

**BARRIER ISLAND GOVERNMENTAL COUNCIL  
MINUTES, JUNE 29, 2005**

The meeting of the Barrier Islands Governmental Council, held at the St. Pete Beach City Hall, 155 Corey Avenue, St. Pete Beach, Florida, was called to order by President Don Taber at 9:00 a.m.

**PLEDGE OF ALLEGIANCE**

**ROLL CALL**

MEMBERS

Belleair Beach	Mayor Rudy Davis
Belleair Shore	Commissioner John Hayes
Clearwater	Council Member John Duran
Indian Rocks Beach	Commissioner James R. Palamara
Indian Shores	Mayor Donald L. Taber
Madeira Beach	Commissioner John Wolbert
No. Redington Beach	Mayor Bill Queen
Redington Beach	Commissioner Linda Wilson
Redington Shores	Mayor J. J. Beyrouti
St. Pete Beach	Commissioner Deborah Nicklaus
Treasure Island	Vice-Mayor Richard Kraus

GUESTS

Jerry Knight, Vice-Mayor	N. Redington Beach
Vince Robertiello	St. Pete Post
Joan Herndon, Councilor	Indian Shores
Bill Smith, Councilor	Indian Shores
Steve Sutch	Indian Shores
Nicholas Fritsch	Sand Key Civic Association
R.B. Johnson, Comm.	Indian Rocks Beach
Ed Ruttencutter, Comm.	St. Pete Beach
Carole Ketterhagen, Ex. Dir.	St. Petersburg/Clearwater CVB
Mary Maloof, Mayor	Treasure Island
Missy Pike	Tampa Bay Beaches Chamber

Senator Dennis Jones	Treasure Island
Rob Jones	Candidate District 54
Kristi Cheatham	Clearwater Gas
Mike Kelley	Belleair Beach
Bob Kerstein	PSTA
Mary Burrell	Beacon
Phil Collins, Vice Mayor	Treasure Island
Fred Thomas, Comm	Clearwater
Larry Karisny	Project Safety
Katherine Burbridge	Pinellas County

### **APPROVAL OF THE JUNE 29, 2005 BIG-C AGENDA**

No changes were made to the Agenda. It was moved and seconded to approve the June 29, 2005 Agenda. The motion carried unanimously by voice vote.

### **APPROVAL OF THE MAY 25, 2005, BIG-C MINUTES**

Mayor Bill Queen moved and Commissioner Richard Kraus seconded approval of the May 25, 2005 BIG-C Minutes. There was a correction to the last page, next to the last paragraph: Mayor David said that Belleair Beach . . . should read "Commissioner Wolbert" said that "Madeira Beach" . . . The motion to approve the Minutes as corrected was carried unanimously by voice vote.

### **APPROVAL OF JUNE 2005 TREASURER'S REPORT**

Since Treasurer Bill Fontaine was not present, the Treasurer's Report was deferred to the July Meeting.

### **OLD BUSINESS**

#### **MISSY PIKE, TAMPA BAY BEACHES CHAMBER OF COMMERCE**

Ms. Pike spoke of the upcoming Auction noting that they are still taking donations. She spoke of the Chamber Budget and services provided to Cities as well as small businesses. Every community is posted on their web site and named in the visitors' guide. They have five welcome centers. She also mentioned that the St. Pete Beach Chamber is the only one with multiple cities. They work with the County and the Convention Visitors' Bureau, provide information for the tourists as well as serve the residents by helping with evacuation, etc. Ms. Pike asked the cities to continue supporting the Chamber.

#### **CAROLE KETTERHAGEN, ST. PETERSBURG/CLEARWATER CONVENTION & VISITORS' BUREAU**

Ms. Ketterhagen referred to the CVB recommendation to the Board of County Commission for an additional 5<sup>th</sup> cent tourist tax. By means of a Power Point presentation, Ms. Ketterhagen explained that research has determined that adding a 5<sup>th</sup> cent for advertising and promotions would create an additional \$117-million in the first year, which would be about a \$26 return on investment for every dollar. If 90% of those expenditures were taxable, this would increase about \$7.5-million in local and state taxes. This would also give an additional 6,000 full time jobs. Compared with other Florida counties, ten others have higher tourist tax collections than Pinellas County. Ms. Ketterhagen spoke of a plan, and if enacted, that would be to hire a sales

person for tourist marketing, contract a person to market the meetings and conventions in Washington, DC and Chicago and reinstate a public relations firm in New York. The balance of funds available could be for advertising. She spoke of other marketing plans, promotional ideas and the budget summary.

Everyone was encouraged to attend a public hearing on Tuesday, July 26, 2005 at 6:30 p.m.

