

THE VILLAGE OF ESTERO COUNCIL MEETING
WEDNESDAY, DECEMBER 4, 2019
9:30 P.M.

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CAPTIONING WHICH SHOULD NEITHER BE RELIED UPON FOR COMPLETE
ACCURACY NOR USED AS A VERBATIM TRANSCRIPT.
ANY PERSON WHO NEEDS A VERBATIM TRANSCRIPT OF THE
PROCEEDINGS MAY NEED TO HIRE A COURT REPORTER.

9:30:03AM >>Mayor Ribble: I CALL THE DECEMBER 4 VILLAGE COUNCIL MEETING TO
9:30:06AM ORDER.
9:30:06AM FIRST UP IS OUR PASTOR, NOLEN ROLLINS, FROM LEGACY CHURCH.
9:30:11AM PASTOR ROLLINS, YOU HAVE A BIG CHALLENGE TODAY.
9:30:14AM WE HAVE QUITE A FEW OF OUR CONSTITUENTS WHO ARE IN THE HOSPITAL,
9:30:18AM INCLUDING -- WE STILL HAVE ONE COUNCIL MEMBER, JIM WILSON,
9:30:22AM WHO IS RECOVERING FROM HIS STROKE.
9:30:23AM I TALK TO HIM JUST ABOUT DAILY.
9:30:25AM HE'S DOING A LITTLE BIT BETTER BUT STILL HAS A LONG WAY TO
9:30:28AM GO.
9:30:29AM I'VE HEARD THIS MORNING AT 8:00 SHARP FROM CHARLES DURAY,
9:30:33AM MANY OF YOU FOLKS KNOW CHARLES.
9:30:35AM HE HAD VERY SERIOUS SURGERY.
9:30:37AM AND HE HAS A LONG ROAD TO RECOVERY.
9:30:42AM THIS IS THE FIRST TIME HE COULD REALLY USE A PHONE THIS
9:30:45AM MORNING.
9:30:45AM I'M GLAD TO SEE THAT AT LEAST HE CAN HAVE SOME HOPE OF

9:30:48AM RECOVERY.
9:30:49AM I'M SURE THAT EVERYONE WILL APPRECIATE YOU FOLKS PRAYING FOR
9:30:52AM HIM FOR A RECOVERY FOR BOTH OF OUR FRIENDS THERE.
9:30:54AM NOLEN, YOU'RE UP.
9:30:56AM >>Nolen Rollins: INTERESTING YOU SHOULD MENTION THAT.
9:30:58AM I HAVE HERE A LIST OF THE AILMENTS OF THE VILLAGE COUNCIL.
9:31:01AM [LAUGHTER]
9:31:02AM >>Mayor Ribble: VERY FITTING.
9:31:05AM >>Nolen Rollins: LORD GOD, WE COME TO YOU ON BEHALF OF OUR
9:31:08AM WONDERFUL VILLAGE COUNCIL.
9:31:11AM WE DO PRAY IN THE NAME OF JEHOVAH-RAPHA, WHICH IS HEBREW FOR
9:31:18AM YAHWEH RAPHA, THE GOD WHO HEALS.
9:31:21AM WE PRAY FOR HEALING FOR JIM WILSON, OUR DEAR FRIEND, FOR
9:31:26AM CHARLENE, AS SHE STANDS BY TO HELP TAKE CARE OF HIM.
9:31:30AM WE PRAY FOR COMPLETE, FULL RECOVERY FROM THIS STROKE THAT
9:31:34AM JIM HAS HAD.
9:31:35AM WE PRAY FOR OR DEAR MARY McLAIN AND JON AS MARY DEALS WITH
9:31:42AM THIS HORRIBLE BATTLE WITH CANCER.

9:31:45AM GOD, WOULD YOUR HEALING HAND BE UPON MARY.
9:31:49AM WE PRAY FOR DIANE BOESCH, JIM'S WONDERFUL WIFE, WHO JUST HAD
9:31:54AM HIP REPLACEMENT SURGERY YESTERDAY, GOD, THANK YOU FOR THE
9:31:58AM SUCCESS OF THE SURGERY, AND WE PRAY FOR A QUICK, COMPLETE
9:32:03AM RECOVERY FOR DIANE.
9:32:04AM WE PRAY FOR HOWARD AND HIS RECOVERY, FOR HIS HIP SURGERY.
9:32:10AM GOD, CONTINUE TO BRING COMPLETE RECOVERY AND HEALING TO HIM

9:32:13AM AND BLESS REBECCA, HIS WONDERFUL WIFE.
9:32:18AM AND THEN WE PRAY FOR NICK AND HIS NEW INJURY, HIS BROKEN
9:32:28AM WRIST AND THE UPCOMING OPERATION THAT HE'LL HAVE TO HAVE.
9:32:32AM JUST BLESS NICK AND LINDA AS THEY DEAL WITH THIS INJURY, THE
9:32:40AM BROKEN WRIST THAT HE HAS.
9:32:43AM WE PRAY ALSO FOR OUR VILLAGE MANAGER STEVE AND CAROL.
9:32:47AM RECENT HEALTH ISSUES THEY HAVE DEALT WITH.
9:32:49AM THANK YOU FOR GOOD HEALTH AND RECOVERY FROM THAT.
9:32:54AM AND WE PRAY FOR PROTECTION AND GOOD HEALTH FOR MAYOR BILL
9:32:57AM RIBBLE AND JOANNE AND ALSO FOR VICE-MAYOR KATY ERRINGTON AND
9:33:03AM GARTH.
9:33:04AM GOD, JUST KEEP THEM IN GOOD HEALTH.
9:33:06AM WE PRAY THAT YOU WOULD BLESS ALL OF THESE DEAR FOLKS AS WELL
9:33:09AM AS CHARLES DURAY THAT HAS JUST BEEN REQUESTED.
9:33:13AM GOD, BLESS THEM WITH HEALING AND HEALTH.
9:33:17AM WE ASK IN YOUR NAME, AMEN.
9:33:19AM >> AMEN.
9:33:20AM >>Mayor Ribble: EXCELLENT.
9:33:21AM THANK YOU, PASTOR.
9:33:22AM PLEASE JOIN ME IN THE PLEDGE TO THE FLAG.
9:33:25AM [PLEDGE OF ALLEGIANCE]
9:33:39AM >>Mayor Ribble: MADAM CLERK, WOULD YOU PLEASE CALL THE ROLL?
9:33:46AM >>Howard Levitan: HERE.
9:33:47AM >>Jon McLain: HERE.
9:33:49AM >>Jim Boesch: HERE.

9:33:52AM >>Nick Batos: I GUESS I'M HERE.
9:33:55AM >>The Clerk: COUNCIL MEMBER WILSON IS ON AN EXCUSED ABSENCE.
9:33:59AM >>Vice-Mayor Errington: HERE.
9:33:59AM >>Mayor Ribble: HERE.
9:34:00AM NEXT ON THE AGENDA IS APPROVAL OF THE AGENDA.
9:34:02AM DOES ANYONE HAVE ANY ADDITIONS, DELETIONS OR CHANGES TO THE
9:34:05AM AGENDA?
9:34:09AM >>Jim Boesch: MOVE THE AGENDA.
9:34:11AM >>Vice-Mayor Errington: I'LL SECOND.
9:34:12AM >>Mayor Ribble: OKAY.
9:34:13AM ALL IN FAVOR?
9:34:13AM AYE.
9:34:16AM OPPOSED?
9:34:16AM NEXT IS OUR PROCLAMATION.

9:34:21AM HERE IS THE FUN PART OF THIS JOB THIS MORNING.
9:34:24AM YOU'RE NOT GOING TO GO EMPTY-HANDED TODAY EITHER.
9:34:33AM I HAVE ALL YOUR PICTURES OF YOUR LIFE'S LEGACY IN MY
9:34:37AM BRIEFCASE.
9:34:38AM I'M GOING TO NEED GLASSES HERE TO READ THIS THING.
9:34:57AM I'LL ASK GRAHAM TO COME UP.
9:35:01AM SANDY FRANK AND -- [INAUDIBLE]
9:35:05AM PLEASE COME ON UP HERE.
9:35:06AM YOUR PROCLAMATION IS EXACTLY ONE YEAR OLDER THAN ME, WHICH I
9:35:12AM EXPLAINED TO YOU BEFORE.
9:35:13AM I'VE GOT ONE MORE YEAR TO BE A 70-YEAR VETERAN HERE.

9:35:17AM BUT THIS PROCLAMATION, WHEREAS, THIS YEAR MARKS THE 70th
9:35:20AM ANNIVERSARY OF THE LEAGUE OF WOMEN VOTERS OF LEE COUNTY,
9:35:25AM FLORIDA; AND WHEREAS, THE LEAGUE OF WOMEN VOTERS OF LEE
9:35:28AM COUNTY, FLORIDA, IS NONPARTISAN, NEITHER SUPPORTING NOR
9:35:31AM OPPOSING CANDIDATES OR POLITICAL PARTIES AT ANY LEVEL OF
9:35:34AM GOVERNMENT, BUT ALWAYS WORKING ON VITAL ISSUES OF CONCERN TO
9:35:39AM MEMBERS AND THE PUBLIC.
9:35:41AM IF YOU READ ANYTHING IN THE NAPLES PRESS, YOU FOLKS ARE
9:35:45AM NOTED FOR EXACTLY THAT, WHICH IS REALLY A NICE, FAIR
9:35:47AM ORGANIZATION TO HAVE THAT'S BALANCED.
9:35:49AM WHEREAS, THE LEAGUE OF WOMEN VOTERS OF LEE COUNTY, FLORIDA,
9:35:52AM EDUCATE, FUND, WORK TO REGISTER VOTERS, PROVIDE VOTERS WITH
9:35:56AM ELECTION INFORMATION THROUGH VOTER GUIDES AS WELL AS
9:35:59AM CANDIDATE FORUMS AND DEBATES.
9:36:01AM YOU HAVE ONE, I GUESS, COMING UP SATURDAY, IS THAT CORRECT?
9:36:04AM NOW, THEREFORE, THE VILLAGE COUNCIL OF THE VILLAGE OF
9:36:08AM ESTERO, LEE COUNTY, FLORIDA, DOES HEREBY CONGRATULATE THE
9:36:11AM LEAGUE OF WOMEN VOTERS OF LEE COUNTY, FLORIDA, ON THEIR
9:36:15AM 70th ANNIVERSARY AND OFFER GRATITUDE FOR THE HARD WORK
9:36:20AM THEY HAVE DONE AND CONTINUE TO DO AND WISH THEM MANY MORE
9:36:23AM YEARS OF SUCCESS.
9:36:24AM SIGNED BY MYSELF AND OUR VILLAGE CLERK, KATHY HALL.
9:36:29AM >> THANK YOU.
9:36:30AM [APPLAUSE]
9:36:37AM >>Mayor Ribble: NOW WE'RE GOING TO ASK THE COUNCIL TO COME

9:37:01AM UP AFTER YOUR COMMENTS.
9:37:03AM WE CAN'T HAVE BONITA SPRINGS OUTDO US.
9:37:06AM THEY HAD THE WHOLE COUNCIL INVOLVED IN THE PICTURE TAKING.
9:37:08AM LET'S HEAR YOUR COMMENTS AND THEN WE'LL HAVE OUR COUNCIL
9:37:11AM MEMBERS COME UP.
9:37:12AM >> OKAY. FIRST OF ALL, I WANT TO THANK THE COUNCIL FOR
9:37:17AM GIVING US THE PROCLAMATION.
9:37:19AM I ALSO WANT TO REMIND YOU THAT THE LEAGUE OF WOMEN VOTERS OF
9:37:22AM THE UNITED STATES WILL BE A HUNDRED YEARS OLD IN FEBRUARY.
9:37:26AM AND THAT'S WHEN WOMEN GOT THE RIGHT TO VOTE.

9:37:29AM [APPLAUSE]
9:37:30AM THE LEAGUE WAS FOUNDED SIX MONTHS BEFORE THE WOMEN GOT THE
9:37:38AM RIGHT TO VOTE.
9:37:39AM ANYWAY, WE WERE FOUNDED OUT OF THE SUFFRAGE MOVEMENT.
9:37:43AM THIS SATURDAY, WE ARE HAVING OUR MEET AND GREET, OUR ELECTED
9:37:46AM OFFICIALS.
9:37:46AM WE WANT TO HONOR YOU ALL FOR YOUR SERVICE TO THE COMMUNITY.
9:37:50AM WE'RE LOOKING FORWARD TO KATY'S COMMENTS.
9:37:54AM SHE'S PLANNING TO COME.
9:37:55AM IF ANYONE ELSE WOULD LIKE TO COME, WE LOOK FORWARD TO HAVING
9:37:59AM YOU.
9:38:01AM ALSO, WE'LL BE CELEBRATING OUR 70th ANNIVERSARY AS WELL AS
9:38:06AM IN 1988, I WAS INDUCTED INTO WHO'S WHO OF AMERICAN WOMEN,
9:38:12AM AND I WILL BE RECEIVING A LIFETIME ACHIEVEMENT AWARD.
9:38:15AM THANK YOU.

9:38:17AM [APPLAUSE]
9:38:18AM >>Mayor Ribble: WOULD THE COUNCIL LIKE TO JOIN US UP HERE?
9:38:21AM WE'LL TAKE A PICTURE.
9:38:23AM THANK YOU VERY MUCH.
9:39:15AM CONGRATULATIONS.
9:39:16AM NEXT WE HAVE A CERTIFICATE OF APPRECIATION.
9:39:44AM STARTED OUT SEVERAL YEARS AGO, JON McLAIN IS THE CHAIRMAN
9:39:50AM FOR THE VETERANS DAY CELEBRATION, AND HE WAS LOOKING FOR
9:39:54AM SOME VOLUNTEERS.
9:39:55AM BELIEVE IT OR NOT, CHRIS SIGNED UP TO VOLUNTEER TO HELP RUN
9:39:59AM THE THING.
9:40:01AM RUN IT YOU DID.
9:40:02AM I UNDERSTAND YOU DID EVERYTHING FROM THE BROCHURE PLANNING
9:40:05AM TO RECRUITING THE FOLKS THAT CAME TO ENTERTAIN US.
9:40:08AM EVEN I HEAR THAT YOU DID THE COOKING AT THE END.
9:40:12AM SO YOU'RE FULL SERVICE, JON.
9:40:14AM I DON'T KNOW HOW YOU RECRUITED THIS INDIVIDUAL.
9:40:15AM >>Jon McLain: I KNOW HOW TO RECRUIT.
9:40:17AM [LAUGHTER]
9:40:18AM >>Mayor Ribble: I GUESS I SHOULD BE USING THIS THING.
9:40:20AM WHAT A GREAT EVENT?
9:40:21AM HOW MANY PEOPLE WERE THERE ON VETERANS DAY?
9:40:24AM PRETTY MUCH HALF THE GROUP HERE.
9:40:26AM JUST AN OUTSTANDING DAY.
9:40:28AM THIS YEAR WAS A DIFFERENT AGENDA.

9:40:29AM WE CAME OUT.
9:40:30AM IT WAS POURING DOWN RAINING, AND JON AND I GET OVER EARLY
9:40:34AM AND WE'RE BACK AND FORTH DEBATING, ARE WE GOING TO HAVE
9:40:37AM VETERANS DAY BECAUSE OF THE RAIN?
9:40:39AM LO AND BEHOLD, WE LOOKED OUT AND THERE WERE ABOUT A HUNDRED
9:40:42AM VETERANS THERE WITH THEIR HATS AND UMBRELLAS.

9:40:43AM THEY WEREN'T GOING HOME.
9:40:45AM WE HAD VETERANS DAY.
9:40:48AM IT WAS OUTSTANDING.
9:40:49AM I'M GLAD TO SAY THAT YOU'RE A PART OF THAT.
9:40:51AM CONGRATULATIONS.
9:40:52AM AGAIN, I'LL ASK THE COUNCIL TO COME UP AND TAKE A PICTURE
9:40:55AM WITH US.
9:40:58AM >> LET'S HAVE CHRIS' WIFE COME DOWN.
9:41:26AM SHE IS THE ONE WHO RUNS THE CHAMBER, IN CASE YOU DON'T KNOW.
9:41:40AM >>Mayor Ribble: ALL RIGHTY.
9:42:35AM WHERE ARE WE HERE?
9:42:36AM WE'RE UP TO PUBLIC COMMENT.
9:42:39AM >>The Clerk: I HAVE NO ONE SIGNED UP TO SPEAK FOR THIS ITEM.
9:42:42AM ANYONE IN THE PUBLIC THAT WANTED TO TALK ON A NON-AGENDAED
9:42:45AM ITEM?
9:42:46AM OH, OKAY.
9:42:48AM WE DO HAVE THREE FOLKS OUT HERE.
9:42:50AM COME UP AND YOU'LL HAVE THREE MINUTES TO SPEAK.
9:42:54AM GIVE YOUR NAME AND ADDRESS FOR THE RECORD, AND THEN I HAVE A

9:42:58AM LITTLE CARD YOU CAN FILL OUT AFTER YOU'RE DONE.
9:43:00AM SO ONE AT A TIME.
9:43:11AM >> [NOT SPEAKING INTO A MICROPHONE]
9:43:15AM >>The Clerk: GIVE YOUR NAME AND ADDRESS, PLEASE, FOR THE
9:43:16AM RECORD.
9:43:17AM >> THE LAST NAME IS NAVARRA, I LIVE IN GRANDEZZA.
9:43:23AM THEY ALSO LIVE IN GRANDEZZA.
9:43:25AM OUR CONCERN IS THE SIGN ON BEN HILL FOR A HOTEL THAT IS
9:43:33AM GOING TO SEVERELY IMPACT OUR PROPERTY VALUES, THE TAXES --
9:43:39AM I'M SORRY -- THE TRAFFIC ON BEN HILL.
9:43:41AM AND WE WANTED TO KNOW WHERE YOU STOOD AS A COUNCIL IN
9:43:45AM RELATION TO THE PROGRESS, THE EXPECTED DEVELOPMENT, IF THAT
9:43:49AM IS GOING TO HAPPEN OR NOT.
9:44:02AM >>Steven Sarkozy: WE SAW THE SIGN OUT THERE AS WELL AND WE
9:44:04AM WERE A LITTLE BIT SURPRISED.
9:44:06AM THERE IS NO APPLICATION AT THIS TIME FOR A HOTEL OR ANYTHING
9:44:10AM ELSE ON THAT SITE.
9:44:12AM THE SIGN WAS PUT UP WITHOUT ANY PERMISSION FROM THE VILLAGE.
9:44:18AM YOU HAVE TO HAVE A SIGN PERMIT, AND IT'S NOT OUR PRACTICE TO
9:44:22AM GIVE ANYONE A PERMIT FOR A PROJECT THAT DOESN'T EXIST.
9:44:28AM SO WE HAVE CITED THE OWNER, OR WILL BE CITING THE OWNER FOR
9:44:32AM AN ILLEGAL SIGN.
9:44:36AM AT THIS POINT, THAT'S PART OF THEIR MARKETING SCHEME, IT
9:44:39AM APPEARS, BUT THERE'S NO PROJECT COMING FORTH.
9:44:42AM THERE MAY BE SOMETHING IN THE FUTURE, BUT NOTHING THAT WE'RE

9:44:44AM AWARE OF AT THIS TIME.
9:44:46AM >> SO WILL THEY BE TAKING THE SIGN DOWN?

9:44:49AM >>Steven Sarkozy: THEY WILL UNLESS THEY WANT TO PAY, WHAT IS
9:44:53AM IT, \$500 A DAY AT SOME POINT TO KEEP THE SIGN THERE.
9:44:57AM I COULD BE WRONG ON THE NUMBERS, BUT IT'S A SIGNIFICANT
9:45:02AM PENALTY.
9:45:07AM >>Howard Levitan: MY RECOLLECTION IS THAT THERE IS A USE FOR
9:45:11AM A HOTEL IN THE EXISTING ZONING, BUT I COULD BE WRONG.
9:45:16AM >>Steven Sarkozy: I'M NOT SURE WHAT THE UNDERLYING ZONING
9:45:19AM CALLS FOR THERE.
9:45:20AM OF COURSE, THE PROPERTY OWNER IS ENTITLED TO DO --
9:45:23AM >>Howard Levitan: PRETTY SURE THERE IS.
9:45:24AM >>Mayor Ribble: I TALKED TO MARY ABOUT IT.
9:45:26AM SHE SAID POSSIBLE.
9:45:28AM >>Howard Levitan: WE DON'T HAVE AN APPLICATION.
9:45:30AM >>Steven Sarkozy: THERE'S NO APPLICATION YET.
9:45:32AM >> MY NAME IS ALAN.
9:45:34AM I ALSO LIVE IN GRANDEZZA WITH MY WIFE CAROL ANN.
9:45:37AM AND JUST BRIEFLY, IF A HOTEL WOULD BE BUILT THERE, DO WE ALL
9:45:41AM HAVE THE POWER TO MAKE SURE THAT AN EIGHT-STORY BUILDING OR,
9:45:48AM YOU KNOW WHAT I'M DRIVING AT, IT WOULD BE SOMETHING OUT OF
9:45:52AM CONFORM.
9:45:53AM IT WOULD HELP OUR ENJOYMENT OF LIFE.
9:45:56AM IT'S DIFFICULT ENOUGH.
9:45:57AM I HAPPEN TO BE A REAL ESTATE BROKER, AND ON THAT PART, THE

9:46:02AM PARTS OF THE COMMUNITY WHERE NOW THERE ARE LIGHTS SHINING IN
9:46:06AM PEOPLE'S HOMES, IS THERE SOMETHING YOU ALL COULD HELP US
9:46:10AM WITH AS FAR AS PERHAPS -- FOR INSTANCE, THE CHASE BANK
9:46:17AM BUILDING LIGHTS ARE ON ALL NIGHT.
9:46:18AM I HAVE FRIENDS WHO LIVE ON THE STREET.
9:46:20AM DOES IT HAVE TO BE ON FROM 10:00 AT NIGHT UNTIL 4:00 IN THE
9:46:25AM MORNING?
9:46:25AM JUST GENERAL THINGS TO PROTECT US.
9:46:29AM THAT'S OUR MAIN CONCERN.
9:46:30AM I'M SURE IF MR. HOPKIN WANTS TO BUILD A HOTEL THERE, I'M
9:46:37AM SURE HE CAN PROBABLY PUT A HOTEL THERE.
9:46:39AM ONE TIME WE THOUGHT WE MAY HAVE THE BOSTON RED SOX ACROSS
9:46:42AM US, AS YOU MAY RECALL, NOT THAT I'M AGAINST THE BOSTON RED
9:46:47AM SOX.
9:46:48AM ANYHOW, SO I CAN TELL MY FRIENDS AND NEIGHBORS, IT WOULD BE
9:46:51AM MUCH APPRECIATED.
9:46:52AM >>Mayor Ribble: OKAY.
9:46:52AM ANY OTHER COMMENTS, STEVE?
9:46:54AM >>Steven Sarkozy: WELL, COUNCIL MEMBER WILSON WOULD BE ABLE
9:46:57AM TO ADDRESS THIS, BUT WE'VE DISCUSSED IT.
9:47:01AM AT SOME POINT, THE VILLAGE HAS TALKED ABOUT GOING IN AND
9:47:04AM UPGRADING THE VEGETATION ALONG BEN HILL GRIFFIN, LIKE WE'RE
9:47:09AM DOING IN OTHER AREAS.
9:47:10AM WE'VE HAD THAT DISCUSSION WITH COUNCIL MEMBER WILSON, AND

9:47:15AM SOME OF THE PEOPLE WITHIN GRANDEZZA ABOUT DOING THAT IN

9:47:19AM COLLABORATION WITH GRANDEZZA SO THAT WE CAN STRATEGICALLY DO

9:47:24AM THE LANDSCAPING SO THAT IT ADDRESSES THE CONCERNS OF THE

9:47:26AM PEOPLE WHO ARE CLOSEST TO THAT EDGE.

9:47:29AM BECAUSE THERE'S BEEN A LOT OF CHANGES THERE SINCE THE

9:47:32AM VEGETATION WAS PUT IN.

9:47:33AM I THINK IF WE WERE TO WORK ON THAT IN PARTNERSHIP, WE COULD

9:47:39AM AT LEAST MINIMIZE SOME OF THE IMPACTS, AND THAT'S SOMETHING

9:47:44AM THAT WE'D LOVE TO TALK TO YOU ABOUT IN THE COMING MONTHS AS

9:47:49AM THAT PROCEEDS.

9:47:50AM BUT THERE WILL BE NO SURPRISES.

9:47:51AM WE DO EVERYTHING IN A VERY TRANSPARENT AND OPEN WAY.

9:47:55AM IF THERE'S A REAL PROJECT THERE, YOU'RE GOING TO KNOW ABOUT

9:47:58AM IT, GOOD, BAD, OR INDIFFERENT.

9:48:00AM >> YES, I REMEMBER ONE TIME THEY WERE GOING TO PUT A HOTEL

9:48:03AM ALL THE WAY BACK, IF YOU WILL RECALL, NEAR THE HIGHWAY.

9:48:06AM I GUESS THAT NEVER MATERIALIZED.

9:48:09AM IF A HOTEL IS GOING TO BE BUILT FARTHER BACK, IT'S GOING TO

9:48:13AM HURT RESIDENTS.

9:48:14AM I DON'T THINK ANYBODY WOULD MIND THAT, BUT IS THERE A CHANCE

9:48:19AM WHERE A HOTEL COULD BE BUILT AT ANY HEIGHT OR IS THERE AN

9:48:22AM ORDINANCE THAT IT CAN'T BE ANY HIGHER THAN, SAY, THREE

9:48:26AM STORIES?

9:48:27AM I DON'T KNOW.

9:48:27AM I SHOULD KNOW THAT.

9:48:30AM >>Steven Sarkozy: YES, THERE ARE HEIGHT LIMITS, BUT I'M NOT

9:48:32AM SURE THAT I KNOW OFFHAND WHAT THEY ARE.

9:48:34AM WE COULD DO SOME RESEARCH AND LET YOU KNOW WHAT THE

9:48:37AM PARAMETERS OF THE ZONING ARE.

9:48:38AM BUT EIGHT STORIES, NO.

9:48:43AM >> IS THIS THE RIGHT FORMAT WHEN THE TIME COMES, PEOPLE LIKE

9:48:47AM MYSELF WANT TO COME AND MENTION THIS?

9:48:52AM >>Steven Sarkozy: WELL, THE FIRST STEP WOULD BE TO CONTACT

9:48:56AM OUR COMMUNITY DEVELOPMENT DIRECTOR, MARY GIBBS, ABOUT THE

9:48:58AM ZONING.

9:48:59AM MARY IS NOT HERE TODAY, BUT SHE'LL BE BACK EARLY NEXT WEEK.

9:49:04AM IF YOU LEAVE WITH US A CONTACT INFORMATION, WE COULD HAVE

9:49:07AM MARY CONTACT YOU, BUT WHEN IT GOES THROUGH A PUBLIC PROCESS,

9:49:12AM THE FIRST STEP WOULD BE EITHER OUR DESIGN REVIEW BOARD, BUT

9:49:17AM MORE THAN LIKELY, OUR PLANNING AND ZONING BOARD.

9:49:19AM AND THEN THE VILLAGE COUNCIL, IF IT REQUIRES A REZONING.

9:49:28AM >> STEVE, JUST AS A POINT OF CLARIFICATION, THE HOTEL BACK

9:49:31AM TOWARD THE FREEWAY, THAT'S NOT OFF THE TABLE.

9:49:33AM THAT'S JUST IN A PLANNING STAGE AT THIS POINT?

9:49:36AM >>Howard Levitan: IT ALREADY HAS ZONING.

9:49:38AM >>Steven Sarkozy: IT HAS ZONING.

