

City of Port St. Lucie

Special City Council

Meeting Minutes

121 SW Port St. Lucie
Blvd.
Port St. Lucie, Florida
34984

Shannon M. Martin, Mayor

Jolien Caraballo, Vice Mayor, District IV
Stephanie Morgan, Councilwoman, District I
Dave Pickett, Councilman, District II
Anthony Bonna, Councilman, District III

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Monday, November 20, 2023 **9:30 AM** **Council Chambers, City Hall**

1. Meeting Called to Order

A Special Meeting of the City Council of the City of Port St. Lucie was called to order by Mayor Martin on November 20, 2023, at 9:30 AM, at Port St. Lucie City Hall, 121 SW Port St. Lucie Boulevard, Port St. Lucie, Florida.

2. Roll Call

Shannon M. Martin, Mayor
Jolien Caraballo, Vice Mayor
Stephanie Morgan, Councilwoman
Dave Pickett, Councilman
Anthony Bonna, Councilman

3. Pledge of Allegiance

Mayor Martin led the assembly in the Pledge of Allegiance.

4. Public to be Heard

Mayor Martin opened Public to be Heard. There being no comments, she closed Public to be Heard.

5. Special Presentations

5.a Presentation of 2023 Park Professional (Golden Shovel) 2023-1004

Award - Kelly Boatwright - from Florida Recreation & Park Association (FRPA)

Bradley Kean, Assistant Director, Parks & Recreation, presented the 2023 Park Professional (Golden Shovel) Award to Kelly Boatwright for her outstanding service and reviewed her achievements in the field of Parks &

Recreation. Ms. Boatwright thanked Mr. Kean, Council, and the City of Port St. Lucie for the recognition and support. Mayor Martin congratulated Ms. Boatwright on receiving this award.

5.b Presenting City Council with the New Official Name of the Mini Street Sweeper and Recognizing the Winner, Ruby Isenhower

2023-1053

Colt Schwerdt, Interim Director, Public Works, presented a certificate to winner Ruby Isenhower, a student at Oak Hammock K-8 School, for naming the City's new street sweeper "Sweep Caroline." (Clerk's Note: A brief video was shown at this time.) Mayor Martin thanked Ruby for participating in the competition.

6. New Business

6.a Community Identity Project - Logo/Color Recommendations

2023-1085

Alyssa Spangenberg, Communications Department, provided a PowerPoint presentation on the City's Community Identity Project. She reviewed the project timeline, design efforts, and collaboration with advisory committees and consultants. She indicated the new branding will be incorporated into the City's new website in early 2024. Ms. Spangenberg discussed the City Seal and DNA Statement. She also presented the tag line "Heart of the Treasure Coast" as well as logo options, color schemes, and typography/text concepts. She noted that the logos were considered for adaptability to uniforms/attire, signage, and department logos. Ms. Spangenberg concluded her presentation by discussing the next steps and reviewing the City's existing logos that may need to be altered for consistency.

Vice Mayor Caraballo commented on the different logos for the departments and stated it was important for all departments to be under the same banner moving forward, but utilizing each department's logos/branding when appropriate. Ms. Spangenberg explained the City logo can be paired with the department branding or logo for events, programs, etc., as Communications has done in the past.

City Manager Merejo indicated there should be one common email logo for all employees to use City-wide. Ms. Spangenberg stated she is creating a style guide for email signatures, logo pairing and partnering, fonts, colors, etc.

Mayor Martin stated that the City Seal on the new Mid-Florida Event Center sign should be replaced with the new City logo. Vice Mayor Caraballo requested an update on this sign, as it is not functioning. She also stated the old Civic Center sign needs to be turned off, because it is

not working correctly. Ms. Spangenberg indicated that Phase 2 will include new way finding and gateway signage throughout the City.

Ms. Spangenberg noted that the tagline and logo, including the color schemes, will be trademarked by the City of Port St. Lucie. Council discussed the different options for the City Logo and shared their opinions.

