

CITY OF PALM BAY, FLORIDA

**PALM BAY MUNICIPAL FOUNDATION, INC.
DISASTER RELIEF COMMITTEE
EXECUTIVE BOARD
REGULAR MEETING 2023-02**

Held on Tuesday, the 12th day of September 2023, at the City Hall Council Chambers, 120 Malabar Road, SE, Palm Bay, Florida.

This meeting was properly noticed pursuant to law; the minutes are on file in the Office of the City Clerk, City Hall, Palm Bay, Florida. The minutes are not a verbatim transcript, but a brief summary of the discussions and actions taken at the meeting.

The meeting was called to order at the hour of 6:01 P.M.

ROLL CALL:

CHAIRMAN:	Donny Felix	Present
VICE-CHAIRMAN:	Keith Miller	Present
MEMBER:	Jimmy Backus	Present
MEMBER:	Stephen Hayes	Present
MEMBER:	Eunhea 'Vivian' Park	Absent

CITY STAFF: Present was Rodney Edwards, Deputy City Attorney; Juliet Misconi, Deputy City Manager; Terri Lefler, Deputy City Clerk; Fred Poppe, Recreation Director; Daniel Waite, Special Events Coordinator.

PUBLIC COMMENTS:

1. Dana Saddler, Disaster Case Manager with Endeavors, introduced herself to the Disaster Relief Committee (DRC) as she was one (1) of the two (2) Case Managers assigned to Brevard County on long-term recovery efforts for Hurricane Ian. She advised they worked under a grant from Volunteer Florida, which covered nine (9) counties throughout Florida. She stated that Endeavors did not distribute any funding; they researched organizations that had available funding and connected the recovering individuals with those organizations/funds. She advised of two (2) clients from Palm Bay.

Mr. Edwards advised that the City may be able to assist through State Housing Initiative Partnership (SHIP) funds to rehabilitate the homes. He felt this type of request did not qualify under the bylaws of DRC. Mrs. Misconi would connect Ms. Saddler with the Community and Economic Development Department as there were several programs, including a homeowner assistance program for owner-occupied rehabilitation, Community Development Block Grant (CDBG) funds, and SHIP funds, as well as many connections with other non-profits.

ADOPTION OF MINUTES:

1. Regular Meeting 2023-01; March 20, 2023.

Motion by Vice-Chairman Miller, seconded by Mr. Backus, to adopt the minutes as presented. Motion carried with members voting as follows: Chairman Felix, Yea; Vice-Chairman Miller, Yea; Mr. Backus, Yea; Mr. Hayes, Yea.

UNFINISHED AND OLD BUSINESS:

1. Update on VIP parking at the 2023 Independence Day event.

Mrs. Misconi provided an overview of the VIP parking from the 2023 Independence Day event. She stated that a total of 46 passes were sold, which raised \$1,087.44. Mrs. Misconi advised that she, along with staff, volunteered for the event. She said the VIP parking signage caused confusion; about 70% of the cars were in the wrong location and needed to be redirected. She stated that many people did not realize there was general parking and some people wanted to pay onsite for the VIP section.

Mrs. Misconi further explained that a local social media group, Fun4SpaceCoastKids, had listed all fireworks events in Brevard County and showed Palm Bay's event with a \$25 charge. Even though the City marketed the event as a free event with plenty of free parking, with a \$25 VIP parking option to support the DRC, there was confusion with mis-messaging. The City received commentary and social media pushback. Staff felt that VIP parking had the potential to detract from the City's event.

Mr. Hayes said the feedback he received was to increase the capacity of the VIP parking. He felt it was a very effective fundraiser to add to the funding that was being depleted. He stated that previous discussions were to have VIP and preferred parking and asked if there was a way to entertain that option. Mr. Hayes inquired as to who received pushback and how it was handled.

Vice-Chairman Miller asked if the City had a marketing department to put out press releases to help generate the right message. Mrs. Misconi confirmed that the city had a Communications Division as well as a marketing employee within the Recreation Department, who had marketed the event numerous times advising of free parking.

