.44%)
- Total seating/occupancy 6,470

Business Categories

Social Venue	Café, restaurant, bars, music venues and wedding venues
Lodging	Bed and Breakfast, Motel
Lodging with Dining	Hotel with restaurant
Retail	Gifts, clothes, books, etc.
Tour	Tour company or services
Service	Realtor, attorney, insurance, banking
Spa/Hair Stylist	Personal health services

Historic District Summary



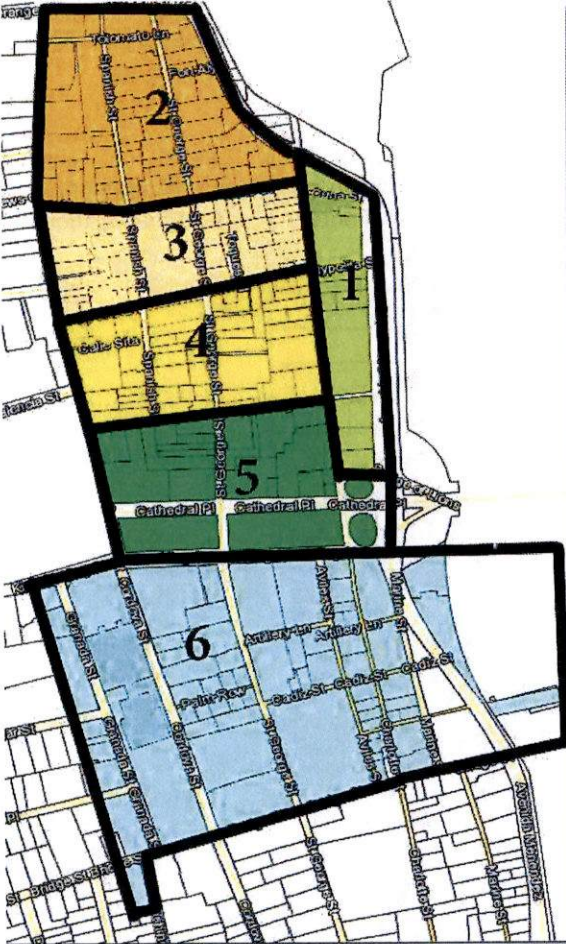
This chart shows the total number of businesses in the historic district, by number and percentage. It also shows the breakdown of alcohol licenses and entertainment.

Category	#	%	Alcohol License	% of Total with Alcohol
Lodging	17	5%		
Lodging with Dining	8	2%	8	2%
Retail	142	42%	4	1%
Service	35	10%		
Social venue	108	32%	69	21%
Spa/Hair Stylist	4	1%		
Tour	21	6%		
Grand Total	335	100%	81	24%

Cluster Organization of Historic District

The Historic District has been divided into six clusters of businesses (as pictured). The evolution of several concentrated “clusters” of social venues within the Historic District has led to perceived and real shortages of parking in several blocks, as well challenges with closing time management in certain clusters.

Cluster Breakdown



Cluster 1 is located along Avenida Menendez from Bridge of Lions to Castillo Drive and Charlotte Street. Limited metered parking spaces along the bayfront and along Charlotte Street. Hotels accommodate their guest parking.

Cluster 2 is located from Orange Street, along Cordova Street, Cuna Street and Castillo Drive. This cluster includes the Colonial District (many of these properties are owned by the University of Florida). It is near the Visitor Information Center, Public Parking Garage, and the Castillo De San Marcos. Parking is accommodated in Public Parking Lot (1,148 spaces) in the Fort Lot (112 spaces), the Tolomato Lot (17 spaces), Asta Parking at 50 Spanish Street. Limited metered parking spaces along the Bayfront.

Cluster 3 is located along Charlotte Street, Cuna Street, Cordova Street and Hypolita Street.

Cluster 4 is located along Charlotte Street, Hypolita Street, Cordova Street and Treasury Street.

Cluster 5 is located along Charlotte Street, Treasury Street, Cordova Street and King Street. The Plaza de la Constitución is in this cluster. The largest special event, Night of Lights is presented here. Limited metered parking is accommodated along the plaza, and in privately owned parking lots.

Cluster 6 is located along King Street, Avenida Menendez, St. Francis Street and Granada Street. This cluster is located adjacent to Lincolnville Historic District. Parking is accommodated in the Lightner Lot (32 spaces) and Baas Lot (13 spaces).

Cluster Analysis

The chart below shows the number of businesses in each of the designated clusters, by number and percentage. It also shows the breakdown of alcohol licenses and entertainment by cluster, and the percentage of licenses in each cluster. Finally, there is a breakdown of outdoor seating and total seating based on a visual inspection.

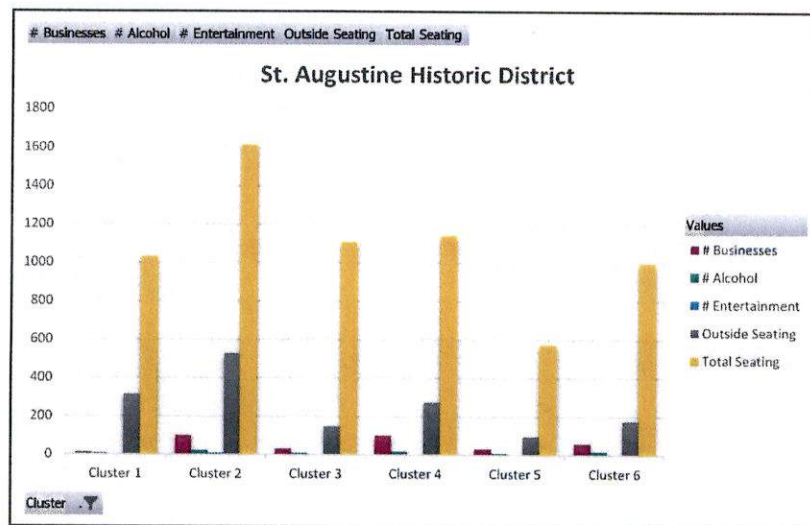
How can a Cluster Analysis be Used?

By dividing a district into social clusters, improvements can be planned and monitored in a more focused way. The model helps identify areas in most need of lighting, where most social venues and/or greatest occupancy are located, etc. Calls for service and last drink data can also help pinpoint response for increased compliance training of venues located in particular clusters.

Monitoring of outdoor seating, especially for venues open after 10 pm, can help mitigate potential impacts from late-night sound disturbances. Approval for expanded outdoor and rooftop seating can be determined by reviewing proximity to residential or hotel properties.

Monitoring total occupancies, especially with a follow-up employee survey, can be used to match parking availability. While adding new social venues might be a positive use, if the parking and mobility capacity is exceeded, then businesses may be unable to attract customers to maintain sustainable operations.

	# Businesses		# Alcohol		# Entertainment		Outdoor Seating		Total Seating	
Cluster 1	12	4%	7	9%	2	10%	314	20%	1,033	16%
Cluster 2	100	30%	20	25%	7	33%	527	34%	1,615	25%
Cluster 3	31	9%	10	12%	4	19%	148	10%	1,108	17%
Cluster 4	101	30%	17	21%	4	19%	273	18%	1,144	18%
Cluster 5	31	9%	8	10%	2	10%	96	6%	573	9%
Cluster 6	60	18%	19	23%	2	10%	178	12%	997	15%
Total	335		81		21		1,536		6,470	



Methodology

As part of the Sociable City Assessment for St. Augustine, RHI gathered available information between November 2021 – March 2022 to document a baseline of data. Sources of data included an exports of business names from City of St. Augustine and occupancy data from the fire department. This data was combined, then enhanced with observational data to distinguish indoor vs. outdoor occupancy, as well as web research to determine presence or lack of live entertainment.

However, the combined indoor and outdoor occupancy (based on observational data) did not correlate with the fire department's records because the department only maintains records on indoor occupancy. Therefore, outdoor occupancy cannot be officially confirmed. In the future, RHI recommends maintaining a record of all businesses' indoor AND outdoor seating occupancy to better estimate combined occupancy in a cluster.

Future Application

This should be considered a preliminary start rather than a complete analysis, which would require gathering of additional information and maintenance and updates to the data on an ongoing basis. Future analysis can include further breakdown of the social venues, including those providing wedding services and large events.

APPENDIX V: PROJECT TIMELINE

November 12-17, 2021 On-Site Meetings

- **On-site meetings** held with city leadership, residents, and venue operators.

December 2021 - January 2022 Virtual Interviews

- **Virtual interviews** held with Transformation Team members and additional stakeholders e.g. David Birchim.

January 11-14, 2022 On-Site Meetings

- **On-site meetings** held as follows:
 - Presented Evaluation summary to Transformation Team (Sunshine Committee mtg)
 - Venue operators
 - City leadership
 - Wedding venue representative
- **Nighttime tour conducted.**

February 16, 2022 Virtual Orientation

During a virtual project orientation open to all project participants, Troy Blevins, Walking Man Consulting, welcomed the following stakeholders who provided opening remarks:



PHIL MCDANIEL
Owner
St. Augustine Distillery



JOHN P. REGAN, P.E.
City Manager
City of St. Augustine



NANCY SIKES-KLINE
Commissioner
City of St. Augustine



JENNIFER MICHAUX
Chief Of Police
City of St. Augustine

Special guest speaker: Dominique Greco, former Nighttime Economy Manager of Orlando and Founder/Executive Director of the Orlando Hospitality Alliance



February 28-March 2, 2022 Roundtable Focus Groups and Stakeholder Meetings

6 roundtables on the core measures of a Sociable City: Public Safety, Venue Safety, Social Venue, Public Space, Mobility and Quality of Life.



March 3, 2022 Women's focus group



March 3, 2022 venue legislation review & input meeting



Leadership Summit: July 2022

Summary findings will be presented to the Transformation Team and project participants.

APPENDIX VI: PARTICIPANTS

Nearly 130 people representing 81 organizations and companies participated in one or more sessions (in person and/or virtually). *Participation does not imply an endorsement of recommendations in this report.*

Project Coordination was provided by: Barry Fox, Code Enforcement Manager, and Morganne Pratten, Administrative Coordinator, City of St. Augustine

Event Symbol: E = November Engagement Meetings | T = Transformation Team | O = Virtual Orientation | R = Roundtables | W = Women's Focus Group | V = Venue Meeting about Legislation | I = Interview

97 Park & St. Augustine Business

Coalition

Karen Zander

Event: E

ABC Fine Wine / St. Augustine Business Coalition

Carole Everitt

Event: E

Adventure Boat Tours

Jimmy Hill | Owner

Event: O R

Agustin Inn / SAHI

Audra Hull

Event: E

Amore Chaple and The Wedding Authority

Carla Young

Event: V

Ancient City Entertainment Group

Jeanetta Cebollero | Performer / Owner / Operator

Event: E T R

Blackfly the Restaurant

Vaughn Cochran | Co Owner

Event: R

Boat Drinks

Rob Crabtree | Owner

Event: R V

Casa Maya

Marco A

Event: V

Hayley Williams

Event: V

City of St. Augustine

Jessica Beach | Chief Resilience Officer

Event: I

David Birchim | Assistant City Manager

Event: E R

Jerry Blalock | Police Officer

Event: O R

Meredith Breidenstein | City Manager's Office

Event: E

Barry Fox | Code Enforcement Manager

Event: O R

Reuben Franklin | Director of Public Works

Event: E T O R

Darlene Galambos | City Clerk

Event: E

Todd Grant | Utilities Director

Event: E R

Donna Hayes | HR

Event: E

Cori Niles | Event and Venue Coordinator

Event: E O R W

Charles Pappas | P&Z Board Member

Event: O R

Xavier Pellicer | Mobility Manager

Event: E R

Jaime D. Perkins | CRA Admin

Event: O R

Jim Piggott | Director of General Services

Event: E

Morganne Pratten | Administrative Coordinator, Code Enforcement

Event: R W

John Regan

Event: V

Nancy Sikes-Kline | Vice Mayor

Event: I W

Amy Skinner | Director of Planning and Building

Event:

Melissa Wissel | Communications Director

Event: E O R W

City of St. Augustine: St. Augustine Municipal Marina

Eric Mauldin | Harbormaster

Event: O R

Classic Blends

Hugh Ward | Owner

Event: R

Colonial Quarter LLC

Jason Pilacek | Director of F&B, Booking Manager

Event: O R V

Dog Rose Brewing Co

Courtney Murr

Event: E

Doug Murr

Event: V

First Coast TV LLC / St Aug Tonight Show

Jorge Rivera | Owner/Director/Producer

Event: O R

Flagler College

Dirk Hibler | Dean of Students

Event: O

Jess Kobryn | Title IX Coordinator & Equity Investigator

Event: O

Tara Stevenson | Dean of Student Engagement & Career Development Center

Event: O

Beth Sweeny | Director of External and Governmental Functions

Event: T O R W

Flagler College Student Government Association

Rachel Hill | President

Event: O

Flagler Health

Lindsey Rodea | Team of Care

Event: O R

Flagler Model Land Co

Karen Valachovic

Event: E

Florida Restaurant & Lodging Association

Nicole Chapman | Northeast Regional Director

Event: O R V

Gwanda, LLC

Matt Hartley | Business Development Manager

Event: O

Harrahs Casa Rosa

Jeff Jaboo

Event: E V

Harry's

Justin Griffin

Event: V

Hilton Hotel

Kanti Patel

Event: E

Historic Tours of America

Dave Chatterton | City Manager

Event: O R

Home Again St Johns

Ellen Walden | Executive Director

Event: O R

Ice Plant and Stogies

Zach Ramsey

Event: V
Ippolito Christon & Co.
 Jenai Master | Executive Assistant
Event: O

Jimi Hula's
 Charles Bernard
Event: V

Len Weeks Construction Design Development
 Len Weeks | Owner
Event: E O R V
 Schaffer Weeks
Event: E

Lincolnvile Museum and Cultural Center
 Floyd Phillips | President
Event: O R
 Regina Gayle Phillips | Executive Director
Event: O R

Lions Bridge Community Development Alliance Group Inc.
 James Miletello | Community Organization
Event: O
 Joseph Scott Beby | President / Founder
Event: O R
 JB Ziegler | MGMT
Event: O R

Marco's Piano Bar
 Marco Barrea
Event: V

Marine Holdings
 John Arbizzani | President
Event: O R V
 Christopher Clarke | Accountant
Event: O R

Meehan's Irish Pub
 Tom Dolan | Owner
Event: O R V
 Reggie Maggs
Event: V

Milltop Tavern
 Ron Cervelli | Owner
Event: E O V
 James Franklin
Event: E

No Name Bar
 Jayson Befort | General Manager
Event: E O
 Warren Merrill | Owner
Event: E R V

OC Whites
 Cathy White
Event: V

Overwatch Security Group
 Sterling Dutton | Trainer
Event: R

Lenny Whetsel | President
Event: O R

Planning and Zoning Board
 Jon Depreter | Retired
Event: O R

Prohibition Kitchen
 Shane Sheltra | Owner
Event: O R

RCS Training
 Jessica Tyree | Trainer, food and guest safety
Event: O

Refoundsound
 JoJo Mafia | Owner/Artist
Event: O

Rendevous Barefoot Bills
 William Smith | Owner
Event: E R V

Residents
 BJ Khalaidi | Resident
Event: R W

Richardson's Museum
 Gigi Best | owner merchant
Event: W

Ripley Entertainment
 Kim Kiff | Regional Manager
Event: O R W

River and Fort
 Bob Fleckenstein
Event: E V
 Jeff McCusker | Restaurant Management
Event: E R V

Sailor Jane Productions and Prohibition Kitchen
 Rachael Miller | Talent Booker
Event: E

Sherif's Department
 Rob Hardwick | Sheriff
Event: R

Spanish Quarter Residents
 Martha Mickler | Resident
Event: E O R W
 N. Pellicer
Event: E

St Johns Cultural Council
 Christina Parish Stone | Executive Dir
Event: R

St. Augustine Amphitheatre
 Cari Baker | Program Manager
Event: O R
 Gabe Pellicer | General Manager
Event: T R

St. Augustine Distillery
 Lara Doolan
Event: W
 Phil McDaniel | Owner
Event: T R V

St. Augustine Fire Department
 Carlos Aviles | Fire Chief
Event: E
 Abby Pedigo | Fire Safety Inspector
Event: R

St. Augustine Neighborhood Council
 Melinda Rakoncay | President
Event: R W

St. Augustine Pirate & Treasure Museum
 Cindy Stavely | Executive Director
Event: E W

St. Augustine Police Department
 Dee Brown | Public Information Officer
Event: R
 Mike Castaing | Sergeant
Event: R
 Caroline Drouin
Event: W
 Brian Frasca | Sgt Community Resources
Event: O R
 Brittney Garmon | Sergeant
Event: W
 Jacob Godfrey | Patrol Officer
Event: O R
 Jennifer Michaux | Chief of Police
Event: E T R W
 Ezul Salifu | Police Officer
Event: R
 Jeff Truncellito | Sergeant
Event: O R

St. Augustine Society, Inc.
 Judith Dembowski | Executive Director
Event: O R

St. Augustine, Ponte Vedra & The Beaches VCB
 Richard Goldman | President/CEO
Event: O R

St. Augustine Yacht Club
 David Patrick
Event: V

St. Francis Inn / Casa de Suenas
 Joe Finnegan
Event: E

St. George Inn
 Irving Kass
Event: E

St. Johns County Chamber of Commerce
 Bob Porter | Vice President
Event: O R

St Johns County - Cultural Events Division
 Carl Liberatore | Production Manager
Event: R

St. Johns County Library

Harold George | Extension
Services Manager

Event: O R

**St. Johns County Tourist Development
Council**

Tera Meeks | Executive Director

Event: O R

State of Florida/Recreation and Park

Michael Watkins | Anastasia State
Park Manager

Event: O

Sunshine Bus

Rachel Garvey | Transit Grant
Planner

Event: R

Superior Real Estate Services, LLC

Samuel Hale | Owner

Event: E O R V

The Treasury Collection

Brandy Boulette | Operations
Manager Weddings

Event: E O

Brenda Bushell

Event: V

The White Room

Julie Afford

Event: V

Thibault Law

Richard Thibault

Event: E

Trade Winds Lounge

Julie Leonard | Co-Owner

Event: V

Underwire Collective

Bianca Dawson | Co-Founder

Event: W

Venditio Group, LLC

Jen Hand | Stakeholder

Event: O R W

Victorian House B&B

Anthony Sexton

Event: E V

Walking Man Consulting

Troy Blevins | Consultant

Event: E T R V

White Lion

James Alexander | Owner

Event: O

Wild Concoctions

Fond Kiser | Musician/Entertainer

Event: O

Works/Scarletts

Jillian Smothers

Event: E

Organization/Company Unknown

Rob Gowen

Event: V

APPENDIX VI: REFERENCES

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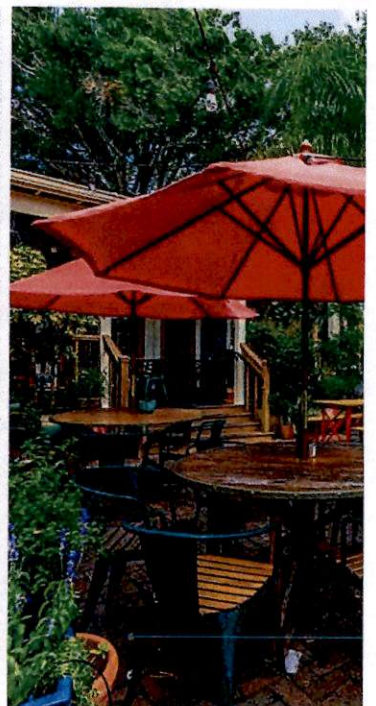
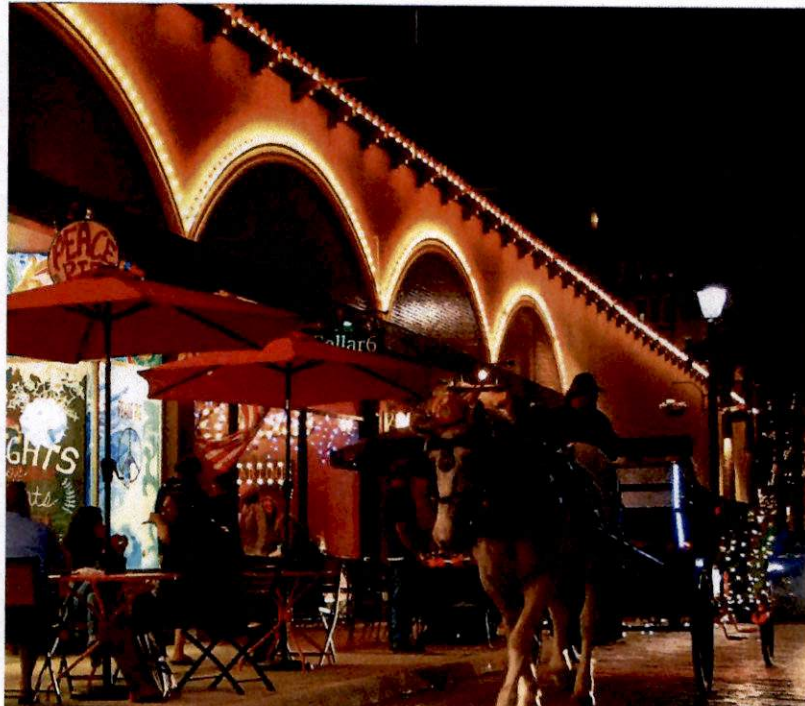
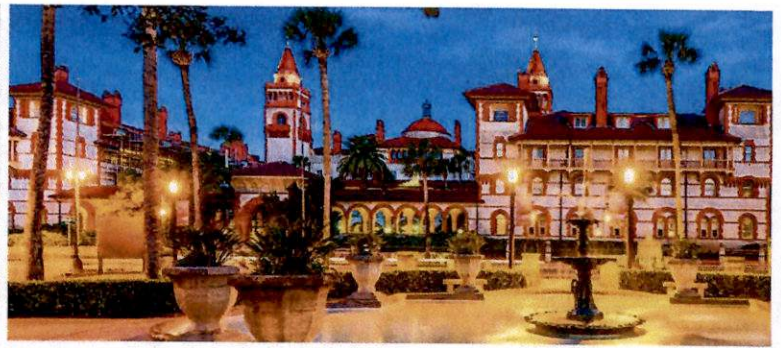


RESPONSIBLE HOSPITALITY INSTITUTE

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www.SociableCity.org



SOCIABLE CITY ASSESSMENT

Summary Report

June 1, 2022

PREPARED FOR:

St. Augustine, Florida

PREPARED BY:

Responsible Hospitality Institute

Alicia Scholer
831.201.4117





ST. AUGUSTINE, FLORIDA SOCIABLE CITY PLAN
PREPARED BY: RESPONSIBLE HOSPITALITY INSTITUTE
JUNE 2022

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EXECUTIVE SUMMARY

Project Overview

The Responsible Hospitality Institute (RHI) was invited to work with the City of St. Augustine to help facilitate safe and vibrant growth in the “social economy.”¹ The focus of the report’s analysis and recommendations is on the Historic Downtown. However, some findings and actions may address systemic challenges citywide.