There being no further discussion, Vice Mayor Caraballo moved to approve the Sandhill Crane logo with the bold color scheme as well as the tagline and typography as shown by staff. Councilman Pickett seconded the motion, which passed unanimously by voice vote.

Council also discussed the different branding within the departments. Council direction was to work with Communications regarding the branding within the departments, as the City logo will be used by all departments.

6.b Hear a Strategic Plan Progress Report and Finalize the 2024 National Community Survey

[2023-1089](#)

Kate Parmelee, Director, Strategic Initiatives & Innovation, provided a PowerPoint presentation on the progress of the FY 22/23 Strategic Plan and discussed the Strategic Planning System for FY 23/24, PSL Stat, and being the 96th largest city in the nation.

At this time, Mayor Martin and Ms. Parmelee had a brief discussion on the importance of the National Community Surveys and how Port St. Lucie is an award winning City for engaging its citizens to collect data and innovatively moving the City forward.

City Manager Merejo commented on the growth of the City over the years, specifically from 2020 to 2022, and having the flexibility to pivot, rebudget, reconfigure, etc., when needed. Mayor Martin stated the City should stay on its path and trajectory going forward, as they will soon be 5th largest City in Florida and should be acting like a larger city while keeping the hometown feel in mind. She indicated the need to balance the priorities and deal with what is before them while making decisions for the future. Vice Mayor Caraballo requested the data on the City's population, as it could be used as a talking point to explain how much the City has grown. Ms. Parmelee stated staff would provide the information as requested.

Ms. Parmelee presented the Council with the proposed Vision and Mission statements for the City. There being no changes, Vice Mayor Caraballo moved to approve the language of "Our Vision" and "Our Mission" for the City as presented by staff. Councilman Pickett seconded the motion, which passed unanimously by voice vote.

Ms. Parmelee reviewed the strategic initiatives and key performance measures for the following City goals:

Safe, Clean & Beautiful / Vibrant Neighborhoods - Mayor Martin and Vice Mayor Caraballo requested a map of the City's signs with the new branding timeline and cost, including the public art funds and other funding. Ms. Parmelee stated she would work with the team and come back with some options. Mayor Martin inquired if attendance was being tracked at the different neighborhood events and if that information could be provided to Council.

Smart & Connected City - Ms. Parmelee inquired if the Council wanted to change the reporting of the Port St. Lucie Youth Council, and Council discussed the matter. Council consensus was to have the Youth Council report as a Fact Finding Board versus a Sunshine Board and requested that an ordinance be brought back to Council to approve same.

Diverse Economy & Employment Opportunities / High Quality Infrastructure & Facilities - Council requested that the residents be better informed of the City's public micro transit system routes and schedules. Ms. Parmelee stated she would share the information as new routes are added as well as work with the Communications Department and the County to expand the distribution of this information.

Ms. Parmelee explained there was a recommendation by the STAT team to change an initiative in the Strategic Plan, from "advancing the Mobility Plan" to "implementing a Multi-Modal Plan," and received Council's approval to make that adjustment.

Council shared their stories regarding residents needing to be informed of the City's transportation options. Councilman Pickett recommended including the transit information in the newsletters from each of the Council members.

Ms. Parmelee spoke to the Village Green Drive corridor revitalization project. City Manager Merejo noted that the Marshal Parkway and I-95 interchange should be included in the future CIP. Council consensus was to have Ms. Parmelee add the Marshal Parkway/I-95 interchange to the Mobility Plan for tracking and focus.

Vice Mayor Caraballo and Mayor Martin stated the City should have shovel-ready projects available and a more efficient design process to capitalize on state and federal funding. City Manager Merejo noted the

design for California/St. Lucie West needs to be completed. Mayor Martin suggested getting someone in-house to design projects. City Manager Merejo thought they would need five to ten engineers due to the number of City projects and recommended teams or design firms. He explained the priority of design should be with the City and not the developers. City Manager Merejo suggested having a future discussion regarding this with the engineering firms, as the projects need to be designed quicker. Vice Mayor Caraballo recommended piggybacking on another contract or seeking out pre-approved design firms to speed up the RFP process. Interim City Attorney Richard Berrios indicated that Legal has been looking at the City's procurement processes to determine if there are ways to be more efficient.