9:49:44AM >>Jon McLain: THE ONE UP AGAINST THE FREEWAY, THE ONE
9:49:47AM PLANNED ABOUT A YEAR OR SO AGO.
9:49:48AM THEY JUST HAVEN'T BROKEN GROUND.
9:49:50AM I THINK THEY HAVE THE PERMITS TO GO AHEAD AND DO THAT.
9:49:52AM >>Mayor Ribble: BUT THAT HAS NOTHING TO DO WITH THIS

9:49:54AM POTENTIAL PROJECT.
9:49:55AM THIS IS A DIFFERENT.
9:49:57AM >>Jon McLain: YOU JUST MADE A COMMENT, I THINK, THAT THAT
9:50:00AM WAS NOT GOING FORWARD.
9:50:01AM AND I THINK IT WILL BE GOING FORWARD.
9:50:04AM >> IT IS GOING FORWARD.
9:50:06AM >> SO MY CONCERN IS THIS, I THINK YOU'RE AWARE OF THE
9:50:09AM WEBSITE CALLED nextdoor.com, CORRECT?
9:50:13AM SOMEONE HAD POSTED ABOUT THE DEVELOPMENT GOING ON IN ESTERO
9:50:17AM AND PARTICULARLY ACROSS THE STREET FROM GRANDEZZA ON BEN
9:50:19AM HILL.
9:50:20AM AND THERE WERE SEVERAL COMMENTS MADE ABOUT PLACES THAT
9:50:23AM SHOULD BE AND SHOULDN'T BE.
9:50:24AM WHAT STRUCK ME AS INTERESTING IS THERE WERE TWO COMMENTS ON
9:50:27AM THERE, UNFORTUNATELY, I DO NOT RECALL THE GENTLEMAN'S NAME.
9:50:31AM I DO KNOW IT WAS A MAN WHO SAID THAT THE HOTEL WILL BE
9:50:34AM BUILT, THAT HOFFMAN HAS ALREADY HAD IT GREEN LIGHTED, AND HE
9:50:38AM HAS IT ON VERY GOOD AUTHORITY, BLAH, BLAH, BLAH.
9:50:42AM WITH THAT SAID, I WENT ON THE WEBSITE THIS MORNING TO SEE IF
9:50:45AM I COULD PRINT THAT COMMENT AND BRING IT IN, AND THE POSTS
9:50:49AM HAVE NOW BEEN DELETED.
9:50:51AM SO I FIND THOSE RATHER INTERESTING, IF YOU WILL, THAT
9:50:55AM SOMEONE HAS -- AND I'M VERY GOOD FRIENDS WITH SOMEONE ON THE
9:50:58AM COUNCIL --
9:50:59AM >>Mayor Ribble: C'MON, THAT'S --

9:51:00AM >> LISTEN, I UNDERSTAND.
9:51:01AM BUT, STILL --
9:51:03AM >>Mayor Ribble: EXHAUSTED THREE MINUTES.
9:51:05AM WE'RE GETTING INTO DANGEROUS COMMENTS HERE.
9:51:07AM ANYBODY CAN PUT ANYTHING THEY WANT DISPARAGING ABOUT THE
9:51:11AM COUNCIL.
9:51:12AM >> I AGREE.
9:51:12AM >>Mayor Ribble: ANYBODY THAT COMES TO THE MEETING KNOWS WE
9:51:15AM OPERATE ABOVEBOARD.
9:51:16AM WE WOULD NEVER GET INVOLVED IN ANY KIND OF --
9:51:18AM >> I'M JUST LETTING YOU KNOW -- MAKING YOU AWARE OF THAT.
9:51:22AM >>Mayor Ribble: THANK YOU VERY MUCH.
9:51:23AM >> YEAH, OKAY.
9:51:24AM >>Mayor Ribble: NEXT ON THE AGENDA IS CONSENT AGENDA.
9:51:27AM DOES ANY COUNCIL MEMBER HAVE A COMMENT OR QUESTION REGARDING
9:51:29AM THE FINANCIAL REPORT?

9:51:32AM >> I MOVE THE CONSENT.
9:51:33AM >>Mayor Ribble: SO MOVED.
9:51:34AM THE NEXT ITEM ON THE AGENDA IS CONSIDERATION OF A LIEN
9:51:43AM MITIGATION REQUEST FROM JAMES WALSH AND JOSEPH GROFF FOR
9:51:48AM PROPERTY LOCATED AT 3548 CHERRY BLOSSOM COURT, NUMBER 201.
9:51:53AM MR. SARKOZY.
9:51:54AM >>Steven Sarkozy: THANK YOU, MAYOR, MEMBERS OF COUNCIL.
9:51:58AM WE DO HAVE A NUMBER OF THESE THAT ARE WORKING THEIR WAY
9:52:03AM THROUGH THE PROCESS.

9:52:03AM TWO ON THE AGENDA TODAY.
9:52:04AM THIS ONE THE GROFF AT 3548 CHERRY BLOSSOM, NUMBER 201, THEY
9:52:12AM HAVE A TOTAL LIEN AMOUNT OF \$155,452.15.
9:52:17AM THIS HAS BEEN THROUGH THE MAGISTRATE AND, I GUESS, I WOULD
9:52:24AM LIKE TO TURN IT OVER TO MATT TO PRESENT THE BACKGROUND ON
9:52:29AM THIS FOR COUNCIL CONSIDERATION.
9:52:32AM >>Matthew Roepstorff: SURE.
9:52:33AM I SEE MR. KNIGHT HERE FROM CODE ENFORCEMENT, SO HE CAN FILL
9:52:35AM IN SOME GAPS IF I'M NOT ALL THE WAY THOROUGH ON IT.
9:52:38AM THIS WAS A SITUATION WHERE WE HAVE SOME OUT-OF-TOWN
9:52:42AM RESIDENTS WHO PURCHASED A HOME IN 2006.
9:52:47AM IN '17, THEY HIRED BRUNO AIR DURING A WHAT I'LL CALL TO BE
9:52:53AM SAFE A RATHER DIFFICULT TIME FOR THAT.CAN, TO GO AHEAD AND
9:52:56AM DO SOME AC WORK.
9:52:58AM BRUNO PULLED A PERMIT.
9:53:00AM DIFFICULT TIMES ENSUED, I'M SURE.
9:53:03AM AND THAT PERMIT WAS NEVER CLOSED OUT.
9:53:05AM OUR PROPERTY OWNER IS HERE UNDER OATH AND ON GOOD FAITH
9:53:12AM TESTIFIED TO US AND TO OUR HEARING EXAMINER THAT THEY REALLY
9:53:15AM RELIED ON BRUNO TO TAKE CARE OF THE PERMITS AS YOU WOULD ANY
9:53:19AM CONTRACTOR.
9:53:20AM THEY DIDN'T KNOW THE PERMIT HAS NEVER BEEN CLOSED OUT
9:53:22AM BECAUSE THEY RELIED ON BRUNO.
9:53:24AM LO AND BEHOLD, THEY ARE LIVING OUT OF TOWN.
9:53:26AM THIS PERMIT NEVER GETS CLOSED OUT.

9:53:28AM BEFORE THEY KNOW IT, THEY HAVE 155,000 IN FINES FOR CODE
9:53:32AM ENFORCEMENT FROM THE PERMIT THAT EXPIRED AND NEVER GOT
9:53:36AM CLOSED OUT.
9:53:37AM SO AS SOON AS THEY FOUND OUT ABOUT THAT, I BELIEVE THEY
9:53:40AM CONTACTED MR. KNIGHT.
9:53:41AM THEY CAME ON DOWN.
9:53:42AM I BELIEVE THEY TRAVELED DOWN.
9:53:45AM REQUESTED THE MITIGATION.
9:53:47AM THE PERMIT HAS BEEN CLOSED OUT, AS FAR AS OUR PERMIT, CLOSED
9:53:51AM OUT.
9:53:52AM EVERYTHING IS IN COMPLIANCE.
9:53:54AM THIS IS NOT AN ISSUE OF A RUN-DOWN PROPERTY OR FISCAL

9:53:58AM VIOLATIONS.
9:53:59AM THIS IS SIMPLY TECHNICAL IN NATURE FOR THE PERMIT THAT NEVER
9:54:00AM GOT CLOSED.
9:54:01AM WE WENT TO HEARING IN FRONT OF OUR HEARING EXAMINER.
9:54:05AM I BELIEVE FROM MY RECOLLECTION HE APPROVED THE
9:54:07AM RECOMMENDATION FOR THE MITIGATION, AND NOW IT'S COMING
9:54:12AM BEFORE THE COUNCIL FOR APPROVAL DUE TO THE RESOLUTION THAT
9:54:16AM FINES IN EXCESS OF I BELIEVE A HUNDRED COME BEFORE YOU ALL
9:54:20AM FOR CONSIDERATION.
9:54:22AM MR. WALSH AND THE PROPERTY OWNERS WANTED TO BE HERE, AS FAR
9:54:26AM AS I KNOW.
9:54:27AM AS YOU MAY RECALL FROM THIS WEEKEND, THERE WAS SOME VERY
9:54:31AM SEVERE WEATHER, WINTER WEATHER PATTERNS THAT HELD UP A LOT

9:54:35AM OF TRAVEL.
9:54:35AM SO HE COULD NOT MAKE IT DUE TO THAT.
9:54:37AM HE'S OFFERED BOTH HIS LAND LINE AND HIS CELL PHONE, WHICH I
9:54:40AM HAVE.
9:54:41AM AND I'M HAPPY TO CALL HIM AND GET HIM ON THE PHONE, LIKE
9:54:44AM WE'VE DONE BEFORE, IF YOU HAVE ANY QUESTIONS FOR HIM.
9:54:46AM BUT OUR RECOMMENDATION IS TO GO AHEAD AND APPROVE THE
9:54:49AM MITIGATION TO THE COUNCIL OF REDUCING THAT FINE DOWN TO
9:54:52AM \$2,000, WHICH WE'VE COME UP WITH THAT ACROSS THE BOARD AS
9:54:57AM THE REASONABLE REDUCTION FOR THAT LEVEL OF FINE.
9:55:00AM AND THEN RECOUPING THE ADMINISTRATIVE COST OF \$202.15.
9:55:04AM YOU PAY NOTHING OUT OF POCKET.
9:55:06AM YOU RECOUP YOUR COST AND STILL GET 2,000 FOR A MITIGATION,
9:55:09AM SO THESE FOLKS CAN SELL THE PROPERTY.
9:55:12AM >>Mayor Ribble: OKAY.
9:55:12AM COUNCIL, COMMENTS?
9:55:19AM >>Howard Levitan: I WANTED TO MAKE A COMMENT.
9:55:21AM THIS IS MORE TO STANLEY.
9:55:22AM I KNOW THAT WE DO EVERYTHING AT EVERY STEP OF THE WAY JUST
9:55:28AM BY THE STATUTES AND BY THE BOOKS, BUT MY CONCERN IS,
9:55:33AM ESPECIALLY WITH THESE AIR-CONDITIONER PERMITS, THIS IS A
9:55:37AM REAL TRAP FOR OUR RESIDENTS.
9:55:42AM MOST PEOPLE DON'T HAVE ANY CLUE THAT A PERMIT IS REQUIRED
9:55:46AM FROM THE VILLAGE TO GET THEIR AIR-CONDITIONER FIXED.
9:55:51AM AND SO WE HAVE LOTS OF DIFFERENT SITUATIONS WHERE EITHER A

9:55:54AM PERMIT WAS PULLED BY AN AIR CONDITIONING COMPANY AND WASN'T
9:55:58AM CLOSED OUT BY INSPECTION OR, IN A LOT OF CASES, THEY DON'T
9:56:02AM EVEN PULL THE PERMIT.
9:56:05AM AND UNLESS SOMEBODY RATS THEM OUT OR OTHERWISE, OR WHEN
9:56:11AM THERE'S A SALE OF THE PROPERTY, A REALTOR ASKS TO SEE THE
9:56:14AM PERMIT, WHICH HAPPENS OFTEN NOW, BECAUSE EVERYBODY -- THE
9:56:19AM REAL ESTATE COMMUNITY IS AWARE OF THIS ISSUE, THEN EVERYBODY
9:56:24AM HAS TO GO BACK AND TRY TO FIX SOMETHING.

9:56:27AM AND IN THIS PARTICULAR CASE, \$155,000 WAS RUN UP.
9:56:31AM I LOOKED AT THE -- I DID A WEB SEARCH ON THESE FOLKS FROM
9:56:37AM OUT OF TOWN.
9:56:38AM I DON'T KNOW WHERE THEY LIVE, BUT ON THE PROPERTY TAX,
9:56:43AM PROPERTY ASSESSOR'S RECORDS, THEY USED THE LOCAL ADDRESS AS
9:56:48AM THEIR ADDRESS, WHICH IS WHY STANLEY SENT THE CERTIFIED
9:56:53AM MAILED LETTERS TO THAT ADDRESS.
9:56:55AM I DON'T KNOW HOW THEY GET THEIR TAX BILLS, BECAUSE THE TAX
9:56:57AM BILLS ARE SENT TO THE SAME ADDRESS, BUT THIS HAPPENS TO A
9:57:01AM LOT OF US, ESPECIALLY THE SNOWBIRDS WHO, IF THEY DON'T USE
9:57:06AM THEIR NORTHERN ADDRESS IN THE PROPERTY TAX RECORDS, THEY
9:57:12AM EITHER DON'T GET TAX BILLS OR THEY DON'T GET ANY NOTICES
9:57:16AM WITH RESPECT TO THE PROPERTY UNLESS THEIR TENANT HAPPENS TO
9:57:19AM GIVE IT TO THEM OR OTHERWISE IT JUST GOES -- IT JUST GETS
9:57:22AM THROWN OUT.
9:57:23AM I THINK WE NEED TO AT LEAST TAKE THE STEP OF DOING INTERNET
9:57:28AM SEARCH FOR THESE FOLKS TO TRY AND GET SOME KIND OF NOTICE TO

9:57:33AM THEM.
9:57:33AM BECAUSE THIS IS JUST GOING TO CONTINUE TO HAPPEN.
9:57:39AM IT'S A REAL PROBLEM AND A REAL TRAP FOR OUR OWN RESIDENTS,
9:57:45AM ESPECIALLY IN THE GATED COMMUNITIES.
9:57:46AM I GUARANTEE YOU THAT THE MANAGER OF THAT CONDOMINIUM, THE
9:57:50AM MANAGEMENT COMPANY KNOWS HOW TO GET TO THESE GUYS.
9:57:55AM I DON'T KNOW WHETHER THAT'S A STEP -- I DON'T THINK THAT'S A
9:57:57AM STEP WE HAVE TO TAKE, BUT IT'S MAYBE A STEP WE SHOULD TAKE
9:58:00AM TO TRY AND CLOSE THE LOOP BEFORE WE COME UP WITH 155,000
9:58:05AM THAT WE HAVE TO MITIGATE DOWN TO 2,000 OR EVEN THAT THEY
9:58:08AM HAVE TO PAY 2,000 FOR SOMETHING THAT REALLY PROBABLY WASN'T
9:58:12AM THEIR FAULT.
9:58:13AM >>Mayor Ribble: STEVE, ANY COMMENT TO THAT?
9:58:15AM >>Steven Sarkozy: YEAH, I DON'T KNOW THAT I CAN COMMENT
9:58:19AM RIGHT NOW, BECAUSE I DON'T KNOW THE EXTENT OF THE WORK
9:58:23AM INVOLVED TO DO THE INTERNET SEARCH.
9:58:25AM >>Howard Levitan: TAKES ABOUT TWO SECONDS TO LOOK AT THE
9:58:28AM PROPERTY APPRAISER SITE.
9:58:29AM THAT DIDN'T GET ME ANYWHERE ON THIS ONE.
9:58:31AM IT DID GET ME SOMEPLACE ON THE NEXT ONE THAT WE HAVE HERE
9:58:34AM TONIGHT, BECAUSE THE INTERNET SEARCH CLEARLY SHOWS WHERE
9:58:39AM THAT SECOND PERSON LIVES -- REALLY LIVES.
9:58:45AM WE COULD HAVE TRIED TO REACH HIM.
9:58:48AM I DON'T KNOW.
9:58:48AM >>Mayor Ribble: KATY.

9:58:49AM >>Vice-Mayor Errington: YEAH, I THINK SOME OF THE
9:58:51AM RESPONSIBILITY FALLS BACK UPON THE AIR CONDITIONING COMPANY.
9:58:56AM BECAUSE WHAT I FOUND IS THAT WHEN A COMPANY COMES IN AND
9:58:59AM PUTS IN AN AIR-CONDITIONER, THEN SOMETIMES THEY CAN POST

9:59:04AM THOSE SIGNS ANYPLACE AROUND THE BUILDING, ESPECIALLY WITH
9:59:06AM THE CONDO.
9:59:08AM AND THEY TAKE OFF.
9:59:09AM SO WHY NOT HOLD THE AIR-CONDITIONING COMPANY ACCOUNTABLE TO
9:59:14AM A CERTAIN EXTENT?
9:59:15AM THEY DON'T HAVE ANYTHING TO LOSE IT SEEMS WITH THIS.
9:59:21AM >>Mayor Ribble: JON?
9:59:23AM NO?
9:59:23AM >>Jon McLain: I'LL PASS.
9:59:24AM >>Nick Batos: I WAS GOING TO ASK THE SAME QUESTION AS KATY
9:59:27AM DID.
9:59:28AM IS THERE A LEGAL LIABILITY ON THE CONTRACTOR?
9:59:31AM SINCE THEY WOULD BE THE ONE -- THEY ARE THE ONES WHO ARE
9:59:34AM PULLING THE PERMIT.
9:59:36AM >>Matthew Roepstorff: FROM THE CITY'S STANDPOINT, IT'S
9:59:38AM REALLY NOT THERE AS FAR AS THE CONTRACTOR GOES.
9:59:40AM THE IMPOSITION OF THE FINE IS IN THE RESPONSIBILITIES OF THE
9:59:44AM PROPERTY OWNER.
9:59:44AM NOW, THE AIR CONDITIONING COMPANY IS WORKING AS AN AGENT FOR
9:59:49AM THE PROPERTY OWNER IN THIS SITUATION, BUT THE ULTIMATE
9:59:52AM RESPONSIBILITY FOR WORK BEING DONE ON THE PROPERTY AND THE

9:59:56AM STATUS OF THE PROPERTY ULTIMATELY FALLS ON THE PROPERTY
9:59:59AM OWNER.
9:59:59AM SO ANY DAMAGES INCURRED DUE TO THE ACTION OR INACTION OF THE
10:00:07AM CONTRACTORS IS REALLY BETWEEN THE CONTRACTOR AND THE
10:00:10AM PROPERTY OWNER, BECAUSE THEY ARE THE ONES IN PRIVY OF
10:00:16AM AGENT-PRINCIPAL RELATIONSHIP.
10:00:17AM >>Vice-Mayor Errington: WHAT CAN WE DO LEGALLY TO MAKE IT
10:00:20AM MORE PART OF THE AIR CONDITIONING COMPANY?
10:00:23AM >>Matthew Roepstorff: IT'S KIND OF HAD TRICKLE-DOWN EFFECT.
10:00:26AM PRESS ON THE PROPERTY OWNER.
10:00:27AM PROPERTY OWNER PRESSES ON THE CONTRACTOR AND DOWN THE LADDER
10:00:30AM WE GO.
10:00:30AM LEGALLY, THERE IS NO RELATIONSHIP BETWEEN THE CONTRACTOR AND
10:00:38AM THE CITY.
10:00:39AM NOW, IF YOU WANT TO --
10:00:42AM >>Howard Levitan: YOU DON'T THINK YOU CAN HOLD THE AGENT
10:00:44AM LIABLE FOR ITS OWN ACTIONS?
10:00:46AM >>Matthew Roepstorff: IF YOU WANT TO HAVE HIGHER
10:00:50AM RESTRICTIONS FOR THESE CONTRACTORS FOR PULLING PERMITS OR
10:00:54AM ENTER INTO PREEMPTIVELY, ENTER INTO AN AGREEMENT WITH THE
10:00:59AM CONTRACTOR TO PLACE SOME KIND OF RESPONSIBILITY ON THEM
10:01:02AM BEFORE YOU ISSUE A PERMIT, THEN THAT'S SOMETHING WE CAN
10:01:04AM CERTAINLY EXPLORE AND CERTAINLY TALK ABOUT.
10:01:06AM AT THIS STAGE, IT'S TOO LATE, BECAUSE THE PERMIT HAS BEEN
10:01:09AM PULLED IN THE NAME OF THE PROPERTY OWNER.

10:01:12AM BUT IF YOU WANT TO START -- IF THIS BECOMES A RECURRING
10:01:15AM ISSUE AND YOU'VE GOT CONTRACTORS SIMPLY WALKING OFF THE JOB
10:01:17AM AND NOT CLOSING OUT PERMITS, WE CAN START EXPLORING SOME
10:01:21AM KIND OF HEIGHT REQUIREMENT FOR A CONTRACTOR TO BE
10:01:26AM ACCOUNTABLE FOR CLOSING OUT THEIR OWN PERMITS WITH THE CITY.
10:01:31AM >>Jon McLain: SEEMS TO ME IF WE WENT THAT ROUTE THAT WE
10:01:33AM WOULD BE GETTING OURSELVES IN A QUAGMIRE.
10:01:35AM PEOPLE CAN PULL PERMITS, IF I'M NOT MISTAKEN, AND THAT WORK
10:01:38AM NEVER GETS COMPLETED.
10:01:39AM AND NOW WE'VE TAKEN ON THE BURDEN OF FOLLOWING UP WHY THAT
10:01:42AM WORK WASN'T COMPLETED.
10:01:43AM >>Howard Levitan: WE DO THAT ANYWAY.
10:01:45AM ANYTIME A PERMIT EXPIRES, STANLEY IS GOING TO GET A LIST OF
10:01:49AM THAT.
10:01:49AM AND WE START CHASING THEM.
10:01:50AM >>Mayor Ribble: THAT'S WHAT WE'RE SUPPOSED TO BE DOING,
10:01:52AM CORRECT?
10:01:54AM >>Matthew Roepstorff: I CAN TELL YOU, FINES LIKE THIS, THEY
10:02:00AM LOOK ONEROUS, AND THEY LOOK LIKE BAD ACTION, WHICH THEY ARE.
10:02:04AM IT IS COMPLETELY IRRESPONSIBLE FOR BOTH A CONTRACTOR AND A
10:02:08AM PROPERTY OWNER TO LET A PERMIT LAPSE LIKE THIS.
10:02:11AM THERE'S REALLY VERY LITTLE EXCUSE FOR IT, NO MATTER WHO YOU
10:02:14AM POINT THE FINGER AT.
10:02:15AM WHAT I THINK IS REALLY IMPORTANT FOR THE COUNCIL AND FOR
10:02:19AM PROTECTION OF YOUR CITIZENS IS WHAT IS THE COST INCURRED BY

10:02:24AM THIS BAD ACTION?
10:02:25AM WHEN IT'S AN EXPIRED PERMIT, IT'S ACTUALLY, UNLESS STAN OR
10:02:29AM MARY HAS A DIFFERENT OPINION, IS PROBABLY RELATIVELY LITTLE.
10:02:32AM TRACKING AN EXPIRED PERMIT IS A PAIN IN THE YOU KNOW WHAT.
10:02:37AM WATCHING A FINE GO UP FEELS LIKE THEY ARE SNUBBING THEIR
10:02:40AM NOSE AT YOU.
10:02:41AM SEEING A SIX-FIGURE FINE AND MITIGATING IT ALL THE WAY DOWN
10:02:44AM TO A MEASLY \$2,000 LEAVES A BAD TASTE.
10:02:48AM BUT WHAT'S REALLY IMPORTANT FOR THE ISSUE OF COMPLIANCE WITH
10:02:52AM REGULATIONS IS, ARE THERE ANY HARD COSTS?
10:02:56AM ARE THERE ANY TAXPAYER IMPLICATIONS?
10:02:58AM ARE THERE GOVERNMENT MONEY, TAXPAYER MONEY AT ISSUE HERE?
10:03:03AM FOR AN EXPIRED PERMIT, NOT REALLY.
10:03:05AM IF WE GET INTO A DISHEVELED PROPERTY WHERE THE CITY IS
10:03:08AM ACTUALLY HAVING TO GO OUT THERE AND MOW AND CLEAN UP TRASH
10:03:10AM AND CLEAN UP DEBRIS, ABSOLUTELY HAMMER THOSE PEOPLE BECAUSE
10:03:14AM THAT'S TAXPAYER MONEY BEING SPENT TO DO THAT.
10:03:16AM BUT WHEN YOU'VE GOT A TECHNICALITY OF A PERMIT SITTING OUT
10:03:19AM THERE AND IT JUST COMPOUNDS AND COMPOUNDS AND COMPOUNDS
10:03:21AM WITHOUT REALLY ANY IMPACT ON TAXPAYER DOLLARS, THAT'S ONE
10:03:24AM WHERE I THINK YOU HAVE A LITTLE MORE DISCUSSION ON HOW DEEP
10:03:26AM IN THE WEEDS YOU WANT TO GET WITH HOLDING THE CONTRACTORS'

10:03:29AM FEET TO THE FIRE.
10:03:30AM >>Mayor Ribble: JIM.
10:03:32AM >>Jim Boesch: TWO COMMENTS.

10:03:33AM FIRST OF ALL, I THINK, STEVE, WE RECOMMEND THAT WE ADDRESS
10:03:37AM THIS IN OUR MONTHLY PAGE THAT WE PUT IN ESTERO, WHERE PEOPLE
10:03:44AM HAVE TO REALIZE NOT JUST CONTRACTORS -- I MEAN, NOT JUST THE
10:03:51AM COMMUNITIES THAT HAVE A MANAGER, BUT INDIVIDUALS SHOULD
10:03:55AM UNDERSTAND THAT THEY ARE REQUIRED TO GET A PERMIT.
10:03:57AM AND I DON'T KNOW IF THEY ALL ARE AWARE OF IT.
10:04:00AM SO I THINK MAYBE YOU CAN WORK WITH GARY AND PUT AN ARTICLE
10:04:07AM THAT MAKES IT CLEAR TO THE PEOPLE THAT ALL OF THIS IS
10:04:10AM NECESSARY.
10:04:11AM THAT'S THE FIRST THING.
10:04:14AM MAKE IT SIMPLE.
10:04:15AM YOU NEED A PERMIT TO GET AN AIR-CONDITIONER, AND IF NOT,
10:04:19AM YOU'RE IN VIOLATION OR SOMETHING LIKE THAT.
10:04:22AM HOWEVER WE'RE GOING TO DO IT.
10:04:23AM THE SECOND THING IS, THIS IS THE SECOND TIME YOU BRING TO US
10:04:28AM A REQUEST, YOUR CLIENT DOESN'T SHOW UP.
10:04:32AM >>Matthew Roepstorff: NOT MY CLIENT, SIR.
10:04:39AM >>Howard Levitan: HE WORKS FOR US, JIM.
10:04:40AM >>Mayor Ribble: HE GOT CONFUSED BECAUSE THERE'S -- YEAH, TWO
10:04:46AM LAWYERS TOGETHER --
10:04:47AM >>Jim Boesch: THE VIOLATOR DOESN'T SHOW UP.
10:04:49AM >> WE MAY HAVE TWO DIFFERENT OPINIONS.
10:04:51AM >>Jim Boesch: MY THOUGHT PROCESS GOES THROUGH THE FACT THAT
10:04:55AM IT HAPPENS ONCE, THAT'S THE BEGINNING PRECEDENT THAT'S SET.
10:05:00AM IT SEEMS TO ME THAT ALL OF THESE GUYS ARE NOT GOING TO SHOW

10:05:04AM UP BECAUSE THEY ARE GOING TO CALL YOU AND SAY I'M UP HERE,
10:05:06AM GIVE ME A PHONE CALL LIKE THE LAST GUY DID.
10:05:09AM I THINK WE HAVE TO STOP THAT.
10:05:12AM BECAUSE I THINK THERE'S A LITTLE BIT OF AN EMBARRASSMENT FOR
10:05:15AM THEM TO COME HERE, SO THEY DON'T WANT TO COME HERE.
10:05:18AM THEY SAY, OH, WHATEVER THE CASE IS.
10:05:20AM I WOULD LIKE TO SEE THE PERSON HERE IF WE'RE GOING TO GIVE
10:05:24AM IT.
10:05:25AM OTHERWISE, DON'T COME AND ASK US AND DO IT THAT DAY.
10:05:28AM SAY, NO, THEY WANT YOU HERE.
10:05:31AM WE TABLED IT UNTIL THEY ARE HERE.
10:05:33AM >>Mayor Ribble: NICK.
10:05:36AM >>Nick Batos: TWO THINGS, WE HAVE A BOOKLET WE PRINTED UP.
10:05:39AM MARY MADE ARRANGEMENTS FOR IT.
10:05:40AM IT IS A SHORT BOOKLET BOTH FOR OUR RESIDENTS AND FOR
10:05:43AM COMMERCIAL ON EVERYTHING, OR ALMOST EVERYTHING THAT NEEDS
10:05:46AM PERMITS OR DOESN'T NEED PERMITS.
10:05:47AM SO WE ALREADY HAVE THAT.