Between November 2021 and March 2022, nearly 130 individuals representing 81 organizations/companies participated in twenty-four meetings hosted by RHI both on-site and virtually. Participants represented a diverse cross-section of public, private and government stakeholders, recruited by a Transformation Team (Sunshine Committee). RHI staff made three on-site visits to St. Augustine to conduct engagement meetings, information-gathering, observational tours of the city, and facilitate six roundtable focus groups. A final summary presentation will be July 2022.

Analysis of the Social Economy

RHI analyzed eight key content areas for this study:

Market Forces that have led to current trends driving change in the downtown social economy.

Governance: systems and policies that exist or are needed to ensure sustainable nighttime economy management.

Six Core Measures of a Sociable City: strengths, challenges and opportunities.



Action Plan

The Action Plan was primarily generated by Roundtable participants. Supplemental actions were created by RHI based on priorities identified during interviews and meetings that took place prior to the Roundtables. The Foundation section’s action plan is based on RHI’s research and experience with social economy governance systems worldwide.

TO LAY A FOUNDATION FOR THE SOCIAL ECONOMY 1: Form a Social Economy Alliance 2: Conduct an Economic Analysis of the Social Economy	TO ASSURE SAFETY IN THE SOCIAL ECONOMY 1: Facilitate Easier Access by Emergency Vehicles 2: Improve Lighting In “Dead Zones” 3: Form a Nighttime Social Venue Alliance 4: Educate Visitors to Not Carry Open Containers
TO PLAN FOR PEOPLE IN THE SOCIAL ECONOMY 1: Formalize and Raise Awareness of Rideshare Hubs 2: Provide Safe, Efficient Parking for Nighttime Employees 3: Bring Residents Back to Downtown 4: Refine Sound Management Process	TO ENHANCE VIBRANCY IN THE SOCIAL ECONOMY 1: Educate Visitors About Not Giving to Panhandlers 2: Create More Opportunities for Original Live Music 3: Update Event Procedures and Coordination

Report Organization

A **summary version of the report** is available to review a brief snapshot of each area of analysis, as well as a synopsis of the action plan. **Access short version:** https://sociablecity.info/st_augustine/short_report_2022.pdf.

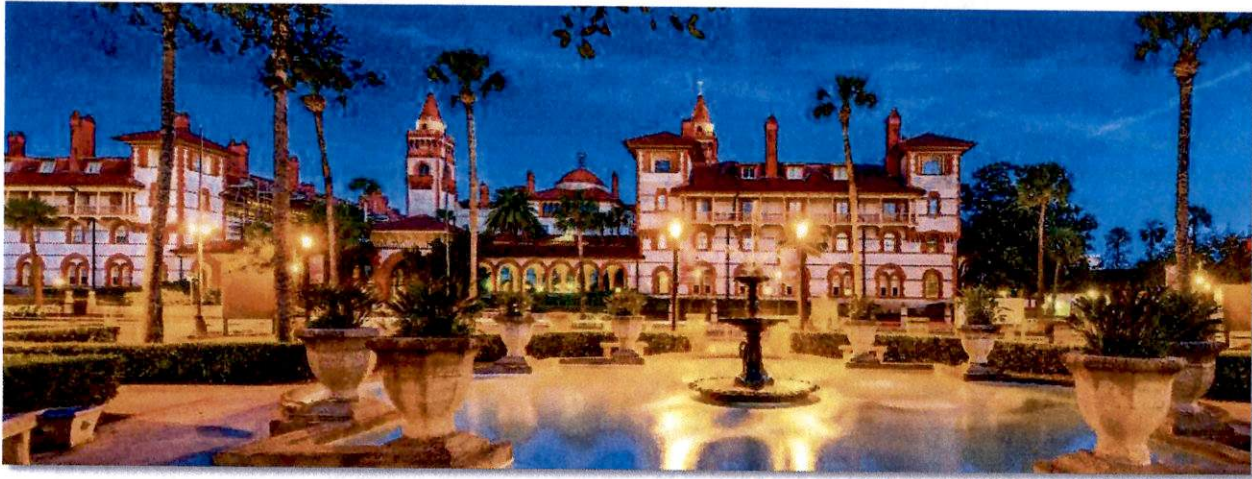
A **complete version of the report** provides the full analysis of each content area, including in-depth background and a step-by-step implementation plan for each proposed action.

Access full version: https://sociablecity.info/st_augustine/full_report_2022.pdf

¹ RHI defines the social economy as the venues and events that facilitate sociability in the form of dining, entertainment, events and nightlife.

SUMMARY OF TRENDS AND MARKET FORCES

FROM A HIDDEN GEM TO A DESTINATION STRAINED BY TOURISTS

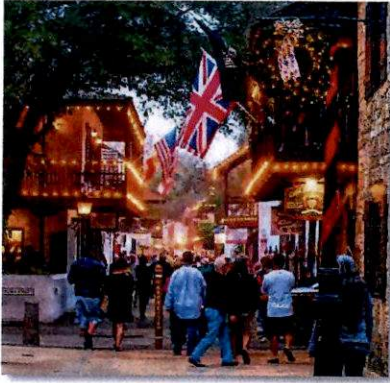


St. Augustine was once known as a “hidden gem” and a “sleepy town.” But, word got out. Full of historical landmarks in walking distance to downtown, balconies overlook narrow cobblestone streets and mini oases of nature are interspersed with Spanish moss. St. Augustine strives to be a modern city within the confines of Spanish colonial design—horse-drawn carriages share the road with cars, quads, pedestrians and trolleys. The city is marketed as an opportunity to “travel internationally without going abroad,” where visitors can experience “old-world charm, art, culture,” and romance (Smithsonian, 2022). Indeed, there is a jarring mix of the old and the new, classy and tawdry, in shops, social spaces and services that provide a unique atmosphere downtown.

Two turning points are identified as critical “before” and “after” moments that raised national awareness of the city. In 2013, the Gentlemen of the Road tour featured Mumford and Sons at Francis Field, giving new markets their first taste of the city. Then, in 2015, the 450th anniversary of the city’s founding in 1565 celebrated St. Augustine as the “oldest continuously-occupied European settlement in the continental United States” (Visit St. Augustine, 2022). An estimated 100,000 people visited downtown during 5-days of activities (Reynolds, 2015).



Five years later, in 2020, no one could have predicted how well Florida would fare during a global health crisis. While most of the country locked down, restricting “non-essential” businesses (which forced bars and restaurants to close except for take-out), and enacting mask mandates, Florida remained open and relatively “normal.” Tourism skyrocketed. Visit Florida announced that the state welcomed 31.4 million travelers in the second quarter of 2021 and that the state hosted nearly as many tourists as prior to the pandemic (Florida Trend, 2021; Durkee, 2021).



George Street was so filled with people that you could hardly move. Per the VCB, 2021 beat the record-breaking year of 2019 in bed tax collections by 20%.

68%+ of tourists have been to the city before. 35%+ of tourists have been to the city more than 10 times before.

Tourist = someone who lives outside the county

(Visitors & Convention Bureau)

St. Augustine similarly saw an influx in tourism in 2021.

Digital nomads and remote workers, staycationers and daytrippers, East coast snowbirds and families—they all flocked to the city. Weddings were not only limited to weekends—newlyweds could be seen nearly every day of the week. Day and night, St.

St. Johns County

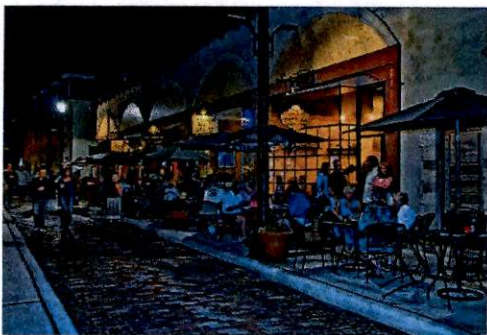
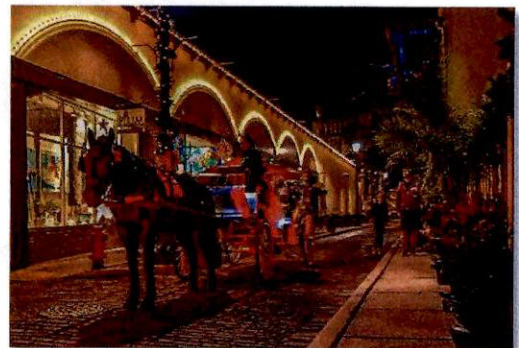
- 10th fastest-growing county in U.S.
- Est. 265,512 population
- 6.3 million tourists visit annually
- Est. 12,600 short-term rentable units (incl. vacation rentals e.g. hotels, B&Bs, sharing economy accommodations i.e. Airbnb, VRBO, Home Away)

Sources: St. Johns County Gov't, 2022; TDC, 2017; Smith Travel Resources and All the Rooms (2022)

Although Florida remained open, St. Augustine was not immune to the national challenges caused by COVID-19 and, in the years prior, climate change.

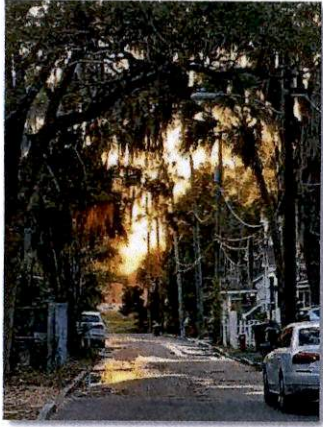
Severe weather events wreaked havoc on this coastal city—from hurricanes to flooding, which damaged businesses, displaced the unsheltered and threatened downtown's fragile infrastructure. Two+ years into the pandemic, hospitality businesses still face supply shortages and difficulty hiring enough employees. Some businesses still close temporarily due to outbreaks or reduce hours due to insufficient staff. The pandemic also changed tourism patterns—no longer is there a predictable “peak” season with lows and highs; the city adapted to an all-season market with even greater demands.

Downtown is a finite resource with a carrying capacity that may already be maxed out. Insufficient affordable housing forces students and employees to live farther away and commute in, perpetuating traffic congestion. The rise in short-term rentals continues to drive up costs of housing, leading to gentrification, especially of the once predominantly African American neighborhood of Lincolnville. Parking is difficult to find and cited as a top barrier to attracting residents for a night out, as well as employees, who need safe access to and from work.



Despite limited

resources, growth continues. Planned hospitality developments will infill the remaining gaps in real estate downtown and in the periphery. Retail shops are being converted into food and beverage establishments, one of the few remaining business models that can succeed in the era of online shopping. New hotels are also under development, which will bring more patrons. Businesses will need more staff. Where will they park? Where will they live? Where will new businesses store their trash, when standard size dumpsters don't fit on narrow streets?



The growing pains of the city can no longer be ignored. There is already dramatic stress on infrastructure and human resources. Historic buildings have needed additional support structures to sustain visitation. Police resources are insufficient to maintain zone integrity, much less fulfill event security requirements.

The funding structure for the City (based on the residential population) may no longer be viable. The city's population has remained relatively stable since 1930, estimating between 12,000-14,000 people (Wikipedia, 2022). Yet St. Johns County has grown tremendously. There is growing tension between the city and county due to the perception that the county brings more tourists yet doesn't support the City with matching resources for management. Yet the Visitors & Convention Bureau (VCB)'s allocation of bed tax funds is restricted by state statute.

Has the "tipping point" already been reached? Is it already too late? In 2019, there were fears that this was indeed the case. City leaders expressed concern about violence downtown becoming a continuing trend. Although incidents were devastating to the community (i.e. stabbing on Spanish street, two impaired driving crashes, shots fired outside a social venue), they would not prove to be part of a trend (White, 2021). Violence and public safety incidents have remained rare and mostly isolated incidents. In fact, crime in 2020 was at a 25-year low (Clark, 2021). Managing continued growth in business development and increased visitation is the broader challenge.

Maintaining quality of life, facilitating coexistence of uses, and enhancing accessibility to downtown are the pervasive issues impacting downtown. Presence of unsheltered, panhandlers and transients (not a homogenous group) negatively impact the perception of safety, especially for women. Sound from amplified music and people leaving social venues disturb neighbors even as far as Davis Shores and Anastasia Island. Disturbances from intoxicated persons are nuisances, but also potential safety risks for impaired driving. Clearing the district quickly and efficiently after bar closing was identified as a solution to multiple challenges. After all, the faster people return home, the less problems they may cause.

A push and pull dynamic underlie many of the existential debates in the city. How can the city retain legacy residents while appealing to visitors? How can the city preserve authenticity while providing convenience and modern amenities? The fear of losing the city's charm, history and authenticity pervaded many discussions with stakeholders.

St. Augustine played a pivotal role in the Civil Rights movement. In fact, the Civil Rights Act in 1964 may not have been passed if Martin Luther King, Jr. had not stopped in St. Augustine to bolster the local protest movement prior to going to DC. Lincolnville's live music venues were also once part of the Chitlin' Circuit, which hosted prominent African American musicians. This history is not widely publicized outside of the Lincolnville Museum & Cultural Center. As the City explores how best to chart the future of the social economy, city leaders can both commemorate the past and strive to create an inclusive destination where all feel welcome.

Now is the time to capitalize on St. Augustine's many assets in preparation for the 250th anniversary of the nation's founding. In 2026, the city will be showcased in national celebrations. This is an opportunity for the City to polish the gem it has always been so it shines as a beacon of hope and resilience, where authenticity and adaption to the future are seamlessly melded together.



PROJECT OVERVIEW

RHI's Sociable City Project in St. Augustine, Florida

The Responsible Hospitality Institute (RHI) was invited to work with the City of St. Augustine to help facilitate safe and vibrant growth in the “social economy.” The focus of the report’s analysis and recommendations is on the social economy contained within the Historic Downtown. However, some findings and actions may address systemic challenges and issues that affect social venues citywide.

Information presented in this report was generated from a variety of sources, including RHI staff observations; virtual and on-site interviews and meetings; online research; and background reports.

Timeline

Between November 2021 and March 2022, RHI staff made three on-site visits to St. Augustine, including facilitation of engagement and information-gathering meetings, as well as nighttime observational tours of the city. Twenty-four meetings were hosted by RHI both on-site and virtually, including six roundtable focus groups and a dozen interviews. A final summary presentation will be made July 2022.

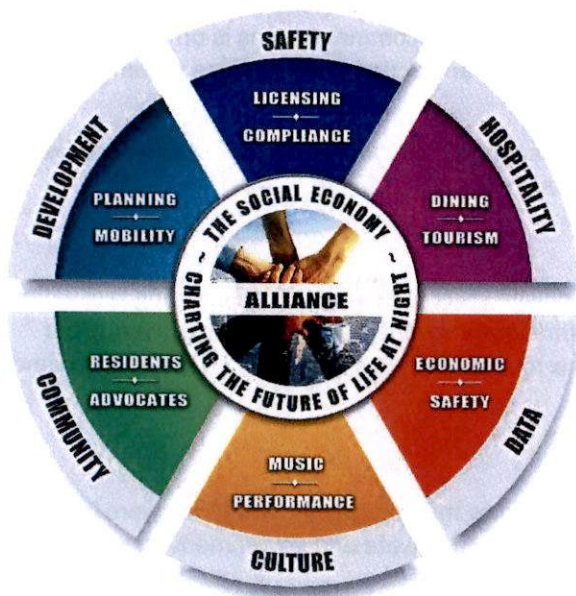
Stakeholder Engagement

Nearly 130 individuals representing 81 organizations/companies, including multiple city departments, were involved in virtual and on-site meetings. They represent a diverse cross-section of public, private and government stakeholders.



Steering Committee: The Sociable City Transformation Team

Stakeholder recruitment and outreach was provided by a steering group (formally a Sunshine Committee, per Florida statute) that strove to achieve a balance of perspectives.



The Transformation Team is a steering group of 12 Project Leaders who recognize the need for change, can mobilize stakeholders and leverage resources to ensure the project's success. Members are representative of diverse stakeholder perspectives to ensure broad input.

Beth Sweeny, Director of External and Governmental Functions, Flagler College

Jayson Befort, General Manager, No Name Bar

Troy Blevins, Consultant, Walking Man Consulting

Jeanetta Cebollero, Performer, Ancient City Entertainment Group

Jon Depreter, Retired, Planning and Zoning Board

Tom Dolan, Owner, Meehans

Reuben Franklin, Director, COSA Public Works

Phil McDaniel, Owner, St. Augustine Distillery

Jennifer Michaux, Chief of Police, St. Augustine Police Department

Gabe Pellicer, General Manager, St. Augustine Amphitheater

Bob Porter, Vice President, St. Johns County Chamber of Commerce

Support for the Project by City Leaders

The express support, participation and endorsement of key city leaders was vital to the Sociable City Project. During a virtual project orientation open to all project participants, Troy Blevins, Walking Man Consulting, welcomed the following stakeholders who provided opening remarks:



PHIL MCDANIEL
Owner
St. Augustine Distillery



JOHN P. REGAN, P.E.
City Manager
City of St. Augustine

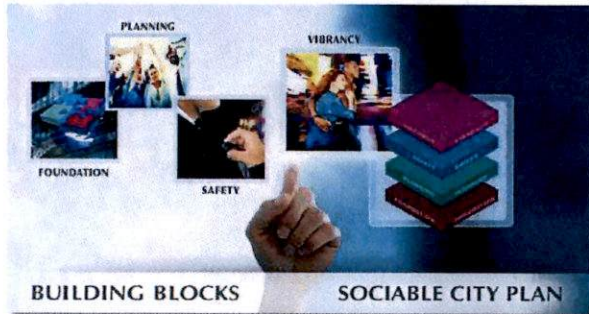


NANCY SIKES-KLINE
Commissioner
City of St. Augustine



JENNIFER MICHAUX
Chief Of Police
City of St. Augustine

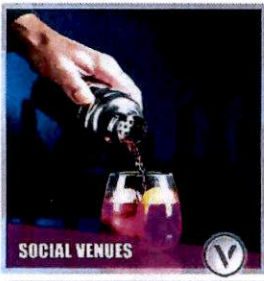
Analysis Framework: Building Blocks of a Sociable City



Project participants received e-learning trainings to learn how to evaluate a city's nighttime economy based upon "Four Building Blocks" and "Six Core Measures" of a sociable city. RHI used this framework to analyze Downtown St. Augustine to generate an action plan.

