

**SPECIAL/WORKSHOP MEETING**  
**JANUARY 8, 2008**

A Special/Workshop Meeting of the City Commission of the City of Delray Beach, Florida, was called to order by Mayor Rita Ellis in the First Floor Conference Room at City Hall at 6:00 p.m., on Tuesday, January 8, 2008.

Roll call showed:

Present -                   Commissioner Gary P. Eliopoulos  
                                  Commissioner Fred B. Fetzer  
                                  Commissioner Woodie McDuffie  
                                  Commissioner Brenda B. Montague  
                                  Mayor Rita Ellis

Also present were -     David T. Harden, City Manager  
                                  Susan A. Ruby, City Attorney  
                                  Chevelle D. Nubin, City Clerk

Mayor Ellis called the special meeting to order and announced that it had been called for the purpose of considering the following items:

**SPECIAL MEETING AGENDA**

1. **PROPOSALS/VIRTUAL TOURS:** Consider proposals from Sound Investments by J.W., Inc. d/b/a Pro DVD Makers and the City Information Technology Department (IT) regarding the Virtual Tours on the City's website.

Guy Buzzelli, Chief Information Officer, introduced this item. He explained the timeframe to go live would be approximately 3 ½ - 4 weeks with the current workload. He advised that the total cost for the hardware would be about \$4,600.00. He discussed the man hours needed for the project, the anticipated expenses and estimated savings to have Information Technology (IT) spearhead the project. He explained the City has the equipment needed to start and maintain Virtual Tours on its website. The link for each facility would be embedded into the City's website instead of redirected to an outside website.

Charles Furment, Office Automation Analyst, discussed the Easypano software and the hardware used is what is specified by the maker of the software to make Digital Video Discs (DVDs).

Mr. Buzzelli showed a demonstration of how the Virtual Tour would work with the software. If the City considered an outside firm to do the Virtual Tour the firm would have to be trained and staff may have to still embed the tours. If the Virtual Tour website is completed by the City, we could exercise more control of the content.

Mr. Fetzer asked if the on-going maintenance would be to change pictures.

Mr. McDuffie asked if the Virtual Tour would include all parks and public facilities.

Mr. Buzzelli was concerned that if IT did not do the Virtual Tours the City may not be able to exercise as much control of the content or when there is an upgrade.

Mrs. Montague verified the hardware, software and labor needed to complete the project would be approximately \$7,000- \$8,500 the first year; subsequent years the site could be maintained for about \$1,000. Mrs. Montague questioned what is on [www.cityofdelraybeach.com](http://www.cityofdelraybeach.com) website at this time.

James Arena, President of Sound Investments by J.W. Inc., d/b/a Pro DVD Makers, gave background information on the Company's relationship with the City. Mr. Arena gave a presentation and discussed why \$24,000 is a fair cost for the professional services he would provide. He stated IT would still have some autonomy of the content presented. He advised his timeframe to complete this project would be three (3) days.

Mayor Ellis referred to the Special Workshop Meeting on October 9, 2007, where the City did not want to take a chance with advertising pitfalls since the City would not have complete control of the website.

Mrs. Montague questioned if [www.cityofdelraybeach.com](http://www.cityofdelraybeach.com) would be linked to anything else.

Mr. McDuffie asked Mr. Arena if the proposed amount included imagery, domain name, and the HTML link. He asked staff if there is a way to leverage the effort that has been done.

Mr. Furment advised that the quality of the images if zoomed would be very pixelated. He asked Mr. Arena what is the quality and resolution of the images that are currently being used. He explained that the camera equipment that would be used is very automated.

Mr. Eliopoulos questioned what monies have been paid to Sound Investments by J.W. Inc., d/b/a Pro DVD Makers.

Mr. Fetzer moved to accept the proposal to let the current virtual tours expire and have the City's IT Department photograph the City's parks and facilities and beach a second time and create new virtual tours for the City's website, seconded by Mrs. Montague. Upon roll call, the Commission voted as follows: Mr. Fetzer – Yes; Mr. McDuffie – Yes; Mrs. Montague – Yes; Mayor Ellis – Yes; Mr. Eliopoulos – Yes. Said motion passed 5-0.

Mayor Ellis adjourned the Special Meeting at 6:40 p.m.

## WORKSHOP AGENDA

### 1. Video Presentation of the Property Tax Reform –Florida League of Cities

David T. Harden, City Manager, introduced this item. He explained the video “The Proposed Property Tax Reform” was put together by Michael Sittig. He informed Commission this is not as updated as some of the other material; it is about six (6) weeks old.

