

**CITY COUNCIL WORKSHOP
NOVEMBER 17, 2005**

Mayor Johnston called the meeting to order at 9:00 a. m.

Mayor Johnston gave the Invocation and led in the Pledge of Allegiance

Councilman Brown made a motion, seconded by Vice Mayor Denham, to excuse Councilman Rothman.

The motion carried unanimously.

Members present: Mayor Johnston, Vice Mayor Denham, Councilman Brown and Councilman Jennings.
Councilman Rothman was excused due to his attendance at the Regional Planning Council meeting on water qualities issues.

SMALL BUSINESS INITIATIVE

The Challenge and why it is Important

Historical Perspective

National

Local

Current Status of Small Business Initiative

Next Steps

Improved Communications

Legislative Agenda

Technical Assistance

Ms. Zimomra spoke to this being a workshop without the adoption of legislation. She also spoke to the background material in the agenda packet that would put the discussion in context. She further spoke to the main street setting the tone of the community, the closeness of neighborhood stores and the impact of off-island stores on Sanibel businesses. She spoke to the recent hurdles experienced by the island and island businesses.

Discussion ensued regarding the importance of historical commercial buildings, and the need for communication with island businesses.

Public Comment:

Hazel Schuller spoke to island historical buildings, landscape, possibility of conversion of time shares in the resort district, Mr. Zimomra stated that the timeshare discussion came from Council under the fractionalization issue, which would increase restrictions, and resorts need a process for licensed managers.

Billy Kirkland spoke to the restrictions on small businesses, and businesses closing due to increase of taxes and licenses.

Daniel Dix spoke to the ease of working with staff, cumbersome to do business on the island due to permitting, and would like for Council to be proactive.

Robert Parks spoke to the City and Chamber working together, and cautioned not to have blanket judgments, but remain open to ideas.

Rob Price spoke to moving to the island 3 years ago, moved due to battling with City Council, the need to address tolls, signage, and the business becoming more visual during the summer season. He further spoke to allowing larger chain stores on the island.

Richard Johnson spoke to finding ways for the City and the business community to work together.

Steve Greenstein, Chamber Executive Director spoke to businesses feeling ostersized in the past, factor in the tourism industry, Chamber sent out surveys to the business community, pay attention to the accommodation industry on the island, demographic and generational changes, review the process for occupational licenses, increase of first time visitors, the need for repeat visitors, and three theme remain through any survey; 1) outdoor dining; 2) streamline permitting process; and 3) review signage regulations.

Discussion ensued regarding people moving to Sanibel and wanting to change things, people moving due to their disappointment in where they live previous to their relocation, most businesses do well during season, challenge would be to draw visitors during the off-season, extreme seasonality of doing business on the island, Ms. Zimomra stated that the new airport was trying to offer direct flights between Europe and Ft. Myers and that the loss of South Seas Resort on Captiva having an ancillary impact on the community.

Mr. Cuyler asked if Mr. Greenstein had a sense of the proposed formular retail zoning-in-progress and Mr. Greenstein answered that the initial threshold question would be what was the fear of what chain stores would bring or how would it threaten environmental issues.

Daniel Dix spoke a second time to the idea of generation y wanting national brands, his business at the airport and airport concession wanting to get away from national chains, movement in other communities to adopt legislation opposing formular retail stores, outdoor seating was allowed as an equation with parking, and vegetation buffer not enforced and hurts business by blocking businesses.

John Carney spoke to Sanibel being known worldwide and against formular retail stores.

Draft Mission Statement

Discussion ensued regarding amendments to the Small Business Initiative Mission Statement:

- Underline in the 1st line, “preserving the unique, historical businesses that are woven into the fabric of our sanctuary island community.”
- After businesses on the 5th line, “ and a balance exist between the natural environment and built environment.”
- After government on the 4th line add, “ and the residents”

Public Comment:

Sally Kirkland spoke to formular businesses not being allowed.