CORE MEASURE DEFINITIONS

SOCIAL VENUES



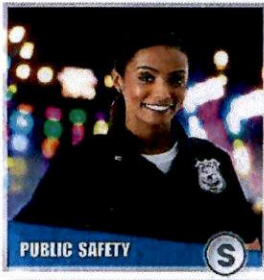
Social venues are defined as dining, dancing, live entertainment, theater, etc. in the city at night and the systems to recruit and retain talent. Entertainment is also measured by mix of clientele, systems for promotion, and retention of talent.

PUBLIC SPACE



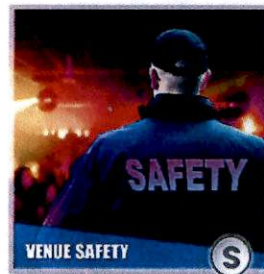
Public space vibrancy offers a continuum of outdoor activities such as sidewalk dining, outdoor seating, street performers, markets, food vendors, festivals, and art walks. Truly vibrant cities maintain social activity during day and night.

PUBLIC SAFETY



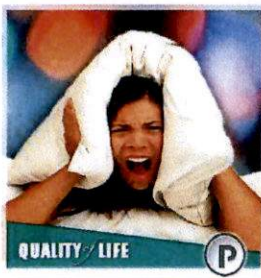
Public safety in the nighttime economy requires an interagency collaboration to identify risks and coordinate intervention and education with the objective of improving compliance by nightlife venues and efficiently responding to nighttime incidents.

VENUE SAFETY



Venue safety is comprised of the initiatives that venue operators and event organizers undertake to protect the health and safety of their patrons and staff at night. Collaboration with regulatory and enforcement agencies increase industry safety and compliance.

QUALITY OF LIFE



Quality of life in mixed-use social districts entails a balance of social amenities and requires effective management of sound, litter, trash, bio-waste and patron behavior. Updated policies, consistent enforcement and conflict resolution systems help facilitate high standards.

MOBILITY



Patrons and staff need safe and convenient transport to / from social districts at night. Providing nighttime mobility options can enhance the visitor experience; ensure safety of employees who work night shifts; prevent impaired driving and alcohol-related accidents.

ABOUT RHI

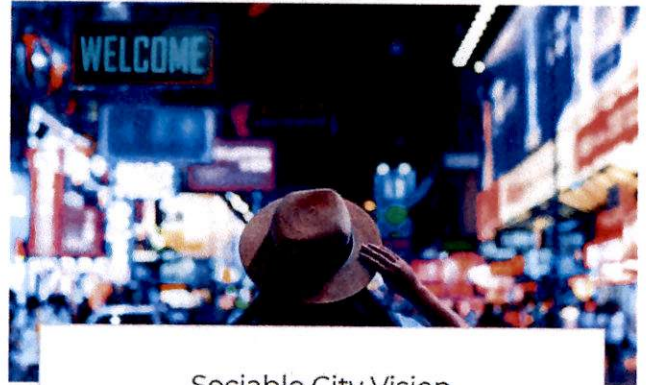
The City of St. Augustine commissioned the Responsible Hospitality Institute (RHI) with facilitation of a plan for the future of the historic downtown's social economy.

RHI brings decades of experience of nightlife and social economy management. A private non-profit organization founded in 1983, RHI is the leading source for events, resources and consultation services.

We help cities plan safe and inclusive places to socialize by convening diverse stakeholders to achieve a common vision.

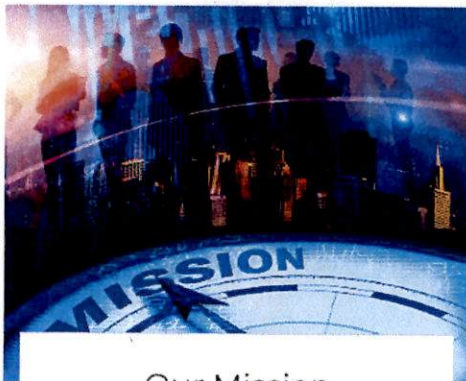
Aims of the Sociable City Project

- To preserve and advocate for the social, cultural and economic value of dining and entertainment
- To examine risk factors for crime, harm and disorder in social districts
- To sustain peaceful coexistence of residents and businesses in mixed-use areas
- To enhance communication between government and businesses regarding policy, procedures and resource allocation



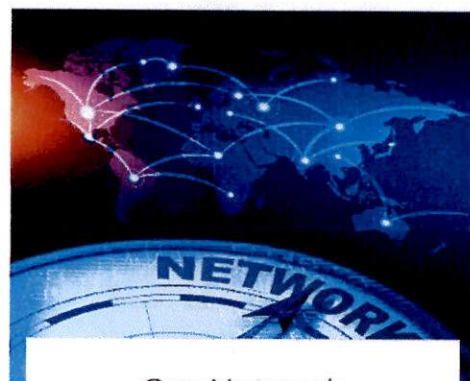
Sociable City Vision

We believe all people should have access to safe, vibrant places to socialize—regardless of age, life stage, race, ethnicity, sexual identity or disability. We help communities create diverse, welcoming social venues and districts where people have an opportunity to connect and lead more enriching lives.



Our Mission

RHI's mission is to provide technical assistance that builds local capacity; incubate and share cutting-edge information and proven strategies; and link a broad-based network of professionals who plan, manage and police nightlife districts



Our Network

RHI's influence extends throughout the world. Our services, media and events advance the professional development of nighttime managers and facilitates creation of collaborative alliances to guide the social economy

GOVERNANCE ANALYSIS: SNAPSHOT



Downtown St. Augustine has a large number of social venues, mostly serving the large tourism economy. Local government has tried to respond to this growth but has limited tools or consistent systems for oversight. Alcohol licenses are issued by the state, and local zoning and definitions have created what appears to be an uneven playing field for bars and restaurants in terms of operating requirements.

Bars and restaurants are defined in the historic core in ways that create incentives for operators to be less than forthcoming about their businesses plans. Permit costs and process reviews often push

operators to become restaurants; changes to operations are not reviewed by a renewal process, as outlined below:

St. Augustine's Historic Core: "Bar" vs. "Restaurant"		
	"Bar"	"Restaurant"
Definition	Any place that serves/sells alcohol on-premise that is NOT a restaurant	Any place that sells, dispenses prepares and serves food, refreshments or beverages from a menu
State alcohol licenses allowed	2COP: \$300-400 4COP "Quota": \$300,000-500,000	2COP: \$300-400 4COP "Quota" 4COP-SFS: \$20,000-30,000 If 150 occupancy; 2,500 sq. ft; 51% food sales
Alcohol Sales, Service, Consumption Ends	2:00 AM	2:00 AM
Live Music Allowed	Yes, with potential restrictions on amplified sound by PZB	Yes, potentially 24/hours (no mechanism to set hours of operation)
Use by Exception Permit	Yes	No
Planning & Zoning Board Review & Community Input	Yes	No
Conditions	Yes	No
Remediation & re-review if violations	Yes	No



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Enforcement of any locally placed conditions, or state level requirements, tend to happen reactively by complaint.

Based on RHI's requests for data, the City seems to lack a consistently updated database by which to track and manage licensed venues. This also can lead to uneven enforcement. In addition, the state agency in charge of alcohol license enforcement, Alcoholic Beverages and Tobacco, is understaffed for the area, so little oversight is done. There is also a lack of clarity between police and Code Compliance regarding responsibility for sound complaints, overservice, and underage drinking. Therefore, some establishments are not taken to task on violations.

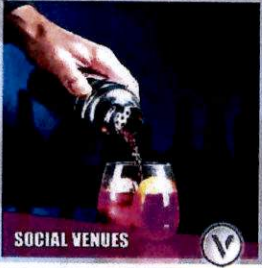
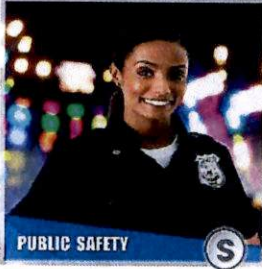
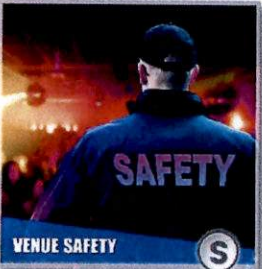
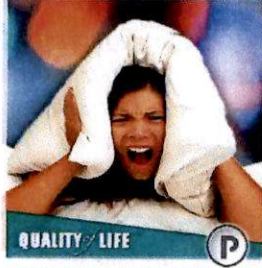
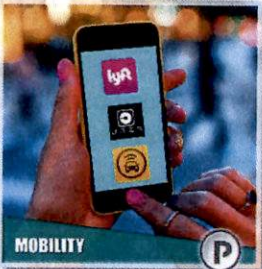
City officials identified these deficiencies pre-COVID and introduced legislation to address the lack of compliance and enforcement regimens.

However, based on RHI's interviews, the process did not seem to include enough outreach to licensed operators, creating a situation of mistrust. RHI's work identified this oversight and arranged a meeting between City Manager John Regan and venue operators. As a result, the City is engaging venue operators to re-evaluate the initial legislation.



CORE MEASURES ANALYSIS: SNAPSHOT

RHI analyzed downtown St. Augustine's social economy using Six Core Measures of a Sociable City.

SOCIAL VENUES: ST. AUGUSTINE	PUBLIC SPACE: ST. AUGUSTINE
 SOCIAL VENUES V St. Augustine is a destination for fine dining, historic architecture and heritage sites. Weddings and tourism are now an all-season market. Annual events have grown exponentially, but they are becoming difficult for police to staff. There is a disconnect between residents and downtown. Many venues offer live entertainment throughout the week, but it is limited to mostly top 40 cover bands that appeal to visitors. Original music is hard to find, though local talent exists.	 PUBLIC SPACE V St. George Street is a popular attraction, which leads to congestion, while other public spaces and parks are under-utilized. The street (and public space) itself has become a destination for people watching. Presence of unsheltered, transients and panhandlers (each a distinct population with unique service needs) generate negative perceptions of safety downtown. St. Augustine has become a destination for transients due to the climate and culture of giving.
PUBLIC SAFETY: ST. AUGUSTINE	VENUE SAFETY: ST. AUGUSTINE
 PUBLIC SAFETY S Violent crime is rare, but when incidents do occur downtown, they result in a void of safety presence in other city zones. Downtown officers are described as "gracious" and "helpful" with a customer-service approach. Police are the "catch all" — responsible for crime, sound compliance, homelessness, nightlife safety AND event security. More officers are desired to increase the safety presence downtown. The PD has struggled to fill positions for nightlife that are fully funded, as well as meet event security requests.	 VENUE SAFETY S Downtown St. Augustine is generally a safe community to go out at night to socialize. Some businesses have excellent approaches to manage crowds and public safety and can serve as a model for other businesses. Yet standards for safety and service are inconsistent due to a gap in standardization for door security and server training. The lack of formal organization among venue operators poses a challenge to improved coordination with the City, which would benefit from an industry point person to coordinate City initiatives.
QUALITY OF LIFE: ST. AUGUSTINE	MOBILITY: ST. AUGUSTINE
 QUALITY OF LIFE P Residents feel disconnected from downtown's social amenities and attribute the decline in quality of life to the influx of tourists. The rise of short-term rentals has driven housing prices up, making it unaffordable to live in the city. Business owners are concerned about the comfort and safety of their employees, patrons and visitors. Finding safe parking for employees and access to restrooms at night are key amenities. Concern was also expressed about meeting the sound ordinance.	 MOBILITY P Highly walkable and compact, downtown was designed with historic, narrow streets. Different modes of transport are competing for limited space at different times of day. Parking is hard to find at peak times and traffic is congested day and night. Rideshare services (e.g. Uber, Lyft) are a key mode of transport for nightlife patrons, especially at closing time. Yet there are no current systems of coordination or designated locations for pick-up and drop-off.

WOMEN'S PERSPECTIVE ON THE SOCIAL ECONOMY: SNAPSHOT

RHI conducted a focus group among women of different ages to analyze St. Augustine's downtown social economy.

Social Venues

St. Augustine has a variety of social assets downtown. Among the attractions ranked as “excellent” by the women’s focus group include high quality food and beverage, engagement with art and the “street as a venue” (where walking downtown is the attraction, especially on St. George Street). Events, festivals and sporting events (e.g. hosted by Flagler College) are key attractions, which draw a wide range of ages and life stages. Colonial Oak is particularly family friendly. Downtown has room for improvement in social options after 10:00 p.m. that appeal to a 30+ mature audience.



Inclusion

The City of St. Augustine has a complicated dynamic with current and historical diversity, equity and inclusion. There is a notable lack of racial and ethnic diversity in pedestrians, patrons and owners of social venues downtown. Musical diversity is limited and there is a gap in LGBT+ social venues. Wedding planners noted that while they do have diverse wedding parties, there are few social spaces where e.g. African Americans or LGBT+ community members would feel comfortable bringing their post-wedding “after party” downtown.



Public Safety



Women are often a key barometer of safety. In fact, social preferences by women often coincide with best practices for safety in nightlife venues and social districts. The physical environment of a downtown social district has a large impact on whether women feel safe at night. Environmental cues such as good lighting, cleanliness and presence of multi-generational eyes on the street contribute to a positive perception of safety. Areas that women’s focus group participants felt safest were: Plaza, Bayfront, St. George St and Hypolita St. However, participants commented that they intentionally avoid areas that are consistently dark (e.g. side

streets, alleys, parking lots) and are intimidated by groups of transients and panhandlers, especially if they are drinking in public.

Venue Safety

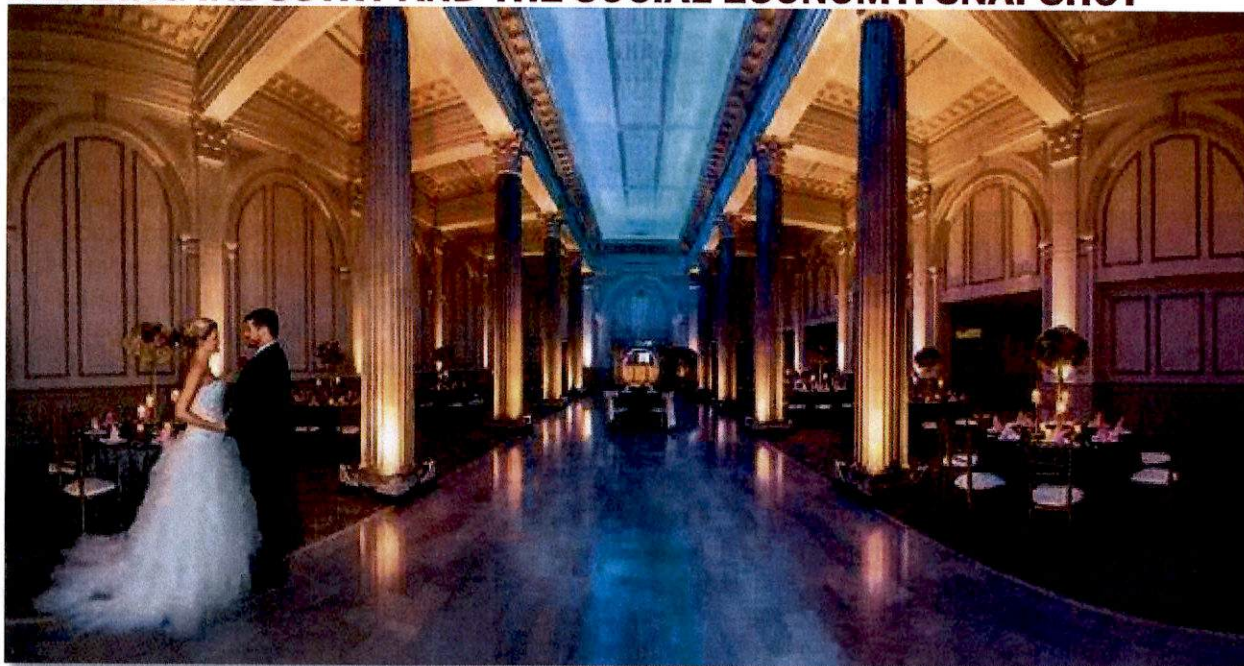
What makes women feel safe within social venues? Among ambience and design preferences include quiet spaces and lounges. Bathroom cleanliness and well-lit passageways are critical to a safe, comfortable social experience. Cues that an environment may be unsafe are when intoxicated people are allowed entry and served more alcohol, and where staff are seen drinking on the job.

Safety Resources for Women

- **Women Against Violent Encounters (WAVE)** class taught by PD to high school and college students about staying safe at house parties and venues through situational awareness.
- **Bathroom posters in DIY house party network**, Underwire Collective, a potential model for licensed venues.



WEDDING INDUSTRY AND THE SOCIAL ECONOMY: SNAPSHOT

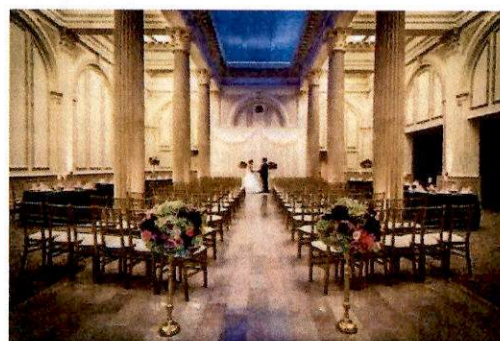


The wedding industry has a significant impact on the social economy year-round. Despite the boon to the local economy, weddings contribute to challenges in the social economy. There are concerns about the continuum of when and where drinking takes place, and the disruptions it causes to the quality of life and public safety of downtown.

Weddings comprise the majority of private events that take place downtown, but quantitative data is unknown. There are about a dozen formal wedding venues located in/around downtown, as well as several informal venues (e.g. short-term rentals for “backyard weddings”) nearby. Weddings anecdotally take place during the week and weekends year-round; one venue can even host multiple weddings simultaneously on multiple floors. Alcohol licensing, and therefore server training and security, varies, depending on the venue. Some venues have their own alcohol license associated with the property, while others rely on catering licenses. Over-consumption of alcohol has been reported at open bars. Standardization of policies for weddings (e.g. last call, refusal of service) is unknown. As part of this study, RHI worked to collect data on weddings, but only received partial data.

When weddings end (usually between 11:00 p.m.-12:00 a.m.), a crowd surge similar to bar closing time descends upon downtown social venues—potentially hundreds of people eager to continue to socialize, despite varying levels of intoxication upon arrival. Venue operators expressed concern about pre-loading among wedding guests. Anecdotal reports from venue staff indicated that some wedding guests are disruptive, demanding entry to venues or alcohol service despite already being intoxicated. Some try to occupy an entire venue for their after-party, but venue operators typically refuse due to concerns about disorderly behavior and passing of drinks to minors. Wedding attendees have also been seen to openly carry drinks; champagne bottles are often found littered downtown.

Events such as weddings contribute to impacts in the social economy that require planning, coordination, and resource management, especially for police as event security. But, there is a disconnect between the wedding industry and the City in terms of reporting, tracking and coordination of resources. Police department’s knowledge of weddings is limited to when off-duty officers are requested as event security. There is an opportunity to include wedding venue stakeholders in a broader plan for the social economy downtown.



SOCIAL ASSET INVENTORY: SNAPSHOT

Data Summary

This is a summary of available data on the mix of businesses in the Historic District. Social venues are defined as cafes, restaurants, bars, music venues and wedding venues.

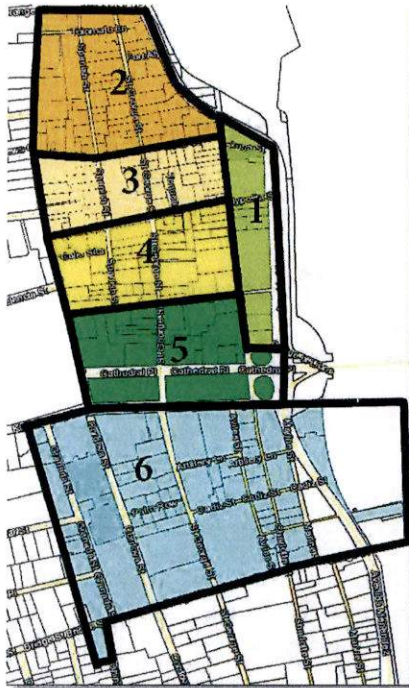
Social Venues in the Historic District

108 social venues (32.24%) of 335 total businesses

81 venues (75%) of 108 have an alcohol license

21 venues (19.44%) offer live entertainment

Total seating/occupancy: 6,470 seats



Why Should Social Venues be Analyzed?