10:05:49AM I DON'T KNOW IF IT'S ONLINE, BUT I KNOW I'VE GOTTEN COPIES
10:05:52AM AND GIVEN IT OUT TO THE COMMUNITIES.
10:05:54AM SO IT IS THERE.
10:05:54AM THE OTHER THING, MATT, I DON'T THINK IT'S SO MUCH AN ISSUE
10:05:59AM OF THE HARD-DOLLAR COST WE LOSE, BUT I THINK THE WAY IT'S
10:06:04AM GOING, IT CREATES A HARDSHIP FOR THE RESIDENTS AND THE
10:06:09AM ANXIETIES THAT THEY ARE GOING THROUGH, BECAUSE THEY ARE

10:06:11AM SEEING NOW OUT OF THE BLUE \$100,000 THEY OWE US, AND I THINK
10:06:15AM THAT, YOU KNOW, MAYBE WE SHOULD DO SOMETHING TO PUT MORE OF
10:06:19AM THE RESPONSIBILITY ON THE CONTRACTOR SO THAT IF THEY DO
10:06:24AM SOMETHING WRONG, IT'S NOT GOING TO AFFECT EMOTIONALLY OUR
10:06:28AM RESIDENTS, EVEN IF IT DOESN'T AFFECT THEM FINANCIALLY.
10:06:36AM >>Burt Saunders: I'M GLAD COUNCILOR BATOS MADE THAT
10:06:40AM COMMENT.
10:06:40AM I WAS GOING TO SAY THIS IS A PRETTY COMMON PROBLEM FOR
10:06:42AM CITIES AND COUNTIES GETTING PERMITS CLOSED OUT.
10:06:45AM AND I THINK WHAT WE SHOULD DO IS TAKE A LOOK AT HOW THIS IS
10:06:49AM HANDLED IN SOME OTHER COMMUNITIES.
10:06:52AM AND COME UP WITH A WAY TO SEE IF THERE IS A WAY THAT WE CAN
10:06:56AM HOLD THE CONTRACTOR RESPONSIBLE.
10:06:57AM I THINK THERE'S A FEE, IF I'M NOT MISTAKEN, THERE IS A FEE
10:07:00AM THAT HAS TO BE PAID WHEN THE PERMIT IS CLOSED OUT.
10:07:04AM >>Howard Levitan: BOTH TIMES.
10:07:05AM PAY FOR THE PERMIT AND THEN YOU PAY FOR THE CLOSEOUT.
10:07:09AM >>Burt Saunders: PART OF THE PROBLEM IS THAT CONTRACTORS
10:07:10AM DON'T WANT TO PAY THAT FEE.
10:07:12AM >>Howard Levitan: THEY WANT TO PUT IT IN THEIR POCKETS.
10:07:15AM >>Burt Saunders: SO IT'S A COMMON PROBLEM.
10:07:17AM LET US TAKE A LOOK AT HOW THIS MAY BE RESOLVED IN OTHER
10:07:20AM COMMUNITIES.
10:07:21AM IF THERE'S A WAY TO HOLD THE CONTRACTOR RESPONSIBLE, THEN
10:07:25AM THAT CERTAINLY WOULD BE PROBABLY THE FAIREST THING TO DO.

10:07:30AM WE CAN TAKE A LOOK AT THAT.
10:07:33AM >>Mayor Ribble: GO AHEAD, KATY.
10:07:34AM >>Vice-Mayor Errington: PERSONALLY, I THINK CONTRACTORS, IF
10:07:37AM THEY ARE LICENSED AND INSURED, THEY SHOULD ACT WITH
10:07:42AM INTEGRITY.
10:07:43AM AND I DON'T THINK THAT WOULD BE -- I THINK THAT WOULD BE TO
10:07:46AM OUR BENEFIT AS A VILLAGE FOR OUR RESIDENTS WHEN THEY COME IN
10:07:50AM AND GET SOMEONE TO COME IN AND WORK FOR THEM, THAT THEY KNOW
10:07:53AM THAT THAT PERSON, OKAY, THEY HAVE CHECKED OUT THEIR LICENSE
10:07:56AM AND THEY ARE INSURED, BUT IF THEY DON'T ACT WITH INTEGRITY,
10:07:59AM WHICH I THINK A LOT OF THIS IS WHAT IS HAPPENING, IS NOT
10:08:03AM WITH INTEGRITY.
10:08:05AM SO NOW IT FALLS UPON THE HOMEOWNER, OR THE CONDO OWNER, TO
10:08:09AM PAY OR TO PAY THE PRICE FOR ME AS AN AIR-CONDITIONING PERSON

10:08:13AM TO COME IN.
10:08:14AM IT'S ALL YOURS NOW, BABY.
10:08:16AM I'M OUTTA HERE.
10:08:17AM YOU KNOW, THAT'S NOT FAIR TO THE RESIDENTS OF ESTERO.
10:08:20AM AND WE NEED TO MAKE SURE THAT THESE PEOPLE COMING IN WOULD
10:08:23AM BE LIKE HAVING A ROOF PUT ON YOUR HOUSE OR OTHER -- JUST NOT
10:08:27AM AIR CONDITIONING.
10:08:28AM WE NEED TO DO SOMETHING TO MAKE THE PEOPLE THAT WE ALLOW TO
10:08:33AM COME INTO THE VILLAGE TO DO WORK, THEY NEED TO BE
10:08:36AM RESPONSIBLE AND WORK WITH THAT HOMEOWNER, BECAUSE I HAVE
10:08:40AM SEEN THESE NOTICES POSTED ON DOORS.

10:08:43AM WHEN I FIRST GOT ON COUNCIL, I SAW THEM AROUND CONDOS.
10:08:46AM SOME OF THEM WERE THERE LIKE FOR WEEKS AND MONTHS, LIKE,
10:08:49AM WHAT DO YOU DO WITH THESE THINGS?
10:08:51AM AND WE WERE SO NEW AND PEOPLE WERE SAYING, WE CALL THE
10:08:55AM COUNTY.
10:08:55AM WELL, AT THAT TIME, YOU KNOW, WE WERE JUST GETTING
10:08:57AM ORGANIZED.
10:08:58AM SO YOU CALL THE COUNTY.
10:09:01AM WE'RE ALREADY INCORPORATED.
10:09:02AM IT WAS LIKE WE WERE ONLY A COUPLE OF MONTHS OLD.
10:09:04AM SO THIS HAS TO STOP.
10:09:08AM >>Jon McLain: JUST ONE COMMENT.
10:09:09AM I DON'T KNOW IF THIS IS POSSIBLE, BUT AS A SOLUTION, WHEN
10:09:11AM THEY PULL THE PERMIT, THERE'S A FEE.
10:09:13AM I DON'T KNOW WHAT THAT FEE WOULD BE FOR AN AIR-CONDITIONER,
10:09:16AM BUT WHY NOT WE HAVE ANOTHER FEE THAT SAYS YOU MUST CLOSE IT
10:09:20AM OUT WITHIN THE CLOSING-OUT PERIOD AND WE MAKE THAT, IS IT 5
10:09:28AM OR 6 THOUSAND DOLLAR FINE IF YOU DON'T CLOSE IT OUT WITHIN
10:09:31AM TIME?
10:09:32AM >>Howard Levitan: IT IS A CODE THING, WHICH YOU HAVE TO GO
10:09:34AM THROUGH THE WHOLE PROCESS.
10:09:34AM >>Jon McLain: SO IF THE CONTRACTOR -- I'M SAYING THIS IS A
10:09:37AM CONTRACTOR THAT PULLS THE PERMIT, IN ADDITION TO THE PAYMENT
10:09:40AM OF PULLING THE PERMIT, WE ALSO HAVE ANOTHER CHARGE TO THEM
10:09:44AM THAT'S REFUNDABLE OR A PORTION OF IT IS REFUNDABLE, IF IT

10:09:48AM DOESN'T GET CLOSED OUT WITHIN THE PERIOD.
10:09:52AM THAT WAY YOU ENCOURAGE THE CONTRACTOR TO COME BACK, NOT JUST
10:09:55AM STICK THE MONEY IN HIS POCKET, BUT HE'S GOT A PRETTY GOOD
10:09:59AM CHUNK OF MONEY TIED UP IN THIS THING.
10:10:01AM >>Mayor Ribble: MAY I SUGGEST THAT WE HAVE A WORKSHOP ON
10:10:03AM THIS ITEM SO WE KNOW WHAT THE PROCEDURE IS AND ALL THE
10:10:06AM COUNCIL AND ALL THE STAFF UNDERSTANDS WHAT THE PROCEDURE IS
10:10:09AM ON THIS WHOLE?
10:10:10AM BECAUSE WE'RE ALL OVER THE BOARD ON THIS THING.
10:10:16AM >>Steven Sarkozy: WE'LL BRING YOU BACK A SOLUTION AT A

10:10:18AM WORKSHOP FOR DISCUSSION AND A WAY OF CHANGING OUR PROCESS
10:10:21AM HERE.
10:10:23AM >>Jim Boesch: I LIKE BURT'S SUGGESTION.
10:10:24AM PUT THE BURDEN ON THE CONTRACTOR.
10:10:26AM >>Mayor Ribble: MADAM CLERK, ANYONE SIGNED UP TO SPEAK?
10:10:29AM >>The Clerk: NOT ON THIS TOPIC.
10:10:30AM >>Mayor Ribble: I'LL ENTERTAIN A MOTION REGARDING THIS ITEM.
10:10:32AM >>Jon McLain: I MAKE A MOTION THAT WE ACCEPT THE STAFF'S
10:10:35AM RECOMMENDATION.
10:10:35AM >>Mayor Ribble: SECOND?
10:10:36AM MADAM CLERK, PLEASE CALL THE ROLL.
10:10:41AM >>The Clerk: COUNCIL MEMBER WILSON IS ABSENT.
10:10:44AM LET ME START OVER.
10:10:47AM COUNCIL MEMBER LEVITAN.
10:10:49AM >>Howard Levitan: AYE.

10:10:51AM >>Jon McLain: AYE.
10:10:52AM >>Jim Boesch: AYE.
10:10:53AM >>Nick Batos: AYE.
10:10:55AM >>The Clerk: COUNCIL MEMBER WILSON IS ABSENT.
10:10:57AM VICE-MAYOR ERRINGTON?
10:10:58AM >>Vice-Mayor Errington: AYE.
10:10:59AM >>Mayor Ribble: AYE.
10:11:00AM THE NEXT ITEM ON THE AGENDA IS CONSIDERATION OF A LIEN
10:11:03AM MITIGATION REQUEST FROM CELEDONIO VARELA FOR PROPERTY
10:11:08AM LOCATED AT 8401 KNOCKING BIRD LANE.
10:11:11AM MR. SARKOZY.
10:11:13AM >>Steven Sarkozy: THIS IS A SIMILAR TYPE OF LIEN RELEASE.
10:11:15AM I'LL TURN IT OVER TO MATT ROEPSTORFF FOR A BRIEF
10:11:20AM EXPLANATION.
10:11:20AM >>Matthew Roepstorff: THIS IS ROUND TWO.
10:11:22AM LITTLE DIFFERENT.
10:11:22AM IS THE PROPERTY OWNER HERE?
10:11:24AM IS MR. VARELA HERE?
10:11:27AM STAN, HAVE YOU HAD ANY CONTACT WITH HIM?
10:11:29AM OKAY.
10:11:30AM I'LL KEEP THIS ONE A LITTLE MORE BRIEF, BECAUSE THIS IS A
10:11:34AM LITTLE DIFFERENT.
10:11:34AM THE PROPERTY OWNER WAS HERE BEFORE OUR HEARING EXAMINER FOR
10:11:37AM THE LIEN MITIGATION REQUEST.
10:11:39AM THIS ONE IS DIFFERENT.

10:11:40AM THIS ONE WAS AN OVERGROWN PROPERTY THAT GOT OUT OF CONTROL.
10:11:45AM THERE WERE NUMEROUS NUISANCE ACCUMULATION VIOLATIONS THAT A
10:11:52AM FINE WAS ACTUALLY IMPOSED IN 2017, AND ENDED UP CONTINUING
10:11:57AM TO ACCRUE AND COMPOUND.
10:11:59AM IT FINALLY GOT BROUGHT INTO COMPLIANCE THIS YEAR,
10:12:02AM MR. KNIGHT.

10:12:04AM THE PROPERTY HAS BEEN BROUGHT INTO COMPLIANCE, GRANTED ABOUT
10:12:07AM TWO YEARS LATER.
10:12:08AM NOW THE PROPERTY OWNER HAS COME BACK ASKING FOR A MITIGATION
10:12:12AM TO BRING THE PROPERTY INTO COMPLIANCE.
10:12:14AM WITHOUT HIM HERE TO GIVE YOU A LITTLE MORE INFORMATION ON
10:12:18AM WHY IT TOOK SO LONG.
10:12:19AM I KNOW HE WAS HERE AND EXPLAINED IT TO THE HEARING EXAMINER,
10:12:22AM BUT I KNOW THE COUNCIL ESPECIALLY LIKES TO HEAR EXPLANATIONS
10:12:25AM FROM PROPERTY OWNERS ON ISSUES LIKE THIS, SO WE CAN TRY AND
10:12:28AM RESCHEDULE THIS AND BRING THAT PROPERTY OWNER BACK, IF YOU'D
10:12:31AM LIKE TO HEAR DIRECTLY FROM HIM.
10:12:33AM >>Howard Levitan: I MOVE WE TABLE THIS UNTIL THE OWNER CAN
10:12:35AM GET HERE.
10:12:36AM >> SECOND.
10:12:37AM >>Mayor Ribble: CONSENSUS TO TABLE?
10:12:42AM >>Howard Levitan: OR POSTPONE TO ANOTHER TIME.
10:12:44AM >>Mayor Ribble: ITEM TABLED.
10:12:45AM THE NEXT ITEM ON THE AGENDA IS THE PLANNING, DESIGN AND
10:12:49AM PERMITTING SERVICES FOR VIA COCONUT POINT LANDSCAPE

10:12:52AM IMPROVEMENTS, CN 2019-02, MR. SARKOZY.
10:12:57AM >>Steven Sarkozy: THANK YOU, MAYOR AND MEMBERS OF COUNCIL.
10:12:59AM THIS PROJECT IS PART OF YOUR APPROVED C.I.P. PROGRAM.
10:13:06AM IT IS COMING UP IN A COUPLE OF YEARS.
10:13:09AM OF COURSE, OUR PROCESS IS TO FIRST DESIGN THE PROJECT
10:13:13AM PROFESSIONALLY AND THEN BRING ALL OF THOSE MATERIALS BACK TO
10:13:17AM THE VILLAGE COUNCIL.
10:13:18AM THE FIRST STEP THEN IS TO APPROVE THE DESIGN CONTRACT.
10:13:21AM IN THIS CASE, WE FOLLOWED THE PURCHASING PROCEDURES WHERE WE
10:13:27AM OPENLY ADVERTISED FOR THIS WORK.
10:13:29AM WE'VE HAD FOUR PROPOSALS, AN INTERNAL COMMITTEE LOOKED AT
10:13:35AM THESE PROPOSALS AND SELECTED KIMLEY-HORN AND ASSOCIATES AS
10:13:42AM THE RECOMMENDED CONTRACTOR.
10:13:45AM THE CONTRACT AMOUNT FOR LANDSCAPING OF THE ENTIRE SEGMENT OF
10:13:50AM VIA COCONUT, THIS IS FOR DESIGN SERVICES, IS \$221,500.
10:13:55AM THIS COMES TO YOU WITH A RECOMMENDATION FOR APPROVAL.
10:13:59AM AND, OF COURSE, THE DESIGN AND THE ULTIMATE BID WILL COME
10:14:02AM BACK TO THE VILLAGE COUNCIL PER HOUR PROCESS.
10:14:07AM >>Mayor Ribble: OKAY.
10:14:08AM QUESTIONS FROM COUNCIL?
10:14:09AM HOWARD.
10:14:09AM >>Howard Levitan: BRIEFLY.
10:14:10AM I NOTE ON THIS ONE, I HAVE TWO POINTS.
10:14:16AM ONE, THAT ONE OF THE PEOPLE ASKING TO BE RANKED WAS A
10:14:24AM COMPANY THAT WAS ACTIVELY INVOLVED IN A LITIGATION AGAINST

10:14:27AM THE VILLAGE.
10:14:29AM I WOULD LIKE TO MAKE CERTAIN THAT THAT FACT IS TAKEN INTO

10:14:35AM CONSIDERATION IN THE RANKINGS IN THE FUTURE.
10:14:39AM I DON'T THINK IT'S APPROPRIATE.
10:14:41AM THERE WILL ALWAYS BE CONFLICTS OF INTEREST, BUT WHEN AN
10:14:45AM OUTSIDE CONSULTANT IS ACTIVELY OPPOSING THE VILLAGE IN A
10:14:49AM LITIGATION MATTER, I DON'T THINK THEY SHOULD BE HIRED BY THE
10:14:51AM VILLAGE ON ANOTHER MATTER.
10:14:54AM I JUST DON'T THINK THAT'S RIGHT.
10:14:56AM I'M ASKING THAT WHOEVER DOES THESE RANKINGS, THE STAFF TAKE
10:15:01AM THAT INTO CONSIDERATION.
10:15:02AM POINT NUMBER ONE.
10:15:03AM POINT NUMBER TWO, ON VIA COCONUT, I NOTE THAT THIS IS A
10:15:07AM QUESTION FOR DAVID.
10:15:08AM THE LANDSCAPING THAT WAS PUT IN BY GENOVA, WAS THAT DONE IN
10:15:14AM ACCORDANCE WITH OUR APPROVALS AND OUR STANDARDS?
10:15:17AM BECAUSE I THINK IT'S PARTICULARLY NICE AND AT A NICE HIGH
10:15:23AM LEVEL, AND IS THAT SOMETHING THAT'S GOING TO BE CONSIDERED
10:15:25AM BY THESE CONSULTANTS IN COMPLETING VIA COCONUT?
10:15:33AM >>David Willems: YEAH, THAT WILL DEFINITELY BE PART OF THE
10:15:35AM CONSIDERATION.
10:15:35AM WE WORKED WITH GENOVA EXTENSIVELY TO GET IT TO LOOK THE WAY
10:15:39AM IT DOES.
10:15:39AM THE ORIGINAL PLAN LOOKED A LOT DIFFERENT THAN WHAT YOU SEE
10:15:43AM OUT THERE RIGHT NOW.

10:15:44AM >>Mayor Ribble: OKAY.
10:15:44AM ANY OTHER COMMENTS?
10:15:51AM >>Jon McLain: ON YOUR COMMENT ABOUT PREVIOUS SUITS TO THE
10:15:54AM VILLAGE OF ESTERO AND CONTRACT IS THAT A POTENTIAL CONFLICT
10:15:57AM THAT WE SHOULD BE CONCERNED WITH?
10:16:01AM >>Burt Saunders: I'M GLAD YOU ASKED THAT QUESTION.
10:16:03AM I WAS GETTING READY TO MAKE A COMMENT ON THAT.
10:16:05AM I'M NOT SURE THAT YOU CAN JUST SAY AS A MATTER OF POLICY
10:16:07AM THAT IF YOU'VE BEEN INVOLVED IN LITIGATION OR ARE ACTIVELY
10:16:10AM SUING THE VILLAGE, THAT THAT IS A FACTOR AND YOU'RE BIDDING
10:16:15AM ON ANOTHER PROJECT.
10:16:21AM I'M NOT SURE YOU CAN DO THAT AS A POLICY.
10:16:22AM I'LL HAVE TO LOOK INTO THAT.
10:16:24AM >>Howard Levitan: REQUEST FOR QUALIFICATIONS, NUMBER ONE.
10:16:27AM >>Burt Saunders: UNDERSTOOD.
10:16:29AM >>Howard Levitan: THE ISSUE IS, DOES THAT GET TAKEN INTO
10:16:31AM CONSIDERATION IN LOOKING AT SOMEONE'S QUALIFICATIONS?
10:16:33AM IF HIS CONFLICT -- IF THEIR CONFLICT OF INTEREST ISSUES ARE
10:16:38AM LAST, THEN WE OUGHT TO BE ABLE TO --
10:16:40AM >>Burt Saunders: THE CONCERN I WOULD HAVE IS IF A CONTRACTOR
10:16:44AM CHALLENGED THAT, THEY DIDN'T GET THE BID AND THERE WAS SOME
10:16:47AM DISCUSSION ABOUT THE FACT THAT THEY HAD PREVIOUSLY SUED THE
10:16:50AM VILLAGE, THAT CONTRACTOR DECIDES THAT THEY ARE GOING TO SUE,
10:16:54AM I THINK THE COURTS WOULD BE SOMEWHAT UNDERSTANDING OF THE

10:16:58AM CONTRACTOR'S POSITION BECAUSE PEOPLE DO HAVE A RIGHT TO
10:17:01AM ACCESS THE COURTS.
10:17:02AM AND GENERALLY THAT'S NOT SOMETHING THAT'S TAKEN AGAINST
10:17:05AM THEM.
10:17:06AM LET ME TAKE A LOOK AT THAT.
10:17:09AM IT CERTAINLY CAN BE A FACTOR AS YOU'RE AWARDED A BID, IN
10:17:15AM YOUR OWN MIND.
10:17:16AM I DON'T KNOW IF THERE'S ANY ISSUE WITH THAT.
10:17:18AM IN TERMS OF HAVING IT AS A POLICY, I NEED TO CHECK THAT.
10:17:21AM THAT MAY BE PROBLEMATIC.
10:17:23AM >>Mayor Ribble: OKAY.
10:17:23AM ANY OTHER COMMENTS FROM COUNCIL?
10:17:25AM IS ANYONE SIGNED UP TO SPEAK TO THIS ISSUE?
10:17:29AM >>The Clerk: NO ONE IS SIGNED UP.
10:17:31AM >>Mayor Ribble: I'LL ENTERTAIN A MOTION.
10:17:35AM >> MAKE A MOTION.
10:17:36AM >>Mayor Ribble: SECONDED BY KATY ERRINGTON.
10:17:38AM MADAM CLERK, CALL THE ROLL.
10:17:42AM >>The Clerk: COUNCIL MEMBER WILSON IS ABSENT.
10:17:44AM >>Nick Batos: YES.
10:17:46AM >>Jim Boesch: AYE.
10:17:47AM >>Jon McLain: AYE.
10:17:48AM >>Howard Levitan: AYE.
10:17:49AM >>Vice-Mayor Errington: AYE.
10:17:50AM >>Mayor Ribble: AYE.
10:17:52AM THE NEXT ITEM ON THE AGENDA IS THE PLANNING, DESIGN AND
10:17:55AM PERMITTING SERVICES FOR RIVER RANCH ROAD IMPROVEMENTS, CN
10:17:58AM 2019-04.
10:18:01AM >>Steven Sarkozy: THANK YOU, MAYOR, MEMBERS OF COUNCIL,
10:18:03AM SIMILARLY, THIS IS THE DESIGN PROCESS KICKOFF FOR THE RIVER
10:18:07AM RANCH ROAD IMPROVEMENTS.
10:18:09AM THIS IS A DIFFERENT TYPE OF PROCESS AND THE RECONSTRUCTION
10:18:15AM -- THE IMPROVEMENTS TO RIVER RANCH, MORE APPROPRIATELY, WILL
10:18:18AM BE FAR MORE REACHING THAN JUST LANDSCAPING.
10:18:22AM BUT THEY MAY INCLUDE TURN LANES, SOME STORMWATER ISSUES,
10:18:28AM LANDSCAPING, SIDEWALKS, AND SO FORTH.
10:18:31AM WE'RE ASKING HERE TO -- FOR THE COUNCIL TO APPROVE --
10:18:38AM APPROVE THE RANKINGS THAT HAVE COME IN ACCORDING TO OUR
10:18:41AM STAFF REVIEW PROCESS.
10:18:44AM WE'RE RECOMMENDING CW3 ENGINEERING OUT OF IN HERE FORT MYERS
10:18:48AM AS THE PREFERRED CONSULTANT.
10:18:50AM THE NEXT STEP IN THE PROCESS IS FOR THE COUNCIL TO AUTHORIZE
10:18:53AM US TO NEGOTIATE A CONTRACT FOR THIS WORK.
10:18:56AM >>Mayor Ribble: OKAY.
10:18:57AM QUESTIONS OF COUNCIL?
10:18:59AM NONE?

10:19:01AM OKAY.
10:19:03AM ANYONE SIGNED UP TO SPEAK ON THIS ISSUE?
10:19:04AM I'LL ENTERTAIN A MOTION.
10:19:07AM >>Vice-Mayor Errington: I HAVE A QUESTION.
10:19:09AM >>Mayor Ribble: GO AHEAD.

10:19:10AM >>Vice-Mayor Errington: I WOULD LIKE TO -- SOMEONE HAD
10:19:13AM MENTIONED THAT THAT SOMEDAY WILL BE A FOUR-LANE ROAD.
10:19:17AM I WANT TO CLARIFY THAT.
10:19:18AM >>Steven Sarkozy: I DON'T THINK WE HAVE ROOM THERE TO DO A
10:19:20AM FOUR-LANE ROAD.
10:19:22AM RIVER RANCH.
10:19:22AM >>Vice-Mayor Errington: OKAY.
10:19:23AM THAT'S ALL I NEED TO KNOW.
10:19:24AM THANK YOU.
10:19:25AM >>Mayor Ribble: OKAY.
10:19:26AM THE MOTION WAS MADE BY JIM, RIGHT?
10:19:29AM AND JON McLAIN SECONDED.
10:19:33AM WOULD YOU PLEASE CALL THE ROLL, MADAM CLERK?
10:19:36AM >>Howard Levitan: AYE.
10:19:36AM >>Jon McLain: AYE.
10:19:38AM >>Jim Boesch: AYE.
10:19:41AM >>Nick Batos: AYE.
10:19:42AM >> COUNCIL MEMBER WILSON IS ABSENT.
10:19:43AM >>Vice-Mayor Errington: AYE.
10:19:45AM >>Mayor Ribble: AYE.
10:19:45AM THE NEXT ITEM ON THE AGENDA IS THE COUNCIL ENDORSEMENT OF
10:19:49AM THE FORMATION OF THE ESTERO FOREVER FOUNDATION.
10:19:53AM MR. SARKOZY.
10:19:54AM >>Steven Sarkozy: THANK YOU, MAYOR AND MEMBERS OF COUNCIL.
10:19:56AM FOR A LONG TIME, THE VILLAGE, SINCE THE INCORPORATION, HAD

10:20:02AM THE ESTERO COMMUNITY IMPROVEMENT FOUNDATION AS AN UMBRELLA
10:20:09AM FOR A 501(C)(3) FOUNDATION THAT WAS IN PLACE FOR THE BENEFIT
10:20:15AM OF THE COMMUNITY.
10:20:16AM THE ESTERO COMMUNITY IMPROVEMENT FOUNDATION HAS DISBANDED.
10:20:23AM AND WHAT WE'RE LOOKING FOR HERE IS A NOT-FOR-PROFIT
10:20:29AM FOUNDATION THAT COULD AT SOME POINT BE UTILIZED TO SERVE THE
10:20:34AM INTERESTS OF THE VILLAGE.
10:20:36AM THE DEVELOPMENT OF THIS FOUNDATION HAS BEEN DONE IN CONCERT
10:20:40AM WITH THE CHAMBER -- CHAMBER OF COMMERCE.
10:20:43AM OTHER NOT FOR PROFIT GROUPS.
10:20:49AM THERE ARE NO PROJECTS SELECTED AT THIS TIME, BUT THE COUNCIL
10:20:53AM HAS BEEN ASKED TO AT LEAST ENDORSE THE VISION FOR THIS
10:20:57AM EFFORT.
10:20:58AM A REVISED UPDATE ON THE ESTERO FOREVER FOUNDATION IS IN YOUR
10:21:06AM DESK PACKET FOR YOUR CONSIDERATION.
10:21:08AM THERE WERE SOME MINOR TWEAKS TO THAT.

10:21:11AM SO THIS IS FORWARDED FOR COUNCIL REVIEW.
10:21:16AM >>Burt Saunders: IN TERMS OF THE MINOR TWEAKS, LET ME POINT
10:21:18AM OUT THAT WHAT WE DID, WE GOT THE ESTERO FOREVER FOUNDATION
10:21:21AM TO DELETE THE REFERENCE TO THE VILLAGE MANAGER BEING PART OF
10:21:26AM THE INITIAL BOARD OF DIRECTORS.
10:21:29AM SO THERE'S NO PARTICIPATION BY VILLAGE EMPLOYEES IN TERMS OF
10:21:34AM THE FORMATION OF THIS OR IN THE MANAGEMENT OF THIS.
10:21:40AM >>Howard Levitan: WHEN WE GOT A COPY OF THIS, I HAD ASKED
10:21:44AM NOLEN, AS THE LEADER OF THIS GROUP, TO DELETE THE WORD

10:21:50AM "JOINTLY" FROM THAT PARAGRAPH ABOUT SUPPORT THE MISSION AND
10:21:55AM VISION.
10:21:55AM I DON'T THINK WE'RE ACTING IN CONCERT WITH THE CHAMBER OR
10:22:00AM THE ECCL.
10:22:01AM IT'S JUST WE'RE SUPPORTING A MISSION STATEMENT AND A VISION.
10:22:09AM WE'RE NOT PROVIDING ANY FINANCIAL SUPPORT WHATSOEVER TO THE
10:22:14AM ORGANIZATION.
10:22:16AM >>Nolen Rollins: MY APOLOGIES FOR NOT GETTING THE FINAL
10:22:18AM VERSION TO YOU IN TIME FOR YOUR PACKET.
10:22:20AM THAT WORD HAS BEEN DELETED IN THE FINAL VERSION.
10:22:22AM EVERY COMMENT FROM EVERY COUNCIL MEMBER WAS INCORPORATED
10:22:27AM INTO THE FINAL.
10:22:28AM SO MY APOLOGIES FOR NOT GETTING THAT LATEST EDITION TO YOU.
10:22:32AM >>Mayor Ribble: I HAD A QUESTION THE OTHER DAY FOR STEVE,
10:22:35AM AND I THOUGHT WE HAD AN ANSWER.
10:22:37AM I SEE THE WORD.
10:22:37AM IT'S BACK IN HERE THAT I JUST READ.
10:22:39AM AND THAT'S THE WORD "ENDORSEMENT."
10:22:42AM THAT'S A PRETTY HEAVY WORD, "ENDORSEMENT."
10:22:45AM IT SAYS HERE -- WELL, THE NEXT ITEM ON THE AGENDA IS THE
10:22:53AM COUNCIL "ENDORSEMENT" OF THE FORMATION OF THE ESTERO FOREVER
10:22:56AM FOUNDATION.
10:22:58AM >>Howard Levitan: WE'RE GOING TO SUPPORT THE MISSION.
10:22:59AM >>Mayor Ribble: SO "ENDORSEMENT" IS NOT -- OKAY.
10:23:03AM THAT WAS MY ONLY QUESTION.