Chairman Felix inquired as to the percentage of individuals who wanted to pay at the VIP parking entrance. Mrs. Misconi said there were approximately 20-30 inquiries. Chairman Felix also asked about the negative feedback on social media, in which Mrs. Misconi advised there were a few negative comments based on an organization that shared

inaccurate information. Chairman Felix asked the difference between the two (2) years that the VIP parking event had run. Mr. Waite responded that from an internal perspective, the event ran smoother this year. He felt the inaccurate messaging from shared external social media posts caused more of the confusion this year, even though the City tried to make the message clear by advertising that there was plenty of general free parking.

Chairman Felix said he understood the good and bad aspects of the VIP parking and asked the DRC to determine if it was worth continuing this program in the future. He pointed out that the revenue did not increase drastically from the previous year. Mr. Hayes stated there were too many limitations placed upon the DRC as to the number of VIP parking spaces that were allowed, only being fifty (50) spots and having to share the area with vendors. He felt that the vendors should be placed in the back of the field until after the event when they could be moved forward, which would allow for more VIP parking. Mr. Hayes mentioned that the VIP parking event could be stopped if some of the other events discussed at the previous March meeting were to come to fruition, which could make up for the loss of the VIP parking revenue. He also felt it would be an increase in revenue for the hotel and food industry when individuals came into the city for these events.

Vice-Chairman Miller felt the VIP parking was successful, as 46 out of the 50 parking spots were sold. He said there would always be individuals that would look to point out the negatives, but he did not want to give up the VIP parking as a fundraising opportunity. Mr. Backus agreed that the program was successful and wanted it to continue. Chairman Felix suggested staff look for more opportunities to improve the messaging, noting that the Independence Day event was free, and that VIP parking was for fundraising. Mrs. Misconi confirmed that staff would look into space requirements to possibly increase VIP parking spaces for next year's event.

2. Follow-up to fundraising topics from the March 20, 2023, meeting.

Mrs. Misconi mentioned the possibility of sponsoring a beer tent at the City's Multi-Cultural Festival in February 2024 as a fundraising mechanism, as Brevard Caribbean American Sports and Cultural Association (BCASCA) had done in the past. Mr. Waite advised that the State of Florida had a special temporary alcohol permit in which not-for-profit organizations could apply for up to four (4) times per year, three (3) days per occurrence. However, the City would require liquor liability insurance. Mr. Waite mentioned that, at a past event, BCASCA hired a licensed caterer/bartender who carried the liquor liability insurance and listed BCASCA and the City as additional insured parties. This allowed the caterer/bartender to collect all funds and give the proceeds to BCASCA. Mr. Edwards

felt that if the DRC wished to go this route, they would need to find a vendor to collect the funds and give the money back to the DRC.

Mrs. Misconi stated that previously discussed ideas such as the 5K, father/daughter dance, and cornhole tournament would require a staff time component that would need to be balanced with the multitude of scheduled City events. She mentioned the possibility of the DRC collecting donated items that the City could sell at a silent auction during any of the scheduled City events.

Mr. Edwards felt that Mr. Poppe's previously mentioned idea of a New Year's Eve party might be a better option to bring in more funding than the VIP parking but stated it would involve a lot of staff time. Mrs. Misconi said that the event was a massive undertaking. Mr. Poppe provided details about the event, stating that the street adjacent to Malabar Road was blocked off through Jupiter Boulevard. Since it was an event through the Palm Bay Municipal Foundation (PBMF), the seed money came from the PBMF and a license to sell beer was obtained. Mr. Poppe felt this type of event would be a better option as it was a specific event with a specific purpose. The difficulty would be to get the seed money to get the event started and to secure a group with enough recognition to bring people out to the event. Mr. Poppe said the amount of effort that went into VIP parking would be equivalent to what would be put into an individual event, which would produce more significant funding for the DRC. Chairman Felix inquired as to the cost of tickets for the New Year's Eve party. Mr. Poppe responded that it was a \$20 ticketed event, with a percentage of proceeds from beer sales. There were no vendors at this event; however, vendors could be allowed at future events, which would bring in money from paying for a spot. Mrs. Misconi said that many parties would be involved with this type of event and discussions should happen with all parties, particularly the Police and Fire Departments and Ms. Sherman, as the Executive Director of the PBMF. Vice-Chairman Miller inquired as to the amount of seed money that was required to hold the event and the return on investment. Mrs. Misconi staff would have to research same. The DRC concurred to move forward with research into this event.