Discussion ensued regarding the proposed regulations and not stopping formular businesses, but creating strict guidelines, Ms. Zimomra stated that the emphasis on the mission statement was on preservation, Council had previously directed staff for legislation on formular retail stores, a commitment to help preserve island businesses, and preserve the uniqueness of the island.

Daniel Dix gave the following recommendation:

- Sanibel City Council is committed to the unique atmosphere of our community by preserving small businesses that are woven into the fabric of our society

Robert Parks suggested the mission statement needed to be clear and concise, and contact high end communities their vision statement regarding their mission statement.

Steve Greenstein suggested defining a small business, SPA standard was less than 120 employees, and consider adding the fact that businesses that they meet the needs of residents and visitors.

Discussion ensued regarding giving the Chamber and businesses the opportunity to have input in the mission statement, Ms. Zimomra stated that the amendments would be brought back to Council at the December 06 City Council meeting, Mr. Greenstein gave an example of a mission statement from the Chamber as follows:

“To preserve the small town character by sustaining and protecting the interest of small businesses located on Sanibel Island for technical assistance, improved communications, and legislative initiative. The goal was to provide competitive opportunities and promote innovative concepts to meet the needs of residents and visitors”

David Barber spoke to the uniqueness of the island.

Discussion ensued regarding the business community adhering to the Sanibel Plan,

RESIDENT SURVEY:

Ms. Zimomra spoke to the basic premise of listening to the residents and gives the opportunity for comments. She also spoke to the struggles of cities that have a season opposite of Sanibel, and how it feeds into the whole economic mix.

Discussion ensued regarding any comments forward them to the City Manager, being scheduling roundtable meetings, and having roundtable discussions in the evenings and Council agreed to schedule roundtable discussions.

Council recessed at 11:22 a. m.

Council reconvened at 11:38 a. m.

NAVE PROPERTY FOLLOW-UP

City Attorney

Mr. Cuyler stated that staff was moving forward in receiving quotes for the appraisal of the Nave property. He further stated he had received a bid from John Adler for \$5,000 as well as two other bids that were more than each. He also stated that he wanted to discuss the appraisal with Mr. Adler. He further stated that Council discussed the fact that they would be open to a possible coalition in purchasing the Nave property.

Discussion ensued regarding looking at a previous study done by John Adler, community involvement of the development of the Nave property, ownership of property and the financial package, the vision for the property, Vice Mayor Denham being designated by Council to continue to gather information relative to the Nave property, each Council member having the ability to gather information, Ms. Zimomra stated that Council could direct staff to look at other avenues, if a Wal-Mart or Publix wanted to build in Sanibel would the Land Development Code (LDC) prohibit that construction, and Mr. Cuyler answered that Council would want to analyze if the LDC could even be viewed trying to prohibit a business and if it met all City ordinances, the need to get the interim regulations in final form, LDC does defend general development standards, and the possible mixed use vision for the Nave property.

Public Comment:

Daniel Dix spoke to Council's hesitation in putting together a plan for the Nave property, a lot of rumors and misinformation, and possible articles explaining Council's position.

Billy Kirkland spoke to not wanting the City being involved in the purchase of the Knave property.

Mr. Cuyler advised that there was no problem with discussing the issue of a developer purchasing the Nave property.

Daniel Dix stated that he felt people were looking to the City for direction with the purchase of the Nave property.

Linda Jambeck spoke to her understanding that Mr. Adler might be opposed to a town center and if so could he be objective.

Discussion ensued regarding the December 14, 2005 re-development meeting and asked if Council would begin the joint meeting at 11:00 a. m.

Council agreed.

Discussion ensued regarding the Mayor's attendance at a Mayoral function being held at the Florida League of Cities Legislative Conference and what the bylaws should include, possibility of representation of the municipality other than the mayor, and Ms. Zimomra stated that the Board should be reflective of its members.

There being no further business the meeting was adjourned at 12:39 p. m.

Respectfully submitted by,

Pamela Smith, CMC
City Clerk