10:23:07AM ANY OTHER QUESTIONS FROM THE COUNCIL?
10:23:16AM >>Nick Batos: GOING ALONG WITH THAT, BURT, WE WERE TOLD
10:23:19AM EARLIER WHEN WE STARTED THE CITY THAT WE HAD TO BE VERY
10:23:21AM CAREFUL ON ANY COMMITTEES THAT WE ESTABLISHED OR WORKED WITH
10:23:25AM TO GET ESTABLISHED BECAUSE THOSE COMMITTEES WOULD THEN BE
10:23:28AM PART OF THE SUNSHINE AND EVERYTHING ELSE.
10:23:30AM THE WAY THIS IS WORDED, IT TAKES ALL OF THAT OUT.
10:23:33AM THEY DON'T HAVE TO WORK.
10:23:35AM >>Burt Saunders: THIS IS A PRIVATE ORGANIZATION.
10:23:36AM ALL YOU'RE SIMPLY DOING IS ENDORSING SUPPORTING THE MISSION.
10:23:40AM >>Nick Batos: WE'RE NOT ENDORSING IT.
10:23:42AM >>Burt Saunders: SUPPORTING.

10:23:43AM BUT THAT DOESN'T CREATE ANY TYPE OF SUNSHINE ISSUE.
10:23:46AM IT'S NOT A GOVERNMENTAL ENTITY.
10:23:48AM >>Nick Batos: WOULD ENDORSING IT --
10:23:50AM >>Burt Saunders: NO, I DON'T THINK IT WOULD MAKE ANY
10:23:52AM DIFFERENCE HERE WHETHER YOU USE THE WORD ENDORSING OR
10:23:55AM SUPPORTING.
10:23:55AM >>Mayor Ribble: WE DON'T HAVE THE WORST ENDORSE IN THE
10:23:57AM DOCUMENT, SO WE DON'T HAVE TO WORRY ABOUT THAT WORD.
10:23:59AM AS FAR AS SUPPORTING THAT, I THINK THAT'S EASY.
10:24:01AM WE'VE DONE THIS -- STEVE AND I WORKED ON A DEAL TO HELP THIS
10:24:05AM ORGANIZATION, WORK WITH A DONOR NOW, AND WE'LL SEE WHERE IT
10:24:10AM GOES.
10:24:11AM BUT WE'RE SUPPORTING THIS DONOR'S IDEA.

10:24:13AM WE THINK IT'S A GOOD IDEA.
10:24:14AM GREAT IDEA FOR THE COMMUNITY.
10:24:16AM IT'S AT NO COST TO THE TAXPAYER TO MOVE FORWARD WITH THIS.
10:24:20AM WE TOTALLY SUPPORT IT.
10:24:21AM HOWARD.
10:24:23AM >>Howard Levitan: I'LL MAKE THE MOTION THAT THE COUNCIL --
10:24:26AM >>Mayor Ribble: WAIT A MINUTE.
10:24:27AM WE DIDN'T HEAR FROM THE PUBLIC.
10:24:29AM NO ONE IS SIGNED UP.
10:24:30AM HOWARD, HOW DID YOU KNOW THAT?
10:24:32AM >>Howard Levitan: I KNEW THAT.
10:24:33AM I WOULD MOVE THAT THE COUNCIL SUPPORT THE MISSION AND VISION
10:24:40AM OF THE ESTERO FOREVER FOUNDATION AS SET FORTH IN THIS
10:24:44AM DOCUMENT.
10:24:46AM >> SECOND.
10:24:47AM >>Mayor Ribble: MADAM CLERK, PLEASE CALL THE ROLL.
10:24:51AM >>The Clerk: COUNCIL MEMBER WILSON IS ABSENT.
10:24:52AM COUNCIL MEMBER BATOS.
10:24:54AM >>Nick Batos: AYE.
10:24:55AM >>Jim Boesch: AYE.
10:24:57AM >>Jon McLain: AYE.
10:24:59AM >>Howard Levitan: AYE.
10:25:00AM >>Vice-Mayor Errington: AYE.
10:25:01AM >>Mayor Ribble: AYE.
10:25:01AM CONGRATULATIONS.

10:25:07AM NOW, YOU'LL BE LAST ON FOR THIS, CORRECT?
10:25:09AM >> CORRECT.
10:25:09AM >>Mayor Ribble: I'M JUST CHECKING HERE.
10:25:10AM NEXT ON THE AGENDA, THE FIRST READING OF ORDINANCE 2019-30
10:25:16AM RELATED TO ANNEXING PROPERTY LOCATED AT 4528 COCONUT ROAD
10:25:21AM AND 4406/4410 COCONUT ROAD, LEE COUNTY, FLORIDA.
10:25:27AM THIS IS NOT A PUBLIC HEARING.
10:25:30AM PUBLIC TESTIMONY WILL NOT BE TAKEN TODAY.

10:25:32AM THE SECOND READING AND PUBLIC HEARING OF ORDINANCE NUMBER
10:25:35AM 2019-30 IS RECOMMENDED TO TAKE PLACE JANUARY THE 8th IN
10:25:39AM THIS ROOM.
10:25:40AM WILL THE CLERK PLEASE READ THE TITLE OF THE ORDINANCE?
10:25:44AM >>The Clerk: ORDINANCE 2019-30, AN ORDINANCE OF THE VILLAGE
10:25:49AM OF ESTERO, ANNEXING PROPERTY LOCATED AT 4528 COCONUT ROAD
10:25:53AM AND 4406, DASH, 4410 COCONUT ROAD, LEE COUNTY, FLORIDA, INTO
10:25:59AM THE CORPORATE LIMITS OF THE VILLAGE IN ACCORDANCE WITH THE
10:26:04AM ANNEXATION PROVISIONS OF CHAPTER 171, PART II, FLORIDA
10:26:07AM STATUTES; REDEFINING THE BOUNDARY LINES OF SAID VILLAGE IN
10:26:11AM CONFORMANCE THEREWITH; AMENDING THE OFFICIAL BOUNDARY MAP OF
10:26:14AM THE VILLAGE OF ESTERO, FLORIDA, PROVIDING THAT EXISTING
10:26:16AM FUTURE LAND USE AND ZONING DESIGNATIONS REMAIN UNTIL CHANGED
10:26:19AM BY THE VILLAGE ORDINANCE; PROVIDING FOR CONFLICTS; PROVIDING
10:26:22AM FOR SEVERABILITY; AND PROVIDING AN EFFECTIVE DATE.
10:26:27AM >>Mayor Ribble: OKAY.
10:26:28AM ANY COUNCIL MEMBERS HAVE COMMENTS?

10:26:29AM HOWARD?
10:26:30AM >>Howard Levitan: THIS IS MY DAY.
10:26:32AM I'VE ALWAYS CONSIDERED ANNEXATION TO BE A FOUR-LETTER WORD
10:26:38AM IN ESTERO.
10:26:39AM BUT THIS PARTICULAR ANNEXATION I DON'T THINK I HAVE A
10:26:44AM SUBSTANTIVE PROBLEM WITH.
10:26:47AM IT'S A VERY SMALL PROPERTY.
10:26:48AM IT'S CONTIGUOUS.
10:26:51AM IT'S GOING TO BE, OBVIOUSLY, DEVELOPED AT A DENSITY THAT'S
10:26:56AM FAIRLY COMMON IN ESTERO, ABOUT 2.1 UNITS PER ACRE.
10:27:00AM WHAT I AM QUESTIONING, AND I THINK OUR ROLE IN FIRST
10:27:06AM READINGS OF ORDINANCES IS TO ALERT STAFF TO ISSUES THAT WE
10:27:10AM MIGHT HAVE.
10:27:11AM I DON'T UNDERSTAND EXACTLY THE PROCESS THAT WE'RE GOING TO
10:27:14AM TAKE WITH THIS DEVELOPMENT BECAUSE WE'RE BASICALLY GOING TO
10:27:18AM TREAT IT AS BEING DEVELOPED UNDER THE LEE COUNTY PLAN, THE
10:27:22AM LEE PLAN AND THEIR LAND DEVELOPMENT CODE.
10:27:29AM AND WE'RE NOT GOING TO INVOLVE THE DESIGN REVIEW BOARD.
10:27:32AM SO WHAT REVIEW IS ACTUALLY GOING TO HAPPEN WITH THIS?
10:27:36AM MARY IS NOT HERE TO ANSWER THESE QUESTIONS, SO I WILL DEAL
10:27:40AM WITH HER IN THE INTERIM TO TRY TO FIGURE IT OUT.
10:27:42AM BUT ARE WE GOING TO GET A TRAFFIC REPORT AS TO THE IMPACT TO
10:27:46AM COCONUT ROAD, WHICH IS ALREADY IN PRETTY TOUGH SHAPE?
10:27:50AM ARE WE GOING TO SEE SIDEWALKS ON THIS DEVELOPMENT, WHICH IS
10:27:54AM SOMETHING THAT WE'VE REQUIRED IN THESE KIND OF SMALL

10:27:57AM DEVELOPMENTS?
10:27:58AM HOW IS IT GOING TO BE LAID OUT?
10:27:59AM THESE ARE ALL QUESTIONS.
10:28:02AM IS STAFF THE ONLY ONE THAT'S GOING TO REVIEW THIS IF IT

10:28:04AM DOESN'T GO TO DESIGN REVIEW BOARD, SO THERE IS NO PUBLIC
10:28:07AM REVIEW, THERE'S NO PUBLIC INFORMATION MEETING.
10:28:10AM I'M A LITTLE CONCERNED.
10:28:12AM I JUST DON'T UNDERSTAND THE PROCESS.
10:28:14AM I UNDERSTAND THE CONCEPT OF TAKING AN ANNEXATION HERE.
10:28:22AM I THINK THAT'S A GOOD IDEA.
10:28:23AM PARTICULARLY IN THIS LOCATION, BUT I WOULD LIKE TO DEFINE
10:28:27AM THE PROCESS BETTER.
10:28:29AM I KNOW BONITA SPRINGS HAS GOTTEN INTO TROUBLE ON THE PROCESS
10:28:32AM ISSUES, AND I KNOW THAT'S WHY DEREK WROTE THIS ON A VERY
10:28:37AM SIMPLE BASIS.
10:28:37AM BUT I THINK WE HAVE A RIGHT TO KNOW WHAT THE PLAN IS FOR
10:28:40AM THIS, WHAT IT'S GOING TO LOOK LIKE, WHAT IS THE SITE PLAN IS
10:28:43AM GOING TO LOOK LIKE, AND WE HAVE THAT INFORMATION BEFORE WE
10:28:47AM JUST SIGN OFF ON AN ANNEXATION THAT'S GOING TO BE DONE UNDER
10:28:51AM SOMEBODY ELSE'S RULES, NAMELY, LEE COUNTY.
10:28:55AM >>Mayor Ribble: STEVE, ANY COMMENT?
10:28:57AM ANY REBUTTAL?
10:28:57AM YOU'RE ASKING LIKE -- WHO ARE YOU ASKING THESE QUESTIONS
10:29:05AM FOR?
10:29:05AM OBVIOUSLY, YOU'RE ASKING THE STAFF, RIGHT?

10:29:08AM >>Steven Sarkozy: WE CAN TAKE A LOOK AT THAT AND BRING BACK
10:29:10AM THE FINAL SITE PLAN.
10:29:11AM THIS IS BEING REVIEWED BY STAFF, JUST AS IT WOULD BE AS IT
10:29:16AM WOULD BE OTHERWISE WITH LEE COUNTY.
10:29:18AM IF WE DO NOT PROCEED WITH THIS, THIS WILL BE ADOPTED AS IT'S
10:29:22AM BEEN PRESENTED BY LEE COUNTY, WHETHER WE HAVE CONCERNS WITH
10:29:28AM IT OR NOT.
10:29:30AM WE'RE LOOKING AT IT TO TRY TO GET AS MANY OF THE
10:29:32AM IMPROVEMENTS AS WE CAN, CONSISTENT WITH OUR CODE, BUT IT
10:29:38AM LITERALLY IS AN AUTOMATIC WITH LEE COUNTY.
10:29:43AM SO WE'RE GIVING THE DEVELOPER THE OPPORTUNITY TO COME INTO
10:29:46AM THE VILLAGE AT THE EARLY DATE, BUT AGREEING TO WORK WITH
10:29:51AM THEM TO GET THEM TO COMPLY TO AS MANY OF THE ISSUES THAT WE
10:29:55AM CAN THAT WOULD TYPICALLY BE APPROPRIATE UNDER ESTERO'S RULE.
10:30:02AM AT THE SAME TIME THEN, WE'RE ABLE TO PROVIDE THE DEVELOPER
10:30:06AM SOME EXPEDITED REVIEW COMPARED TO WHAT THEY HAVE WITH LEE
10:30:10AM COUNTY.
10:30:11AM SO IT CAN BE VERY MUCH A WIN-WIN SITUATION.
10:30:14AM >>Mayor Ribble: OKAY.
10:30:15AM ANY OTHER COMMENTS FROM COUNCIL?
10:30:16AM ARE YOU WANTING TO TABLE THIS?
10:30:22AM >>Howard Levitan: NO, NO.
10:30:23AM I WANT IT TO GO FORWARD.
10:30:25AM I'M GOING TO VOTE IN FAVOR OF IT.
10:30:26AM I SUGGEST THAT IF WE'RE GOING TO DO THESE KIND OF THINGS

10:30:30AM THAT THE COUNCIL AT LEAST HAVE AS MUCH INFORMATION AS
10:30:33AM POSSIBLE AT THE TIME WE VOTE ON IT.
10:30:34AM >>Steven Sarkozy: AND WE AGREE THAT WE'LL HAVE THE SITE PLAN
10:30:37AM FOR YOU WHEN IT COMES BACK FOR SECOND READING.
10:30:39AM >>Mayor Ribble: BY JANUARY 8th.
10:30:40AM >>Steven Sarkozy: YES.
10:30:41AM >>Mayor Ribble: MAYBE WE COULD HAVE THAT BEFORE.
10:30:43AM HAVE SOME HEAD-TO-HEAD SESSIONS ON THE OTHER ISSUES.
10:30:46AM >>Steven Sarkozy: SURE.
10:30:46AM >>Mayor Ribble: DO I HAVE A MOTION TO PASS THE FIRST READING
10:30:49AM OF ORDINANCE 2019-30 AND SET THE RECORD READING PUBLIC
10:30:54AM HEARING FOR JANUARY 8, 2020?
10:30:57AM HOWARD MAKES THE MOTION.
10:30:59AM KATY, VICE-MAYOR ERRINGTON SECONDS IT.
10:31:02AM MOTION MADE BY HOWARD LEVITAN AND SECONDED BY KATY
10:31:07AM ERRINGTON.
10:31:08AM PASS FIRST READING OF ORDINANCE 2019-30.
10:31:12AM WOULD THE CLERK PLEASE CALL THE ROLL?
10:31:14AM >>The Clerk: COUNCIL MEMBER LEVITAN.
10:31:16AM >>Howard Levitan: AYE.
10:31:17AM >>Jon McLain: AYE.
10:31:18AM >>Jim Boesch: AYE.
10:31:19AM >>Nick Batos: AYE.
10:31:21AM >>The Clerk: COUNCIL MEMBER WILSON IS ABSENT.
10:31:22AM VICE-MAYOR ERRINGTON.

10:31:24AM >>Vice-Mayor Errington: AYE.
10:31:25AM >>Mayor Ribble: AYE.
10:31:25AM ANYONE SIGNED UP TO SPEAK FOR NON-AGENDA ITEMS?
10:31:33AM >>The Clerk: NO.
10:31:33AM >>Mayor Ribble: HOWARD, SINCE YOU'RE SO CHATTY TODAY, WE'RE
10:31:36AM GOING TO LET YOU GO FIRST FOR COUNCIL UPDATES.
10:31:39AM >>Howard Levitan: I'M FEELING MUCH BETTER.
10:31:41AM >>Mayor Ribble: I CAN TELL.
10:31:42AM I CAN TELL.
10:31:43AM >>Howard Levitan: I'M GOING TO PASS.
10:31:45AM >>Mayor Ribble: OH, C'MON.
10:31:47AM YOU'RE UP, JON.
10:31:49AM >>Jon McLain: I'M UP.
10:31:51AM OKAY.
10:31:51AM I READ IN THE PAPER THIS MORNING, THE NEWS PRESS,
10:31:54AM INTERESTING ARTICLE, I DON'T KNOW IF IT IS THE FIRST PAGE OR
10:31:57AM NOT, REGARDING THE AIRPORT EXPANSION.
10:32:00AM WE'RE BUILDING A NEW TOWER THERE, AND THAT RENOVATION OF THE
10:32:04AM AIRPORT FACILITY IS GOING TO INCREASE FROM \$160 MILLION
10:32:08AM PROJECT TO 250 MILLION, TO 270.
10:32:11AM IT'S LIKE A 50% INCREASE.
10:32:13AM SO THAT'S A LITTLE BIT DISTURBING ABOUT HOW YOU MANAGE MONEY

10:32:17AM FOR LEE COUNTY, BUT IF YOU READ THROUGH THE ARTICLE, THE
10:32:22AM BALANCE OF IT SAID, THIS ARTICLE IS HAVING TO DO WITH THE
10:32:25AM SEARCH FOR A NEW AIRPORT MANAGER.

10:32:28AM THEY FIRED THE PREVIOUS ONE, BUT I THOUGHT IT INTERESTING
10:32:31AM THAT THE PREVIOUS MANAGER HAD STATED THAT HE AND
10:32:36AM COMMISSIONER HAMMAN HAD DISCUSSED WHETHER THE BLASTING
10:32:40AM ASSOCIATED WITH ALL THE MINES THAT ARE GOING ON OUT IN THE
10:32:43AM EASTERN CORRIDOR WILL HAVE AN IMPACT ON WHAT'S GOING ON WITH
10:32:48AM THE TOWER.
10:32:49AM PROBABLY PRETTY REALISTIC.
10:32:51AM BUT WHAT I'M CONCERNED ABOUT IS WHAT'S THE IMPACT TO ALL THE
10:32:54AM HOMEOWNERS THAT ARE BEING BUILT OUT IN THAT AREA IN THERE.
10:32:57AM IT JUST LOOKS TO ME LIKE OUR LEE COUNTY COMMISSIONERS ARE
10:33:02AM PRETTY SHORTSIGHTED ON HOW THEY'RE DEALING WITH THESE
10:33:06AM PROBLEMS.
10:33:06AM WE DON'T HAVE IMPACT FEES.
10:33:08AM WE ARE NOW NOT LOOKING AT THE BIGGER PICTURE OF WHAT'S THE
10:33:10AM IMPACT OF THESE MINES.
10:33:12AM AND NOW WE'RE GOING TO OVERSPEND ON A TOWER FOR THE AIRPORT
10:33:15AM BECAUSE OF THESE SHORTSIGHTED MANAGEMENT IN THERE.
10:33:19AM I THINK WE NEED CHANGES UP THERE.
10:33:20AM I HOPE THAT MY FELLOW COUNCIL MEMBER, NICK BATOS, CAN BE
10:33:25AM ELECTED AND HELP US OUT IN THAT REGARD.
10:33:31AM >>Howard Levitan: I GUARANTEE CECIL IS --
10:33:34AM [LAUGHTER]
10:33:34AM >>Mayor Ribble: KATY.
10:33:35AM >>Vice-Mayor Errington: THE MAYOR AND I HAD AN OPPORTUNITY
10:33:38AM TO GO TO AN MPO MEETING A COUPLE OF WEEKS AGO, AND SOMETHING

10:33:41AM THAT WAS SAID IT TRIGGERED SOME THINKING FOR ME.
10:33:45AM WE HAVE THE BUS STOPS IN ESTERO FOR LEE COUNTY TRANSIT.
10:33:51AM AND ON U.S. 41, I STARTED TAKING NOTE OF BUS STOPS THAT DO
10:33:58AM NOT REFLECT THE QUALITY OF LIFE THAT WE WOULD WANT TO
10:34:02AM REFLECT HERE IN ESTERO.
10:34:04AM SOME OF THE, YESTERDAY, I DROVE PAST IN FRONT OF COCONUT
10:34:07AM POINT, THE SHOPPING CENTER, AND THERE WAS A BUS STOP THERE
10:34:14AM JUST PAST COCONUT ROAD THAT SAYS "BUS STOP."
10:34:20AM IT'S A POLE WITH A SIGN ON IT.
10:34:22AM IT SAYS BUS STOP.
10:34:24AM THE GRASS IS KNEE HIGH.
10:34:25AM AND THIS GUY WAS WAITING, STANDING IN THE GRASS WAITING FOR
10:34:31AM A BUS.
10:34:31AM THEN I THOUGHT, I WILL TRY TO COUNT, NOT RUN INTO SOMEBODY,
10:34:37AM THE NUMBER OF BUS STOPS.
10:34:38AM SO WE HAVE A NUMBER OF THEM GOING NORTH.
10:34:43AM I'D SAY, I DON'T KNOW, WE HAVE TWO THAT ARE COVERED, THREE
10:34:46AM MAYBE.

10:34:47AM ONE IS IN PRETTY BAD SHAPE.
10:34:48AM I THINK WE NEED TO HAVE THOSE UPGRADED.
10:34:55AM THE STATE NEEDS TO LOOK AT THAT.
10:34:56AM WE NEED TO HAVE QUALITY BUS STOPS.
10:34:58AM IF WE HAVE EMPLOYEES WHO ARE COMING HERE TO WORK AND HAVE TO
10:35:02AM CATCH THE BUS, THEN WE NEED TO HAVE QUALITY BUS STOPS AND
10:35:07AM NOT JUST A POLE IN THE ROAD WITH A STAKE ON IT THAT SAYS BUS

10:35:11AM STOP.
10:35:11AM SO IF YOU TRAVEL NORTH ON U.S. 41, YOU WILL NOTICE THAT IT'S
10:35:17AM PATHETIC, AND THE GRASS IS HIGH, AND THE GRASS IS NOT BEING
10:35:20AM CUT.
10:35:21AM SO I DON'T KNOW HOW YOU CAN HANDLE THAT.
10:35:24AM WE BRING THAT UP AT AN MPO MEETING OR WHETHER WE START HERE.
10:35:29AM BUT I THINK THAT WOULD REFLECT QUALITY OF LIFE IN ESTERO,
10:35:34AM THAT WE'RE LOOKING OUT FOR PEOPLE WHO COME HERE TO WORK AND
10:35:37AM CATCH THE BUS AND GO HOME.
10:35:39AM AND THE ONES THAT ARE HERE NEED TO BE MAINTAINED BY THE
10:35:42AM COUNTY.
10:35:44AM THEY ARE STARTING TO LOOK LIKE THEY'VE BEEN USED A WHOLE
10:35:48AM LOT.
10:35:48AM I THINK THAT'S JUST ANOTHER QUALITY OF LIFE AND CUT THAT
10:35:51AM GRASS.
10:35:53AM >>Mayor Ribble: JIM?
10:35:55AM >>Jim Boesch: A COUPLE OF THINGS.
10:35:56AM WE DID HAVE A MEETING WITH BIG CYPRESS BASIN HERE IN ESTERO.
10:36:05AM THEIR CHAIRMAN, THE PERSON WHO DOES THE ADMINISTRATIVE WORK
10:36:13AM AND REPRESENTATIVE FROM MPO AS WELL AS MAYOR SIMMONS, THE
10:36:21AM ASSISTANT MANAGER AT BONITA SPRINGS AND OUR MANAGER HERE.
10:36:29AM I THINK THE ATTITUDE FROM BIG BASIN IS THEY ARE VERY WILLING
10:36:36AM TO LOOK AT THE BIG BASIN IN CONJUNCTION WITH BONITA SPRINGS
10:36:43AM AND ESTERO, BUT THERE SEEMS TO BE SOME QUESTIONS ABOUT THE
10:36:48AM CONTRIBUTIONS FROM THE COUNTY.

10:36:53AM WE HAD AN AGREEMENT TWO YEARS AGO WHAT LAND WOULD BE
10:36:58AM INCLUDED.
10:36:58AM AND NOW THE COUNCIL IS JOINING IN THE BILL AND WANTS TO
10:37:04AM EXPAND THEIR TERRITORY.
10:37:05AM RIGHT NOW, THE THING IS ON HOLD UNTIL RAY -- I GUESS HE WAS
10:37:11AM ON VACATION -- GETS BACK AND SITS DOWN WITH STEVE.
10:37:16AM IT CERTAINLY WAS NEVER MEANT TO EXPAND TO BE A LARGE PORTION
10:37:21AM OF THE COUNTY.
10:37:22AM SAD TO SAY, NOW IT'S ON HOLD.
10:37:27AM IT'S WHERE WE ARE WITH THE BIG BASIN PEOPLE.
10:37:32AM I SHOULD SAY CHAUNCY IS INVOLVED, SO WE'RE ALL GETTING THIS
10:37:37AM THING TOGETHER.
10:37:40AM WHERE THE CHANGES CAME UP FOR THE COUNTY, OBVIOUSLY,
10:37:45AM SHOULDN'T SAY IT SHOULD BE ANTICIPATED, BUT UNFORTUNATELY IT

10:37:50AM IS.
10:37:50AM SAD TO SAY.
10:37:51AM THE SECOND THING, MENTIONED BEFORE ON NOLEN THAT MY WIFE HAD
10:37:57AM AN OPERATION.
10:37:59AM HIP OPERATION.
10:38:00AM THE OPERATION CAME OUT VERY WELL.
10:38:02AM SHE'S RECUPERATING NOW, AND SHE WILL BE GOING TO MAURY'S FOR
10:38:06AM REHABILITATION TOMORROW.
10:38:07AM JUST WANTED EVERYBODY TO KNOW THAT'S WHAT THE SITUATION IS
10:38:11AM THERE.
10:38:18AM >>Nick Batos: NOTHING TO REPORT.

10:38:20AM WANTED TO WISH EVERYONE A BELATED HAPPY THANKSGIVING AND A
10:38:23AM HEALTHY ONE.
10:38:24AM >>Mayor Ribble: I JUST HAVE ONE QUICK THING.
10:38:26AM I SHARED WITH BRITTANY THIS MORNING.
10:38:28AM I WAS INVITED TO A FOCUS GROUP MEETING WITH THE POWERS TO BE
10:38:32AM AT THE NAPLES NEWS PRESS YESTERDAY THROUGH THE FLORIDA
10:38:35AM LEAGUE OF CITIES.
10:38:37AM I REPRESENT THE PRESIDENT OF THE CHAPTER OF THE SOUTHWEST
10:38:40AM AREA HERE, WHICH WE HAVE ABOUT 570 CONSTITUENTS THAT ARE
10:38:44AM COVERED BY OUR FOUR COUNTIES AND 12 MUNICIPALITIES OF THE
10:38:48AM MEMBERS.
10:38:49AM AND WE HAD TWO LOBBYISTS FROM THE FLORIDA LEAGUE.
10:38:53AM SCOTT DUDLEY BEING THE CHIEF LOBBYIST, WAS DOWN FROM
10:38:56AM TALLAHASSEE.
10:38:58AM WE HAD A GREAT SESSION.
10:39:01AM BILL BARKER, THE PRESIDENT OF THE REGIONAL AND REGIONAL
10:39:04AM DIRECTOR OF THE NEWS PRESS, CHAIRED THE MEETING.
10:39:07AM MARYANNE BATTLE I THINK HAD A TOUCH OF THE FLU, SO SHE
10:39:13AM CALLED IN ON SKYPE.
10:39:14AM DESAY WAS THE MODERATOR.
10:39:19AM WE HAD COREY O'DONNELL THERE.
10:39:20AM MIKE CHRISTOPHER AND A FEW OTHER CASTS OF CHARACTERS.
10:39:23AM ANYWAY, IT WAS A VERY POSITIVE FOCUS GROUP MEETING, SHARING
10:39:26AM THE BEST PRACTICES OF WHAT'S HAPPENING AROUND THE STATE WITH
10:39:30AM THREE ITEMS: WATER ISSUES, SEPTIC TO SEWER WAS ONE, AND THE

10:39:36AM DIGITAL DIVIDE.
10:39:37AM AND THEN WE GOT IN AT THE END SHORT-TERM RENTALS.
10:39:41AM BUT WE HAD A GREAT CONVERSATION.
10:39:43AM WE REFLECTED ON A LOT OF THE POSITIVE ARTICLES THAT WERE
10:39:47AM WRITTEN, PARTICULARLY I WAS IMPRESSED THAT THE PRESIDENT
10:39:50AM BARKER RECOGNIZED ESTERO FOR TEAMING UP WITH FGCU, AS WE DID
10:39:56AM ON ESTERO RIVER WITH THE STUDY, HE HAS DONE AN ARTICLE ON
10:39:59AM THAT AND, OF COURSE, OUR NEIGHBOR DOWN THE STREET, BONITA
10:40:02AM SPRINGS HAS DONE THE SAME THING WITH THE IMPERIAL RIVER AND
10:40:06AM SPRING CREEK.