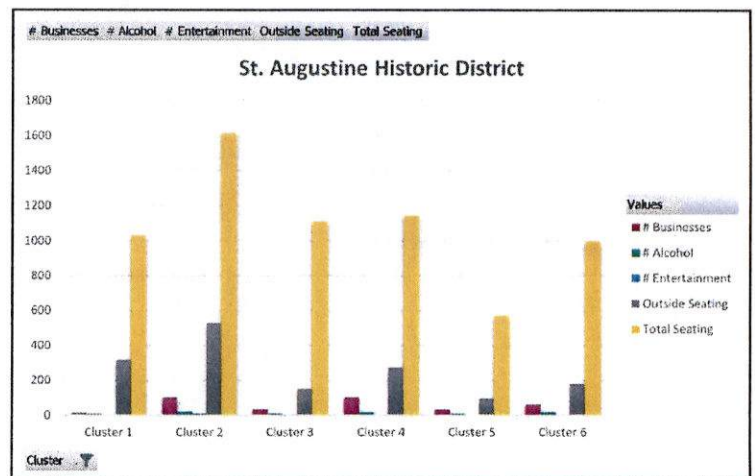
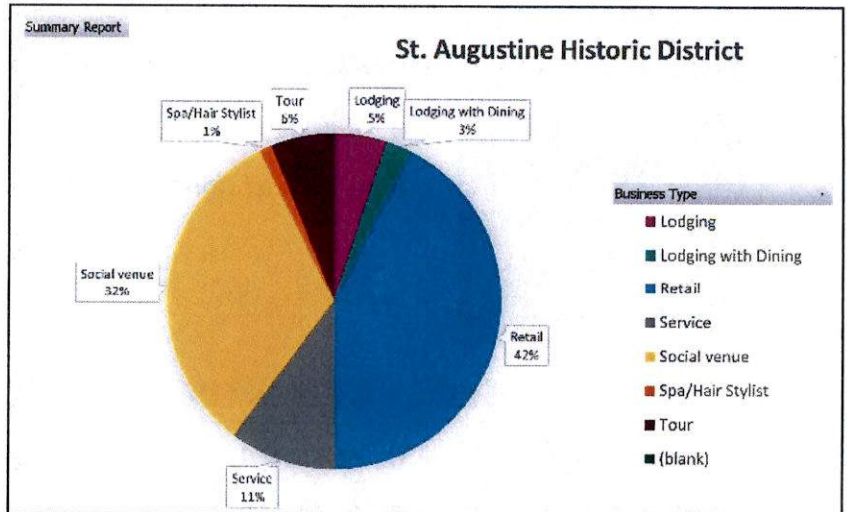
Many market forces are driving change. The loss of storefront retail is placing pressure to transition these spaces to social venues. However, social venues have a much greater occupancy for the same square footage as retail or office space. With each new social venue comes more employees and the need for parking with numbers greater than the existing use. This business use can also generate more impacts to quality of life and public safety due to nighttime hours of operation and potential patron intoxication

Cluster Organization of Historic District

The Historic District has been divided into six clusters of businesses (as pictured). The evolution of several concentrated "clusters" of social venues within the Historic District has led to perceived and real shortages of parking in several blocks, as well challenges with closing time management in certain clusters.

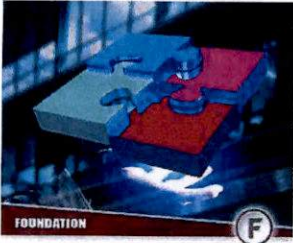
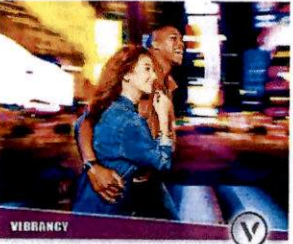
How can this Methodology be Used?

By dividing a district into social clusters, improvements can be planned and monitored in a more focused way. The model helps identify areas in most need of lighting, where most social venues and/or greatest occupancy are located, etc. Calls for service and last drink data can also help pinpoint response for increased compliance training of venues located in particular clusters.



ACTION PLAN: SNAPSHOT

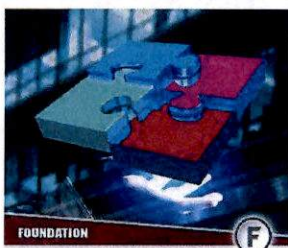
This is a one-page snapshot of all action items.

ACTIONS TO LAY A FOUNDATION FOR A SUSTAINABLE SOCIAL ECONOMY	
 FOUNDATION F	■ Action 1: Form a Social Economy Alliance ■ Action 2: Conduct an Economic Analysis of the Social Economy
ACTIONS TO ASSURE SAFETY IN THE SOCIAL ECONOMY	
 SAFETY S	■ ACTION 1: Facilitate Easier Access by Emergency Vehicles ■ ACTION 2: Improve Lighting In “Dead Zones” ■ ACTION 3: Form a Nighttime Social Venue Alliance ■ ACTION 4: Educate Visitors to Not Carry Open Containers
ACTIONS TO ENHANCE VIBRANCY IN THE SOCIAL ECONOMY	
 VIBRANCY V	■ ACTION 1: Educate Visitors About Not Giving to Panhandlers ■ ACTION 2: Create More Opportunities for Original Live Music ■ ACTION 3: Update Event Procedures and Coordination
ACTIONS TO PLAN FOR PEOPLE IN THE SOCIAL ECONOMY	
 PLANNING P	■ ACTION 1: Formalize and Raise Awareness of Rideshare Hubs ■ ACTION 2: Provide Safe, Efficient Parking for Nighttime Employees ■ ACTION 3: Bring Residents Back Downtown ■ ACTION 4: Refine Sound Management Process

ACTION PLAN: SYNOPSIS

The Action Plan was primarily generated by Roundtables input. On occasion, more than one Roundtable identified the same action. Some actions were created by RHI based on priorities identified during interviews and meetings that took place prior to the Roundtables. The Foundation section's action plan is based on RHI's research and experience with the governance systems that help sustain a nighttime economy management system in sociable cities worldwide.

ACTIONS TO LAY A FOUNDATION FOR A SUSTAINABLE SOCIAL ECONOMY



1) Form a Social Economy Alliance

Progressive cities recognize the need for a sustainable system of social economy governance. This can be accomplished in a variety of structures, such as an Office of Nightlife and Advisory Board. Dedicated staff ("Night Manager") are critical to maintain momentum and coordinate programming.

2) Conduct an Economic Analysis

Conducting an economic analysis can achieve heightened recognition and legitimacy for the social economy. Compiling and analyzing information about the fiscal, economic and employment impacts of the social economy can help establish a baseline measure to better understand patterns of growth, decline and renewal in downtown St. Augustine.

ACTIONS TO ASSURE SAFETY IN THE SOCIAL ECONOMY



1) Facilitate Easier Access by Emergency Vehicles

Emergency vehicles (e.g. fire trucks, ambulances, police cars) need to efficiently access locations when called for service. Closing strategic streets to public car access will help alleviate the challenge by removing traffic congestion and other barriers in key service areas to reduce response time.

2) Improve Lighting in "Dead Zones"

There are pockets of "dead zones" devoid of light or people in downtown's side streets and alleys. Consistent lighting can improve the perception of safety and deter crime and nuisance activities. Stakeholders will have to engage in the Historic Architectural Review Board process to ensure historic preservation standards are met.

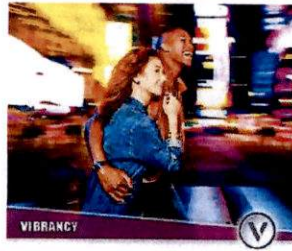
3) Form a Nighttime Social Venue Alliance

Starting a WhatsApp phone group among venues' general managers and security is one small step towards creation of a more formal Nighttime Social Venue Alliance. The Alliance can develop self-regulation standards in a guide for operation, schedule quarterly meetings with police, and coordinate training.

4) Educate Visitors to Not Carry Open Containers

Educating visitors that they're not allowed to drink from open containers downtown can reduce pre-loading and assist licensed venues from having to intervene with patrons. A marketing campaign with a video for tourists and brochure for wedding parties will be key.

ACTIONS TO ENHANCE VIBRANCY IN THE SOCIAL ECONOMY



1) Educate Visitors About Not Giving to Panhandlers

St. Augustine can break the cycle of panhandling by addressing their source of income: visitor donations. Educating visitors on how to redirect their donations to social services can make long-lasting change. An educational campaign will include brochures on existing social service agency initiatives.

2) Create More Opportunities for Original Live Music

Elevate the caliber of nighttime social experiences by offering authentic, experiential options. An ecosystem of support is critical through better connectivity between event/festival planners and local musician networks, as well as dedicated loading zones. Fostering a robust live music scene also requires a local support base and higher wages.

3) Update Event Procedures and Coordination

Enhancement of current systems that track upcoming events held on private property, especially weddings, will help the City and venue operators know when additional staff resources are needed. There is an opportunity to continue to supplement police with private security but with vetting and approval standards for public events.

ACTIONS TO PLAN FOR PEOPLE IN THE SOCIAL ECONOMY



1) Formalize and Raise Awareness of Rideshare Hubs

Rideshare services are a key mode of transport for nightlife patrons, yet there are no current systems of coordination. Rideshare hubs create designated areas for pick-up and drop-off of passengers. They help reduce traffic congestion and expedite district egress. Three locations have already been selected, but there was limited awareness, nor signage.

2) Provide Safe, Efficient Parking for Employees

Provision of safe, efficient parking for employees who work downtown at night is key to supporting and expanding the current workforce. Explore options such as a Park and Ride location with a circulator/shuttle to pick up employees and drop them off at start and end of shift.

3) Bring Residents Back Downtown

Residents want to patronize local dining and entertainment businesses but feel disconnected from downtown. Facilitate a meeting among hospitality operators and residents to discuss amenities such as resident discounts and reservations to help restore a sense of community.

4) Refine Sound Management Process

There is a need to close loopholes in the sound management process. Revisiting the sound ordinance to set realistic sound standards for businesses, training noise control officers, creating a more robust tracking mechanism for complaints and ensuring follow-through in the judicial process will be critical.



RESPONSIBLE HOSPITALITY INSTITUTE

Additional information:

Alicia Scholer | 831.201.4117 | Alicia@rhiweb.org

www.SociableCity.org

*City of St. Augustine
City Commission*

Certificate of Recognition

In Acknowledgement of and



Presented In Honor to

St. Johns Housing Partnership

In celebration of

*The St. Johns Housing Partnership's 25th year serving the community by creating safe,
clean, and affordable housing in North Florida.*

Monday, February 13, 2023



Nancy Sikes-Kline, Mayor

RH
1/2



Est. 1565

City of St. Augustine

La Lealísima y Valerosa Ciudad de San Agustín de la Florida

CERTIFICATE OF RECOGNITION

Whereas, On April 2, 1896, the great-granddaughter of Thomas Jefferson, Maria Jefferson Eppes Shine, invited some friends to her home in St. Augustine for the purpose of forming a chapter of the Daughters of the American Revolution; and

Whereas, Mrs. Shine's failing health took her away from St. Augustine; and she died on September 2, 1896, with the dream of her chapter unrealized; and

Whereas, after a temporary pause in the process, Mrs. Anna S. Woodruff, who had been a long-time member of the National Society, was confirmed as Organizing Regent on February 3, 1898, and the charter was granted on March 26, 1898, with the Maria Jefferson Chapter, NSDAR, becoming the second chapter in Florida; and

Whereas, the members of the Daughters of the American Revolution are descendants of Patriots who helped create our nation during the American Revolution, with the goals being historic preservation, education, and patriotism; and

Whereas, in addition to numerous patriotic events held annually, this year, the Maria Jefferson chapter contributed almost 4,500 hours of community service and works with local schools to foster historical awareness, presenting medals and scholarships to local students.

Whereas, the Maria Jefferson Chapter will continue their traditions of serving the community while they honor their founders and continue to chart their future, always keeping the goals of the National Society Daughters of the American Revolution and serving the City of St. Augustine.

NOW THEREFORE, the City Commission of the City of St. Augustine does hereby recognize and joins in celebrating the 125th Anniversary of the Maria Jefferson Chapter of the National Society of the Daughters of the American Revolution.

IN WITNESS WHEREOF I hereunto set my hand and do cause the Seal of the City of St. Augustine, Florida, to be affixed this 27th day of February in the year of our Lord two thousand and twenty-three, in the four hundred and fifty-seventh year of the founding of St. Augustine, the Nation's Oldest City.

Nancy Sikes-Kline, Mayor



Est. 1565

City of St. Augustine

La Lealísima y Valerosa Ciudad de San Agustín de la Florida

PROCLAMATION

WHEREAS, the Irish came to Spanish “La Florida” in the 1500s, first as missionaries and mercenary soldiers, then as planters, traders, businessmen, doctors and administrators; and

WHEREAS, Fr. Richard Arthur, an Irish-born priest from Limerick who was appointed parish priest for St. Augustine in 1597 and ecclesiastical judge of “La Florida,” established the first public school in America and opened it to both boys and girls of all races; and

WHEREAS, by 1776 nearly 300,000 Irish nationals had emigrated to America, playing a crucial role in America’s War for Independence; five of the Signers of the Declaration of Independence were of Irish descent with three of those being Irish born, and twenty-two Presidents have proudly proclaimed their Irish American heritage; and

WHEREAS, in 1792 Irish born James Hoban provided the architectural plans for the White House and served as one of the supervising architects for the construction of the Capitol; and

WHEREAS, Irish born Commodore John Barry, fought the last sea battle of the American Revolution off the coast of Florida, being recognized by the United States Congress in September of 2002 as the “First Flag Officer of the United States Navy”; and

WHEREAS, in 1813, Captain Oliver Perry, an Irish American, achieved a major naval victory in the Battle of Lake Erie; in 1942, the five Sullivan brothers made the ultimate sacrifice for democracy and freedom during the Naval Battle of Guadalcanal and later had the Destroyer USS Sullivan commissioned in their memory; and

WHEREAS, three of the Spanish Governors of “La Florida” were Irish military officers, and Andrew Jackson, whose family came from County Antrim, served as Florida’s military governor following its acquisition by the United States, later serving as the seventh president; and

WHEREAS, Irish Americans have continued to provide leadership and service to this nation’s political, business and religious establishments, so it is fitting to celebrate the rich cultural heritage and the many valuable contributions of Irish Americans.

NOW THEREFORE, the City Commission of the City of St. Augustine, Florida does hereby declare the month of March as **Irish American Heritage Month** and urges all citizens to celebrate the contributions of Irish Americans within the diversity of America’s heritage.

IN WITNESS WHEREOF, I hereunto set my hand and do cause the Seal of the City of St. Augustine to be affixed this 13th day of February in the year of our Lord two thousand twenty-three and the four hundred and fifty-seventh year of the founding of St. Augustine, the Nation’s Oldest City.

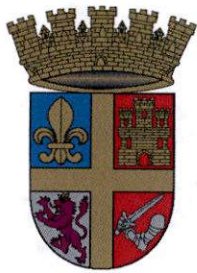
2023-04

Nancy Sikes-Kline, Mayor

“Most Loyal and Valorous”

Title conferred upon the Presidio of St. Augustine by King Philip V of Spain, November 26, 1715

NSK
(6)



Est. 1565

City of St. Augustine

La Lealísima y Valerosa Ciudad de San Agustín de la Florida

❧ CERTIFICATE OF RECOGNITION *❧*

Whereas, Delta Sigma Theta Sorority, Incorporated was founded January 13, 1913, at Howard University, Washington, D.C and the local chapter was chartered December 9, 1995. Delta Sigma Theta Sorority is currently a globally recognized and socially active sisterhood of more than 300,000 predominately Black college-educated women; and

Whereas, Delta Sigma Theta Sorority, Inc. has been committed to public service since its inception and through its Five-Point Programmatic Thrusts, the sorority provides an extensive array of public service initiatives addressing the needs for Economic Development, Educational Development, International Awareness and Involvement, Physical and Mental Health, and Political Awareness and Involvement; and

Whereas, the local chapter maintains the ideals of the 22 visionary collegiate women who founded Delta Sigma Theta Sorority with a purpose to provide assistance and support through established programs in local communities throughout the world. The organization is committed to the constructive development of its members and to public service with a primary focus on the community; and

Whereas, the Palm Coast Flagler County Alumnae Chapter is committed to continuing the tradition of community service by developing programs that initiate social change, encouraging academic excellence and elevate cultural awareness in our tri-county service area of Flagler, Putnam and St. Johns counties.

NOW THEREFORE, the City Commission of the City of St. Augustine does hereby recognize **January 13, 2023**, as the 110th anniversary of the founding of Delta Sigma Theta Sorority and expresses appreciation for the dedication and support of our local community.

IN WITNESS WHEREOF I hereunto set my hand and do cause the Seal of the City of St. Augustine, Florida, to be affixed this 13th day of January in the year of our Lord two thousand and twenty-three, in the four hundred and fifty-seventh year of the founding of St. Augustine, the Nation's Oldest City.

2023-01CR

Nancy Sikes-Kline, Mayor

"Most Loyal and Valorous"

Title conferred on the Presidio of St. Augustine by King Philip V of Spain, November 26, 1715

N3K
Done

CITY OF ST. AUGUSTINE

MEMORANDUM

TO: City Commission

DATE: February 13, 2023

RE: de Aviles Award Presentation

On Monday, February 27 at 4:30pm, prior to the regularly scheduled City Commission meeting, the City of St. Augustine City Commission will present the 2023 de Aviles Award to Mr. Paul Weaver in recognition of his years of public service, outstanding work, and his dedication to the betterment of our community.

Please place this item on the February 13 Consent Agenda under Reminder for Upcoming Meetings.

Respectfully,

A handwritten signature in blue ink, reading "Melissa E. Wissel". The signature is fluid and cursive, with the first name "Melissa" and last name "Wissel" clearly legible.

Melissa Wissel
Communications Director

CITY OF ST. AUGUSTINE

MEMORANDUM

TO: John Regan, City Manager

RE: Nomination for the 2023 Adelaide Sanchez Award
for Historic Preservation and Restoration

DATE: February 13, 2023

It is my honor to nominate Dr. Leslee Keys as the recipient of the 2023 Adelaide Sanchez Award for Historic Preservation and Restoration.

I have worked with Dr. Keys professionally for 18 years and witnessed first-hand her passion and resolve to maintain the authenticity and accuracy of all aspects of Historic Preservation. I firmly believe that she has earned and deserves the honor of this prestigious award.

In accordance with the process outlined in Resolution 2017-08, I ask that this nomination be placed on the consent agenda for the February 13 City Commission meeting for consideration, her selection be confirmed at the first meeting in March, and the presentation be scheduled for May 8, the first meeting in May.

Thank you,



Barbara Blonder
City Commissioner

CITY OF ST. AUGUSTINE

MEMORANDUM

TO: City Commissioners

DATE: January 30th, 2023

RE: City Welcome Sign on Anastasia Island

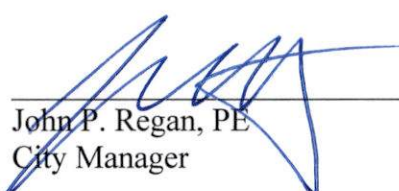
As you know the City Commission, in August 2022, approved the refurbishment of the City of St. Augustine's welcome sign on Anastasia Island. The first attachment is what the commission approved in August of last year.

City staff recently realized that the crest used in the approved rendering did not have the new city crest. An updated rendering of the sign, with the newer city crest, is the second attachment.

City staff recommends that the city proceed with the newer crest and requests your approval to move forward in this process. All other painting, lettering, and lanterns are currently on order or have been received/completed.

I will place this item under the City Commission meeting consent agenda scheduled for February 13th, 2023 for the commission's approval.

As always, please do not hesitate to contact me if you have any questions. Thank you for your assistance.