In the video, Mike Sittig, Executive Director with the Florida League of Cities, stated members of the League of the Cities met on November 9, 2006 in Orlando, Florida. A Resolution was passed in opposition to the proposed Constitutional amendment that would be on the ballot January 29, 2008 which would change the way property taxes are levied in the State of Florida. He discussed the provisions of the Resolution and several reasons the amendment is opposed by League of the Cities.

Mr. Harden stated people appreciated the information received from the two presentations he did earlier.

Mrs. Montague advised on a State level, Realtors support the amendment, but on an individual level they are torn and residents are confused. She asked that Mr. Harden send Commission the summary statement made by Mr. Sittig.

Mr. Eliopoulos asked what the City of Boynton Beach was doing.

Mr. McDuffie discussed an e-mail submitted by James McAdams from the Department of Revenue dated January 8, 2008. He explained the process to calculate and understand the new property tax reform. He discussed portability for residents and some of its benefits.

Mayor Ellis asked if the Property Appraiser’s office is in support of the Amendment. She acknowledged many people are confused as the time nears to vote.

Mr. McDuffie explained why the Property Appraiser’s office is in support of the Amendment.

### 2. Discussion regarding 2008 Legislative Priorities

David T. Harden, City Manager, presented this item. Mr. Harden asked for direction from Commission on the City’s legislative priorities for 2008.

Susan Ruby, City Attorney stated in the background information provided, item number one (1) on the cover memo should read \$200,000 or more.

Mr. Eliopoulos stated that the construction industry is taking on a number of jobs at cost well below what they can handle to keep the operation going. Contractors may eventually default so the City needs to be careful how high they set bond caps.

Mrs. Montague asked if some type of drafting language could be provided to Commission to submit to the staff Liaisons for the League of the Cities. She asked if summary statements could be put together by staff for Key Issues# 3-11 on the backup material.

Mr. Harden clarified that a paragraph of key points could be put together by staff.

Mr. Fetzer asked how legislative priorities lists were conveyed in the past.

Mr. Harden explained the City used Lobbyists; however, some specific issues would go directly to the Representatives that had an interest. He stated the League of the Cities will help set up meetings with State Committee members if this is what the Commission would like to do.

Mrs. Ruby stated with specific bills the City would need Sponsors.

Mrs. Montague suggested that brochures with concise talking points be created so that Commissioners could have effective brief meetings with Representatives.

Mayor Ellis suggested one (1) to two (2) people at the most since the conference rooms are small.

Mr. Harden asked if Commission would like to see anything added or deleted.

Mrs. Montague asked for a statement of things that are in progress and also a status report of present, historical, and issues in progress along with the overall goal. She would also like a schedule of the meetings.

Mr. Eliopoulos discussed public safety and support at the State level.

3. Discussion of questions for the Annual Citizen's Roundtable Meeting

Mayor Ellis advised there were too many questions at the 2007 Annual Roundtable Meeting.

Mr. Eliopoulos agreed last year's meeting was too long and he is in favor of what is being proposed.

Mr. Fetzer admitted he liked the format of the meeting, however, too much was crammed into the meeting for the time allotted and some questions were rushed. He is in favor of what is being proposed.

Mrs. Montague would like Question 3B from the backup material, "how the City could provide services for less cost," included in the discussion.

Mr. Harden suggested a shorter time limit for questions.

It was the Consensus of the Commission to change the language of Question 5 to read, "provide suggestions for (a) improving City programs and service, (b) how the City could provide services for less cost, and (c) what services could be cut back or eliminated."

— Mr. Harden stated Question 3B from the backup material would be used by itself; Questions 3A and 3C would not be used.

Mr. McDuffie asked if Question 3B could be combined with Question 5.

Mr. Harden advised he would set it up Question 3B and Question 5 to be combined

Commission agreed to stay with the same format.

McDuffie suggested an insert advertisement sent out with utility bills.

Mayor Ellis suggested that Advisory Board Members be asked to participate in the 2008 Annual Roundtable Meeting.

Mayor Ellis adjourned the Workshop Meeting at 8:01 p.m.

  
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City Clerk

— ATTEST:

  
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MAYOR

The undersigned is the City Clerk of the City of Delray Beach, Florida, and the information provided herein is the Minutes of the Special/Workshop Meeting of the City Commission held on Tuesday, January 8, 2008, which Minutes were formally approved and adopted by the City Commission on January 15, 2008.

  
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City Clerk

— **NOTE TO READER:** If the Minutes you have received are not completed as indicated above, this means they are not the official Minutes of the City Commission. They will become the official Minutes only after review and approval, which may involve amendments, additions or deletions to the Minutes as set forth above.