10:40:07AM IT WAS A VERY, VERY POSITIVE SESSION.
10:40:09AM THEY ARE VERY OPEN TO HELPING IN ANY WAY THEY CAN IN
10:40:13AM REPORTING FACTS, SITUATIONS THAT ARISE.
10:40:15AM THEY ARE A PHONE CALL AWAY.
10:40:16AM I WAS REALLY IMPRESSED, THE HOUR AND A HALF SEEMED LIKE TEN
10:40:21AM MINUTES, TO BE HONEST WITH YOU.
10:40:22AM THAT'S ALL I HAVE TO REPORT.
10:40:24AM BURT, DO YOU HAVE ANYTHING?
10:40:27AM >>Burt Saunders: I DON'T HAVE ANYTHING TO ADD.
10:40:29AM I HOPE EVERYBODY GETS WELL.
10:40:30AM THEIR FAMILIES GET WELL AND EVERYBODY IS BACK TO NORMAL
10:40:32AM HERE.
10:40:33AM >>Mayor Ribble: I'M HOPING NOBODY ELSE GETS SICK IS WHAT I'M
10:40:37AM HOPING FOR.
10:40:38AM TWO OF US.

10:40:39AM STEVE.
10:40:40AM >>Steven Sarkozy: NO REPORT.
10:40:42AM >>Mayor Ribble: OKAY.
10:40:42AM WE'LL ADJOURN OUR REGULAR SESSION AND CONVENE THE WORKSHOP.
10:40:46AM [SOUNDING GAVEL]
10:40:47AM DO THE WORKSHOP.
10:40:48AM DO YOU WANT TO TAKE A BREAK?
10:40:50AM >> PLEASE.
10:40:50AM >>Mayor Ribble: THERE'S NO FIVE.
10:40:51AM LET'S TAKE TEN.
10:40:52AM HOW ABOUT COMING BACK AT 10 OF 11?
10:40:56AM [RECESS]
10:41:00AM >>Mayor Ribble: I HAVE TEN MINUTES TO THE HOUR.
10:50:00AM BREAK IS NOW OVER.
10:50:02AM LET'S INTRODUCE THE GULF COAST DREAM CRUISE/ESTERO FEST,
10:50:07AM 2020.
10:50:07AM MR. SARKOZY.
10:50:08AM >>Steven Sarkozy: YES, THIS ITEM HAS COME TO US --
10:50:11AM >>Mayor Ribble: JIM, JIM, THE CAMPAIGN MEETING IS LATER.
10:50:13AM >>Steven Sarkozy: -- AS AN UPDATE TO THE VILLAGE COUNCIL.
10:50:17AM THERE ARE TWO PEOPLE HERE WITH US TODAY, GEORGE ZALUCKI AND
10:50:23AM SAMMY PERRY TO PROVIDE AN UPDATE TO THE VILLAGE COUNCIL
10:50:25AM ABOUT THEIR FIRST EVENT THAT OCCURRED THIS PAST YEAR AND
10:50:27AM ALSO THEIR PROPOSED NEW EVENT FOR FEBRUARY 15th OF 2020.
10:50:32AM GEORGE?

10:50:33AM >> THANK YOU, MR. MANAGER, MR. MAYOR, VICE-MAYOR AND CITY
10:50:36AM COUNCIL, VILLAGE COUNCIL, IT'S OUR PLEASURE TO BE HERE
10:50:39AM TODAY.
10:50:39AM THANK YOU VERY MUCH FOR THE OPPORTUNITY TO PRESENT THIS
10:50:41AM MORNING.
10:50:41AM I'M GEORGE ZALUCKI, AND THIS IS SAMMY PERRY.

10:50:45AM WE ARE THE COFOUNDERS OF THE GULF COAST DREAM CRUISE AND
10:50:49AM ALSO THE CHARITY ORGANIZATION CRUIS'N FOR A CAUSE.
10:50:54AM IT'S OUR PLEASURE TODAY TO BE WITH YOU AND SHARE WITH YOU
10:50:56AM THE DETAILS OF THE SECOND ANNUAL GULF COAST DREAM CRUISE AND
10:51:00AM ALSO OUR VISION OF TEAMING AND PARTNERING WITH THE VILLAGE
10:51:03AM TO BRING A VERY EXCITING SIGNATURE EVENT TO THE VILLAGE FOR
10:51:08AM THE COMMUNITY AND THE RESIDENTS.
10:51:09AM SO OUR PURPOSE, AGAIN, IN THAT VEIN, IS TO SHARE OUR VISION
10:51:18AM WITH ALL OF YOU AND TO SEEK YOUR SUPPORT IN WHAT WE'RE
10:51:21AM TRYING TO EMPHASIZE AND DO FOR THE VILLAGE IN PARTNERING TO
10:51:24AM BRING SOMETHING VERY, VERY SPECIAL TO THE COMMUNITY.
10:51:26AM SO LET'S TALK A LITTLE BIT ABOUT WHO SAMMY AND I ARE TO GIVE
10:51:32AM YOU SOME PERSPECTIVE.
10:51:35AM WE'RE CAR ENTHUSIASTS AND BOTH FROM MICHIGAN.
10:51:37AM AS YOU CAN IMAGINE, BEING FROM THE MOTOR CITY, WE HAVE AN
10:51:40AM AFFINITY TO VEHICLES.
10:51:42AM AS A MATTER OF FACT, THERE'S PROBABLY SOME DNA OF HENRY FORD
10:51:45AM OR THE DODGE BROTHERS IN BOTH OF US AND PROBABLY MORE SO
10:51:49AM WITH ME BECAUSE I'VE OWNED ALL THE DIFFERENT PLATFORMS, BUT

10:51:52AM WE LOVE PEOPLE.
10:51:53AM WE HAVE A PASSION FOR PEOPLE.
10:51:54AM WE HAVE A PASSION FOR CARS CRUISING, AND WE HAVE A PASSION
10:51:57AM FOR COMMUNITY AND GIVING BACK.
10:51:59AM SO WE SUCCESSFULLY IN APRIL OF 2019, WE CREATED AND
10:52:05AM DELIVERED THE FIRST ANNUAL GULF COAST DREAM CRUISE.
10:52:07AM AND SOME OF YOU ATTENDED, AND WE THANK YOU FOR YOUR SUPPORT
10:52:10AM ON THAT.
10:52:10AM WE ALSO ESTABLISHED THE CRUIS'N FOR A CAUSE, WHICH IS THE
10:52:14AM CHARITY ARM, WHICH NOW WOULD GIVE BACK TO THE COMMUNITY.
10:52:17AM LAST YEAR, THIS YEAR, EARLIER THIS YEAR, WE GAVE TO THE
10:52:20AM HARRY CHAPIN FOOD BANK.
10:52:23AM WE WERE VERY PLEASED TO DO THAT AND THEY WERE VERY
10:52:24AM APPRECIATIVE OF THAT DONATION.
10:52:25AM AFTER THE EVENT, COLLABORATING WITH COUNCIL PERSON BOESCH,
10:52:31AM WE THOUGHT, YOU KNOW WHAT?
10:52:32AM THIS IS A GREAT POTENTIAL OPPORTUNITY TO BRING THIS KIND OF
10:52:35AM ENERGY IN A SYNERGISTIC WAY TO THE VILLAGE IN DEVELOPING AND
10:52:41AM PERHAPS EXECUTING A GREAT FESTIVAL THAT WOULD BE GREAT FOR
10:52:44AM NOT JUST THE CAR COMMUNITY BUT THE ENTIRE COMMUNITY OF THE
10:52:47AM RESIDENTS.
10:52:50AM SO OUR VISION IS TO CREATE A SIGNATURE ESTERO FAMILY EVENT
10:53:00AM IN CONJUNCTION WITH THE SECOND ANNUAL DREAM CRUISE THAT
10:53:04AM CELEBRATES THE ESTERO COMMUNITY AND ITS PRIDE.
10:53:07AM SO COORDINATING WITH THE MISSION OF THE DREAM CRUISE, WHICH

10:53:11AM IS TO PROVIDE A UNIQUE CAR ENTHUSIAST EXPERIENCE WHILE
10:53:14AM RAISING MONEY TO GIVE BACK TO THE COMMUNITY.

10:53:17AM WE THINK IT'S A REALLY NATURAL THING TO TIE THESE TOGETHER
10:53:21AM TO EMBRACE THE COMMUNITY, TO HAVE THE RESIDENTS LOOK FORWARD
10:53:25AM TO POTENTIALLY AN ANNUAL EVENT, AND I THINK THAT THE CARS
10:53:29AM KIND OF BRING THAT EXCITEMENT.
10:53:31AM SO IT CAN KIND OF COALESCE TOGETHER AND BRING SOMETHING VERY
10:53:34AM UNIQUE AND SPECIAL AND SIGNATURE TO THIS AREA.
10:53:37AM SO WITH THAT, I'M GOING TO HAND OVER TO SAMMY TO KIND OF
10:53:41AM GIVE A BACKGROUND ON THE HISTORY OF WHERE WE COME FROM, THE
10:53:44AM MARKETING AND WHAT WE'RE DOING AS FAR AS THE PLANNING OF THE
10:53:49AM DREAM CRUISE AND HOW WE CAN KIND OF PULL THIS TOGETHER FOR
10:53:51AM THE VILLAGE OF ESTERO.
10:53:54AM >> GOOD MORNING, MAYOR, MEMBERS OF COUNCIL.
10:53:56AM APPRECIATE YOU HAVING US OUT TODAY.
10:53:58AM SO A LITTLE HISTORY LESSON.
10:54:02AM HOW DID WE GET TO WHERE WE'RE AT TODAY?
10:54:07AM IT'S PRETTY INTERESTING HOW IT ALL STARTED.
10:54:09AM GEORGE MENTIONED WE'RE FROM MICHIGAN, BACK IN DETROIT, AND
10:54:12AM THEY HAVE AN EVENT CALLED THE WOODWARD DREAM CRUISE.
10:54:15AM WHAT'S INTERESTING ABOUT THAT CRUISE IS THAT IT STARTED WITH
10:54:18AM THE MAYOR AND A PLUMBER.
10:54:21AM THEY HAD A VISION TO BUILD A SOCCER FIELD IN THE CITY OF
10:54:26AM FERNDALE.
10:54:27AM THEY DECIDED, WOW, WHY DON'T WE BRING TOGETHER THESE CAR

10:54:30AM ENTHUSIASTS AND SEE IF WE CAN'T PUT OUR EFFORTS TOWARDS
10:54:36AM MAKING THIS SOCCER FIELD HAPPENING.
10:54:38AM WHAT ENDED UP HAPPENING WAS, THEY HAD A LOT MORE FOLKS SHOW
10:54:41AM UP THAN THEY THOUGHT.
10:54:42AM THEY WERE ABLE TO PUT TOGETHER ABOUT \$12,500 BACK THEN.
10:54:46AM ABOUT 1994, 1995 WHEN IT STARTED.
10:54:50AM TODAY, IT'S ONE OF THE LARGEST EVENTS IN THE NATION FOR A
10:54:56AM ONE-DAY EVENT AND GENERATES ABOUT 56 MILLION FOR THE DETROIT
10:55:01AM ECONOMY.
10:55:01AM SO WE'RE NOT UP HERE IMPLYING THAT THIS IS WHAT THIS CRUISE
10:55:05AM WILL DO, BUT IT'S AMAZING WHEN YOU START WITH SOMETHING SO
10:55:10AM SMALL THAT IT CAN GROW INTO SOMETHING SO LARGE.
10:55:14AM AND I THINK WHEN YOU LOOK BACK FROM -- AND WE TAKE OUR ROOTS
10:55:18AM OF WHERE WE'RE FROM AND THE APPRECIATION OF THE EVENT IS, I
10:55:24AM THINK, REALLY KEY ELEMENT TO THE AREA.
10:55:26AM SO A LOT OF PEOPLE LOOK FORWARD TO THAT.
10:55:28AM THAT I THINK IS WHAT WE'RE TRYING TO DO HERE IS TO BRING
10:55:32AM PEOPLE TOGETHER.
10:55:34AM OBVIOUSLY, TWO PURPOSES, LIKE.
10:55:36AM LIKE-MINDED PEOPLE TOGETHER, HAVE SOME FUN, BRING THE CARS
10:55:39AM OUT, HAVE A FAMILY ENVIRONMENT WHERE YOU CAN COME OUT AND
10:55:43AM ENJOY A DAY WITH YOUR FAMILY AND SEE, YOU KNOW, MULTIPLE
10:55:49AM THINGS.
10:55:49AM I THINK AS FAR AS ESTERO GOES, CREATING AN EVENT IN

10:55:52AM PARTNERSHIP WITH YOU GUYS MAKES A LOT OF SENSE BECAUSE WHEN
10:55:55AM YOU THINK ABOUT IT, A LOT OF THE RESIDENTS, THEY HAVE TO GO
10:55:58AM EITHER TO FORT MYERS OR NAPLES, THEY ARE GOING TO DIFFERENT
10:56:02AM AREAS TO ENJOY THESE DIFFERENT EVENTS THAT HAPPEN THROUGHOUT
10:56:05AM THE YEAR.
10:56:07AM I THINK WE CAN CAPITALIZE ON A SIGNATURE EVENT HERE, WHICH
10:56:11AM IS WHAT WE'RE INTRODUCING TODAY.
10:56:13AM THE GULF COAST DREAM CRUISE, WHAT WE SAW IN THIS FIRST
10:56:18AM ANNUAL THIS PAST APRIL WAS THAT IT DID BRING PEOPLE
10:56:22AM TOGETHER.
10:56:23AM IT WAS FUN FOR PEOPLE TO COME ON OUT AND SEE THE DIFFERENT
10:56:27AM CARS.
10:56:27AM WE LACKED A LITTLE BIT ON SPECTATORSHIP, BUT WE FEEL LIKE WE
10:56:33AM CAN RAMP THAT PART OF IT UP.
10:56:35AM THAT'S REALLY WHAT'S GOING TO, I THINK, PROPEL THIS WHOLE
10:56:38AM EVENT.
10:56:40AM BUT SOME INTERESTING THINGS OR CRUISE FACTS THAT I THINK IS
10:56:42AM WORTH MENTIONING IS THAT WE HAD ALMOST 300 CARS IN OUR FIRST
10:56:46AM EVENT.
10:56:47AM GEORGE AND I WENT OUT AND PROMOTED INDIVIDUALLY OR TOGETHER
10:56:52AM TO DIFFERENT CAR GROUPS, CAR SHOWS, AND DIFFERENT AVENUES
10:56:56AM THAT WE HAD TO TRY TO BRING PEOPLE IN FOR ATTENDANCE, AND
10:57:00AM 300 CARS FOR A FIRST-TIME EVENT OF NOBODY KNOWING WE FEEL
10:57:05AM WAS A PRETTY GOOD FEAT.
10:57:07AM WE WERE ABLE TO DONATE TO HARRY CHAPIN FOOD BANK, AS GEORGE
10:57:12AM HAD MENTIONED.

10:57:13AM SHOW THRIVED FOR ABOUT SEVEN HOURS.
10:57:16AM WE FEEL THAT WAS PRETTY GOOD SITTING OUT ON A HOT PARKING
10:57:19AM LOT.
10:57:20AM SOME OF YOU WAS THERE AND IT WAS A PRETTY WARM DAY THAT
10:57:24AM DAY.
10:57:24AM IT WENT OFF INCIDENT-FREE.
10:57:26AM A LOT OF TIMES I THINK THAT THERE'S A NOTION THAT THESE GUYS
10:57:28AM HAVE BIG EGOS, THESE CARS, AND THEY WANT TO DO SOME CRAZY
10:57:32AM THINGS, BUT IT WAS -- COME OFF INCIDENT-FREE.
10:57:37AM SO WE WERE REALLY, REALLY HAPPY ABOUT THAT.
10:57:40AM SO WE'VE BEEN THINKING, HOW DO WE COME UP WITH SOMETHING
10:57:45AM WORKING WITH JIM ON THIS PROJECT, TRYING TO COME UP WITH HOW
10:57:51AM COULD WE COLLABORATE AND MAKE THIS WORK WELL FOR EVERYBODY?
10:57:54AM AND WE'VE COME UP WITH A SIGNATURE EVENT.
10:57:59AM WE HOPE YOU GUYS CAN SUPPORT, ESTERO FEST.
10:58:03AM WHY ESTERO FEST?
10:58:04AM WELL, WE'RE TRYING TO MAKE THIS SOMETHING THAT CREATES
10:58:11AM EXCITEMENT.
10:58:11AM THAT'S REALLY WHAT WE WANT HERE.
10:58:12AM WE WANT THE FOLKS OR THE RESIDENTS THAT LIVE IN ESTERO TO BE

10:58:15AM EXCITED ABOUT SOMETHING ANNUALLY.
10:58:17AM EVERY SINGLE YEAR THEY CAN PUT ON THEIR CALENDAR, WE'RE
10:58:20AM GOING TO ESTERO FEST.
10:58:21AM BRING THE KIDS DOWN.
10:58:22AM WE'LL HAVE SOME -- GEORGE WILL GET INTO SOME OF THE DETAILS,

10:58:25AM BUT SOME PLAY AREAS FOR KIDS, VENDORS, FOOD, LIVE
10:58:29AM ENTERTAINMENT.
10:58:29AM WE FEEL ALL THIS IS REALLY IMPORTANT TO BRING THIS EVENT
10:58:34AM TOGETHER TO MAKE IT SOMETHING THAT IS QUALITY, GIVING BACK,
10:58:39AM RIGHT?
10:58:39AM I THINK THAT'S WHAT WE'RE TRYING TO DO IS TO HELP PROMOTE
10:58:41AM THE GROWTH OF THE CITY SO PEOPLE ARE APT TO WANT TO GIVE
10:58:47AM BACK IN THIS CITY.
10:58:49AM ALSO, IT'S AN EVENT THAT WILL CREATE MORE CONFIDENT, CREATE
10:58:54AM A POSITIVE BUZZ.
10:58:56AM AND THAT'S REALLY I THINK THE BIG THING.
10:58:58AM THE SECOND ANNUAL GULF COAST DREAM CRUISE, FIRST ANNUAL
10:59:02AM ESTERO FEST, WHERE WE ALSO ARE TEAMING UP WITH FGCU.
10:59:08AM WE'RE DOING AN ART CONTEST WITH THEM, FOR THEM TO COME UP
10:59:11AM WITH OUR T-SHIRTS.
10:59:12AM SO WE'RE TRYING TO BRING IN THE COMMUNITY TO MAKE THIS EVENT
10:59:15AM SOMETHING THAT IS MEMORABLE FOR ALL.
10:59:16AM WITH THAT, I'LL TURN THIS BACK OVER TO GEORGE, AND HE'LL
10:59:20AM KIND OF GO THROUGH SOME OF THE DETAILS AND LOGISTICS OF WHAT
10:59:22AM WE'RE THINKING.
10:59:23AM >> THANK YOU, SAM.
10:59:24AM GREAT JOB.
10:59:25AM SO LET'S GET INTO THE ESTERO FEST DETAILS.
10:59:30AM THIS IS WHAT WE PLANNED AND CAME UP WITH.
10:59:32AM THE DATE AND THE TIME IS THE FEBRUARY 15, 2020.

10:59:36AM THE TIME BETWEEN 11 A.M. AND 5 P.M.
10:59:38AM THE LOCATION WOULD BE THE COMMUNITY PARK, WHICH HAS ALREADY
10:59:42AM BEEN RESERVED IN OUR NAME.
10:59:44AM CENTER FIELD OF THE PARK WILL BE THE DREAM CRUISE, WHAT WE
10:59:47AM CALL THE PIT STOP.
10:59:48AM AS YOU MAY REMEMBER, THE FIRST ANNUAL WAS AT MIROMAR.
10:59:52AM WHAT WE WANT TO DO IS SCALE THIS TO THE NEXT LEVEL BY
10:59:54AM BRINGING IN THE CARS, THE BEATS AND EATS, MEANING MUSIC,
10:59:57AM LIVE ENTERTAINMENT, AND, OF COURSE, FOOD TRUCKS AND VENDORS,
11:00:02AM THINGS FOR THE ENTIRE FAMILY.
11:00:04AM VENDOR AND SPONSOR EXHIBITS, KID ZONES WITH BOUNCE HOUSE,
11:00:10AM GAMES AND FACE PAINTING.
11:00:11AM THAT'S WHAT WE VISUALIZE.
11:00:13AM WE'VE ALREADY BEEN WORKING ON THE DETAILS.
11:00:15AM WORKING WITH THE DREAM CRUISE DETAILS IS THAT THE CRUISERS
11:00:19AM WOULD MEET AT ROCK STAR HARLEY-DAVIDSON AT 9 A.M. OVER AT

11:00:22AM DANIELS AND 75.
11:00:24AM ALL THE CRUISERS WOULD DEPART ROCK STAR AT 11 A.M. AND
11:00:30AM FOLLOW THE CRUISE ROUTE LED BY THE SHERIFF, AND THAT'S THE
11:00:32AM PURPOSE, TO ARRIVE AT THE FESTIVAL BETWEEN 11:45 AND NOON.
11:00:36AM IF YOU CAN ENVISION CORKSCREW BEING LINED WITH PEOPLE WITH
11:00:38AM LITTLE MINI-AMERICAN FLAGS.
11:00:40AM IT'S KIND OF A FESTIVE THING, GREETING THE CRUISERS AS THEY
11:00:45AM PULL IN TO THE AREA TO PARK IN CENTER FIELD.
11:00:50AM THE VEHICLES WILL HAVE A SPECIFIC ENTRY POINT TO THE PIT

11:00:54AM STOP, WHICH WOULD BE SEPARATE.
11:00:56AM WE ALREADY SURVEYED THE SITE.
11:00:58AM SEPARATE FROM WHERE GENERAL PARKING WOULD BE.
11:01:00AM AND WE WOULD HAVE ASSISTANCE WITH PARKING AS WELL.
11:01:04AM CRUIS'N FOR A CAUSE CHARITY, GOLISANO CHILDREN'S HOSPITAL.
11:01:10AM THEY WERE ABSOLUTELY WONDERFUL TO SAMMY AND I WHO HAD THE
11:01:13AM OPPORTUNITY TO VISIT.
11:01:14AM THEY INVITED US TO THE HOSPITAL.
11:01:16AM WE TOOK A TOUR AND WE WERE BOTH VERY MOVED BY WHAT THEY ARE
11:01:19AM DOING AT THE HOSPITAL AND WE'RE VERY HAPPY TO BE ABLE TO
11:01:21AM DONATE TO THEM THIS YEAR, AND THEY ARE HAPPY TO HAVE US.
11:01:25AM NOW, THE INCOME THAT WE PLAN ON GENERATING FOR THE CHARITY
11:01:29AM IS THE CRUISERS ARE ASKED TO DONATE AT THE STARTING POINT.
11:01:35AM ACTUALLY HAVE GOLISANO STAFF ON-SITE, AND THEY'LL BE TAKING
11:01:40AM DIRECT DONATIONS.
11:01:42AM AS WE DID LAST YEAR, CORPORATE SPONSORSHIP.
11:01:44AM WE TAKE CARE OF ALL THAT.
11:01:46AM VENDOR SPACE, WE TAKE CARE OF THAT.
11:01:49AM THERE'S INCOME.
11:01:50AM 50/50 RAFFLE, WE'LL DO THAT DURING THE EVENT.
11:01:53AM WE ALSO DID A GO FUND ME LAST YEAR THAT GENERATED DOLLARS
11:01:58AM AND WE'LL DO THE SAME THIS YEAR.
11:01:59AM NOW, THE FESTIVAL COSTS, THE RECREATION CENTER AND THE
11:02:04AM PERMIT FEES PER TREVOR, RIGHT AROUND \$1100.
11:02:08AM THE BANDS AND THE DEEJAYS, A COUPLE OF BANDS AND A DEEJAY

11:02:12AM ALL DAY, ABOUT \$1200.
11:02:14AM THE BOUNCE HOUSE AND GAMES FOR THE KIDS, 300.
11:02:17AM SIGNAGE AND FLAGS, BUDGET AROUND \$500 FOR THAT.
11:02:21AM PROMOTIONAL ADVERTISING, 400 FOR AN ESTIMATED GRAND TOTAL OF
11:02:25AM \$3500 FOR THIS EVENT.
11:02:29AM SO OUR ASK FROM THE VILLAGE IS A FEW THINGS.
11:02:34AM NUMBER ONE, FUNDING FOR THE FESTIVAL FOR THE \$3500.
11:02:40AM TAKING CARE OF THE PERMITTING PROCESS, THE PROMOTION, HELP
11:02:44AM US PROMOTE.
11:02:45AM WE'RE GOING TO PROMOTE BUT WE ASK THAT YOU SUPPORT AND
11:02:47AM PROMOTE.
11:02:47AM OF COURSE, IF YOU HAVE VOLUNTEERS THAT WOULD HELP AT THE

11:02:50AM FESTIVAL, THAT WOULD BE MORE THAN WELCOME AS WELL.
11:02:53AM SAMMY AND I WERE TALKING, FOR THE INVESTMENT, I LOOK AT THIS
11:02:59AM AS AN INVESTMENT BECAUSE TRULY, WHATEVER WE DO EARN,
11:03:01AM WHATEVER WE GET TO KEEP GOES DIRECTLY TO THE CHARITY.
11:03:04AM SO IN ESSENCE THERE'S \$3500 MORE THAT WOULD BE GOING TO
11:03:08AM GOLISANO THAT OTHERWISE WOULDN'T.
11:03:10AM SO AT THIS JUNCTURE, IF THERE ARE ANY QUESTIONS, SAMMY AND I
11:03:16AM WOULD BE HAPPY TO FIELD THOSE FOR YOU.
11:03:17AM >>Mayor Ribble: QUESTIONS BY COUNCIL?
11:03:21AM >>Jim Boesch: ONE POINT I'D LIKE TO MAKE.
11:03:22AM THE CONCEPT OF THIS IS TO BRING THE FAMILY TOGETHER INTO
11:03:25AM ESTERO AS WELL AS THE ADULTS.
11:03:29AM WE HAD THE FIRST ANNIVERSARY WHEN I WAS INVOLVED IN

11:03:35AM PLANNING, THAT ONE OF THE PEOPLE AGREED TO DO THE CHILDREN'S
11:03:39AM EVENTS AND CAME IN AT 5:00 AND STAYED UNTIL 7:00, AND THAT
11:03:44AM WAS A BIG HIT AT THAT EVENT.
11:03:48AM WE GOT 700 PEOPLE.
11:03:50AM AND I THINK WHAT WE HAVE TO DO IS START TO THINK ABOUT THE
11:03:55AM YOUNGER PEOPLE AS WELL AS ALL THE SENIORS INVOLVED IN THE
11:04:02AM EVENT.
11:04:02AM SO THE IDEA WOULD BE -- AND WE WILL BE SPEAKING TO CARMEN.
11:04:08AM I'VE ALREADY SPOKEN TO HIM A LITTLE BIT ABOUT THIS, THEY
11:04:12AM WOULD COME DOWN CORKSCREW ROAD, DOWN TO SANDY LANE AND TURN
11:04:16AM AROUND.
11:04:17AM IF THEY DID A COUPLE OF LAPS WITH PEOPLE SITTING ON THE
11:04:20AM SIDEWALKS AND CHAIRS, BECAUSE I THINK THAT WAS PART OF THE
11:04:24AM PLAN OF THE FIRST CRUISE AND ELIMINATED MOST OF THE PEOPLE.
11:04:28AM THEY ARE NOT GOING TO BE SITTING ON BEN HILL GRIFFIN AND
11:04:31AM WAITING ALL THE TIME.
11:04:32AM HERE, THEY WILL BE ABLE TO SEE ALL THE CARS COME DOWN AND
11:04:37AM THEN THEY WOULD GO INTO THE COMMUNITY CENTER AND THEY ARE
11:04:41AM CLOSE ENOUGH HERE NOW TO GO INTO THE COMMUNITY CENTER AND
11:04:45AM PARTICIPATE IN THE GAMES AND THE FOOD AND EVERYTHING ELSE,
11:04:49AM LOOK AT THE CARS AND SO FORTH.
11:04:53AM IF THERE HAPPENED TO BE AN OVERFLOW, THEN WE HAVE PLENTY OF
11:04:56AM PARKING IN THE FRONT PART OF THE DEVELOPMENT HERE.
11:05:01AM SO THAT WAS THE CONCEPT.
11:05:06AM IT'S NOT IMPOSSIBLE TO THINK THAT WE CAN GET 5, 10 THOUSAND

11:05:10AM PEOPLE TO COME TO THIS AS A STARTING POINT.
11:05:16AM WE SEE BONITA SPRINGS WITH MANY OF THEIR ACTIVITIES THAT
11:05:21AM THEY HAVE, AND I THINK IN TERMS OF MUNICIPALITY, IF YOU HAVE
11:05:28AM A HALLMARK PROJECT THAT WORKS EVERY SINGLE YEAR, PEOPLE
11:05:34AM WOULD COUNT ON IT, AND IT'S DIFFERENT THAN WHAT -- THAT'S
11:05:41AM WHAT WE GET WITH THE CRUIS'N THING.
11:05:44AM THAT'S WHY I WAS EXCITED TO SIT DOWN WITH GEORGE AND TALK
11:05:48AM ABOUT HOW CAN WE MAKE THIS A FAMILY DAY AS WELL AS A CRUIS'N

11:05:53AM DAY?
11:05:54AM THAT'S WHERE THEY CAME UP WITH THIS CONCEPT.
11:05:56AM >>Mayor Ribble: OKAY.
11:05:57AM COUNCIL?
11:05:58AM >>Vice-Mayor Errington: I HAVE A QUESTION.
11:05:59AM ARE YOU REGISTERED AS A 501(C)(3)?
11:06:02AM >> YES, MA'AM.
11:06:03AM >>Vice-Mayor Errington: HOW ARE YOU REGISTERED?
11:06:04AM WHAT'S YOUR NUMBER?
11:06:07AM >> 501(C)(3).
11:06:09AM >>Vice-Mayor Errington: THROUGH THE STATE OF FLORIDA?
11:06:11AM >> FLORIDA, YES, MA'AM.
11:06:12AM >>Vice-Mayor Errington: I LOOKED IT UP.
11:06:14AM I COULDN'T FIND IT.
11:06:16AM >> SUN BIZ.
11:06:19AM CRUIS'N.
11:06:20AM MAYBE YOU SPELLED IT.