NEW BUSINESS:

1. Discussion of assistance towards the Maui wildfire relief efforts. (Chairman Felix)

Chairman Felix presented the item and asked the DRC to consider providing assistance towards the Maui wildfire relief efforts. Mr. Backus felt that many had already assisted Maui and he preferred to send money to the Florida Panhandle. Mr. Hayes agreed that Maui had received significant funding/benefits and asked if the DRC would consider

targeting funds to the Florida area. Vice-Chairman Miller concurred. Dana Saddler, Disaster Case Manager with Endeavors, suggested the DRC consider donating to Operation Barbecue.

Motion by Mr. Backus, seconded by Mr. Hayes, to decline funding towards the Maui wildfire relief efforts. Chairman Felix stated that the organizations on the ground had limited funding and resources and these organizations worked within their own budgets directly helping individuals.

Motion carried with members voting as follows:

Chairman Felix	Nay
Vice-Chairman Miller	Yea
Mr. Hayes	Yea
Mr. Backus	Yea

2. Discussion of assistance towards Hurricane Idalia relief efforts in the Florida Panhandle. (Chairman Felix)

Chairman Felix presented the item and asked the DRC to consider providing assistance towards Hurricane Idalia relief efforts in the Florida Panhandle. Vice-Chairman Miller asked if any organizations on the ground had been identified. Mr. Hayes stated that the Florida Emergency Management Agency (FEMA) in Tallahassee and the Panhandle Department of the Air Force were involved due to the devastation to the area. Mr. Hayes suggested a donation in the amount of \$2,000 to \$2,500. Mr. Backus suggested a donation in the amount of \$1,000 - \$1,500. Vice-Chairman Miller stated he would be fine with either of the amounts mentioned. Chairman Felix asked Mrs. Misconi to identify the top three (3) organizations that were on the ground.

Dana Saddler, Disaster Case Manager with Endeavors, advised that Operation Barbecue was on the ground for this relief effort. Mrs. Misconi said she verified through the Charity Navigator website (non-profit rating agency) a list of highly-rated charities that were working on Hurricane Idalia relief: Feeding Tampa Bay, Southwest Florida Community Foundation, Second Harvest Food Bank, Feeding Florida out of Tallahassee, and Volunteer Florida Foundation out of Tallahassee. Mrs. Misconi mentioned that long-term services in the area included Family Promise of Gainesville, Goodwill Industries of Southwest Florida, and Community Foundation of Sarasota County. Mr. Hayes mentioned that he was familiar with Family Promise, stating that they were supportive towards the cause rather than absorbing the funding. He was also familiar with Harvest Food Bank. He suggested donating to one or both organizations.

Motion by Mr. Backus, seconded by Mr. Hayes, to donate \$1,000 to Family Promise of Gainesville and \$1,000 to Harvest Food Bank of Central Florida for assistance towards Hurricane Idalia relief efforts in the Florida Panhandle. Motion carried with members voting as follows: Chairman Felix, Yea; Vice-Chairman Miller, Yea; Mr. Backus, Yea; Mr. Hayes, Yea.

OTHER BUSINESS:

1. Next regular meeting – Tuesday, February 12, 2024, at 6:00 p.m. (Informational)

Chairman Felix advised that the next regular meeting would be held on Tuesday, February 12, 2024, at 6:00 P.M., in the Council Chambers. The Committee concurred.

Mr. Hayes mentioned an earmarking program utilized by Indian Harbour Beach to refurbish fields (soccer, baseball, etc.). Mr. Hayes asked if the City could earmark \$1.00 per household from taxes for two (2) years to raise funds in the DRC account. Mr. Edwards stated that he would research the matter but was doubtful that the City could tax residents for fundraising unless it went on the ballot as referendum. Mr. Hayes also wanted to entertain the previous idea of a Santa 5K run as a fundraising effort. Mrs. Misconi advised she would report back to the DRC after two (2) organizations for the assistance towards Hurricane Idalia relief had been vetted and after consulting with staff on the feasibility of having a Santa 5K in the upcoming year. Chairman Felix asked staff to also vet Operation Barbecue Relief for any future opportunity to donate towards their causes. Chairman Felix encouraged the DRC to attend the PBMF meeting to support the Hurricane Idalia relief item.

ADJOURNMENT:

There being no further business, the meeting adjourned at the hour of 7:27 P.M.

Donny Felix, CHAIRMAN

ATTEST:

Terri J. Lefler, DEPUTY CITY CLERK