Ms. Parmelee reviewed the strategic initiatives and key performance measures for the City's goals of Culture, Nature & Fun Activities and High-Performing Government Organization. She also spoke briefly to the Strategic Plan Dashboard.

Ms. Parmelee inquired as to which questions the Council would like to see on the next National Community Survey. Council agreed to continue asking the custom questions on the survey. Ms. Parmelee proposed some additional questions, and Council decided against the questions regarding Streetlighting, Music Genre, Drinking Water, and Emergency Management. Vice Mayor Caraballo suggested asking the music genre questions at the festivals versus the Citizen Summit and being open to what the promoters have to offer. Council agreed that the emergency management question should be asked at the Citizen Summit.

Council discussed asking a Solid Waste question on the next National Community Survey and decided to include a question to understand how many residents would be willing to pay for twice a week service. In addition, the Office of Solid Waste is to provide Council with how many residents have requested a second trash container.

Ms. Parmelee concluded her presentation by informing the Council on the 2024 #IAMP SL Citizen Summit.

City Manager Merejo noted that "The Pulse" is a new tool via Communications that can be taken to events and utilized by Council for talking points.

(Clerk's Note: Meeting recessed at 11:22 AM and reconvened at 11:32 AM.)

6.c Approval to Proceed with the Design & Construction of the

2023-1106

3rd Floor for New PD Training Facility

Officer Leo Kubitschek provided a PowerPoint presentation on the Police Training Facility and reviewed the project justification, costs, timeline, and funding sources to include a third floor. City Manager Merejo noted that the Council had previously authorized the training facility, but due to the City's growth and added positions since that time, staff is seeking approval to proceed with the design and construction of the third floor.

Council and staff discussed the height requirements and the importance of staying on schedule.

Councilman Bonna stated that the facility needs to be completed as soon as possible, as they need to keep the City safe and be financially responsible.

Councilwoman Morgan stated that everyone will not fit this campus with all the new hires and suggested considering the Cameo site. Vice Mayor Caraballo expressed that she does not like the Cameo site being utilized as the city dump.

Mayor Martin stated they were addressing the parking, chambers, office space, etc., but they have to discuss master planning for the City's needs fifty years from now. She said they need to move this project forward to stay on budget and schedule. Mayor Martin also commented on the Cameo site being of service to the residents. Vice Mayor Caraballo suggested having a future conversation on how this site can be shielded from the public, to which Mayor Martin indicated that would be part of the master planning. City Manager Merejo noted that they could consider having a few locations throughout the City, as the Cameo site is utilized for hurricanes, which will need to be a part of the master plan as well. Councilman Bonna agreed there needs to be a larger conversation regarding the Cameo site.

Councilman Pickett stated he was for moving forward with the third floor of the new Police Department Training Facility.

There being no further discussion, Vice Mayor Caraballo moved to approve proceeding with the Design and Construction of the 3rd Floor for the New Police Department Training Facility. Councilman Pickett seconded the motion, which passed unanimously by voice vote.

6.d Approve the Updated Job Description for the City Attorney Position

[2023-1102](#)

Kim Sala, Deputy Director, Human Resources, reviewed the changes to

the job description for the City Attorney position.

Vice Mayor Caraballo requested that the City Attorney and Assistant City Attorney positions follow the City's Charter with all other positions being managed under Human Resources. Ms. Sala explained the job description process and the hierarchy for the different positions within the City Attorney's office. Mayor Martin stated the City Charter should be followed.

There being no further discussion, Vice Mayor Caraballo moved to approve the updated job description for the City Attorney position as presented by Staff. Councilman Pickett seconded the motion, which passed unanimously by voice vote.

7. Adjourn

There being no further business, the meeting was adjourned at 11:41 AM.

Sally Walsh, City Clerk

Traci Mehl, Deputy City Clerk