11:06:21AM >>Vice-Mayor Errington: I LOOKED ALL DIFFERENT WAYS.
11:06:23AM OKAY, YOU ARE REGISTERED.
11:06:25AM I'M FAMILIAR WITH A LITTLE BIT, NOT A WHOLE LOT WITH CAR
11:06:29AM SHOWS.
11:06:29AM A MEMBER OF MY FAMILY HAS A '67 RESTORED CAMARO.
11:06:33AM IN ANOTHER STATE.
11:06:35AM I KNOW ABOUT THOSE KINDS OF THINGS AND WHAT'S INVOLVED.
11:06:40AM I DO HAVE FEW QUESTIONS.
11:06:45AM I'M A MEMBER OF THE ESTERO ROTARY CLUB, AND FOR SEVERAL
11:06:48AM YEARS, NOT IN THE LAST THREE YEARS, WE HAVE TRIED TO DO A
11:06:53AM BARBEQUE FEST IN THE SAME PARK, WHAT YOU'RE TALKING ABOUT
11:06:59AM DOING.
11:06:59AM AND WE'VE HAD ENTERTAINMENT.
11:07:00AM WE'VE HAD EVERYTHING THAT YOU OFFER, THE BOUNCE HOUSE AND
11:07:04AM THE KIDS' ACTIVITIES, ALL OF THAT.
11:07:06AM WE EVEN INVITED THE CORVETTE CLUB FROM NAPLES AND THEY
11:07:10AM BROUGHT UP CORVETTES, 50 OR MORE CORVETTES THAT WERE ON
11:07:13AM DISPLAY.
11:07:14AM WE BROUGHT IN THE FIRE DEPARTMENT WITH THE FIRE TRUCKS AND
11:07:17AM THE DALMATIAN AND ALL OF THAT, AND WE HAD ENTERTAINMENT ON
11:07:21AM THE STAGE.
11:07:23AM THEN WE HAD, IF YOU SERVE ALCOHOL, YOU HAVE TO HAVE AN AREA
11:07:28AM THAT'S FENCED, NOT AS BIG AS THIS ROOM, BUT YOU HAVE TO PUT
11:07:31AM UP A FENCE AROUND IT, AND PEOPLE CANNOT DRINK OUTSIDE OF THE
11:07:35AM FENCED AREA.

11:07:37AM SO THAT BECAME A HASSLE, BEER AND WINE BEING SOLD THAT WAY.
11:07:41AM IN THE WINTERTIME, WHEN WE WOULD DO THAT, WHEN THE SNOWBIRDS
11:07:47AM FROM UP NORTH WERE IN ATTENDANCE AT OUR CLUB, WE COULD HAVE
11:07:51AM ANYWHERE FROM 70 TO 80 PEOPLE.

11:07:53AM IT WAS A TREMENDOUS AMOUNT OF WORK.
11:07:56AM TREMENDOUS AMOUNT OF WORK, EVEN WITH ALL THE VOLUNTEERS WE
11:07:59AM HAD.
11:07:59AM SO WE DECIDED TO NOT DO IT AGAIN.
11:08:03AM IT WAS A BARBEQUE FEST.
11:08:05AM WE HAD THE FOOD TRUCKS.
11:08:06AM WE HAD THE ENTERTAINMENT.
11:08:08AM WE HAD EVERYTHING THAT YOU'RE TALKING ABOUT WITH THE CARS
11:08:10AM AND EVERYTHING.
11:08:11AM SO WHEN I LOOKED THIS OVER AND LISTENING TO YOU TALK, I
11:08:19AM GUESS I'M HAVING TROUBLE WITH THE VILLAGE.
11:08:23AM WE DON'T HAVE THE VOLUNTEERS TO DO SOMETHING LIKE THAT.
11:08:26AM OUR STAFF IS SMALL, AND WE CERTAINLY CAN'T HAVE ANY OF OUR
11:08:32AM STAFF WORKING ON THAT.
11:08:33AM I DON'T KNOW WHERE YOU WOULD FIND YOUR VOLUNTEERS.
11:08:36AM OUR ROTARY CLUB, WE GIVE OUT SCHOLARSHIPS.
11:08:40AM WE TAKE WHATEVER MONEY THAT WE EARN, WE GIVE IT BACK TO THE
11:08:45AM COMMUNITY.
11:08:46AM IT'S A GOOD CAUSE.
11:08:49AM I KNOW WHAT YOU'RE DOING.
11:08:50AM AND I APPRECIATE THAT.

11:08:51AM BUT I'M SAYING WE'VE BEEN DOWN THIS ROAD.
11:08:54AM IT'S VERY, VERY DIFFICULT, ESPECIALLY THE STAFFING OF
11:08:59AM VOLUNTEERS AND PUTTING ALL THIS TOGETHER.
11:09:02AM AND THEN THE LIKE GO FUND ME CHARITY, WHO WOULD OPERATE
11:09:08AM THAT?
11:09:10AM THOSE KINDS OF THINGS.
11:09:11AM WE'VE NEVER -- ROTARY HAS NEVER COME BEFORE COUNCIL AND
11:09:16AM ASKED FOR ANY MONEY.
11:09:19AM WE DON'T INTEND TO.
11:09:19AM THAT'S NOT THE WAY WE OPERATE.
11:09:21AM I GUESS MAYBE A LITTLE MORE EXPLAINING NEEDS -- IT WOULD
11:09:26AM HELP ME OUT.
11:09:29AM >> HOW MANY PEOPLE DID YOU HAVE?
11:09:31AM DID YOU HAVE SEVERAL THOUSAND PEOPLE?
11:09:37AM >>Vice-Mayor Errington: GARY IS IN THE AUDIENCE.
11:09:39AM GARY, HOW MANY DID WE HAVE?
11:09:41AM >> COUPLE THOUSAND.
11:09:42AM MAYBE 2500.
11:09:45AM STUDENT ART SHOWS, MOM AND DAD --
11:09:48AM >>Vice-Mayor Errington: I FORGOT THAT.
11:09:49AM WE DID EVERYTHING.
11:09:51AM >> WE TRIED EVERYTHING WE COULD AND THE DOWN SIDE WAS WE
11:09:56AM DIDN'T HAVE ANY CONTROL OVER THE PARK.
11:09:59AM SO RESTRICTION ON WHERE PEOPLE COULD EAT -- [NOT SPEAKING AT
11:10:05AM A MICROPHONE]

11:10:05AM TRIED TO DO IT IN THE WINTER MONTHS AND TRIED TO INVOLVE
11:10:10AM RESTAURANTS AS WELL, THEY DON'T HAVE THE STAFF TO HELP US --
11:10:16AM >>Vice-Mayor Errington: MAKES ME TIRED EVEN THINKING ABOUT
11:10:18AM IT.
11:10:18AM >>Mayor Ribble: HOWARD.
11:10:23AM >> [NOT SPEAKING INTO A MICROPHONE]
11:10:25AM >>Mayor Ribble: HOWARD, YOU'RE UP.
11:10:28AM >>Howard Levitan: I THINK I'VE SAID THIS AT COUNCIL MANY
11:10:33AM TIMES.
11:10:33AM I JUST DON'T BELIEVE ANYTHING LIKE THIS IS A REASON TO SPEND
11:10:41AM TAX DOLLARS.
11:10:44AM MONEY THAT WE RAISE IN TAXES FROM THE PUBLIC FOR ANY GOOD
11:10:48AM CAUSES, ROTARY DOESN'T COME AND ASK US FOR MONEY.
11:10:53AM THE CHAMBER DOESN'T COME AND ASK US FOR MONEY.
11:10:58AM THERE ARE ENUMERABLE GREAT CAUSES.
11:10:59AM THIS SOUNDS LIKE A GREAT EVENT.
11:11:01AM THE ART SHOW WHEN IT CAME HERE DIDN'T ASK US FOR MONEY, I
11:11:05AM DON'T THINK.
11:11:05AM I THINK THEY ASKED US FOR PERMISSION.
11:11:09AM ADVERTISING.
11:11:11AM I JUST HAVE TROUBLE --
11:11:13AM >>Mayor Ribble: CAN WE MAKE THIS POSITIVE?
11:11:15AM BECAUSE I'VE BEEN AT THE CAR SHOW.
11:11:18AM >>Howard Levitan: I LIKE THE CAR SHOW.
11:11:20AM >>Mayor Ribble: I WANT TO MAKE THIS POSITIVE.

11:11:23AM I'M GOING TO TOTALLY SUPPORT WHAT HOWARD SAYS, BUT I WANT TO
11:11:26AM MAKE IT POSITIVE BECAUSE I THINK YOU JUST NEED TO FOLLOW THE
11:11:31AM CULINARY SCHOOL EVENT THAT WE HAVE WHERE THE COUNCIL DOESN'T
11:11:33AM GIVE ANY MONEY TO THAT.
11:11:35AM AND WE GET ALL DONORS.
11:11:36AM MY WIFE AND I ARE BIG DONORS, TWO YEARS IN A ROW.
11:11:40AM I'M NOT GOING TO SIT HERE AND EMBARRASS EVERYBODY SAYING WHO
11:11:43AM THE DONORS ARE.
11:11:44AM GARY, YOU'RE INVOLVED IN THAT WHOLE PROCESS.
11:11:46AM WE MEET.
11:11:47AM THE COUNCIL DOESN'T HAVE TO WRITE A CHECK.
11:11:49AM AND I'VE GOT NEWS FOR YA.
11:11:52AM IF YOU KNOCKED ON MY DOOR AND ASKED ME TO BE A COSPONSOR ON
11:11:56AM ONE OF THESE BANDS, I GUARANTEE I COULD GET JOANNE TO WRITE
11:11:59AM YOU A CHECK FOR PROBABLY 600 BUCKS.
11:12:01AM THAT'S THE KIND OF THINKING THAT YOU WANT TO HAVE.
11:12:03AM WE CAN'T OPEN UP THE CANDY STORE OR WE'RE GOING TO SEND THE
11:12:06AM MESSAGE HERE TODAY THAT EVERYBODY THAT HAS A 501 3 C WANTS
11:12:09AM TO COME TO THE COUNCIL -- I MEAN, WHEN IS IT GOING TO STOP?
11:12:12AM WHERE IS IT GOING TO END?
11:12:14AM I DID MY HOMEWORK ON THIS.
11:12:16AM I CALLED AROUND TO OUR BROTHER AND SISTER MUNICIPALITIES.

11:12:19AM AND THEY ALL, "OH, YOU'RE GOING TO OPEN UP PANDORA'S BOX,"
11:12:24AM AND I DON'T THINK WE NEED TO.
11:12:25AM I THINK YOU GUYS CAN HAVE YOUR CAR SHOW.

11:12:27AM I'LL DO EVERYTHING I CAN TO HELP FUND IT.
11:12:30AM ASK PEOPLE I KNOW.
11:12:31AM MAYBE CAN I GET ANOTHER PERSON.
11:12:34AM JOANNE AND NEIGHBOR CAN DO 1200.
11:12:36AM THAT'S THE KIND OF THINKING.
11:12:38AM I CAN'T BELIEVE YOU CAN'T GET TWO OR THREE PEOPLE TO HELP
11:12:40AM YOU WITH THE ADVERTISING.
11:12:41AM ANOTHER FOUR, FIVE PEOPLE WITH THE SIGNAGE. I TOTALLY
11:12:45AM SUPPORT WHAT YOU'RE DOING.
11:12:46AM I JUST DON'T WANT YOU COMING TO THE CANDY STORE.
11:12:49AM BECAUSE LAST NIGHT WE HAD A CHRISTMAS PARTY.
11:12:50AM I HAD TWO PEOPLE COME OVER BECAUSE, BELIEVE IT OR NOT, WHEN
11:12:54AM OUR AGENDA GOES OUT, PEOPLE LOOK AT THESE AGENDAS.
11:12:57AM AND ONE COUPLE I'VE KNOWN FOR LIKE TEN YEARS WERE POUNDING
11:13:01AM ON ME ABOUT, "OH, WE'RE NOT SPENDING MY MONEY ON EVENTS LIKE
11:13:05AM THAT."
11:13:06AM THEY ARE RIGHT.
11:13:06AM WHERE IS IT GOING TO STOP.
11:13:08AM TOTALLY SUPPORT IT.
11:13:10AM PERSONALLY SUPPORT IT, JUST NOT WITH THE TAXPAYER DOLLARS.
11:13:15AM >> WE APPRECIATE THAT.
11:13:16AM QUITE HONESTLY, WE DON'T NEED THE MONEY.
11:13:17AM WE RAISED THE MONEY.
11:13:18AM WE DID IT LAST YEAR.
11:13:19AM WE THOUGHT IT WOULD BE BENEFICIAL FOR THE VILLAGE TO

11:13:22AM ACTUALLY START THEIR OWN FESTIVAL THAT SAMMY AND I WOULD
11:13:25AM HELP ORGANIZE AND FOR THAT, I'M SAYING THIS WOULD BE FOR THE
11:13:29AM VILLAGE.
11:13:29AM NOT FOR THE CHARITY.
11:13:31AM THE CHARITY WOULD BE A BENEFACTOR FROM THE CRUISE.
11:13:33AM SO THE CRUISE AND THE DONORS WOULD GO DIRECTLY TO GOLISANO.
11:13:38AM WHAT WE'RE SUGGESTING AND OFFERING AS A PARTNERSHIP, IF YOU
11:13:41AM WILL, IS THAT IF ESTERO, THE VILLAGE OF ESTERO WANTED TO
11:13:45AM HAVE AN ANNUAL FESTIVAL THAT WE WOULD ARRANGE AND CREATE AT
11:13:50AM A COST OF \$3500 FOR THE RESIDENTS, NOT FOR --
11:13:54AM >>Mayor Ribble: IF WE OPEN THAT UP, GEORGE, WE'RE GOING TO
11:13:56AM HAVE EVERY -- TELL ME A BAD CAUSE.
11:13:58AM TELL ME A BAD CAUSE.
11:13:59AM WE WENT THROUGH THE SAME SITUATION OVER AT PELICAN LANDING.
11:14:03AM WE GOT 3800 DOOR FRONTS WHEN I WAS ON THE BOARD OVER THERE.
11:14:07AM FINALLY, WE HAD TO CUT IT OFF.
11:14:09AM NOW UNITED WAY COMMUNITY.
11:14:12AM BUT WE DON'T SUPPORT EVERYBODY ELSE.

11:14:13AM YOU CAN'T.
11:14:14AM >> I APPRECIATE THAT.
11:14:15AM BUT I WANTED TO CLARIFY THAT WE'RE NOT ASKING THE VILLAGE TO
11:14:17AM FUND OUR EVENT.
11:14:19AM WE THOUGHT IT WOULD BE A GREAT MUTUAL THAT WE BRING
11:14:22AM EVERYTHING TOGETHER AND CREATE AN ANNUAL EVENT FOR THE
11:14:26AM CITIZENS OF ESTERO AT WHAT WE BELIEVE IS A NOMINAL COST.

11:14:30AM NOW, HAVING SAID THAT, WE'RE ALREADY OFF AND RUNNING.
11:14:34AM THIS EVENT IS GOING TO HAPPEN.
11:14:35AM >>Mayor Ribble: GOOD.
11:14:35AM >> I GUESS THE SECOND PART OF IT, IF THE MONEY IS THE
11:14:38AM HURDLE, RIGHT, ALL OF THE BRANDING THAT WE'RE DOING, I THINK
11:14:42AM IT WOULD BE GREAT FOR THE CAR COMMUNITY AND THE COMMUNITY IN
11:14:45AM GENERAL, WHAT WE WOULD DO IS WE WOULD COVER THOSE COSTS FROM
11:14:48AM OUR CORPORATE SPONSORS.
11:14:50AM SO I WOULD POSE THE QUESTION TO THE COUNCIL, WOULD YOU BE IN
11:14:53AM FAVOR OF ENDORSING WHAT WE'RE DOING AND HAVING ESTERO FEST
11:14:58AM AS PART OF THE DREAM CRUISE WITHOUT MONEY ATTACHED TO IT?
11:15:02AM >>Mayor Ribble: OH, GOD.
11:15:03AM IT'S LIKE -- I'M ONLY ONE VOTE.
11:15:09AM I'LL THROW IT OUT TO THE COUNCIL.
11:15:12AM >>Jon McLain: I DO THE VETERANS DAY EVENT AND I KNOW THE
11:15:14AM WORK INVOLVED IN GETTING IT DONE.
11:15:16AM YOURS IS EVEN MUCH MORE EXPANSIVE.
11:15:19AM I'M A CAR NUT MYSELF A LITTLE BIT.
11:15:22AM BUT TRYING TO GET PEOPLE OF ESTERO INVOLVED IN COMMUNITY
11:15:26AM AFFAIRS, I'M ALL IN SUPPORT OF.
11:15:29AM IT'S JUST A MATTER OF HOW WE DO IT.
11:15:30AM I'M WORRIED A LITTLE BIT ABOUT LIABILITY OF US BEING PART OF
11:15:36AM THE WHOLE PICTURE IN THERE.
11:15:37AM I KNOW WHEN YOU GO TO THE PARK, YOU'VE GOT TO PAY YOUR
11:15:40AM \$1100 OR \$1200.

11:15:42AM I THINK THERE'S INSURANCE ATTACHED TO THAT.
11:15:48AM >>Howard Levitan: THIS IS JUST NOT A GOVERNMENTAL FUNCTION.
11:15:49AM I CAN'T SUPPORT THIS.
11:15:51AM >>Mayor Ribble: NICK.
11:15:52AM >>Nick Batos: I AGREE WITH HOWARD AS FAR AS THE GOVERNMENT
11:15:58AM FUNCTION IS CONCERNED.
11:15:59AM BUT ON THE OTHER HAND, I THINK THE IDEA IS A GREAT IDEA,
11:16:03AM GIVING TO THE CHARITY IS A GREAT IDEA.
11:16:05AM I THINK THAT AS A VILLAGE, WE'VE SUPPORTED OTHER EVENTS THAT
11:16:10AM PEOPLE RUN, LIKE THE SCHOOL EVENTS, AND WE'RE NOT STICKING
11:16:17AM -- THAT'S RIGHT.
11:16:19AM ALSO, I THINK IN THAT CASE, A LOT OF US GO OUT AND TRY TO
11:16:24AM HYPE IT UP SO THAT PEOPLE ARE ATTENDING IT.
11:16:27AM WE DO THE SAME THING THROUGH THE ECCL.

11:16:30AM I THINK THE MORE THINGS THAT OCCUR IN ESTERO THAT ARE OF
11:16:34AM QUALITY NATURE ARE GOOD FOR ESTERO AND FOR THE COMMUNITY.
11:16:39AM AND THAT WAY I THINK WE CAN BE VERY SUPPORTIVE OF IT,
11:16:42AM PERSONALLY.
11:16:42AM CAN BE VERY SUPPORTIVE OF THE ATTEMPT.
11:16:46AM >>Mayor Ribble: I ALREADY PLEDGED MONEY FOR IT, NICK.
11:16:48AM I TOTALLY SUPPORT IT.
11:16:49AM I JUST DON'T WANT THE VILLAGE TO HAVE TO DO IT.
11:16:52AM >>Howard Levitan: IT'S NOT A VILLAGE COUNCIL ENDORSEMENT.
11:16:55AM IF IT'S A GOOD AFFAIR AND HAPPENING IN ESTERO, WE'LL ALL GO
11:17:00AM OUT THERE AND SUPPORT.

11:17:01AM >> I'D BE GLAD TO TAKE MY THOUSAND DOLLARS FROM THE CULINARY
11:17:05AM DEAL NEXT YEAR AND GIVE IT TO YOU GUYS.
11:17:06AM I HAVE NO PROBLEM WITH THAT, UNLESS YOU GUYS HAVE A PROBLEM
11:17:10AM WITH THAT.
11:17:11AM >> NO, WE HAVE NO PROBLEM WITH THAT, BECAUSE WE GIVE IT TO
11:17:13AM CHARITY.
11:17:14AM THAT'S THE PURPOSE HERE.
11:17:15AM IT'S CARS, COMMUNITY, AND THE CAUSE.
11:17:16AM THAT'S WHAT SAMMY AND I ARE ALL ABOUT.
11:17:18AM SO THE BRANDING WAS AN IDEA TO COALESCE AGAIN A CITY EVENT
11:17:25AM THAT'S AN ANNUAL EVENT FOR THE RESIDENTS, FOR A CELEBRATION
11:17:28AM OF ESTERO.
11:17:29AM WE'RE GOING ON FIVE YEARS.
11:17:31AM >>Mayor Ribble: WELL, THE INSURANCE COMMENT I THINK RINGS
11:17:33AM HOME TO ME.
11:17:34AM BECAUSE I CAN TELL YOU, WHEN CORPORATE AMERICA, WHEN YOU SAY
11:17:38AM IT'S A SUCH AND SUCH EVENT, THE DEEP POCKETS GO TO THE
11:17:42AM PERSON THAT HAS THAT TITLE.
11:17:43AM IF WE'RE SAYING IT IS A VILLAGE OF ESTERO EVENT, ENDORSED BY
11:17:47AM THE VILLAGE, I THINK THAT IMPLIES SOME LIABILITY, DOES IT
11:17:50AM NOT, STEVE?
11:17:53AM >>Steven Sarkozy: I DEFER TO OUR ATTORNEY ON THIS, BUT I
11:17:55AM DON'T THINK THERE'S ANY SPECIFIC LIABILITY.
11:17:58AM >>Matthew Roepstorff: IT DOESN'T MATTER IF DOES OR NOT,
11:18:03AM YOU'LL STILL GET NAMED IN THE SUIT.

11:18:05AM LOOKING AT IT FROM A PRACTICAL STANDPOINT, FROM A
11:18:07AM PLAINTIFF'S STANDPOINT, THEY ARE GOING TO NAME YOU AND YOU
11:18:09AM FIGURE IT OUT LATER, FROM A PLAINTIFF'S STANDPOINT, YOU
11:18:12AM STILL HAVE TO GO THROUGH IT.
11:18:14AM >> WE OBTAIN EVENT INSURANCE LAST YEAR, EARLIER THIS YEAR AT
11:18:21AM MIROMAR.
11:18:22AM >>Howard Levitan: THE SLIPPERY SLOPE ARGUMENT HAS TO APPLY
11:18:26AM HERE.
11:18:26AM WHEN WE DID THE LIGHTS ON 41, DON'T FORGET, WE HAVE HOLES ON
11:18:33AM EACH OF THOSE POLES THAT YOU COULD HAVE A BANNER.

11:18:37AM AND THIS COUNCIL TALKED ABOUT THAT, ABOUT GIVING THE
11:18:39AM OPPORTUNITY FOR NONPROFITS TO ADVERTISE THEIR EVENTS ON
11:18:45AM THOSE POLES, EXCEPT WE COULD NEVER FIGURE OUT HOW TO DO
11:18:48AM THAT.
11:18:49AM THIS IS A SIMILAR THING.
11:18:50AM WE'LL NEVER BE ABLE TO FIGURE OUT WHAT'S A WORTHY CAUSE AND
11:18:53AM WHAT'S NOT A WORTHY CAUSE.
11:18:55AM IT'S NOT A GOVERNMENTAL.
11:18:56AM IT'S A PRIVATE FUNCTION, EVEN IF IT'S OPEN TO THE PUBLIC,
11:18:59AM YOU'RE CHARGING FOR IT.
11:19:01AM I THINK THIS IS A REAL SLIPPERY SLOPE.
11:19:05AM I'LL BE MORE THAN HAPPY TO COME TO THIS AND I'LL SUPPORT IT,
11:19:09AM BUT I DON'T THINK IT'S A COUNCIL GOVERNMENTAL ISSUE.
11:19:15AM >>Vice-Mayor Errington: I HAVE TO AGREE WITH THAT.
11:19:18AM I THINK YOU STAND ON YOUR OWN WITH THE GULF COAST DREAM

11:19:20AM CRUISE 2020 AND CRUIS'N FOR A CAUSE AND JUST LEAVE THE
11:19:24AM VILLAGE OF ESTERO OUT OF IT.
11:19:25AM IT WILL BE HELD IN ESTERO.
11:19:28AM >> CORRECT.
11:19:28AM >>Vice-Mayor Errington: BUT, LIKE I SAID, I'VE BEEN DOWN
11:19:30AM THIS ROAD.
11:19:32AM I DON'T KNOW IF YOU HAVE ANY IDEA THE AMOUNT OF WORK THAT
11:19:35AM YOU ARE INVOLVED IN WITH THIS.
11:19:38AM IT'S A LOT OF WORK.
11:19:43AM I KNOW WITH OUR LIABILITY, THAT WE HAVE TO GET SPECIAL
11:19:47AM PERMISSION FROM ROTARY INTERNATIONAL WHENEVER WE HOLD A
11:19:51AM SPECIAL EVENT AND YOU HAVE TO MAKE SURE THAT YOU HAVE THAT
11:19:54AM TO PROTECT THE ORGANIZATION.
11:19:55AM LIABILITY INSURANCE IS MAJOR, MAJOR, ESPECIALLY IF YOU SERVE
11:20:00AM ALCOHOL.
11:20:01AM IF YOU HAVE THIS KIND OF EVENT, YOU WILL HAVE TO PROBABLY DO
11:20:03AM THAT.
11:20:04AM >> WE DIDN'T PLAN ON IT.
11:20:06AM >>Vice-Mayor Errington: IF YOU DIDN'T, WELL, THAT'S --
11:20:08AM >> WE WANT TO MAKE IT MORE OF A FAMILY EVENT.
11:20:11AM >>Vice-Mayor Errington: THIS WAS FAMILY, TOO.
11:20:12AM EVERYTHING WE'VE HAD HAS BEEN FAMILY, FAMILY EVENT.
11:20:16AM EVERYTHING WAS FAMILY.
11:20:17AM BARBEQUE AND BOUNCE HOUSE.
11:20:20AM IF YOU HAVE A BOUNCE HOUSE, I MEAN -- WE HAD EVERYTHING.