John P. Regan, PE
City Manager

JCP

Enclosures



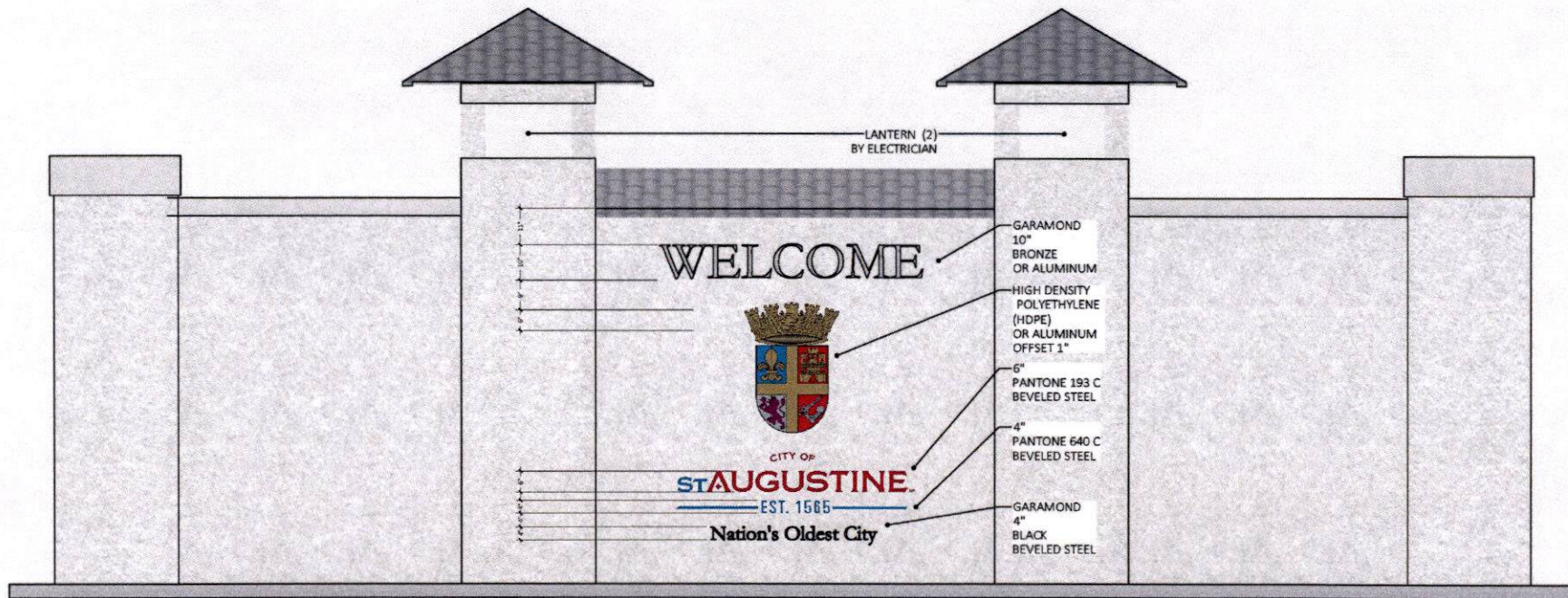
CITY OF
ST. AUGUSTINE
EST. 1565

ST. AUGUSTINE GATEWAYS General Scheme Approved

St. Augustine, Florida
ML+H Project No. 21.47.0

8.30.2022
Updated 01.25.2023

Marquis Latimer + Halback
LANDSCAPE ARCHITECTURE · PLANNING
www.halback.com | Florida Qualifier LA665711D



CITY OF
ST. AUGUSTINE
EST. 1565

ST. AUGUSTINE GATEWAYS Anastasia Blvd: "PORTRAIT" CONCEPT

St. Augustine, Florida
ML+H Project No. 21.47.0

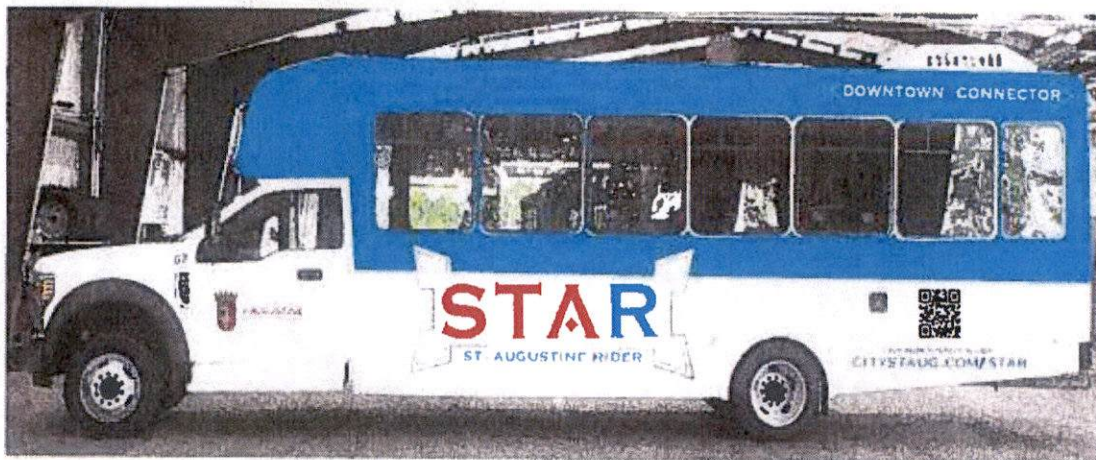
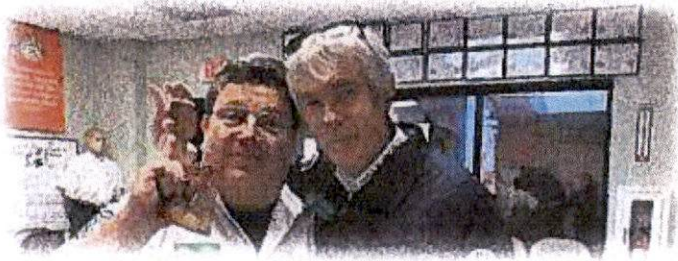
8.30.2022

Updated 01.25.2023



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**St. Augustine Historical Tours, Inc.
d/b/a
Old Town Trolley Tours of St. Augustine
Title VI Plan**

Updated 1/17/2023.

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Title VI Document Activity Log

Date	Activity (Review/Update/Addendum/ Adoption/Distribution)	Concerned Person (Signature)	Remarks
1-18-23	Review with FDOT and City of St Augustine	Andy Laird	Needs additional info
1-19-23	Corrections continued page 2 & 5	Andy Laird	Updates continued
2-1-23	Corrections continued Pages i - 44	Andy Laird	Replaced maps
2-2-23	Updated page 3	Andy Laird	Signature page
2-2-23	Distribution to City for approval and for adoption minutes from City Commission	Andy Laird	Adoption Minutes needed

Title VI/Nondiscrimination Policy Statement and Management Commitment to Title VI Plan

Old Town Trolley Tours of St. Augustine assures the Florida Department of Transportation that no person shall on the basis of race, color, national origin, age, disability, family, or religious status, as provided by Title VI of the Civil Rights Act of 1964, the Civil Rights Restoration Act of 1987, and the Florida Civil Rights Act of 1992 be excluded from participation in, be denied the benefits of, or be otherwise subjected to discrimination or retaliation under any program or activity undertaken by the agency.

Old Town Trolley Tours of St. Augustine further agrees to the following responsibilities with respect to its programs and activities:

1. Designate a Title VI Liaison that has a responsible position within the organization and access to the recipient's Chief Executive Officer or authorized representative.
2. Issue a policy statement signed by the Executive Director or authorized representative, which expresses its commitment to the nondiscrimination provisions of Title VI. The policy statement shall be circulated throughout the Recipient's organization and to the general public. Such information shall be published where appropriate in language other than English.
3. Insert the clauses of Section 4.5 of this plan into every contract subject to the Acts and the Regulations.
4. Develop a complaint process and attempt to resolve complaints of discrimination against Old Town Trolley Tours of St. Augustine.
5. Participate in training offered on the Title VI and other nondiscrimination requirements.
6. If reviewed by FDOT or any other state or federal regulatory agency, take affirmative actions to correct any deficiencies found within a reasonable time period, not to exceed ninety (90) days.
7. Have a process to collect racial and ethnic data on persons impacted by the agency's programs.
8. Submit the information required by FTA Circular 4702.1B to the primary recipients (refer to Appendix A of this plan)

THIS ASSURANCE is given in consideration of and for the purpose of obtaining any and all federal funds, grants, loans, contracts, properties, discounts, or other federal financial assistance under all programs and activities and is binding. The person whose signature appears below is authorized to sign this assurance on behalf of the agency.

Signature

Dave Chatterton

Dave Chatterton
General Manager

Old Town Trolley Tours of St. Augustine,

Date: **2-2-23**

Introduction & Description of Services

Old Town Trolley Tours of St. Augustine submits this Title VI Plan in compliance with Title VI of the Civil Rights Act of 1964, 49 CFR Part 21, and the guidelines of FTA Circular 4702.1B, published October 1, 2012.

Old Town Trolley Tours of St. Augustine is a Subrecipient of FTA funds and provides service in St. Augustine, FL. A description of the current Old Town Trolley Tours of St. Augustine system is included in Appendix B.

Title VI Liaison

Old Town Trolley Tours of St. Augustine
Jennifer Howington
Human Resources Manager
904.829.3800
167 San Marco Avenue
St. Augustine, FL 32084

Alternate Title VI Contact

Joanna Huestis
National Human Resources Director
305.393.2975
jhuestis@historictours.com

Old Town Trolley Tours of St. Augustine must designate a liaison for Title VI issues and complaints within the organization. The liaison is the focal point for Title VI implementation and monitoring of activities receiving federal financial assistance. Key responsibilities of the Title VI Liaison include:

- Maintain knowledge of Title VI requirements.
- Attend training on Title VI and other nondiscrimination authorities when offered by FDOT or any other regulatory agency.
- Disseminate Title VI information to the public including in languages other than English, when necessary.
- Develop a process to collect data related to race, gender and national origin of service area population to ensure low income, minorities, and other underserved groups are included and not discriminated against.
- Implement procedures for the prompt processing of Title VI complaints.

First Time Applicant Requirements

Old Town Trolley Tours of St. Augustine is a first-time applicant for FTA/FDOT funding. The following is a summary of Old Town Trolley Tours of St. Augustine's current and pending federal and state funding.

Current and Pending FTA Funding

1. Downtown Circulator, Current \$1,000,000.00

During the previous three years, Old Town Trolley Tours of St. Augustine did not complete a Title VI compliance review of Old Town Trolley Tours of St. Augustine. Old Town Trolley Tours of St. Augustine has not been found to be in noncompliance with any civil rights requirements.

Annual Certifications and Assurances

In accordance with 49 CFR Section 21.7(a), every application for financial assistance from FTA must be accompanied by an assurance that the applicant will carry out the program in compliance with Title VI regulations. This requirement shall be fulfilled when the applicant/recipient submits its annual certifications and assurances. Primary recipients will collect Title VI assurances from subrecipients prior to passing through FTA funds.

Old Town Trolley Tours of St. Augustine will remain in compliance with this requirement by annual submission of certifications and assurances as required by FDOT.

Title VI Plan Adoption

The Plan was approved and adopted by Old Town Trolley Tours of St. Augustine's General Manager on
The 2nd of February 2023.

Title VI Notice to the Public

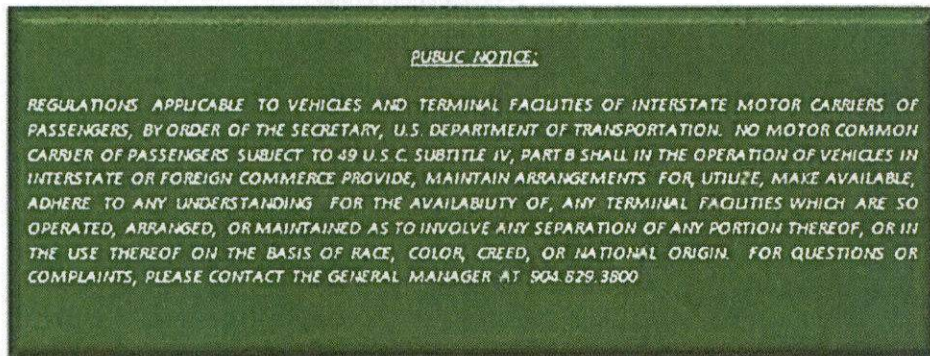
FTA Circular 4702.1B, Chapter III, Paragraph 5: Title 49 CFR 21.9(d) requires recipients to provide information to the public regarding the recipient's obligations under DOT's Title VI regulations and apprise members of the public of the protections against discrimination afforded to them by Title VI.

Notice to the Public

Old Town Trolley Tours of St. Augustine notify members of the public of their rights under Title VI and post the notice at every ticketing location in accordance with our Title VI Plan. The notice include:

- A statement that the agency operates programs without regard to race, color, and national origin
- A description of the procedures members of the public should follow in order to request additional information on the grantee's nondiscrimination obligations
- A description of the procedure members of the public should follow in order to file a discrimination complaint against the grantee

A sample of the notice is below and is included in Appendix D of this Plan.



Notice Posting Locations

The Notice to Public is posted at every ticketing location to apprise the public of Old Town Trolley Tours of St. Augustine's obligations under Title VI and to inform them of the protections afforded them under Title VI. The notice is posted in public areas of Old Town Trolley Tours of St. Augustine's ticketing locations, and on the Old Town Trolley Tours of St. Augustine's website at www.trolleytours.com. Additionally, Old Town Trolley Tours of St. Augustine posts the notice at stops, and on transit vehicles.

Title VI Procedures and Compliance

Complaint Procedure

Any person who believes he or she has been discriminated against on the basis of race, color, or national origin by Old Town Trolley Tours of St. Augustine may file a Title VI complaint by contacting the Non-discrimination Coordinator (General Manager of Old Town Trolley Tours of St. Augustine). The Non-discrimination Coordinator investigates all allegations/complaints received no more than 180 days after the alleged incident. Old Town Trolley Tours of St. Augustine will process complaints that are complete.

Once the complaint is received, Old Town Trolley Tours of St. Augustine will review it to determine if our office has jurisdiction. The complainant will receive an acknowledgement letter informing him/her whether the complaint will be investigated by our office.

Old Town Trolley Tours of St. Augustine has ninety (90) days to investigate the complaint. If more information is needed to resolve the case, Old Town Trolley Tours of St. Augustine may contact the complainant. The complainant has ten (10) business days from the date of the letter to send requested information to the investigator assigned to the case. If the investigator is not contacted by the complainant or does not receive the additional information within ten (10) business days, Old Town Trolley Tours of St. Augustine can administratively close the case. A case can also be administratively closed if the complainant no longer wishes to pursue their case.

After the Non-discrimination Coordinator reviews the complaint, she/he will issue one of two letters to the complainant: a closure letter or a letter of finding (LOF). A closure letter summarizes the allegations and states that there was not a Title VI violation and that the case will be closed. A LOF summarizes the allegations and the interviews regarding the alleged incident, and explains whether any disciplinary action, additional training of the staff member, or other action will occur. If the complainant wishes to appeal the decision, she/he has seven (7) days to do so from the time he/she receives the closure letter or the LOF.

The complaint procedure will be made available to the public on Old Town Trolley Tours of St. Augustine's website (www.trolleytours.com). It is made available to all employees on the Old Town Trolley Tours of St. Augustine employee portal (www.paychex.com).

Complaint Form

A copy of the complaint procedure in English is provided in Appendix E and on Old Town Trolley Tours of St. Augustine's website (www.trolleytours.com).

Record Retention and Reporting Policy

FTA requires that all direct and primary recipients document their compliance by submitting a Title VI Plan to their FTA regional civil rights officer once every three (3) years. Old Town Trolley Tours of St. Augustine will submit their Title VI Plan to FDOT for concurrence on an annual basis or any time a major change in the Plan occurs.

Compliance records and all Title VI related documents will be retained for a minimum of three (3) years and reported to the primary recipient annually.

Subrecipient Assistance and Monitoring

Old Town Trolley Tours of St. Augustine does not have any subrecipients to provide monitoring and assistance. As a Subrecipient to FDOT, Old Town Trolley Tours of St. Augustine utilizes the Subrecipient assistance and monitoring provided by FDOT, as needed. In the future, if Old Town Trolley Tours of St. Augustine has subrecipients, it will provide assistance and monitoring as required by FTA Circular 4702.1B.

Contractors and Subcontractors

Old Town Trolley Tours of St. Augustine is responsible for ensuring that contractors are in compliance with Title VI requirements. Contractors may not discriminate in the selection and retention of any subcontractors. Subcontractors also may not discriminate in the selection and retention of any subcontractors. Old Town Trolley Tours of St. Augustine, contractors, and subcontractors may not discriminate in their employment practices in connection with federally assisted projects. Contractors and subcontractors are not required to prepare or submit a Title VI Plan. However, the following nondiscrimination clauses will be inserted into every contract with contractors and subcontractors subject to Title VI regulations.

Nondiscrimination Clauses

During the performance of a contract, the contractor, for itself, its assignees, and successors in interest (hereinafter referred to as the "Contractor") must agree to the following clauses:

1. **Compliance with Regulations:** The Contractor shall comply with the Regulations relative to nondiscrimination in Federally assisted programs of the U.S. Department of Transportation from time to time, (hereinafter referred to as the Regulations), which are herein incorporated by reference and made a part of this Agreement.
2. **Nondiscrimination:** The Contractor, with regard to the work performed during the contract, shall not discriminate on the basis of race, color, national origin, sex, age, disability, religion, or family status in the selection and retention of subcontractors, including procurements of materials and leases of equipment. The Contractor shall not participate either directly or indirectly in the discrimination prohibited by section 21.5 of the Regulations, including employment practices when the contract covers a program set forth in Appendix B of the Regulations.
3. **Solicitations for Subcontractors, including Procurement of Materials and Equipment:** In all solicitations made by the Contractor, either by competitive bidding or negotiation for work to be performed under a subcontract, including procurement of materials or leases of equipment; each potential subcontractor or supplier shall be notified by the Contractor of the subcontractor's obligations under this contract and the Regulations relative to nondiscrimination on the basis of race, color, national origin, sex, age, disability, religion, or family status.
4. **Information and Reports:** The Contractor shall provide all information and reports required by the Regulations or directives issued pursuant thereto, and shall permit access to its books, records, accounts, other sources of information, and its facilities as may be determined by the Florida Department of Transportation, the Federal Highway Administration, Federal Transit Administration, Federal Aviation Administration, and/or the Federal Motor Carrier Safety Administration to be pertinent to ascertain compliance with such Regulations, orders, and instructions. Where any information required of a Contractor is in the exclusive possession of another who fails or refuses to furnish this information, the Contractor shall so certify to the Florida Department of Transportation, the Federal Highway Administration, Federal Transit Administration, Federal Aviation Administration, and/or the Federal Motor Carrier Safety Administration as appropriate and shall set forth what efforts it has made to obtain the information.
5. **Sanctions for Noncompliance:** In the event of the Contractor's noncompliance with the nondiscrimination provisions of this contract, Old Town Trolley Tours of St. Augustine shall impose contract sanctions as appropriate, including, but not limited to:
 - a. withholding of payments to the Contractor under the contract until the Contractor complies, and/or

- b. cancellation, termination, or suspension of the contract, in whole or in part.
- 6. **Incorporation of Provisions:** The Contractor shall include the provisions of paragraphs 1 through 6 in every subcontract, including procurement of materials and leases of equipment, unless exempt by the Regulations, or directives issued pursuant thereto. The Contractor shall take such action with respect to any subcontract or procurement as the Old Town Trolley Tours of St. Augustine, Florida Department of Transportation, the Federal Highway Administration, Federal Transit Administration, Federal Aviation Administration, and/or the Federal Motor Carrier Safety Administration may direct as a means of enforcing such provisions including sanctions for noncompliance.

E-Verify

As a part of the PTGA with FDOT, vendors and contractors of Old Town Trolley Tours of St. Augustine shall utilize the U.S. Department of Homeland Security's E-Verify system to verify the employment eligibility of all new employees hired by the vendor or contractor while contracted with Old Town Trolley Tours of St. Augustine. Additionally, vendors and contractors shall expressly require any subcontractors performing work or providing services pursuant to work for Old Town Trolley Tours of St. Augustine shall likewise utilize the U.S. Department of Homeland Security's E-Verify system to verify the employment eligibility of all new employees hired by the subcontractor while working for Old Town Trolley Tours of St. Augustine.

Title VI Investigations, Complaints, and Lawsuits

In accordance with 49 CFR 21.9(b), Old Town Trolley Tours of St. Augustine records and reports any investigations, complaints, or lawsuits involving allegations of discrimination. The records of these events shall include the date the investigation, lawsuit, or complaint was filed; a summary of the allegations; the status of the

Title VI Plan

investigation, lawsuit, or complaint; and actions taken by Old Town Trolley Tours of St. Augustine in response; and final findings related to the investigation, lawsuit, or complaint. The records for the previous three (3) years shall be included in the Title VI Plan when it is submitted to FDOT.

Old Town Trolley Tours of St. Augustine has not had any investigations, complaints, or lawsuits involving allegations of discrimination on the basis of race, color, or national origin over the past three (3) years.