Mayor J. J. Beyrouti moved to send a letter to Pinellas County Board of Commissioners supporting the 5<sup>th</sup> cent tourist tax. The motion was seconded by Mayor Bill Queen. Discussion ensued regarding talking with the members of each City Commission first. Mayor J. J. Beyrouti amended the motion to approve the 5<sup>th</sup> cent bed-tax to be dedicated to marketing only and subject to individual Commission approval. He further added that each Big-C member ask their respective City Commission for approval before the next meeting on July 27, and a Resolution in support from each city is to be sent to the County Commission immediately. Mayor Bill Queen seconded this amended motion.

The amended motion was approved by majority voice roll call; Commissioner Jim Palamara was opposed to the motion.

The amended motion was passed.

Ms. Ketterhagen will provide a sample draft resolution to the members to present to their respective Cities.

**CORRESPONDENCE: LETTER FROM BIG-C TO PINELLAS COUNTY BOARD OF COUNTY COMMISSIONERS REGARDING FORT DESOTO BEACH**

Mayor Taber read a letter he sent to the County Commission in regard to receiving “Dr. Beach’s” selection of the beach at Fort DeSoto Park as the #1 beach in the United States.

**OLD BUSINESS**

**REPORT FROM MAYOR BOB FOUNTAINE REGARDING GULF BOULEVARD SPEED LIMIT AND MPO LETTER RELATIVE TO SAFETY ZONES**

Since Mayor Fontaine was not present, Mayor Queen referred to the letter he sent to the Governor. He added that they are going to meet with FDOT to discuss the crosswalk issue. Mayor Taber alluded to the letter from the MPO concerning a safety zone on Gulf Boulevard. Commissioner Linda Wilson stated that the solutions that FDOT first indicated that they would support, specifically road narrowing, restriping the paint and mid island signage, are now being rejected. She suggested that the BIG-C consider hiring a lobbyist to go to Tallahassee and send pre-printed post cards to elected representatives asking them to support reduction in speed limits on Gulf Boulevard. Discussion ensued. The BIG-C members agreed to have someone from MPO come to the August or September Meeting to discuss this issue.

**REPORT FROM NICK FRITSCH REGARDING “BEACH FACTS” BROCHURES**

Mr. Fritsch presented the revised copy, Draft #2, of “Beach Facts” noting a few edits. He asked the BIG-C members how they want these brochures distributed and where they want them to go.

He asked for feedback regarding format, color, graphics, etc. for quality. Carole Ketterhagen will put this on the CVB website. Discussion followed.

**MISCELLANEOUS**  
**LEGISLATIVE UPDATES**

Senator Dennis Jones introduced his son, Rob Jones, and announced that he will be a candidate for District 54 Representative. Senator Jones spoke of the 2005 budget and the individual departments. For the first time in over twenty years, the Florida Growth Management laws were revised, particularly revisions to issues concerning budgeting for State infrastructure and schools.

Regarding beach issues, Senator Jones alluded to the four hurricanes last year stating that there was minimum property damage and very little loss of life. He also noted that the cost of the beach program produces revenue that helps pay for property damage protection, etc. Other programs were referenced. Senator Jones added that instead of hiring a lobbyist when this organization proposes the need for a legislative vote, he and other elected officials would hope to carry it before the legislature. Regarding the speed limit issue, if the BIG-C agrees as a group that they want to move forward with this, he will file the Bill. He spoke about the change in membership, routes, etc of the PSTA. A report will be done next month; he will get this report to BIG-C for discussion.

**BEACH UPDATE BY NICOLE ELKO, COASTAL COORDINATOR, PINELLAS COUNTY**

Nicole Elko reported that supplemental State funds received after the hurricanes last year were used for the nourishment projects. Projects will be starting on Honeymoon Island and at the south end of Fort Desoto. Ms. Elko explained the T-Groin project and reported the progress which is slated to be completed by September 1. She noted that the bids for the Sand Key Project will be opened today at 2:00 p.m. The pre-construction meeting should be in two weeks; public meetings will follow. More information is on the County web site. Ms. Elko spoke further to beach nourishment issues and the T-Groins. Pinellas County has organized a Boating Access Task Force comprised of the public and private industry. This Task Force meets every few weeks to discuss issues in regard to boat ramps, marinas, etc. Anyone who has information they would like to share with the County was asked to please come to a meeting (the web site has further information).

**ANNOUNCEMENT BY KRISTI CHEATHAM, CLEARWATER GAS**

This Agenda Item will be addressed at the July Meeting.

It was noted that the sample resolution supporting the 5<sup>th</sup> cent bed tax should state that the individual communities support the “concept” of the . . .

Mayor J. J. Beyrouti referred to his decision not to run for State office and thanked the BIG-C for supporting him. He recognized Rob Jones’s decision to run for office and added that he will have his support.

**ADJOURNMENT**

There being no further business the meeting was then adjourned at 10:15 a.m.

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Deborah Nicklaus, Commissioner  
City of St. Pete Beach

Approved by the BIG-C on July 27, 2005

ATTEST:

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Donna J. Draper, Secretary  
City of St. Pete Beach