11:20:29AM >>Mayor Ribble: BOUNCE HOUSES ARE ALWAYS ON THE NEWS.
11:20:31AM EVERY TIME THERE IS A GUST OF WIND --
11:20:33AM >> THERE GOES THE BOUNCE HOUSE.
11:20:36AM YOU GET INSURANCE FOR THE BOUNCE HOUSE AS WELL.
11:20:40AM >>Vice-Mayor Errington: WHAT I AM SAYING PERSONALLY, IS I
11:20:43AM SUPPORT WHAT YOU'RE DOING.

11:20:44AM I THINK IT'S A WONDERFUL CAUSE.
11:20:46AM I JUST SAY LEAVE THE VILLAGE OF ESTERO OUT OF IT.
11:20:49AM >> UNDERSTOOD.
11:20:51AM >>Mayor Ribble: OKAY.
11:20:56AM >>Jim Boesch: EVERY MUNICIPALITY STRIVES TO DO EVERYTHING
11:21:01AM THEY CAN FOR THEIR RESIDENTS.
11:21:07AM AS WE NOTICED WITH BONITA SPRINGS, THEY PROBABLY HAVE A
11:21:12AM DOZEN, A DOZEN AFFAIRS EACH YEAR FOR THEIR RESIDENTS.
11:21:16AM CAN YOU TELL ME ONE AFFAIR WE HAVE HERE IN ESTERO FOR THE
11:21:22AM RESIDENTS OF ESTERO, A FAMILY DAY.
11:21:26AM >>Mayor Ribble: BONITA SPRINGS HAS TWO.
11:21:28AM I DID MY HOMEWORK.
11:21:29AM THEY HAVE TWO.
11:21:30AM >>Jim Boesch: YOU CAN TALK.
11:21:31AM WHAT ARE THE TWOS.
11:21:36AM >>Mayor Ribble: DOWN IN BONITA SPRINGS.
11:21:39AM LISTEN, JIM, BONITA SPRINGS HAS TWO.
11:21:41AM THEY HAVE AN HISPANIC FESTIVAL AND THEN THEY HAVE SOMETHING
11:21:44AM ELSE.

11:21:44AM I ALREADY DID MY HOMEWORK ON THIS, AND THEY CAUTIONED OPEN
11:21:49AM UP PANDORA'S BOX.
11:21:50AM THEY GOT IN THESE TWO NOW AND CAN'T GET OUT OF THEM.
11:21:54AM I WON'T NAME THE OTHER MUNICIPALITIES, BUT IT'S AN ISSUE.
11:21:56AM I DON'T KNOW WHAT THE RUB IS HERE.
11:21:57AM WE'RE AGREEING TO HELP THESE FELLOWS DO THIS.
11:22:01AM WE'RE GOING TO WRITE CHECKS.
11:22:03AM TALK ME OUT OF WRITING THE CHECK.
11:22:04AM CALL MY WIFE, HOLD THE CHECK.
11:22:06AM DON'T WANT TO DO IT NOW.
11:22:08AM WE'RE SUPPORTING YOUR CAUSE.
11:22:10AM WE DON'T WANT TO BE THE CANDY STORE FOR THE TAXPAYERS.
11:22:12AM THAT'S ALL WE'RE SAYING.
11:22:14AM >> WE APPRECIATE THAT PERSPECTIVE.
11:22:15AM WE DIDN'T LOOK AT IT FROM YOUR SEAT.
11:22:17AM WE'RE LOOKING AT IT FROM OUR SEAT.
11:22:19AM WE JUST WANT TO GIVE BACK, HAVE A GREAT TIME FOR THE
11:22:21AM RESIDENTS AND NOT CAR ENTHUSIASTS.
11:22:23AM >>Mayor Ribble: AS FAR AS YOUR CAPACITY TO DO THIS, AFTER I
11:22:27AM SAW WHAT YOU DID LAST YEAR, I HAVE NO DOUBT IN MY MIND THAT
11:22:30AM THE ISSUES BROUGHT UP THAT YOU'LL HANDLE THOSE.
11:22:32AM AND I DON'T THINK YOU CAN GET MORE SUPPORT THAN THAT.
11:22:35AM I REALLY DON'T.
11:22:36AM WHAT'S IT MATTER IF THE COUNCIL WRITES YOU A CHECK FOR THE
11:22:40AM TAXPAYERS FOR \$3500, AND THEN WE ALL GET BEAT UP OR IF WE

11:22:44AM INDIVIDUALLY SUPPORT YOU AND GO OUT AND RECRUIT OUR
11:22:47AM NEIGHBORS THAT -- TO WRITE A CHECK.

11:22:51AM I THINK YOU WOULD MUCH RATHER HAVE THAT, WOULDN'T YOU?
11:22:54AM >> I THINK WE CAN AGREE WE'RE VISIONARIES, AND WE JUST
11:22:56AM THOUGHT IT WOULD BE GREAT, NOTWITHSTANDING THE OBSTACLES
11:22:59AM THAT YOU'VE ALL ADDRESSED TODAY, THAT IT WOULD BE SOMETHING
11:23:02AM VERY SPECIAL FOR THE COMMUNITY THAT WOULD IDENTIFY ESTERO ON
11:23:06AM AN ANNUAL EVENT.
11:23:08AM THAT'S THE LIMIT OF OUR IDEAS AND OUR THOUGHT PROCESS.
11:23:10AM BUT I APPRECIATE YOUR FEEDBACK.
11:23:14AM >>Mayor Ribble: THANK YOU.
11:23:16AM ANY OTHER COMMENTS?
11:23:20AM >>Howard Levitan: SEEMS TO BE A CLEAR CONSENSUS.
11:23:21AM >>Mayor Ribble: WE CAN'T VOTE.
11:23:23AM WE'RE IN A WORKSHOP.
11:23:26AM >> OKAY.
11:23:26AM THANK YOU VERY MUCH FOR YOUR TIME, COUNCIL.
11:23:28AM >>Mayor Ribble: THANK YOU.
11:23:28AM KEEP IN TOUCH AS YOU MOVE FORWARD.
11:23:31AM I KNOW YOU'LL SEE MY WIFE AT ANOTHER MEETING AT 1:00.
11:23:34AM YOU CAN START LOBBYING HER.
11:23:36AM >> YES.
11:23:37AM I'LL TELL HER YOU SAID HELLO.
11:23:39AM >>Howard Levitan: TELL HER SHE SHOULD WRITE THE CHECK FOR A
11:23:42AM THOUSAND BUCKS.

11:23:42AM >>Mayor Ribble: IT'S THE BED TAX FOR HER MOTHER WHO IS
11:23:45AM SAYING HERE THE MONTH OF JANUARY.
11:23:50AM >> UP TO 2,000 NOW THAT YOU'LL GIVE?
11:23:53AM >>Mayor Ribble: OKAY.
11:23:54AM MOVING RIGHT ALONG, STEVE, NEXT ITEM ON THE AGENDA.
11:23:58AM >>Steven Sarkozy: THE NEXT ITEM IS THE ESTERO BRANDING
11:24:00AM UPDATE.
11:24:01AM THIS IS PART OF OUR CAPITAL IMPROVEMENT PROGRAM.
11:24:03AM ONCE WE SELECT THE TYPE OF BRAND THAT WE THINK IS
11:24:07AM APPROPRIATE FOR THE COMMUNITY, THIS WILL LEAD INTO
11:24:13AM ADDITIONAL DISCUSSIONS ABOUT SIGNAGE ON OUR ROADWAYS AND
11:24:16AM WHERE WE CAN USE THE BRAND ITSELF.
11:24:18AM DAVE WILLEMS HAS BEEN KIND OF COORDINATING THIS EFFORT ON
11:24:22AM OUR BEHALF.
11:24:22AM DAVE, ANY OTHER COMMENTS?
11:24:24AM >>David Willems: YEAH.
11:24:24AM COUNCIL, WE BROUGHT THIS TO COUNCIL SEVERAL MONTHS AGO AND
11:24:30AM COUNCIL HAD SOME INPUT ON THE OPTION THAT OUR CONSULTANT HAD
11:24:33AM PROPOSED.
11:24:34AM OUR CONSULTANT HAS CHANGED THE ORIGINAL OPTION AND THEN ALSO
11:24:38AM ADDED A COUPLE, I THINK TWO MORE OPTIONS FOR BRANDING.
11:24:43AM SPECIFICALLY THE LOGO.
11:24:45AM TODAY, JEANNE FRAZER WITH VITAL LINK WILL PRESENT THOSE.
11:24:50AM WHAT STAFF IS HOPING TO GET IS SOME DIRECTION, EITHER

11:24:54AM COUNCIL HAS ONE LOGO THAT THEY LIKE OR THERE ARE TWO, AND IF

11:24:58AM THERE ARE TWO, WHAT WE COULD DO IS GO OUT TO THE PUBLIC AND
11:25:00AM DO SURVEYS AND SEE IF THE PUBLIC HAS A PREFERENCE OR NOT.
11:25:03AM JEANNE WILL DO A LITTLE BIT OF BACKGROUND AND THEN GO
11:25:08AM THROUGH THE LOGOS.
11:25:11AM >> JEANNE FRAZER: GOOD MORNING, COUNCIL.
11:25:14AM I APOLOGIZE IF MY VOICE IS A LITTLE SHAKY.
11:25:16AM I HEAR THAT YOU GUYS HAVE BEEN DEALING WITH SOME ILLNESS
11:25:18AM DOWN HERE AND I'M HOPEFULLY ON THE TAIL END OF NOT FEELING
11:25:22AM WELL.
11:25:22AM HAPPY TO BE HERE TODAY, THOUGH, AND TALK ABOUT THE BRANDING
11:25:28AM A LITTLE.
11:25:29AM SO THE BACKGROUND IS THE CURRENT LOGO THAT YOU HAVE FOR THE
11:25:32AM VILLAGE HAS SERVED YOU VERY WELL FOR THE PAST FOUR YEARS
11:25:35AM THROUGH INCORPORATION.
11:25:38AM ESTERO NOW HAS AN ESTABLISHED IDENTITY WITHIN THE MINDS OF
11:25:41AM THE RESIDENTS.
11:25:42AM THE STRENGTHS, AS WE IDENTIFIED THROUGH THE RESEARCH AND THE
11:25:45AM SURVEYS THAT WE'VE DONE HAVE BEEN ON THE ARCHITECTURAL
11:25:48AM STANDARDS, THE LANDSCAPE STANDARDS, PRESERVATION, PEOPLE
11:25:52AM REALLY THINK ESTERO IS BEAUTIFUL AND CLEAN.
11:25:55AM THE ESTERO RIVER LOCATION AND SHOPPING.
11:25:58AM SO THOSE WERE ALL KEY POINTS FOR THE RESIDENTS.
11:26:04AM THE CHALLENGES WERE IDENTIFIED WITH THE CURRENT LOGO IS WITH
11:26:08AM THE LARGE E AND THE SMALL STERO, WHICH IS THE SECOND PORTION
11:26:13AM OF IT.

11:26:14AM SCALING IT UP OR DOWN MAKES IT HARD BECAUSE OF READABILITY.
11:26:17AM I HAD COME UP WITH AN EXAMPLE THAT I'M GOING TO ASK DAVID TO
11:26:22AM PASS OUT, BECAUSE IT'S SORT OF HARD FOR ME TO VISUALIZE THIS
11:26:26AM WITHOUT DOING IT.
11:26:27AM WITH A LOGO, YOU WANT IT TO BE ABLE TO BE LEGIBLE EVEN IN
11:26:32AM ITS SMALLEST FORMAT, WHICH IS ABOUT AN INCH.
11:26:35AM THAT KIND OF THING.
11:26:36AM SO WHAT I DID IS JUST A QUICK EXAMPLE OF PUTTING ALL OF
11:26:41AM THOSE LOGOS ON A PEN.
11:26:43AM SO YOU'VE GOT A VERY SMALL SIZE OF THAT PEN.
11:26:47AM WHAT YOU SEE WHEN YOU DO THAT, IS THAT BRINGS TO LIGHT THE
11:26:50AM READABILITY ISSUES.
11:26:51AM SO THE ONE ON THE TOP LEFT-HAND CORNER, THAT IS THE ORIGINAL
11:26:55AM LOGO.
11:26:56AM AS YOU CAN SEE, WE'RE LIMITED BY THE WIDTH OF THE PEN, AND I
11:27:01AM MADE EACH OF THOSE VERSIONS AS BIG AS I COULD WITHOUT
11:27:05AM EXTENDING PAST THAT WIDTH OF THE PEN.
11:27:07AM WHAT HAPPENS IS, WHEN YOU LOOK AT THAT FROM ANY DISTANCE AND
11:27:10AM IF YOU NEED READING GLASSES LIKE I DO, IT'S A LITTLE MORE
11:27:15AM DIFFICULT.

11:27:16AM WHAT YOU SEE IS THE STERO PORTION OF IT IS HARD TO READ.
11:27:19AM AND THE VILLAGE OF IS EVEN TINIER.
11:27:22AM THAT'S JUST THE CONSTRAINTS THAT YOU HAVE WITH THAT.
11:27:24AM WHEN YOU -- THIS IS ALSO A GOOD WAY TO IMAGINE A SIGN.
11:27:28AM BECAUSE PEOPLE ARE GOING TO SEE IT FROM A DISTANCE.

11:27:30AM YOU WANT IT CLEARLY READABLE SO THEY CAN GET WHAT THAT IS
11:27:34AM RIGHT AWAY, SO THAT TRULY BRANDS YOU.
11:27:36AM THAT IS ONE OF THE CHALLENGES THAT WE FACE WITH THAT.
11:27:40AM ALSO, THE YOUNGER GENERATION, THEY ARE NOT EVEN TEACHING
11:27:44AM CURSIVE ANYMORE IN SCHOOLS.
11:27:46AM AND THEY HAVE DONE A LOT OF STUDIES AND A LOT OF RESEARCH
11:27:49AM SHOWING THAT THE YOUNGER GENERATION CAN'T READ CURSIVE.
11:27:53AM I THINK THAT'S A LITTLE BIT OF ASHAME, BUT IT IS KIND OF IS
11:27:58AM WHAT IT IS ON THAT.
11:27:59AM ALSO, WITHIN THE ORIGINAL LOGO, THE DIFFERENT FONT CHOICES
11:28:02AM AND SORT OF THE THICKNESS OF THE LETTERS MAKE IT A LITTLE
11:28:06AM BIT HARD ON READABILITY.
11:28:09AM OUR OPTION NUMBER ONE KEEPS MANY ATTRIBUTES OF THE CURRENT
11:28:14AM BRANDING LOGO.
11:28:15AM THE SUNSET AND EGRET AND WATER FROM THE COUNCIL CHAMBERS
11:28:19AM HERE THAT YOU HAD IDENTIFIED THAT YOU LOVE THE VILLAGE OF
11:28:24AM MAINTAINED IN THE LOGO.
11:28:26AM SIMILARITIES TO THE ENVELOPE TEXT THAT IS CURRENTLY USED
11:28:28AM UNDER THE VILLAGE OF ESTERO.
11:28:29AM WE FEEL THAT THIS LOGO ALSO REPRESENTS THE STRENGTHS OF
11:28:33AM ESTERO.
11:28:34AM THE TOWER TALKS ABOUT THE ARCHITECTURE.
11:28:36AM THE WATER GOES TO THE ESTUARY, THE ESTERO RIVER, THE PONDS,
11:28:42AM THE WATER FEATURES THAT ARE HERE.
11:28:44AM THE LEAF TALKS ABOUT THAT LANDSCAPING, PRESERVATION.

11:28:48AM AND THE SUNSET AND EGRET ARE, AGAIN, THAT CURRENT BRANDING
11:28:52AM FROM THE SIGNAGE THAT YOU HAVE HERE.
11:28:53AM SO OPTION 1 HERE IS SHOWN IN FULL COLOR.
11:29:02AM ON A SIGN, YOU CAN SEE THIS CAN ALSO BE DONE VERY EASILY
11:29:10AM WITH AN OUTLINE THAT DOES NOT HAVE THE COLOR IN IT.
11:29:13AM IT ALMOST FEELS LIKE A WROUGHT IRON PIECE.
11:29:19AM THAT'S QUITE BEAUTIFUL.
11:29:20AM YOU SEE HERE HOW THAT COULD LOOK ON THE SUNSET BACKGROUND,
11:29:25AM ON THAT BEAUTIFUL BACKGROUND WITH THE BIRD.
11:29:28AM WE ALSO WANTED TO INCLUDE AN EXAMPLE OF SOMETHING THAT IS A
11:29:33AM LITTLE SIMILAR AND THAT'S WITH BABCOCK RANCH.
11:29:36AM YOU CAN SEE THEY HAVE AN ICON AND A CIRCLE WITH THAT, AND
11:29:39AM THEY HAVE USED THAT ICON TO HELP BRAND THE BABCOCK RANCH.
11:29:45AM SO YOU CAN SEE ON SORT OF THE SIDE RAILS ON THE STREET SIGNS
11:29:49AM WHERE THAT CIRCLE ICON HELPS TO BRAND THEM ALSO ON THE
11:29:54AM SIGNAGE.

11:29:57AM WITHIN THEIR SHELTERS, YOU CAN SEE THAT CIRCLE AND ON THEIR
11:29:59AM BUILDINGS.
11:30:00AM SO THAT'S SOMETHING THAT CAN REALLY HELP BRING THAT AS AN
11:30:03AM IDENTIFIER FOR THE COUNTY, ALMOST THINKING OF IT LIKE A NIKE
11:30:07AM SWOOSH.
11:30:08AM THAT BECOMES SORT OF THE IDENTIFIER.
11:30:12AM >>Jim Boesch: WHEN YOU LOOK AT THESE TWO THINGS, THE FIRST
11:30:14AM ONE, YOU CAN SEE IT'S VILLAGE WITH A G.
11:30:18AM ON THE SECOND ONE, IT LOOKS LIKE IT'S VILLAGE WITH A C.

11:30:22AM WHEN YOU GO TO CAPITAL LETTERS.
11:30:28AM >>Jeanne Frazer: WHICH ONE?
11:30:29AM BACK ONE SLIDE.
11:30:34AM ON THE FIRST ONE --
11:30:39AM >>Jim Boesch: YOU SEE VILLAGE WITH SMALL LETTERS.
11:30:42AM WHEN YOU GO TO THE SECOND ONE WITH ALL CAPITAL LETTERS IT
11:30:45AM LOOKS LIKE IT'S VILLAGE WITH A C.
11:30:52AM >> OKAY.
11:30:53AM THAT IS SOMETHING WE CAN ADDRESS.
11:30:55AM WE CAN ABSOLUTELY ADD --
11:30:58AM >>Jim Boesch: STAYING WITH THE SMALL LETTERS, IT'S VERY
11:31:01AM CLEAR.
11:31:02AM >>Jeanne Frazer: THAT IS SOMETHING THAT WE COULD ADD A
11:31:03AM LITTLE MORE OF A CROSSBAR ON THAT TO IDENTIFY THAT AS A G.
11:31:08AM SOME FONTS ARE A LITTLE MINIMALISTIC, BUT WE CAN ABSOLUTELY
11:31:13AM UPDATE THAT.
11:31:14AM THOSE ARE THE KIND OF CONCERNS THAT ARE GOOD TO ADDRESS AT
11:31:22AM THIS POINT IN STAGE.
11:31:24AM >>Vice-Mayor Errington: COULD YOU GO BACK TO THAT SLIDE,
11:31:26AM PLEASE?
11:31:27AM I CAN SEE WHAT JIM IS SAYING, YOU KNOW, TO PUT JUST A LITTLE
11:31:38AM DASH THERE TO MAKE IT LOOK MORE LIKE A G, BUT COULD THAT BE
11:31:42AM DARKER, LIKE ESTERO?
11:31:45AM IS THERE A PURPOSE -- ESTERO HAS TO STAND OUT, BUT THE
11:31:50AM FAINTNESS OF THE "VILLAGE OF" THE LETTERING.

11:31:54AM >>Mayor Ribble: I BROUGHT THAT UP TO DAVID WHEN WE HAD OUR
11:31:56AM ONE-ON-ONE SESSION.
11:31:58AM I TOTALLY AGREE WITH WHAT KATY IS SAYING.
11:32:01AM THE "VILLAGE OF" SHOULD BE THE SAME SIZE AS ESTERO.
11:32:06AM >>David Willems: WE CAN DEFINITELY LOOK AT THICKENING IT.
11:32:08AM >>Mayor Ribble: ON THE LOGO.
11:32:09AM ON THE RIGHT.
11:32:10AM >>David Willems: YEAH, THE CIRCULAR ONE.
11:32:11AM JUST THICKEN IT AND MAKE IT THE SAME COLOR AS THE ESTERO
11:32:18AM PART OF IT.
11:32:19AM >>Jeanne Frazer: WE CAN MAKE THAT A LITTLE BOLDER.
11:32:20AM ESTERO WILL STAND OUT A LITTLE LESS WITH MAKING THAT BOLDER,

11:32:22AM BUT IT CAN READ TOGETHER.
11:32:24AM >>Jon McLain: I DON'T UNDERSTAND THE VALUE OF THE LINE
11:32:25AM UNDERNEATH THE VILLAGE OF.
11:32:27AM I THINK THAT DISTRACTS FROM THE OVERALL DESIGN, ESPECIALLY
11:32:29AM IF YOU MAKE "VILLAGE OF" SLIGHTLY LARGER FONT, HAVING -- IT
11:32:33AM KIND OF DISTRACTS FROM THE WHOLE LOGO.
11:32:39AM >>Vice-Mayor Errington: MAY I ASK, TOO, I KNOW YOU WANT IT
11:32:42AM TO BE DIFFERENT, BUT THE "E," CAPITAL E WITH THE LINE GOING
11:32:47AM OUT TO THE LEFT, DOES THAT SERVE A PURPOSE OTHER THAN JUST
11:32:51AM BEING A LITTLE DIFFERENT, KEEPING IT SIMPLE?
11:32:54AM >>Jeanne Frazer: IT'S A CUSTOMIZED FONT.
11:32:57AM SO THAT'S SOMETHING THAT WAS CREATED SPECIFICALLY FOR THIS.
11:33:00AM YOU COULDN'T JUST TAKE AND TYPE THAT ON YOUR COMPUTER.

11:33:02AM SO THAT GIVES YOU SOMETHING THAT'S A LITTLE BIT MORE UNIQUE
11:33:05AM AND IT ALSO REFERENCES MOVEMENT.
11:33:07AM IT HAS A FEEL OF MOVEMENT, RELATING BACK TO THE WATER.
11:33:10AM >>Vice-Mayor Errington: I THINK ONE OF THE THINGS THAT
11:33:13AM PERSONALLY THAT I THINK WOULD BE GOOD FOR THE VILLAGE IS
11:33:16AM THAT THIS WHOLE CONCEPT WILL BE SOMETHING THAT COULD BE
11:33:19AM PLACED AS A LOGO ON A SHIRT, JACKET OR SOMETHING.
11:33:23AM >> ABSOLUTELY.
11:33:23AM >>Vice-Mayor Errington: THE ROUNDNESS OF THAT WOULD DO THAT,
11:33:27AM BUT SOMETHING THAT --
11:33:28AM >>Jeanne Frazer: WE HAVE AN EXAMPLE OF THAT TO SHOW, I
11:33:30AM THINK, TODAY.
11:33:31AM WE DIDN'T INCLUDE THAT TODAY.
11:33:33AM WE DO HAVE AN EXAMPLE OF THAT THAT WE COULD SHOW YOU AT SOME
11:33:35AM POINT.
11:33:41AM >>Jon McLain: OPTION ONE, THE ONE.
11:33:42AM >>Nick Batos: THE OPTION ONE, THE ONE YOU'RE SHOWING NOW,
11:33:45AM ARE YOU THINKING ABOUT USING ONE OR THE OTHER OR IN
11:33:47AM DIFFERENT APPLICATIONS BOTH?
11:33:49AM >>Jeanne Frazer: IN DIFFERENT APPLICATIONS, BOTH.
11:33:51AM THERE ARE SOME INSTANCES IN A LOGO WHERE A CIRCLE LOGO MAKES
11:33:58AM MORE SENSE AND SOME APPLICATIONS WHERE YOU WANT MORE OF A
11:34:00AM FORMALIZED LOGO SO ESTERO CAN BE LARGER.
11:34:03AM WHAT YOU WOULD FIND WITH THE CIRCLE LOGO, IF THAT WERE ON A
11:34:06AM SIGN, THAT WOULD BE A LITTLE HARD TO READ THAT IT IS ESTERO

11:34:08AM COMING IN.
11:34:11AM >> WHAT I WAS TRYING TO GET AT, IN THE APPLICATIONS THAT YOU
11:34:14AM HAVE IN FRONT OF US, TO ME, IT WOULD JUST BE THE ONE ON THE
11:34:17AM LEFT, THE FIRST ONE, AND IF YOU WERE HAVING SOMETHING ON
11:34:21AM EITHER A LAPEL OR ON A SHIRT, IT WOULD BE THE ONE ON THE
11:34:25AM RIGHT, BUT NOT THE PICTURE.
11:34:27AM >>Jeanne Frazer: YES.
11:34:28AM >> IS THAT WHAT YOU'RE THINKING ABOUT?