Copy of HTAF – 181 – DISCRIMINATION COMPLAINT INTAKE FORM on following page

DISCRIMINATION COMPLAINT INTAKE FORM		Intake Person Name Date 	
Historic Tours of America, Inc.			
City Tour Name:		Office Phone (incl. Area Code)	
Street Address		City, State and ZIP Code	
Complaint's Contact Information			
Name		Phone No. (include Area Code)	Cell Phone No. (include Area Code)
Street Address		City, State and ZIP Code	
DISCRIMINATION BASED ON (Check appropriate box(es)) ☐ RACE ☐ COLOR ☐ RELIGION ☐ NATIONAL ORIGIN ☐ ADA RELATED ☐ OTHER		DATES: DISCRIMINATION TOOK PLACE Earliest: _____ Latest: _____	
THE PARTICULARS ARE (If additional paper is needed, attach extra sheets)			
Statement of Harm:			
GMS Investigation:			
GMS Resolution:			

3/2018

Public Participation Plan

The Public Participation Plan (PPP) for Old Town Trolley Tours of St. Augustine was developed to ensure that all members of the public, including minorities and Limited English Proficient (LEP) populations, are informed regarding the operation of the Trolley and Shuttle Services, and encouraged to communicate any needs regarding the operation of Old Town Trolley Tours of St. Augustine. In seeking public comment and review, Old Town Trolley Tours will make a concerted effort to reach all segments of the population, including people from minority and low-income communities, and organizations representing these and other protected classes.

Every rider of Old Town Trolley Tours of St. Augustine receives a physical comment card, or electronic survey sent to their email, to complete sharing any information/comments they feel are important to our operations and we encourage every rider to share any comments they feel would be helpful in the operation of our services. Every comment card is reviewed by our Guest Relations Department and shared with the General Manager and Chief Executive Officer. All recommendations/suggestions to improve communication to those traditionally underserved including, but not limited to minorities, Limited English Proficiency (LEP) persons, elderly persons, persons with disabilities and low income households.

Current Outreach Efforts

Old Town Trolley Tours of St. Augustine offers free access to all residents of St. Johns and Flagler Counties. Old Town Trolley Tours has been offering this service to the residents of St. Augustine since it began operations in 2001. During the month of September every year, in an attempt to make all residents aware of this program, we place full page advertisement in the local free MINT magazine (a publication mailed to every resident in St. Johns and Flagler communities) and post at our locations promoting "Residents Ride FREE" during September. We encourage residents to register to receive important information regarding local promotions and to be able to ride free all year with a paid ticket.

A copy of our September flyer is included as Appendix F to this Title VI Plan.

Language Assistance Plan

Old Town Trolley Tours of St. Augustine operates a transit system within the City of St. Augustine, FL. The Language Assistance Plan (LAP) has been prepared to address Old Town Trolley Tours of St. Augustine's responsibilities as they relate to the needs of individuals with Limited English Proficiency (LEP). Individuals, who have a limited ability to read, write, speak, or understand English are LEP.

In Old Town Trolley Tours of St. Augustine service area there are 91.2% of households in the City of St. Augustine that speak only English within the household. The data shows that approximately 5.9% of St. Augustine's citizens speak Spanish at home and 63.2% of them speak English "very well". In addition, the current data indicates that of the remaining citizens (2.9%) who speak a language other than English or Spanish, 83% speak English "very well". Accordingly, of the City's total population 2.66% speak English less than "very well". (City of St. Augustine Title VI plan)

Executive Order 13166 mandates that if the size of the language group exceeds more than 5% of the eligible population, all vital documents shall be translated. A 2021 review of the data revealed that the only language that meets the 5% eligible population threshold mandating translating documents is Spanish. Therefore, Old Town Trolley Tours of St. Augustine will review, identify, and begin translating all vital documents into Spanish.

Transit Planning and Advisory Bodies

Old Town Trolley Tours of St. Augustine does not have a transit-related committee or board; therefore, this requirement does not apply.

Title VI Equity Analysis

Title 49 CFR, Appendix C, Section (3)(iv) requires that "the location of projects requiring land acquisition and the displacement of persons from their residences and business may not be determined on the basis of race, color, or national origin." For purposes of this requirement, "facilities" does not include bus shelters, as they are considered transit amenities. It also does not include transit stations, power substations, or any other project evaluated by the National Environmental Policy Act (NEPA) process. Facilities included in the provision include, but are not limited to, storage facilities, maintenance facilities, operations centers, etc. In order to comply with the regulations, Old Town Trolley Tours of St. Augustine will ensure the following:

1. Old Town Trolley Tours of St. Augustine will complete a Title VI equity analysis for any facility during the planning stage with regard to where a project is located or sited to ensure the location is selected without regard to race, color, or national origin. Old Town Trolley Tours of St. Augustine will engage in outreach to persons potentially impacted by the siting of the facility. The Title VI equity analysis must compare the equity impacts of various siting alternatives, and the analysis must occur before the selection of the preferred site.
2. When evaluating locations of facilities, Old Town Trolley Tours of St. Augustine will give attention to other facilities with similar impacts in the area to determine if any cumulative adverse impacts might result. Analysis should be done at the Census tract or block group level where appropriate to ensure that proper perspective is given to localized impacts.
3. If Old Town Trolley Tours of St. Augustine determines that the location of the project will result in a disparate impact on the basis of race, color, or national origin, Old Town Trolley Tours of St. Augustine may only locate the project in that location if there is a substantial legitimate justification for locating the project there, and where there are no alternative locations that would have a less disparate impact on the basis of race, color, or national origin. Old Town Trolley Tours of St. Augustine must demonstrate and document how both tests are met. Old Town Trolley Tours of St. Augustine will consider and analyze alternatives to determine whether those alternatives would have less of a disparate impact on the basis of race, color, or national origin, and then implement the least discriminatory alternative.

Old Town Trolley Tours of St. Augustine has not recently constructed any facilities, nor does it currently have any facilities in the planning stage. Therefore, Old Town Trolley Tours of St. Augustine does not have any Title VI Equity Analysis reports to submit with this Plan. Old Town Trolley Tours of St. Augustine will utilize the demographic maps included in Appendix I for future Title VI analysis.

System-Wide Service Standards and Service Policies

Old Town Trolley Tours of St. Augustine is a fixed route service provider.

FTA Circular 4702.1B requires that all fixed route service providers prepare and submit system-wide service standards and service policies as a part of their Title VI Plan. These standards and policies must address how service is distributed across the transit system and must ensure that the manner of the distribution affords users access to these assets.

Old Town Trolley Tours of St. Augustine has adopted the following system-wide standards and policies to ensure service design and operations practices do not result in discrimination on the basis of race, color, or national origin. Service policies differ from service standards in that they are not necessarily based on a quantitative threshold.

Old Town Trolley Tours of St. Augustine's route service including stop locations is monitored and approved by the City of St. Augustine to affirm it services the need of the community and does not negatively affect the needs of those traditionally underserved including but not limited to minorities, Limited English Proficiency (LEP) persons, elderly persons, persons with disabilities and low income households.

Service Standards

FTA requires that all fixed route transit providers develop quantitative standards for all fixed route modes of operation for the following indicators. Old Town Trolley Tours of St. Augustine has prepared standards for all modes it operates.

Table 3 | Vehicle Load

Vehicle Type	Seated	Average Passenger Capacities		Max Load Factor
		Standing	Total	
32' Starcraft Allstar	30	0	30	1.0
2012 Isuzu & Trailer	95	0	95	1.0
Ford F550 Terra Transit	30	0	30	1.0
Ford F550 Defender	30	0	30	1.0

Table 4 | Vehicle Headway

POLICY HEADWAYS AND PERIODS OF OPERATION				
<u>WEEKDAY</u>	<u>Peak</u>	<u>Base</u>	<u>Evening</u>	<u>Night</u>
Downtown Circulator	45	60	45	-
Day Time Trolley Tour	100	800	500	-
Day Time Beach Bus Shuttle	15	25	15	-
Day Time Local Hotel Shuttle	25	15	25	-

** Peak: 7-9 am and 4-6 pm; Base 9am - 4pm; Evening: 6-9:30 pm; Night: 9:30pm-Midnight; "--" means no service is provided during that time period. TBD by the CoSA needs*

<u>SATURDAY</u>	<u>Day</u>	<u>Evening</u>	<u>Night</u>
Downtown Circulator	50	50	-
Day Time Trolley Tour	1600	-	-
Day Time Beach Bus Shuttle	25	-	-
Day Time Local Hotel Shuttle	50	-	-

** Day 7am - 6pm; Evening: 6-9:30 pm; Night: 9:30pm - Midnight; "--" means no service is provided during that time period.*

<u>SUNDAY</u>	<u>Day</u>	<u>Evening</u>	<u>Night</u>
Downtown Circulator	50	TBD	-
Day Time Trolley Tour	1000	-	-
Day Time Beach Bus Shuttle	25	-	-
Day Time Local Hotel Shuttle	50	-	-

** Day 7am - 6pm; Evening: 6-9:30 pm; Night: 9:30pm-Midnight; "--" means no service is provided during that time period.*

On-Time Performance

A vehicle is considered on time if it departs a scheduled time point no more than one (1) minute early and no more than five (5) minutes late. The Old Town Trolley Tours of St. Augustine on-time performance objective is 90% or greater. Old Town Trolley Tours of St. Augustine continuously monitors on-time performance and system results are published and posted as part of monthly performance reports covering all aspects of operations.

Service Availability

Old Town Trolley Tours of St. Augustine will distribute transit service so that 90% of all residents within the Historic District of the City of St. Augustine are within a ¼ mile walk of the Downtown Area and the City of St. Augustine Parking Facility (Visitor Information Center).

Service Policies

FTA requires fixed route transit providers to develop a policy for service indicators. Old Town Trolley Tours of St. Augustine has prepared the following policies for its transit system.

Distribution of Transit Amenities

Installation of transit amenities along shuttle routes are based on the number of passengers boarding at the stops along those routes.

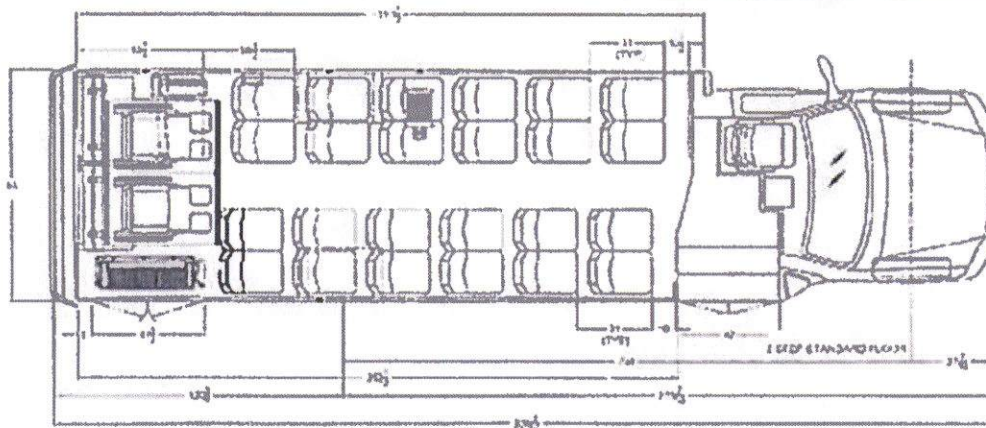
Vehicle Assignment

The Vehicles assigned to shuttle service were purchased in 2022 and are less than 5 years old. All shuttles are ADA compliant including Wheelchair door uplift package and Priority seating signage. All shuttle vehicles are air-conditioned vehicles. Two Type 1 Shuttle Busses are dedicated to this project. The passenger seating options, and material meet the requirements for this Plan and are included.



Creative Bus Sales
THE NATION'S LARGEST BUS DEALER SINCE 1980

2019 Starcraft Allstar XL 32'





Specifications

Chassis	• 2019 Ford F-550 • Engine: 6.8L V-10 • Mor-Ryde RL Suspension • Heavy duty running board
Exterior	• Exterior Color: White • 238" Wheelbase • 96" wide exterior body • Fully welded steel cage construction meeting all applicable FMVSS requirements • "Starview" driver's visibility window in front of entry door • Electric actuated 42" passenger entry door with full length glass • 36" wide x 36" high upper double T-Slider tempered safety glass windows with climate control tint • Black powder coated steel rear bumper • Rear mud flaps • Pre-painted white aluminum side skirts • Fiberglass front and rear caps • One-piece seamless FRP (fiberglass reinforced plastic) roof • Breakaway rearview mirrors with built-in convex • Front destination sign window with overhead access door • Side destination sign window
Interior	• 80" Interior floor to ceiling height • Floor and wall seat track for flexible seating • 5/8" exterior grade plywood flooring • Printed circuit board with automotive type fuses and LED trouble shooting lights • Sidewall, Rearwall and Ceiling: Grey FRP (fiberglass reinforced plastic) • Driver Area: Grey padded vinyl • Flooring: Gerflor Sirius Graphite Grey • Yellow step nosing (4) • Floor 2 step entry with extra step behind driver • Ceiling grab rail (each) on both sides • 1 1/2" dual entry grab rails parallel to entrance steps (both sides) • Stanchion and modesty panel behind driver
A/C and Heat	• A/C System: TA77R90 Super 13, 80K • Heater: 65K BTU
Lighting	• Door activated interior lights • LED mid-ship turn/marker lights • Surface mount LED entry door exterior light • Sealed LED stop, tail, and turn signal lights with LED back-up lights • Entry door step well lights
Electrical	• Incandescent driver and passenger area lighting • 2nd Battery • Box and Tray • Intermotive Flex Tech Electrical System
Audio/Visual	• Ford OEM radio with 6 speakers, PA system, and hand held mic • Rosco back-up camera system w/ 7" rearview monitor/mirror combo
Wheelchair Accessibility	• 34" x 54" Braun wheelchair lift located in the rear of the unit • Intermotive fast idle with lift interlock



Creative Bus Sales

Accessories

- 4" Grommet mount LED
- Wheelchair door upfit package
- Automatic Q' Straint securement kit (2)
- Q' Straint storage pouch (2)
- Priority seating sign --Required for ADA compliance--
- Wheelchair decal (international symbol of accessibility) each

Safety

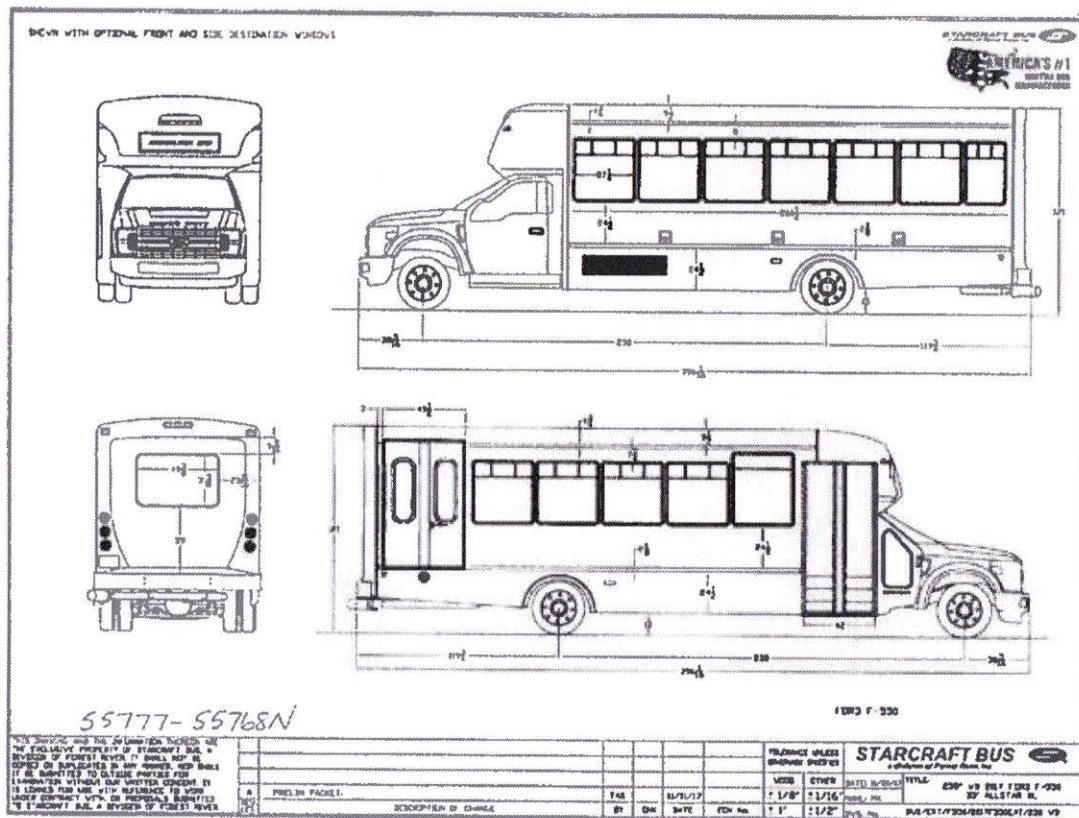
- Back-up alarm SAE Type C 97 db(A)

Passenger Seating Options

- 24 Passenger, 2 Wheelchair
- 28 Passenger, 1 Wheelchair
- 30 Passenger, 0 Wheelchair

Seating

- **Passenger Seating**
 - Seat Fabric: Level 1 Oxen Grey Vinyl
 - Mid high, double seat (12)
 - Handi Flip, double seat (2)
 - Foldaway, double AM Benchback (1)
 - Seat belt, non- retractable (30)
 - Seat belt loop (28) *Not available on foldaways
 - Antivandal grab handle on aisle seats (12)
- **Driver Seating:** OEM seating



Appendices

- Appendix A** FTA Circular 4702.1b Reporting Requirements for Transit Providers
- Appendix B** Current System Description
- Appendix C** Title VI Plan Adoption Meeting Minutes - NA
- Appendix D** Title VI Sample Notice to Public
- Appendix E** Title VI Complaint Form
- Appendix F** Public Participation Plan
- Appendix G** Language Assistance Plan
- Appendix H** Operating Area Language Data: Old Town Trolley Tours of St. Augustine Service Area
- Appendix I** Demographic Maps
- Appendix J** Title VI Equity Analysis

Appendix A FTA Circular 4702.1b Reporting Requirements for Transit Providers

Every three years, on a date determined by FTA, each recipient is required to submit the following information to the Federal Transit Administration (FTA) as part of their Title VI Program. Subrecipients shall submit the information below to their primary recipient (the entity from whom the Subrecipient receives funds directly), on a schedule to be determined by the primary recipient.

General Requirements

All recipients must submit:

- ☐ Title VI Notice to the Public, including a list of locations where the notice is posted
- ☐ Title VI Complaint Procedures (i.e., instructions to the public regarding how to file a Title VI discrimination complaint)
- ☐ Title VI Complaint Form
- ☐ List of transit-related Title VI investigations, complaints, and lawsuits
- ☐ Public Participation Plan, including information about outreach methods to engage minority and limited English proficient populations (LEP), as well as a summary of outreach efforts made since the last Title VI Program submission
- ☐ Language Assistance Plan for providing language assistance to persons with limited English proficiency (LEP), based on the DOT LEP Guidance
- ☐ A table depicting the membership of non-elected committees and councils, the membership of which is selected by the recipient, broken down by race, and a description of the process the agency uses to encourage the participation of minorities on such committees
- ☐ Primary recipients shall include a description of how the agency monitors its subrecipients for compliance with Title VI, and a schedule of Subrecipient Title VI Program submissions
- ☐ A Title VI equity analysis if the recipient has constructed a facility, such as a vehicle storage facility, maintenance facility, operation center, etc.
- ☐ A copy of board meeting minutes, resolution, or other appropriate documentation showing the board of directors or appropriate governing entity or official(s) responsible for policy decisions reviewed and approved the Title VI Program. For state DOTs, the appropriate governing entity is the state's Secretary of Transportation or equivalent. The approval must occur prior to submission to FTA.
- ☐ Additional information as specified in Sections IV, V, and VI, depending on whether the recipient is a transit provider, a state, or a planning entity (see below)

Requirements of Transit Providers

All Fixed Route Transit Providers must submit:

- ☐ All requirements set out in Section III (General Requirements)
- ☐ Service standards
 - Vehicle load for each mode
 - Vehicle headway for each mode
 - On time performance for each mode
 - Service availability for each mode
- ☐ Service policies
 - Transit Amenities for each mode
 - Vehicle Assignment for each mode

Transit Providers that operate 50 or more fixed route vehicles in peak service and are located in an Urbanized Area (UZA) of 200,000 or more people must submit:

- ☐ Demographic and service profile maps and charts
- ☐ Demographic ridership and travel patterns, collected by surveys
- ☐ Results of their monitoring program and report, including evidence that the board or other governing entity or official(s) considered, was aware of the results, and approved the analysis
- ☐ A description of the public engagement process for setting the "major service change policy," disparate impact policy, and disproportionate burden policy
- ☐ Results of service and/or fare equity analyses conducted since the last Title VI Program submission, including evidence that the board or other governing entity or official(s) considered, was aware of, and approved the results of the analysis

Appendix B Current System Description

1. **An overview of the organization including its mission, program goals, and objectives.**

Old Town Trolley Tours of St. Augustine's current and long-term focus as a transportation provider for the City of St. Augustine's Downtown Circulator is on maintaining the best-coordinated transportation system possible for this community. Our goal is to create a coordinated system with the objective of providing safe, reliable, timely, and efficient transportation services to residents and visitors alike from the City of St. Augustine Parking Facility to a designated stop in the Downtown Area.