11:34:30AM >>Jeanne Frazer: YES, ABSOLUTELY.
11:34:31AM IT WOULD BE A SPECIAL USE LOGO.
11:34:34AM WE CAN ABSOLUTELY MAKE THOSE KIND OF ADJUSTMENTS THAT YOU
11:34:36AM TALKED ABOUT WITH THAT.
11:34:37AM >>Vice-Mayor Errington: LETTERHEAD, WHAT WOULD --
11:34:39AM >>Jeanne Frazer: THE LETTERHEAD WOULD LIKELY BE A VERSION OF
11:34:41AM THE LOGO ON THE LEFT.
11:34:45AM >> ON THE LEFT?
11:34:47AM >>Jeanne Frazer: THIS ONE.
11:34:49AM >> THAT WOULD BE A LETTERHEAD?
11:34:50AM >>Jeanne Frazer: NO.
11:34:51AM USE OF THAT LOGO ON A LETTERHEAD VERSUS THE ROUND ONE.
11:34:55AM WHEN YOU GET DOWN TO A LETTERHEAD, IT WOULD BE SMALL, SO
11:34:59AM VILLAGE OF ESTERO, IF IT WERE ON THE CIRCLE ONE WOULD BE A
11:35:01AM LITTLE TOO HARD TO READ IN A SMALL INSTANCE, SO YOU WOULDN'T
11:35:04AM WANT TO USE THAT LOGO TYPE IN A SMALL USAGE FORMAT.
11:35:11AM >> THE LAST COMMENT I HAVE, THE ONE YOU HAVE ON THE SIGNAGE,

11:35:15AM GATEWAY SIGNS, I THINK THE IDEA IS GOOD, BUT I REALLY WOULD
11:35:21AM -- I THINK THE IDEA OF HAVING IT COLORED IN LIKE YOU HAVE ON
11:35:24AM THE OTHER EXAMPLES WITH THAT WOULD SHOW UP BETTER ON THOSE
11:35:29AM ENTRY SIGNS.
11:35:30AM >>Jeanne Frazer: OKAY.
11:35:31AM THAT COULD BE DOABLE AS WELL.
11:35:37AM >>Vice-Mayor Errington: WOULD YOU GO BACK AND LET US SEE
11:35:40AM THAT ONE HE JUST TALKED ABOUT?
11:35:43AM >>Jeanne Frazer: THERE WE GO.
11:35:45AM I THINK THESE WERE ALL DONE IN SORT OF A MONOTONE TO MAKE IT
11:35:49AM A LITTLE EASIER.
11:35:50AM >>Mayor Ribble: YOU'RE GOING TO SHOW US THE ONE WITH THE
11:35:52AM DIFFERENT E.
11:35:54AM >>Jeanne Frazer: YES, ABSOLUTELY.
11:35:55AM >>Vice-Mayor Errington: THAT IS NOT -- ARE THERE TWO PIECES
11:36:02AM OF PRODUCT TOGETHER?
11:36:04AM DOES THAT HAVE A LEDGE ON IT?
11:36:07AM I'M A LITTLE CONFUSED WITH THAT.
11:36:13AM LET'S LOOK AT OPTION ONE.
11:36:18AM IS THAT JUST ONE STRUCTURE THAT HAS BEEN PAINTED OVER OR
11:36:23AM WHATEVER --
11:36:24AM >>Jeanne Frazer: THAT WOULD BE DEVELOPED IN THE SIGNAGE
11:36:26AM PROCESS.
11:36:26AM MY GUESS IS IT IS A BASE AND A SIGN PIECE ON TOP OF IT.
11:36:31AM I THINK IT WOULD BE A BASE AND THEN ANOTHER SIGN PIECE ON

11:36:35AM TOP OF IT.
11:36:36AM >>Vice-Mayor Errington: THAT'S WHAT I WANTED -- OKAY.
11:36:40AM >> IT'S READABLE, GOING BY AT 55 MILES AN HOUR.
11:36:43AM >>Jeanne Frazer: YOU WANT TO SEE GOING BY QUICKLY, YOU WANT

11:36:46AM TO KNOW IT'S ESTERO.
11:36:48AM AND WHEN WE HAVE THE LOVELY INSTANCES WHERE THE SIGNAGE IS
11:36:51AM NEAR A STOPLIGHT OR SOMETHING ELSE, THEN PEOPLE WILL BE ABLE
11:36:53AM TO SEE IT MORE.
11:36:54AM LIKE THE BABCOCK EXAMPLE WE GAVE, ONCE YOU START SEEING THAT
11:36:59AM SYMBOL IN OTHER PLACES, IT REALLY STARTS TAKING ON SOME
11:37:02AM CONSISTENCY AND A LIFE OF ITS OWN.
11:37:04AM OKAY.
11:37:08AM SO OPTION NUMBER 2 IS RELATIVELY SIMILAR TO OPTION NUMBER 1.
11:37:14AM I'M SORRY.
11:37:17AM THIS IS A COLD THING.
11:37:18AM I'M A DIABETIC AND I HAVE MY PUMP ON AND IT'S JUST NOT HAPPY
11:37:22AM WITH ME TODAY.
11:37:22AM OPTION NUMBER TWO, THE E IS MORE SIMILAR TO THE CURRENT
11:37:26AM LOGO.
11:37:26AM IT'S A VERSION THAT IS A LITTLE CLOSER TO THE CURSIVE BUT
11:37:30AM STILL STAYS WITHIN THAT STYLE AND FRAMEWORK OF THE FIRST
11:37:35AM OPTION THAT WE GAVE YOU.
11:37:36AM YOU CAN SEE HERE HOW THAT MIGHT APPEAR ON THE SIGNAGE.
11:37:43AM THE E A LITTLE BIT BIGGER.
11:37:45AM WHEREAS IN THE FIRST VERSION, WE HAVE VILLAGE OF ABOVE THE E

11:37:48AM AND THAT WORKED THERE WITH THE E BEING A LITTLE BIT LARGER,
11:37:51AM IT MOVES TO A MORE CENTERED TYPE OF LOGO WITH VILLAGE OF
11:37:54AM BEING ABOVE THE ESTERO PORTION OF IT.
11:37:56AM AGAIN, YOU SEE HOW THAT COULD WORK ON A BACKGROUND SIMILAR
11:38:04AM TO WHAT YOU HAVE IN CHAMBERS HERE.
11:38:06AM OPTION THREE IS TAKING THAT LOGO THAT EVERYBODY LOVES THAT
11:38:17AM HAD STARTED WITH THE INCORPORATION OF THE VILLAGE, AND IT IS
11:38:23AM STREAMLINING IT A LITTLE BIT TO MAKE IT SUCH THAT WE
11:38:25AM WOULDN'T HAVE AS MANY READABILITY PROBLEMS.
11:38:28AM WE STILL HAVE A FEW, BECAUSE IT STILL HAS THAT FEEL OF
11:38:31AM CURSIVE WHICH MAY BE HARD FOR SOMEONE TO READ.
11:38:34AM AS YOU CAN SEE ON THE PEN EXAMPLE, KIND OF THE EASIEST ONE
11:38:38AM TO READ IS THE BIGGEST BLOCK, BUT IT MAKES IT TO WHERE THAT
11:38:42AM WOULD BE DOABLE.
11:38:43AM THE ORIGINAL LOGO HAS A THIN AND A THICK PORTION OF THE E
11:38:49AM AND THEN A DIFFERENT FONT FOR ESTERO.
11:38:52AM THIS MAKES IT SEEM MORE ONE TYPE OF FONT AND A SIMILAR
11:38:56AM THICKNESS, SO IT WILL REPRODUCE BETTER WHEN IT'S LARGER OR
11:39:01AM SMALLER.
11:39:02AM NOW, IT DOES NOT TELL AS MUCH ABOUT ESTERO BECAUSE WE DO NOT
11:39:05AM HAVE THE ICON WITH IT.
11:39:12AM AS YOU CAN SEE HERE, WE'VE GIVEN A COUPLE OF EXAMPLES ON
11:39:15AM SIGNAGE.
11:39:20AM >> IS THERE A REASON YOU LEFT OUT THE OTHER LOGO ON THIS
11:39:23AM OPTION?

11:39:24AM >>Jeanne Frazer: ON THE ICON.
11:39:25AM THE ICON HAD A REALLY HARD TIME FITTING BECAUSE IT COMPETED
11:39:29AM WITH THE E, BECAUSE THAT'S SO BIG AND SCROLLY, THAT IT HAD A
11:39:34AM HARD TIME FITTING.
11:39:35AM NOW, THERE IS AN OPTION ON THAT LOGO IF WE WANTED TO KEEP
11:39:38AM THAT ICON AS A PIECE OF ART THAT MIGHT APPEAR WITH THE LOGO,
11:39:45AM BUT NOT AS A PART OF THE LOGO.
11:39:48AM IT COULD ON THE WEBSITE.
11:39:49AM IT COULD BE ON SIGNAGE.
11:39:52AM IT COULD BE USED AS A GRAPHIC ELEMENT NEAR IT.
11:39:55AM BUT WHEN YOU COMBINE THAT WITH THAT ORIGINAL LOGO, IT GOT
11:39:58AM JUST A LITTLE OVERWHELMING.
11:40:00AM NOW, IF WE WERE TO MAKE THAT E SMALLER, THEN POSSIBLY IT
11:40:10AM COULD GO WITH IT.
11:40:12AM SO I APPRECIATE THE CONTRIBUTIONS AS WE'VE BEEN GOING
11:40:16AM THROUGH THIS AND THE INPUT.
11:40:18AM AFTER SEEING THE OPTIONS AND SEEING HOW THEY LAY OUT, I'D
11:40:24AM GUESS I'D ASK IF YOU HAVE FEEDBACK ON THE OPTIONS, ANY
11:40:28AM ADDITIONAL FEEDBACK.
11:40:31AM >> THE ONE WE'RE LOOKING AT NOW WITHOUT THE ICON, WHY
11:40:35AM COULDN'T THAT FIT ON THE RIGHT-HAND SIDE OF THE MONUMENT
11:40:41AM STICKING UP HALFWAY?
11:40:45AM >>Jeanne Frazer: LIKE IT IS THERE.
11:40:47AM >> MOVE IT OVER TO THE RIGHT TO FIT IN.
11:40:49AM YOU PROBABLY COULD FIT IT IN THERE.

11:40:53AM >> YOU COULD DO THAT ON THE SIGNAGE.
11:40:56AM I THINK AS A PART OF THE LOGO, THOUGH, INCORPORATING IT
11:40:59AM WITHIN IT, LIKE IT WOULD APPEAR ON LETTERHEAD, THERE'S WHERE
11:41:01AM THE CHALLENGE WOULD BE.
11:41:02AM SO THAT USAGE WOULD BE SIMILAR TO USING IT AS LIKE A GRAPHIC
11:41:06AM IMAGE OR GRAPHIC ICON WITH IT.
11:41:08AM SO THAT WOULD BE DOABLE.
11:41:10AM >> ONE OTHER QUESTION, WAS THERE A SPECIFIC REASON OR WAS IT
11:41:13AM CONSIDERED AS PART OF THIS BRANDING TO HAVE THE WORD VISION
11:41:22AM -- OR THE VILLAGE WITH A VISION THAT HAS BEEN MARKETED SINCE
11:41:27AM WE STARTED -- ACTUALLY, TEN YEARS BEFORE WE STARTED.
11:41:30AM IS THERE A REASON THAT WAS NOT CONSIDERED?
11:41:34AM >>Jeanne Frazer: THERE WAS WITH THIS.
11:41:35AM YOU KNOW, WE TALKED ABOUT A LOT OF DIFFERENT MESSAGES THAT
11:41:39AM COULD GO WITH THE BRAND.
11:41:41AM AND SOMETIMES YOUR MESSAGES WILL CHANGE OVER TIME.
11:41:43AM SO THAT MESSAGE RESONATED WITH SOME RESIDENTS.
11:41:46AM IT DIDN'T RESONATE AS MUCH WITH OTHERS.
11:41:48AM SO YOUR BRAND IS SOMETHING THAT CAN BE PRETTY EXPENSIVE TO
11:41:53AM IMPLEMENT ON SIGNAGE, ON LETTERHEAD, ON BUILDINGS,
11:41:55AM ET CETERA.
11:41:56AM IF THE MESSAGING CHANGES, THEN YOU HAVE TO REOUTPUT ALL

11:42:00AM THOSE THINGS.
11:42:00AM SO WE FEEL LIKE THOSE TYPES OF MESSAGES COULD STILL BE USED
11:42:04AM WITH THE LOGO, JUST NOT IN KIND OF THE EXPENSIVE

11:42:08AM IMPLEMENTATION PIECES.
11:42:09AM SO THAT MESSAGE COULD ABSOLUTELY CONTINUE.
11:42:14AM >>Howard Levitan: WE'VE HAD THAT TAG LINE, THAT MESSAGE
11:42:16AM SINCE WE STARTED, TEN YEARS.
11:42:20AM GETS THROWN AWAY BECAUSE OF A SURVEY?
11:42:26AM >>Jeanne Frazer: NO, IT'S NOT GETTING THROWN AWAY.
11:42:28AM IT WOULD STILL BE USED.
11:42:29AM RIGHT NOW I BELIEVE, IS THAT LINE ON YOUR LETTERHEAD OR
11:42:34AM BUSINESS CARDS NOW?
11:42:35AM SO IT'S NOT USED IN THOSE TYPE APPLICATIONS.
11:42:37AM IS IT ON THE BUILDING?
11:42:39AM RIGHT NOW IT'S NOT BEING USED ON THOSE KIND OF APPLICATIONS.
11:42:43AM SO LIKE THIS SIGNAGE DOESN'T HAVE THAT ON THAT APPLICATION.
11:42:48AM SO WE'RE NOT SAYING IT'S GOING TO GO AWAY.
11:42:50AM WE'RE SAYING THAT COULD STAY SIMILAR TO WHAT IT IS NOW.
11:42:54AM >>David Willems: I DON'T THINK THERE'S ANY PROPOSAL RIGHT
11:42:55AM NOW TO CHANGE THAT.
11:42:57AM THAT TAG LINE WOULD STILL REMAIN THE SAME.
11:42:59AM ALL WE'RE TALKING ABOUT IS THE LOGO.
11:43:01AM THAT'S BEHIND YOU.
11:43:05AM >>Vice-Mayor Errington: YOU DON'T WANT TOO MUCH TO HAVE TO
11:43:07AM BE READ AS YOU'RE DRIVING.
11:43:15AM >>Jeanne Frazer: EVEN COCA-COLA CHANGES THEIR TAG LINE AND
11:43:18AM LOGO OVER THE YEARS.
11:43:19AM THINGS DO UPDATE OVER THE YEARS.

11:43:23AM >>Howard Levitan: CERTAINLY CAN DO IT ON LETTERHEAD.
11:43:28AM >>Vice-Mayor Errington: LICENSE PLATES.
11:43:30AM >> WE'RE GIVING YOU DIRECTION TODAY.
11:43:32AM I'LL GIVE YOU MINE.
11:43:33AM THERE ARE PERSONAL OPINIONS IN THIS.
11:43:34AM I'VE GOT SOME EXPERIENCE IN DESIGN FROM MY PREVIOUS
11:43:39AM POSITIONS I'VE HAD.
11:43:40AM I LOOK AT TWO FUNCTIONS.
11:43:41AM LOOK AT ONE, DO WE LIKE THE LOGO WITH THE BIRD AND THE TOWER
11:43:44AM AND THE WATER AND ALL THAT?
11:43:46AM IT LOOKS LIKE WE'RE IN AGREEMENT THAT THAT LOOKS GOOD, THAT
11:43:51AM YOU CAN MOVE FORWARD WITH.
11:43:52AM >>Mayor Ribble: AGREEMENT WITH WHAT NOW, JON?
11:43:54AM >>Jon McLain: WITH THE LOGO ITSELF, THE ROUND THING WITH THE
11:43:58AM BIRD, THE LEAF AND THE TOWER.
11:43:59AM >>Mayor Ribble: BUT WE'VE GOT TO CHANGE THE VILLAGE OF.
11:44:02AM >>Jon McLain: THAT'S THE SECOND ISSUE.
11:44:04AM THE SECOND ISSUE --

11:44:05AM >>Mayor Ribble: I'M NOT IN AGREEMENT.
11:44:06AM I'M NOT SAYING WE'RE IN AGREEMENT WITH THAT UNTIL I SEE THE
11:44:09AM WAY IT'S GOING TO BE.
11:44:10AM >>Jon McLain: YOU'RE NOT IN AGREEMENT WITH THE BIRD, THE
11:44:13AM TOWER --
11:44:13AM >>Mayor Ribble: I'M OKAY WITH THE BIRD AND THE TOWER.
11:44:16AM I DON'T LIKE THE VILLAGE OF AND DAVID KNOWS THAT.

11:44:18AM >>Jon McLain: THAT IS THE SECOND ISSUE WE'RE LOOKING AT.
11:44:20AM WHICH FONTS DO YOU WANT TO HAVE TO DO THAT?
11:44:23AM THE VILLAGE OF ESTERO WITH -- I TALKED TO MY LAWYER FRIEND
11:44:27AM NEXT DOOR TO ME HERE.
11:44:28AM I LOOK AT THE E WITH THE LITTLE SWERVE IN THERE, THAT KIND
11:44:32AM OF COMPLEMENTS THE IDEA OF WATER IN MY MIND.
11:44:35AM GIVES YOU A LITTLE BIT OF WAVE ACTION.
11:44:36AM >>Mayor Ribble: YOU'RE JUMPING AROUND HERE.
11:44:38AM ARE YOU TALKING ABOUT THIS HERE?
11:44:40AM >>Howard Levitan: HE LIKES OPTION ONE.
11:44:42AM >>Mayor Ribble: WELL, I'VE GOT A BUNCH OF OPTION ONES HERE.
11:44:48AM >>Jon McLain: THE LITTLE E WITH THE CROSS IN THERE --
11:44:50AM >>Mayor Ribble: I DON'T LIKE THAT E.
11:44:51AM >>Jon McLain: THAT'S WHY I SAY IT'S PERSONAL TASTE.
11:44:57AM >>Howard Levitan: WE'RE PERSONS.
11:44:59AM WE'LL GIVE PERSONAL TASTE.
11:45:02AM >>Jeanne Frazer: COULD WE GO THROUGH AND MAYBE GET
11:45:04AM EVERYBODY'S PERSONAL TASTE ON LIKES AND DISLIKES.
11:45:08AM DOES THAT WORK?
11:45:11AM >> I THINK THIS PROJECT HAS TO COME TO AN END.
11:45:15AM LET'S JUST PICK ONE AND GO WITH IT, BUT BECAUSE NOT SURVEY
11:45:22AM THE PEOPLE BECAUSE EVERYBODY WILL HAVE A PERSONAL OPINION.
11:45:25AM SEE IF WE CAN GET A CONSENSUS HERE.
11:45:26AM >>Jeanne Frazer: WHAT IS YOUR PREFERENCE, MR. LEVITAN?
11:45:29AM >>Howard Levitan: THREE.

11:45:30AM CLOSEST TO THE ORIGINAL.
11:45:33AM >>Vice-Mayor Errington: LET US SEE THREE.
11:45:39AM >>Howard Levitan: WITH THE LOGO, BECAUSE I THINK THAT YOU
11:45:40AM EXCLUDED THE LOGO ON THAT.
11:45:42AM >>Jeanne Frazer: WITH THE ICON.
11:45:43AM YOU LIKE 3 WITH AN ICON.
11:45:45AM THAT'S THREE.
11:45:47AM SORRY.
11:45:50AM THAT WAS A TYPO.
11:45:51AM >>David Willems: THERE WAS AN ERROR IN THAT.
11:45:53AM >>Jeanne Frazer: THAT'S OPTION 3.
11:45:55AM SORRY.
11:45:57AM >>Howard Levitan: IT'S AS CLOSE TO THE ORIGINAL.
11:45:59AM >>Mayor Ribble: THAT'S THREE RIGHT THERE?

11:46:01AM >>Jeanne Frazer: THAT'S THREE.
11:46:02AM >>Mayor Ribble: I COULD LIVE WITH THAT ONE.
11:46:04AM >>Vice-Mayor Errington: I CAN'T.
11:46:07AM >>Jon McLain: TOO CONVOLUTED.
11:46:09AM GOING BY AT 50 MILES AN HOUR, 60 MILES AN HOUR ON 41, YOU'RE
11:46:15AM GOING TO SEE ESTERO.
11:46:17AM >>Jeanne Frazer: WHAT ABOUT YOU, MS. ERRINGTON?
11:46:20AM >>Vice-Mayor Errington: GO BACK TO THREE.
11:46:23AM IF I WERE -- I KNOW SHORTHAND, I WOULD SAY THAT'S GREAT.
11:46:29AM THAT'S WHAT THE E REPRESENTS.
11:46:30AM THAT'S GREAT.

11:46:32AM NO, THAT'S TOO -- WE WANT SOMETHING THAT IF WE'RE TRYING TO
11:46:38AM APPEAL TO PEOPLE, TO THE MILLENNIALS, NOT THE MILLENNIALS,
11:46:44AM BUT THE ONES WHO ARE NOT DOING CURSIVE NOW, THE LETTER E
11:46:48AM JUST PLAIN AND SIMPLE E IS SOMETHING THAT I THINK IS EASIER
11:46:52AM TO READ AS ONE IS GOING BY ON WHEREVER.
11:47:00AM >>Mayor Ribble: OFFER ONE THAT IS A COMPROMISE IN BETWEEN
11:47:04AM THOSE TWO.
11:47:05AM >>Jeanne Frazer: OPTION TWO.
11:47:06AM IS THAT YOUR PICK?
11:47:10AM >> YEAH.
11:47:10AM >> WE HAVE ONE, TWO, AND THREE.
11:47:12AM >>Jeanne Frazer: ALL RIGHT.
11:47:13AM BUT WE'RE NOT DONE.
11:47:14AM WE HAVE TWO MORE TO GO.
11:47:15AM HOW WOULD YOU SEE THIS?
11:47:20AM >>Vice-Mayor Errington: IF YOU'RE DYSLEXIC, WOULD YOU READ
11:47:24AM THAT AS 3 OR E?
11:47:27AM >>Mayor Ribble: A GROUP OF SCHOOLTEACHERS IN MY BUILDING HAD
11:47:30AM SAID ABOUT THESE LOGOS.
11:47:31AM WHEN THEY READ IT IN THE PAPER ABOUT THE LAST TIME WE HAD A
11:47:35AM CONVERSATION ON THIS ABOUT YOUNGER STUDENT CAN'T READ THE E.
11:47:39AM THEY ALL SAID GET OVER IT.
11:47:41AM THEY OUGHT TO LEARN HOW TO DO IT.
11:47:44AM THAT WAS THEIR POINT.
11:47:45AM BUT I'LL GO WITH THIS ONE.

11:47:50AM >> I PERSONALLY LIKE NUMBER THREE.
11:47:53AM AND I DON'T THINK THERE'S EVER BEEN ANYBODY IN THE TEN YEARS
11:47:57AM WE'VE HAD THIS THAT SAID THEY DIDN'T KNOW WHAT THE LETTER
11:48:02AM IS.
11:48:02AM THAT'S MY PREFERENCE.
11:48:04AM COME UP WITH A COMPROMISE, WE'LL COME UP WITH A COMPROMISE.
11:48:08AM >> WHICH IS THREE.
11:48:09AM >>Mayor Ribble: HOW MANY PEOPLE LIKE THIS?
11:48:10AM >>Jeanne Frazer: I HAVE TWO FOR THREE.
11:48:12AM TWO FOR ONE AND ONE FOR TWO.

11:48:13AM >>Mayor Ribble: HANG ON, I DIDN'T KNOW THAT WAS AN OPTION
11:48:15AM NOW.
11:48:16AM NICK BRINGS UP A DIFFERENT AVENUE HERE.
11:48:18AM I'M WITH HIM ON THAT.
11:48:20AM I'M WITH STAYING WITH WHAT WE HAVE.
11:48:23AM >>Jeanne Frazer: EVEN IF WE HAVE READABILITY ISSUES WITH THE
11:48:26AM SIGNAGE.
11:48:26AM TAKE A LOOK AT IT SMALL.
11:48:33AM IT'S A READABILITY ISSUE.
11:48:34AM >>Vice-Mayor Errington: LET'S LEAVE THIS THE WAY IT IS
11:48:37AM FOREVER AND CHANGE EVERYTHING ELSE.
11:48:39AM JUST LEAVE THIS THE WAY IT IS.
11:48:40AM PEOPLE COME HERE AND SEE IT ON VIDEO, STREAMING.
11:48:45AM THAT'S THE WAY IT IS.
11:48:46AM WE DON'T CHANGE THIS, BUT WE CHANGE THE SIGNAGE SO THAT

11:48:49AM PEOPLE CAN SEE AND WE GET IT ON OUR LETTERHEAD.
11:48:53AM IT IS VERY AWKWARD TRYING TO DO ANYTHING WITH THIS RIGHT
11:48:56AM NOW.
11:48:56AM THIS IS BEAUTIFUL, BUT YOU CAN'T DO ANYTHING WITH IT WITH
11:48:59AM CLOTHING OR ANYTHING.
11:49:01AM IT JUST DOES NOT WORK.
11:49:05AM >>Mayor Ribble: I HAVE 13 SHIRTS.
11:49:06AM >>Vice-Mayor Errington: YOU DON'T HAVE THE BIG E.
11:49:09AM >> IF WE DO A NEW BRAND --
11:49:13AM >>Jeanne Frazer: I THINK WE HAVE ONE PERSON WHO HAS SPOKEN
11:49:16AM UP.
11:49:17AM >>Jim Boesch: I LIKE THIS ONE HERE.
11:49:20AM >>Howard Levitan: WHICH ONE?
11:49:21AM >>Jim Boesch: THE ORIGINAL ONE.
11:49:27AM >>Howard Levitan: THE ONE ON THE BOARD IS DIFFERENT.
11:49:32AM >>Jeanne Frazer: MR. BATOS, WHAT IS YOUR --
11:49:36AM >>Nick Batos: I SAID THAT ALREADY.
11:49:37AM >>Jeanne Frazer: GOT IT.
11:49:38AM YOU'RE NUMBER TWO.
11:49:44AM >>Mayor Ribble: YOU HAVE TOO MANY SLIDES UP THERE AND ALL
11:49:46AM THIS BABCOCK RANCH NONSENSE.
11:49:51AM WE JUST WANT TO SEE THE DIFFERENT LOGOS.
11:49:56AM >>David Willems: I DIDN'T UPDATE THAT SLIDE.
11:49:58AM >>Howard Levitan: WHAT'S OPTION ONE?
11:50:06AM >>Mayor Ribble: THIS IS LIKE KEYSTONE KOPS HERE.

11:50:09AM >>David Willems: THIS IS ONE.
11:50:12AM >>Howard Levitan: GO TO THREE.
11:50:14AM THREE IS AS CLOSE TO THE ORIGINAL AS THEY CAN GET AND STILL
11:50:18AM SCALE IT.
11:50:18AM I WOULD MOVE THAT WE PICK THIS ONE WITH THE LOGO.
11:50:23AM >>Mayor Ribble: THIS ONE HERE.

11:50:24AM >>Howard Levitan: RIGHT.
11:50:25AM WE CAN LOOK AT HOW MANY PEOPLE SUPPORT THAT.
11:50:27AM IF WE DON'T HAVE A CONSENSUS, THEN WE MOVE ON.
11:50:29AM >>Mayor Ribble: OKAY.
11:50:30AM I SUPPORT THAT.
11:50:31AM >> I SUPPORT IT.
11:50:32AM >>Mayor Ribble: NICK?
11:50:33AM >>Nick Batos: I'M FINE.
11:50:33AM >>Vice-Mayor Errington: I DON'T.
11:50:35AM >>Jon McLain: I DON'T.
11:50:36AM >>Howard Levitan: SO THAT'S FOUR --
11:50:38AM >>Mayor Ribble: 4-2.
11:50:39AM THAT'S IT.
11:50:40AM >> GET OVER IT.
11:50:46AM >>Mayor Ribble: I'LL GET YOU A SHIRT.
11:50:47AM >>Vice-Mayor Errington: DON'T GET STUCK IN THE PAST, PLEASE.
11:50:53AM >>Mayor Ribble: WHAT DO YOU NEED NEXT FROM US?
11:50:56AM >>Howard Levitan: WE'RE OLD GUYS.
11:50:57AM THE PAST IS ALL WE'VE GOT.

11:50:59AM >>Mayor Ribble: WHAT DO YOU NEED NEXT FROM US?
11:51:01AM >>David Willems: WE HAVE DIRECTION.
11:51:03AM SO WHAT THE NEXT WILL BE IS COME UP WITH A PLAN FOR
11:51:07AM IMPLEMENTATION, WHICH WILL TELL YOU WHERE YOU USE IT FOR
11:51:10AM LETTERHEAD, WHERE COUNCIL OR STAFF WILL USE FOR SIGNS.
11:51:15AM >>Mayor Ribble: THAT IS THE ROUND CIRCLE THING.
11:51:17AM >>David Willems: YES.
11:51:19AM DESCRIBE HOW WE IMPLEMENT IT AND ROLL IT OUT.
11:51:20AM >>Vice-Mayor Errington: MAY I ASK A QUESTION?
11:51:22AM CAN THAT BE FIT INTO A ROUND CIRCLE WITHOUT IT BEING LIKE
11:51:27AM EIGHT INCHES IN DIAMETER?
11:51:29AM THE BIG E?
11:51:37AM >>David Willems: WHAT WE'LL DO IS WE'LL WORK TOGETHER WITH
11:51:42AM WHAT DIRECTION --
11:51:44AM >>Mayor Ribble: WE JUST MADE A CONSENSUS AND GAVE HER
11:51:46AM DIRECTION.
11:51:47AM SHE HAS TO COME BACK WITH IT AND THEN WE CAN BLESS IT FROM
11:51:50AM THERE OR SHOOT IT DOWN.
11:51:51AM >>David Willems: RIGHT, BECAUSE IT'S A LITTLE DIFFERENT FROM
11:51:54AM WHETHER A WE'VE SHOWN, WE'LL COME BACK WITH THE OPTION THREE
11:51:57AM AND THE LOGO AND SHOW YOU EXACTLY -- SHOW COUNCIL EXACTLY
11:52:01AM WHAT THAT'S GOING TO LOOK LIKE.
11:52:03AM >>Mayor Ribble: I'M GOING TO BRING MY 80 SCHOOLTEACHERS FROM
11:52:06AM PELICAN LANDING, GIVE THEM ALL THE SHIRT AND HAVE THEM HERE
11:52:10AM FOR THE VOTE.

11:52:11AM >>Vice-Mayor Errington: THANK YOU FOR ENDURING EVERYTHING
11:52:12AM YOU HAD TO ENDURE.

11:52:13AM I APOLOGIZE.
11:52:16AM >>Howard Levitan: LOOK AT THE BEAUTIFUL LOGO ON THE SCREEN.
11:52:23AM >>Vice-Mayor Errington: NOT PRETTY ON A SHIRT, THOUGH.
11:52:26AM >> I CAN SEE THE SHIRT BEING JUST THAT ROUND THING --
11:52:31AM >>Howard Levitan: WITH THE VILLAGE OF ESTERO UNDERNEATH IT.
11:52:33AM >>Jon McLain: THE PROBABLY IS THE BIG E.
11:52:36AM >>Vice-Mayor Errington: YEAH, THE BIG E.
11:52:39AM >> -- MUCH SMALLER THAN WE'LL BE SEEING HERE, SO THE E WILL
11:52:42AM BE MUCH SMALLER.
11:52:44AM >>Howard Levitan: WE ARE TOTALLY GRAPHICALLY CHALLENGED.
11:52:46AM NO QUESTION ABOUT THAT.
11:52:49AM >>Vice-Mayor Errington: ENTER ESTERO --
11:52:54AM >>Howard Levitan: HOW ABOUT WE PUT ONE ON THE NORTH SIDE AND
11:52:56AM DIFFERENT ONE --
11:52:57AM >>Mayor Ribble: I NEED A MOTION TO ADJOURN THE MEETING.
11:52:59AM >>Vice-Mayor Errington: SO MOVED.
11:52:59AM >>Mayor Ribble: ADJOURNED.
11:53:01AM [SOUNDING GAVEL]

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