2. **Organizational structure, type of operation, number of employees, service hours, staffing plan and safety and security plan.**

Old Town Trolley Tours of St. Augustine is a for profit organization. Our organization is made up of 183 employees, including 45 drivers. Our Operations Manager is responsible for all of the day-to-day operations of our organization and reports directly to our General Manager. Our General Manager is committed to this program and has, therefore, incorporated our service within the county's Public Transportation Program. Transportation services are provided in accordance with the General Manager's approved Operations Manual/System Safety/Security. Our agency staffing plan is outlined in this plan and in our Operations Manual.

Our Day Time Trolley and Shuttles will continue to operate at previous year (2022) service hours averaging 20 total fleet service hours per day or approximately 7,300 annual service hours

3. **Indicate if your agency is a government authority or a private non-profit agency.**

Old Town Trolley Tours of St. Augustine operates as a for profit company with an agreement City of St. Augustine to operate a Downtown Circulator Shuttle Service with an executed effective date of August 4, 2002.

4. **Who is responsible for insurance, training and management, and administration of the agency's transportation programs?**

Old Town Trolley Tours of St. Augustine's Safety Officer is responsible for our driver training and our Operations Manager and General Manager are responsible for the management of our transportation program. All safety sensitive employees are required to complete FDOT approved safety and security training course as part of their new hire orientation. All new employees are also required to complete 80 hours of on-the-road drivers training, which includes riding with a training driver, behind-the-wheel training, and training on proper use of wheelchair lifts and securement devices. The Director of Risk Management is responsible for annual renewal of all liability insurance for all agency owned vehicles nationally. The Fleet Manager is responsible for vehicle registration renewals. It is the General Manager's responsibility to administer all aspects of the transportation program and to control access and usage of all agency vehicles.

5. Who provides vehicle maintenance and record keeping?

Old Town Trolley Tours of St. Augustine follows strict guidelines regarding Quality Assurance and Quality Control through a well-planned set of procedures and standards in our HTAM-3 Vehicle and Facilities Quality Control Manual, specifically in the Vehicle Fleet Preventive Maintenance Program section. Maintenance on all our vehicles is done by our Commercial Fleet Manager, George Decker and his team of seven ASE certified mechanics and five detailers. Our Vehicle Fleet Preventive Maintenance Program is in compliance with the Guidelines set forth in the FDOT Preventative Maintenance Guidelines. All vehicle files are kept electronically in *Collective Data*, our Fleet software program and managed by our Commercial Fleet Manager and Assistant National Fleet Manager. The driver files are kept electronically in a secured cloud-based software system and are maintained by the Human Resource Manager. All records are maintained and retained for a minimum of four (4) years.

6. Number of current transportation related employees.

Our transportation department has a total of 57 employees that include: 45 drivers, 8 mechanics and detailers, 3 administrators, and 1 support staff.

7. Who will drive the vehicle, number of drivers, CDL certifications, etc.?

Only Old Town Trolley Tours employees that have completed all of the required safety and drivers training requirements are allowed to drive the agency vehicles. All our drivers are required to carry a Commercial Driver's License. This allows coverage of all of the larger vehicles and for the opportunity for the other drivers to fill in on service routes with the larger vehicles.

8. A detailed description of service routes and ridership numbers.

Transportation services provided through our program are available upon request. Our service incorporates tours and transportation by trolley and shuttle buses. We provide a wide range of trip purposes that include designated route specific shuttles and sightseeing tours, educational tours, specialized charters, and on demand transportation. Currently, we use a variety of vehicles to provide passenger services. Our fleet includes vans, shuttle buses and trolleys. 7 of our vehicles are equipped for wheelchair service. We make 10 passenger trips per day on average on our Beach Bus Shuttle, Local Shuttle Bus, and Trolley Tour Route, and leverage our fleet resources so that all vehicles are used in a responsible manner to provide full coverage and retire the vehicles at a consistent pace and appropriate age and mileage.

Appendix C Title VI Plan Adoption Meeting Minutes

N/A

Appendix D Title VI Sample Notice to Public

PUBLIC NOTICE:

REGULATIONS APPLICABLE TO VEHICLES AND TERMINAL FACILITIES OF INTERSTATE MOTOR CARRIERS OF PASSENGERS, BY ORDER OF THE SECRETARY, U.S. DEPARTMENT OF TRANSPORTATION. NO MOTOR COMMON CARRIER OF PASSENGERS SUBJECT TO 49 U.S.C. SUBTITLE IV, PART B SHALL IN THE OPERATION OF VEHICLES IN INTERSTATE OR FOREIGN COMMERCE PROVIDE, MAINTAIN ARRANGEMENTS FOR, UTILIZE, MAKE AVAILABLE, ADHERE TO ANY UNDERSTANDING FOR THE AVAILABILITY OF, ANY TERMINAL FACILITIES WHICH ARE SO OPERATED, ARRANGED, OR MAINTAINED AS TO INVOLVE ANY SEPARATION OF ANY PORTION THEREOF, OR IN THE USE THEREOF ON THE BASIS OF RACE, COLOR, CREED, OR NATIONAL ORIGIN. FOR QUESTIONS OR COMPLAINTS, PLEASE CONTACT THE GENERAL MANAGER AT 904.829.3800

Appendix E Complaint Procedure

Non-Discrimination Policy as a Passenger Carrier per 49 CFR 374.

Teamwork and success are built on a foundation of equality. For these and other reasons, HTA and its subsidiaries strive to provide non-discrimination with regard to 49 CFR 374.

No motor common carrier of passengers subject to 49 U.S.C. subtitle IV, part B shall operate a motor vehicle in interstate or foreign commerce on which seating of passengers is based upon race, color, creed, or national origin.

Discrimination Prohibited

- Preventing discrimination begins with respect for and adherence to the law. Therefore, discrimination against individuals on the basis of race, color, creed, or national origin, or any other status or condition protected by applicable federal, state or local laws, is strictly prohibited.

Complaint Disposition Process

- If a passenger(s) feels that he/she has been discriminated against either at a sales booth location or seating on a tour vehicle or charter transport, they should immediately be directed to the local Non-discrimination Coordinator, which is the General Manager.

Complaint Investigation

- The Non-discrimination Coordinator will investigate all allegations of illegal discrimination, including harassment or any other complaint of serious wrong doing. HTA may use third parties to assist in such investigations. All CASTmembers have a responsibility to cooperate fully with such investigation. Unreasonable refusal to participate in a bona-fide investigation of a complaint, may lead to discipline, up to and including termination.

3 2018

Appendix F Public Participation Plan

Introduction

The Public Participation Plan (PPP) for Old Town Trolley Tours of St. Augustine was developed to ensure that all members of the public, including minorities and Limited English Proficient (LEP) populations, are informed regarding the operation of the Trolley and Shuttle Services, and encouraged to communicate any needs regarding the operation of Old Town Trolley Tours of St. Augustine. In seeking public comment and review, Old Town Trolley Tours will make a concerted effort to reach all segments of the population, including people from minority and low-income communities, and organizations representing these and other protected classes.

Every rider of Old Town Trolley Tours of St. Augustine receives a physical comment card, or electronic survey sent to their email, to complete sharing any information/comments they feel are important to our operations and we encourage every rider to share any comments they feel would be helpful in the operation of our services. Every comment card is reviewed by our Guest Relations Department and shared with the General Manager and Chief Executive Officer. All recommendations/suggestions to improve communication to those traditionally underserved including, but not limited to minorities, Limited English Proficiency (LEP) persons, elderly persons, persons with disabilities and low income households.

Old Town Trolley Tours of St. Augustine recognizes the importance of many types of stakeholders in the decision-making process, including other units of government, metropolitan area agencies, community-based organizations, major employers, passengers, and the general public, including low-income, minority, LEP, and other traditionally underserved communities.

Public Participation Goals

The main goal of the PPP is to offer meaningful opportunities for all interested segments of the public, including, but not limited to, low-income, minority and LEP groups, to comment, about Old Town Trolley Tours of St. Augustine and its operations. The goals for this PPP include:

- **Inclusion and Diversity:** Old Town Trolley Tours of St. Augustine will proactively reach out and engage low-income, minority, and LEP populations for the Old Town Trolley Tours of St. Augustine service area so these groups will have an opportunity to participate.
- **Accessibility:** All legal requirements for accessibility will be met. Efforts will be made to enhance the accessibility of the public's participation – physically, geographically, temporally, linguistically, and culturally.
- **Clarity and Relevance:** Issues will be addressed and responded to in the manner in which it was received (letter, email, social platforms).
- **Responsive:** Old Town Trolley Tours of St. Augustine will strive to respond to and incorporate, when possible, appropriate public comments into transportation decisions.
- **Tailored:** Public participation methods will be tailored to match local and cultural preferences as much as possible.
- **Flexible:** The public participation process will accommodate participation in a variety of ways and will be adjusted over time as needed.

Public Participation Methods

The methods of public participation included in this PPP were developed based upon best practices in conjunction with the needs and capabilities of Old Town Trolley Tours of St. Augustine. Old Town Trolley Tours of St. Augustine intends to achieve meaningful public participation by a variety of methods with respect to service and any changes to service.

Old Town Trolley Tours of St. Augustine will conduct community meetings and listening sessions as appropriate with passengers, employers, community based organizations, and employees to gather public input and distribute information about service quality, proposed changes or new service options.

The public is invited to provide feedback on the Old Town Trolley Tours of St. Augustine website (www.trolleytours.com) and all feedback on the site will be recorded and passed on to Old Town Trolley Tours of St. Augustine management. The public will also be able to call the Old Town Trolley Tours of St. Augustine office at 904-829-3800 during its hours of operation. Feedback collected over the phone will be recorded and passed on to Old Town Trolley Tours of St. Augustine management. Formal customer surveys to measure performance, and listening sessions to solicit input, will be conducted periodically. The comments recorded as a part of these participation methods will be responded to as appropriate.

Meeting formats will be tailored to help achieve specific public participation goals that vary by project or the nature of the proposed adjustment of service. Some meetings will be designed to share information and answer questions. Some will be designed to engage the public in providing input, establishing priorities, and helping to achieve consensus on a specific recommendation. Others will be conducted to solicit and consider public comments before implementing proposed adjustments to services. In each case, an agenda for the meetings will be created that works to achieve the stated goals, is relevant to the subject, and not overwhelming for the public.

For all public meetings, the venue will be a facility that is accessible for persons with disabilities and, preferably, is served by public transit. If a series of meetings are scheduled on a topic, different meeting locations may be used, since no one location is usually convenient to all participants.

For community meetings and other important information, Old Town Trolley Tours of St. Augustine will use a variety of means to make riders and citizens aware, including some or all of the following methods:

- In-vehicle advertisement
- Posters or flyers in transit center
- Posting information on website
- Press releases and briefings to media outlets
- Multilingual flyer distribution to community based organizations, particularly those that target LEP population
- Flyers and information distribution through various libraries and other civic locations that currently help distribute timetables and other information
- Communications to relevant elected officials
- Other methods required by local or state laws or agreements

All information and materials communicating proposed and actual service adjustments will be provided in English and any other language that meets the "safe harbor" criteria.

Public Hearing N/A

LCB Meetings N/A

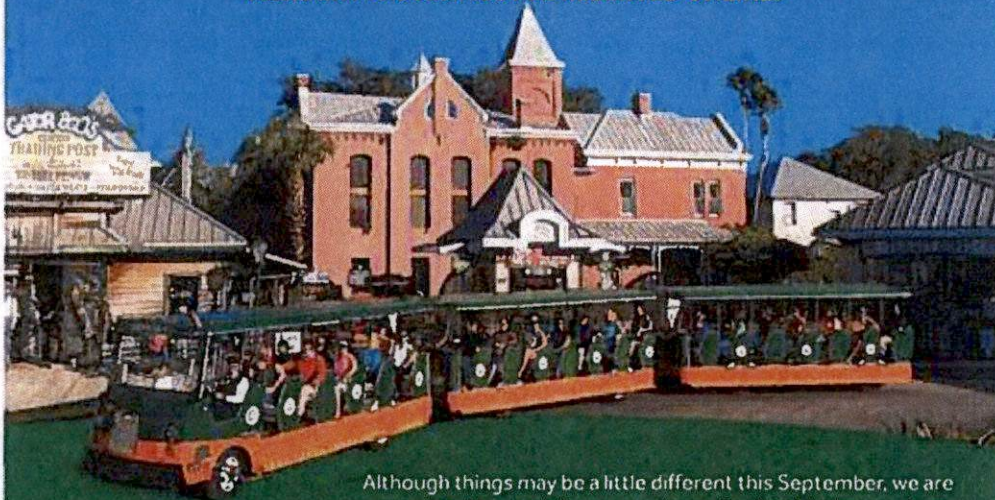
LOCALS MONTH IS BACK!

ST. JOHNS COUNTY & PALM COAST RESIDENTS ENJOY

FREE ADMISSION

IN SEPTEMBER TO ST. AUGUSTINE'S BEST TOURS AND ATTRACTIONS!

RESIDENT PASSES MUST BE RESERVED ONLINE.



OLD TOWN TROLLEY TOURS

Although things may be a little different this September, we are committed to providing you and your family with the very best staycation experience. Enjoy any two of our award-winning tours and attractions for FREE* with your Resident Pass.



THE OLDEST STORE
MUSEUM EXPERIENCE



POTTER'S WAX MUSEUM



THE AUTHENTIC OLD JAIL



A limited number of passes will be offered Sunday through Thursday to ensure attendance caps are maintained. Block Out Dates: September 5 and 6, 2021.
Reserve your spot today at www.ResidentPass.com



Appendix G Language Assistance Plan

Introduction

Old Town Trolley Tours of St. Augustine operates a transit system within the City of St. Augustine, FL. The Language Assistance Plan (LAP) has been prepared to address Old Town Trolley Tours of St. Augustine's responsibilities as they relate to the needs of individuals with Limited English Proficiency (LEP). Individuals, who have a limited ability to read, write, speak, or understand English are LEP.

In Old Town Trolley Tours of St. Augustine service area there are 91.2% of households in the City of St. Augustine that speak only English within the household. The data shows that approximately 5.9% of St. Augustine's citizens speak Spanish at home and 63.2% of them speak English "very well". In addition, the current data indicates that of the remaining citizens (2.9%) who speak a language other than English or Spanish, 83% speak English "very well". Accordingly, of the City's total population 2.66% speak English less than "very well". (City of St. Augustine Title VI plan)

Executive Order 13166 mandates that if the size of the language group exceeds more than 5% of the eligible population, all vital documents shall be translated. A 2021 review of the data revealed that the only language that meets the 5% eligible population threshold mandating translating documents is Spanish. Therefore, Old Town Trolley Tours of St. Augustine will review, identify, and begin translating all vital documents into Spanish.

Old Town Trolley Tours of St. Augustine has utilized the data and analysis supplied by the City of St. Augustine. Appendix I from the City of St. Augustine Title VI Plan is attached for reference.

Appendix I
U.S. Census Bureau
American Community Survey Table

LANGUAGE SPOKEN AT HOME

TABLE ID: S1601
 SURVEY/PROGRAM: American Community Survey
 PRODUCT: ACS 5-Year Estimates Subject Tables

Note: The table shown may have been modified by user selections. Some information may be missing.

St. Augustine city, Florida						
	Total	Percent	Percent of specified language speakers			
			Speak English only or speak English "very well"	Percent speak English only or speak English	Speak English less than "very well"	Percent speak English less than "very well"
Label	Estimate	Estimate	Estimate	Estimate	Estimate	Estimate
Population 5 years and over	13,929	(X)	13,559	97.3%	370	2.7%
Speak only English	12,707	91.2%	(X)	(X)	(X)	(X)
Speak a language other than English	1,222	8.8%	852	69.7%	370	30.3%
SPEAK A LANGUAGE OTHER THAN ENGLISH						
Spanish	817	5.9%	516	63.2%	301	36.8%
5 to 17 years old	125	0.9%	125	100.0%	0	0.0%
18 to 64 years old	481	3.5%	281	58.4%	200	41.6%
65 years old and over	211	1.5%	110	52.1%	101	47.9%
Other Indo-European languages	297	2.1%	256	86.2%	41	13.8%
5 to 17 years old	11	0.1%	11	100.0%	0	0.0%
18 to 64 years old	241	1.7%	200	83.0%	41	17.0%
65 years old and over	45	0.3%	45	100.0%	0	0.0%
Asian and Pacific Island languages	41	0.3%	31	75.6%	10	24.4%
5 to 17 years old	0	0.0%	0	-	0	-
18 to 64 years old	41	0.3%	31	75.6%	10	24.4%
65 years old and over	0	0.0%	0	-	0	-
Other languages	67	0.5%	49	73.1%	18	26.9%
5 to 17 years old	0	0.0%	0	-	0	-
18 to 64 years old	58	0.4%	49	84.5%	9	15.5%
65 years old and over	9	0.1%	0	0.0%	9	100.0%
CITIZENS 18 YEARS AND OVER						
All citizens 18 years old and over	12,469	(X)	12,354	99.1%	115	0.9%
Speak only English	11,794	94.6%	(X)	(X)	(X)	(X)
Speak a language other than English	675	5.4%	560	83.0%	115	17.0%
Spanish	456	3.7%	356	78.1%	100	21.9%
Other languages	219	1.8%	204	93.2%	15	6.8%

The U.S. Department of Transportation Handbook, titled "Implementing the Department of Transportation's Policy Guidance Concerning Recipients' Responsibilities to Limited English Proficient (LEP) Persons: A Handbook for Public Transportation Providers, (April 13, 2007)" (hereinafter "Handbook"), states that Title VI of the Civil Rights Act of 1964, 42 U.S.C. 2000d et seq., and its implementing regulations provide that no person in the United States shall, on the grounds of race, color, or national origin, be excluded from participation in, be denied the benefits of, or be otherwise subjected to discrimination under any program or activity that receives Federal financial assistance (Handbook, page 5). The Handbook further adds that Title VI prohibits conduct that has a disproportionate effect on LEP persons because such conduct constitutes national origin discrimination (Handbook, page 5).

Executive Order 13166 of August 16, 2000, states that recipients of Federal financial assistance must take reasonable steps to ensure meaningful access to their programs and activities by LEP persons (Handbook, page 6). Additionally, recipients should use the DOT LEP Guidance to determine how best to comply with statutory and regulatory obligations to provide meaningful access to the benefits, services, information and other important

portions of their programs and activities for individuals who are LEP (Handbook, page 6). These provisions are included in FTA Circular 4702.1B in Paragraph 9 of Section III (pages III-6 to III-9).

For many LEP individuals, public transit is the principal transportation mode available. It is important for Old Town Trolley Tours of St. Augustine be able to communicate effectively with all of its riders. When Old Town Trolley Tours of St. Augustine is able to communicate effectively with all of its riders, the service provided is safer, more reliable, convenient, and accessible for all within its service area. Old Town Trolley Tours of St. Augustine is committed to taking reasonable steps to ensure meaningful access for LEP individuals to this agency's services in accordance with Title VI.

This plan will demonstrate the efforts that Old Town Trolley Tours of St. Augustine undertakes to make its service accessible to all persons without regard to their ability to communicate in English. The plan addresses how services will be provided through general guidelines and procedures including the following:

- Identification: Identifying LEP populations in service areas
- Notification: Providing notice to LEP individuals about their right to language services
- Interpretation: Offering timely interpretation to LEP individuals upon request
- Translation: Providing timely translation of important documents
- Staffing: Identifying Old Town Trolley Tours of St. Augustine staff to assist LEP customers
- Training: Providing training on LAP to responsible employees

I. Four Factor Analysis

The analysis provided in this report has been developed to identify LEP population that may use Old Town Trolley Tours of St. Augustine services and identify needs for language assistance. This analysis is based on the "Four Factor Analysis" presented in the Implementing the Department of Transportation's Policy Guidance Concerning Recipients' Responsibilities to Limited English Proficient (LEP) Persons, dated April 13, 2007, which considers the following factors:

1. The number and proportion of LEP persons in the service area who may be served or are likely to encounter a Old Town Trolley Tours of St. Augustine program, activity or service.
2. The frequency with which LEP persons come in contact with Old Town Trolley Tours of St. Augustine programs, activities or services.
3. The nature and importance of programs, activities or services provided by Old Town Trolley Tours of St. Augustine to the LEP population.
4. The resources available to Old Town Trolley Tours of St. Augustine and overall costs to provide LEP assistance:

a. Factor 1: The Number and Proportion of LEP Persons Served or Encountered in the Eligible Service Population

Old Town Trolley Tours of St. Augustine operates a transit system within the City of St. Augustine, FL. The Language Assistance Plan (LAP) has been prepared to address Old Town Trolley Tours of St. Augustine's responsibilities as they relate to the needs of individuals with Limited English Proficiency (LEP). Individuals, who have a limited ability to read, write, speak, or understand English are LEP.

In Old Town Trolley Tours of St. Augustine service area there are 91.2% of households in the City of St. Augustine that speak only English within the household. The data shows that approximately 5.9% of St. Augustine's citizens speak Spanish at home and 63.2% of them speak English "very well". In addition, the current data indicates that of the remaining citizens (2.9%) who speak a language other than English or Spanish, 83% speak English "very well". Accordingly, of the City's total population 2.66% speak English less than "very well". (City of St. Augustine Title VI plan)

b. Factor 2: The Frequency with which LEP Individuals Come into Contact with Your Programs, Activities, and Services

The Federal guidance for this factor recommends that agencies should assess the frequency with which they have contact with LEP individuals from different language groups. The more frequent the contact with a particular LEP language group, the more likely enhanced services will be needed.

Old Town Trolley Tours of St. Augustine has assessed the frequency with which LEP individuals come in contact with the transit system. The methods utilized for this assessment include analysis of Census data, examining phone inquiries, requests for translated documents, and staff survey. As discussed above, Census data indicates that there is a lack of prominent LEP group. Phone inquiries and staff survey feedback indicated that Old Town Trolley Tours of St. Augustine dispatchers and drivers interact infrequently with LEP persons. The majority of these interactions have occurred with LEP persons who mainly spoke Spanish. With the advancements of self owned audio translating devices, over the past 5 years, Old Town Trolley Tours of St. Augustine has had 0 requests for translated documents.

c. Factor 3: The Nature and Importance of the Program, Activity, or Service Provided by the Recipient to People's Lives

An on-board passenger survey was conducted to collect data on usage of and access to the Old Town Trolley Tours of St. Augustine services. According to the survey, the most common age among all the participants in the survey was 65 or older. This supports the fact that Old Town Trolley Tours of St. Augustine can be considered a senior transit service as most of its patrons are over the age of 65.

To further assess personal mobility options, each respondent was asked how he or she would have made the surveyed trip had Old Town Trolley Tours of St. Augustine not been available. The most frequent response was "friend or family member" (40 percent). An additional 25 percent indicated they would not have made the surveyed trip if the service was not available. This data indicates that the Old Town Trolley Tours of St. Augustine Service is very important as a primary means of transportation for its customers.

d. Factor 4: The Resources Available to the Recipient and Costs

Old Town Trolley Tours of St. Augustine provides a reasonable degree of services for LEP populations in its service area at no cost to its riders.

II. Language Assistance Plan

In developing a Language Assistance Plan, FTA guidance recommends the analysis of the following five elements:

1. Identifying LEP individuals who need language assistance

2. Providing language assistance measures
3. Training staff
4. Providing notice to LEP persons
5. Monitoring and updating the plan

The five elements are addressed below.

a. Element 1: Identifying LEP Individuals Who Need Language Assistance

Federal guidance provides that there should be an assessment of the number or proportion of LEP individuals eligible to be serviced or encountered and the frequency of encounters pursuant to the first two factors in the four-factor analysis.

Old Town Trolley Tours of St. Augustine has identified the number and proportion of LEP individuals within its service area using United States Census data (see Appendix H). As presented earlier, 91.2% of the service area population speaks English only. The largest non-English spoken language in the service area is Spanish (5.9%). Of those whose primary spoken language is Spanish, approximately 63.2% identify themselves as speaking English "very well." Those residents whose primary language is not English or Spanish and who identify themselves as speaking English less than "very well" account for 2.66% of the service area population.

Old Town Trolley Tours of St. Augustine may identify language assistance need for an LEP group by:

1. Examining records to see if requests for language assistance have been received in the past, either at meetings or over the phone, to determine whether language assistance might be needed at future events or meetings.
2. Having Census Bureau Language Identification Flashcards available at Old Town Trolley Tours of St. Augustine Meetings. This will assist Old Town Trolley Tours of St. Augustine in identifying language assistance needs for future events and meetings.
3. Having Census Bureau Language Identification Flashcards on all transit vehicles to assist operators in identifying specific language assistance needs of passengers. If such individuals are encountered, vehicle operators will be instructed to obtain contact information to give to Old Town Trolley Tours of St. Augustine management to follow-up.
4. Vehicle operators and front-line staff (i.e. Dispatchers, Transit Operation Supervisors, etc.) will be surveyed on their experience concerning any contacts with LEP persons during the previous year.

b. Element 2: Language Assistance Measures

Federal Guidance suggests that an effective LAP should include information about the ways in which language assistance will be provided. This refers to listing the different language services an agency provides and how staff can access this information.

For this task Federal Guidance recommends that transit agencies consider developing strategies that train staff as to how to effectively deal with LEP individuals when they either call agency centers or otherwise interact with the agency.

Old Town Trolley Tours of St. Augustine has undertaken the following actions to improve access to information and services for LEP individuals:

1. Survey transit drivers and other front-line staff annually on their experience concerning any contacts with LEP persons during the previous year.
2. Allow the use of personal audio translator devices to be used aboard Shuttles.

3. When an interpreter is needed in person or on the telephone, staff will attempt to access language assistance services from a professional translation service or qualified community volunteers.

Old Town Trolley Tours of St. Augustine will utilize the demographic maps provided in Appendix I in order to better provide the above efforts to the LEP persons within the service area.

c. Element 3: Training Staff

Federal guidance states staff members of an agency should know their obligations to provide meaningful access to information and services for LEP persons and that all employees in public contact positions should be properly trained.

Suggestions for implementing Element 3 of the Language Assistance Plan, involve: (1) identifying agency staff likely to come into contact with LEP individuals; (2) identifying existing staff training opportunities; (3) providing regular re-training for staff dealing with LEP individual needs; and (4) designing and implementing LEP training for agency staff.

In the case of Old Town Trolley Tours of St. Augustine, the most important staff training is for Customer Service Representatives and transit drivers.

The following training will be available to Customer Service Representative:

1. Information on Title VI Procedures and LEP responsibilities
2. Use of Language translation devices
3. Documentation of language assistance requests
4. How to handle a potential Title VI/LEP complaint

d. Element 4: Providing Note to LEP Persons

Old Town Trolley Tours of St. Augustine will make Title VI information available in English and Spanish on the Agency's website. Key documents are written in English and Spanish. Notices are also posted in Old Town Trolley Tours of St. Augustine office breakrooms, on employee web portal and other employee gathering locations. Additionally, when staff prepares a document or schedules a meeting, for which the target audience is expected to include LEP individuals, then documents, meeting notices, flyers, and agendas will be printed in an alternative language based on the known LEP population.

e. Element 5: Monitoring and Updating the Plan

The plan will be reviewed and updated on an ongoing basis. Updates will consider the following:

- The number of documented LEP person contacts encountered annually
- How the needs of LEP persons have been addressed
- Determination of the current LEP population in the service area
- Determination as to whether the need for translation services has changed
- Determine whether Old Town Trolley Tours of St. Augustine's financial resources are sufficient to fund language assistance resources needed

Old Town Trolley Tours of St. Augustine understands the value that its service plays in the lives of individuals who rely on this service, and the importance of any measures undertaken to make the use of system easier. Old Town Trolley Tours of St. Augustine is open to suggestions from all sources, including customers, Old Town Trolley Tours of St. Augustine staff, other transportation agencies with similar experiences with LEP communities, and the general public, regarding additional methods to improve their accessibility to LEP communities.

III. Safe Harbor Provision

DOT has adopted the Department of Justice's Safe Harbor Provision, which outlines circumstances that can provide a "safe harbor" for recipients regarding translation of written materials for LEP population. The Safe Harbor Provision stipulates that, if a recipient provides written translation of vital documents for each eligible LEP language group that constitutes five percent (5%) or 1,000 persons, whichever is less, of the total population of persons eligible to be served or likely to be affected or encountered, then such action will be considered strong evidence of compliance with the recipient's written translation obligations. Translation of non-vital documents, if needed, can be provided orally. If there are fewer than 50 persons in a language group that reaches the five percent (5%) trigger, the recipient is not required to translate vital written materials but should provide written notice in the primary language of the LEP language group of the right to receive competent oral interpretation of those written materials, free of cost.

Old Town Trolley Tours of St. Augustine service area does not have LEP populations which qualify for the Safe Harbor Provision. As shown in Appendix H, Old Town Trolley Tours of St. Augustine does not have LEP groups which speak English less than "very well" which exceed either 5.0% or 1,000 person.

Appendix H Operating Area Language Data:

Old Town Trolley Tours of St. Augustine Daytime Trolley Tour Route - Service Area



Downtown Circulator Route - Service Area



Beach Bus Shuttle Route - Service Area

Beach Bus Shuttle



Your Old Town Trolley ticket includes complimentary use of the St. Augustine Beach Bus. Our easy-to-use shuttle service will pick you up at one of the beach hotels listed below and bring you to St. Augustine's Historic District to begin your trolley tour. Complimentary return service is provided as well.

St. Augustine Beach ranked #9 on TripAdvisor's "Top 10 Beaches in the US" list.

The Beach Bus makes hourly stops at most beachside hotels and Alligator Farm and offers complimentary shuttle service to St. Augustine's Historic District to begin your trolley tour.

BEACH BUS SCHEDULE

Trolley Stop #14 (Cathedral Basilica of St. Augustine):

8:35am, 9:35am, 10:35am, 11:35am, 12:35pm, 1:35pm, 2:35pm, 3:35pm, 4:35pm.

Alligator Farm:

8:40am, 9:40am, 10:40am, 11:40am, 12:40pm, 1:40pm, 2:40pm, 3:40pm, 4:40pm.

KOA Campground:

8:48am, 9:48am, 10:48am, 11:48am, 12:48pm, 1:48pm, 2:48pm, 3:48pm.

Hilton Garden Inn:

8:53am, 9:53am, 10:53am, 11:53am, 12:53pm, 1:53pm, 2:53pm, 3:53pm.

Best Western Seaside:

8:55am, 9:55am, 10:55am, 11:55am, 12:55pm, 1:55pm, 2:55pm, 3:55pm.

Courtyard by Marriott:

8:57am, 9:57am, 10:57am, 11:57am, 12:57pm, 1:57pm, 2:57pm, 3:57pm.

Quality Inn:

9:01am, 10:01am, 11:01am, 12:01pm, 1:01pm, 2:01pm, 3:01pm, 4:01pm.

Guy Harvey Resort:

9:08am, 10:08am, 11:08am, 12:08pm, 1:08pm, 2:08pm, 3:08pm, 4:08pm.

La Fiesta Ocean Inn & Suites:

9:09am, 10:09am, 11:09am, 12:09pm, 1:09pm, 2:09pm, 3:09pm, 4:09pm.

St. Augustine Beach (A Street):

9:10am, 10:10am, 11:10am, 12:10pm, 1:10pm, 2:10pm, 3:10pm, 4:10pm.

Castillo Real Resort Hotel:

9:13am, 10:13am, 11:13am, 12:13pm, 1:13pm, 2:13pm, 3:13pm, 4:13pm.

Hampton Inn:

9:15am, 10:15am, 11:15am, 12:15pm, 1:15pm, 2:15pm, 3:15pm, 4:15pm.

Embassy Suites Oceanfront Resort:

9:16am, 10:16am, 11:16am, 12:16pm, 1:16pm, 2:16pm, 3:16pm, 4:16pm.

Trolley Stop #14 (Cathedral Basilica of St. Augustine) - Return:

9:30am, 10:30am, 11:30am, 12:30pm, 1:30pm, 2:30pm, 3:30pm, 4:30pm.

The last bus returning to the beach leaves trolley stop #14 at 4:35pm daily. Please plan accordingly!
Thank you for choosing Old Town Trolley!

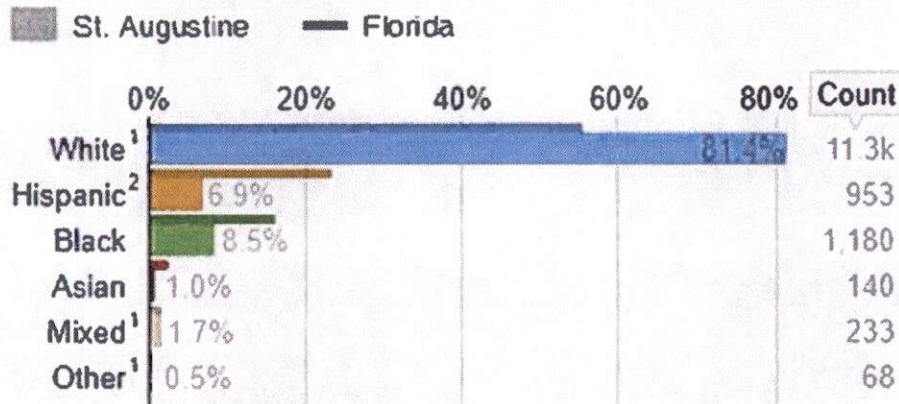
Appendix I Demographic Maps

Race and Ethnicity

#1

Percentage of the total population.

Scope: population of Florida and St. Augustine

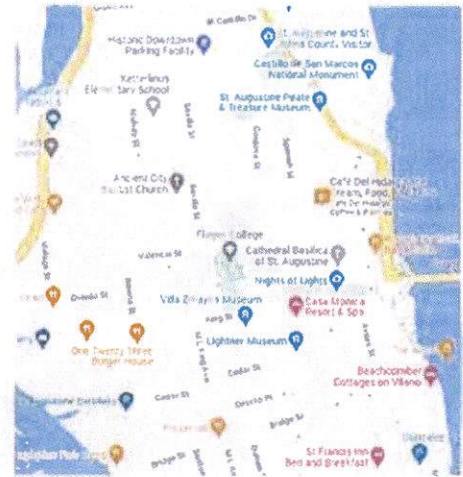


Count: number of members in ethno-racial group

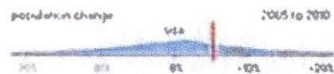
¹ non-Hispanic ² excluding black and Asian Hispanics

(Source: statisticalatlas.com/place/Florida/St-Augustine/Race-and-Ethnicity)

Appendix I Demographic Maps



Population in 2019 15,415 (100% urban, 0% rural)
Population change since 2000 +33.0%



Males 6,777 (44.0%)
Females: 8,638 (56.0%)

Median resident age 45.3 years
Florida median age 42.4 years

Zip codes 32084, 32086

St. Augustine Zip Code Map

Estimated median household income in 2019 \$59,835 (it was \$32,358 in 2000)

St. Augustine \$59,835
FL \$59,227

Estimated per capita income in 2019 \$36,099 (it was \$21,225 in 2000)

St. Augustine city income earnings and wages data

Estimated median house or condo value in 2019 \$301,240 (it was \$111,800 in 2000)

St. Augustine \$301,240
FL \$245,100

Mean prices in 2019 all housing units \$365,959, detached houses \$391,597, townhouses or other attached units \$275,262, in 2-unit structures \$368,329, in 3-to 4 unit structures \$370,944, in 5-or-more-unit structures \$212,337

Median gross rent in 2019 \$1,069

March 2019 cost of living index in St. Augustine 90.0 (less than average, U.S. average is 100)



Map of St. Johns County

(Source: city-data.com/city/St.-Augustine-Florida.html)

Appendix J Title VI Equity Analysis

Old Town Trolley Tours of St. Augustine has not performed Title VI Equity Analysis.



Andy Laird

Asst National Fleet Manager

Historic Tours of America Inc

St. Augustine Historical Tours Inc

Old Town Trolley Tours of St. Augustine Inc

31 McMillan St

St. Augustine, Fl. 32084

Phone 904-669-8551

Email: andy.laird@historictours.com

CITY OF ST. AUGUSTINE

MEMORANDUM

TO: John Regan, P.E.
City Manager

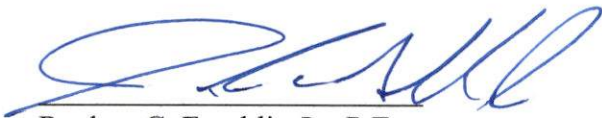
DATE: January 23, 2023

RE: Consent Agenda Item for February 6, 2023 City Commission Meeting;
Ponce Associates/Maderia Subdivision- Invoice for Professional Services

Enclosed please find Invoice #51102076 dated January 10, 2023, from Baker & Hostetler LLP for legal services rendered through December 31, 2022, regarding the Ponce Associates/Maderia Subdivision.

The amount currently due is \$1,765.50. We have reviewed the billing which will be paid out of the Utility Reserves account and submit the same to you for placement on the consent agenda for the February 6, 2023 Commission meeting.

Please let me know if you have any questions or concerns regarding this agenda item.



Reuben C. Franklin Jr., P.E.
Public Works Director

cc: City Attorney & Department Heads

Attachment: Baker & Hostetler LLP Invoice #51102076

BakerHostetler

The City of St. Augustine
Attn: Isabelle Lopez, City Attorney
75 King Street
St. Augustine, FL 32084

Invoice Date: 01/10/23
Invoice Number: 51102076
B&H File Number: 00540/089180/000015
Taxpayer ID Number: 34-0082025
Page 1

Regarding: Ponce Associates / Maderia Subdivision

For professional services rendered through December 31, 2022

BALANCE FOR THIS INVOICE DUE BY 02/09/23 \$ 1,765.50
All amounts are in United States Dollars

Remittance Copy

Please include this page with payment

Invoice No: 51102076

Firm Contact Information

Elie Sanchez
(407) 649-3923
efsanchez@bakerlaw.com

Please Remit To: Baker & Hostetler LLP P.O. Box 70189 Cleveland, OH 44190-0189	FOR WIRE REMITTANCES: Baker & Hostetler LLP KeyBank, N.A., Cleveland, OH Account No: 1001516552 / ABA 041001039 <u>SWIFT Code: KEYBUS33</u>
Reference Invoice No: 51102076	Email the "Remittance Copy" to bakerlockbox@bakerlaw.com

BakerHostetler

The City of St. Augustine
Attn: Isabelle Lopez, City Attorney
75 King Street
St. Augustine, FL 32084

Invoice Date: 01/10/23
Invoice Number: 51102076
B&H File Number: 00540/089180/000015
Taxpayer ID Number: 34-0082025
Page 2

Regarding: Ponce Associates / Maderia Subdivision

For professional services rendered through December 31, 2022

Fees \$ 1,765.50

BALANCE FOR THIS INVOICE DUE BY 02/09/23 IN USD \$ 1,765.50

Baker&Hostetler LLP

Atlanta Chicago Cincinnati Cleveland Columbus Costa Mesa Dallas Denver Houston
Los Angeles New York Orlando Philadelphia San Francisco Seattle Washington, DC Wilmington

Regarding: Ponce Associates / Maderia Subdivision

Matter Number: 089180.000015

Name	Hours	Rate	Amount
Pence, William L.	3.30	\$ 535.00	\$ 1,765.50
Total	3.30		\$ 1,765.50

Date	Initials	Description	Hours	Amount
12/02/22	WLP	Review correspondence from Todd Grant and Isabelle Lopez regarding Ponce Associate's request for information on City dewatering protocol; review current ECMP prepared by Ponce Associates regarding dewatering management; prepare response to Todd Grant regarding options for a response to Ponce Associates.	0.80	428.00
12/08/22	WLP	Telephone conversation with Mike Sznajstajler regarding proposed indemnity agreement with City.	0.30	160.50
12/14/22	WLP	Review Ponce Associates' proposed edits to Indemnity Agreement; revise same and prepare correspondence to Isabelle Lopez regarding proposed further edits; confer with Isabelle Lopez regarding same.	1.30	695.50
12/20/22	WLP	Prepare final revisions to Ponce Associates' proposed edits to Indemnity Agreement and transmit to Isabelle Lopez for review.	0.90	481.50
	Total		3.30	1,765.50

Baker & Hostetler LLP

Atlanta Los Angeles Chicago New York Cincinnati Orlando Cleveland Philadelphia Columbus San Francisco Costa Mesa Seattle Dallas Washington, DC Denver Houston Wilmington