

AGENDA

Pinellas Charter Review Commission

Date | Time Tuesday, November 10, 2015 6:00 PM

Item	Topic	Owner
1.	Call to Order	CRC Chairman
2.	Public comment on items on this Agenda 25 minutes	CRC Chairman
3.	Approval of minutes, Oct. 14 2015 meeting 5 minutes	CRC Chairman
4.	General Counsel report 20 minutes	Vose Law Firm
5.	Facilitation Team report and direction	DM&A and
	a. Recap and Action Item Review 15 minutes	Sara Brady PR
	b. Operating Rules 15 minutes	
	c. Communication Plan 30 minutes	
	d. Website Recommendations 15 minutes	
	e. Referendum Topics to Date 15 minutes	
6.	Discussion on agenda for the next meeting 10 minutes	DM&A
7.	Adjournment	CRC Chairman

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Agenda Item 3

Approval of Minutes- October 14, 2015 Meeting

Statement of Issue:

The minutes of the meeting of October 14, 2015 were prepared by the Board Records Department staff of the Clerk of the Circuit Court and Comptroller. The minutes will be distributed to all CRC members for their review and approval or amendment. The minutes will also be posted publicly on the CRC website.

Options:

- 1) Approve minutes as drafted; or
- 2) Amend minutes with any corrections.

Prepared By:

Flo Sena
Diane Meiller & Associates, Inc.
On: October 28, 2015

Action Taken:

Motion to: _____, Made by: _____

Seconded by: _____

Approved _____; Approved as amended _____; Defeated _____

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Agenda Item 4

General Counsel Report

Carry Over Topics from 10/14/2015 Meeting:

- a. Use of phone line for participation in CRC meetings (virtual attendance)
- b. Clarification on County Executive “Method of Termination” from table of charter county comparisons (page 5); Pinellas showed “4/5 at 2 meetings (§4.01(a)).”

Prepared By:

Wade Vose

Vose Law Firm, LLP

On: October 28, 2015

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Agenda Item 5a

10/14/15 Meeting Recap and Action Items

Executive Summary:

This agenda item provides a recap of the 10/14 meeting, actions coming out of the meeting, & actions taken since the meeting.

Recap:

From 10/14 Meeting		
1	General counsel presentation on “initial comparative analysis of county charter provisions”	
2	Commission member expectations	
	2a. Attendance	Consider virtual attendance (phone and WebX-like tool)
	2b. Meeting Length	<ul style="list-style-type: none">Consider workshops as needed; no voting in sessionsAdd time allotted for each agenda item
3	Operating Rules	
	3a. Speaker Sign In	Approved
	3b. Public Comment Requirements	To complete tonight
	3c. CRC Vote Requirements	Approved
	3d. Recorded Votes	Approved
	3e. Approval of Expenses	Approved
4	Calendar of Meetings	<ul style="list-style-type: none">Uploaded to CRC website homepageUploaded to County calendar

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From 10/14 Meeting		
5	Communications Plan	<ul style="list-style-type: none">• Complete review today• Action plan developed
6	Timeline and milestone review	Completed

Since 10/14 Meeting		
1	Running List of Referendum Topics	Tracking via Excel spreadsheet; to be reviewed under topic 5e
2	CRC Website review to ensure transparency to materials collected (agenda item 5d)	<ul style="list-style-type: none">• Recommendations shared with County• Some changes have gone into effect

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Agenda Item 5b

Operating Rules

Executive Summary:

This agenda item provides for discussion and finalization of the “Rules of the CRC” topic from the last CRC meeting (October 14). The below information displays the rules adopted and the rules under discussion.

CRC Rules Approved:

- a. Speaker Sign In: Speaker sign-in sheet and appearance cards shall be provided for each meeting of the CRC.
- b. CRC Vote Requirements: The history on this item was to curtail revisiting a topic multiple times.
 - i. A majority vote shall be required to move an issue forward at the time an issue is discussed and at the last meeting prior to the public hearings.
 - ii. An issue that is initially voted down at a CRC meeting may not be reconsidered in any subsequent meeting of the CRC.
 - iii. A majority plus one of the full membership shall be required for final approval for placement on the ballot. (Majority of full membership plus 1 = 8)
- c. Recorded Votes: The votes of each CRC member shall be recorded by the Clerk.
- d. Expenses: Approval of the expenses of the Facilitator and General Counsel are delegated to the CRC Chairman.

CRC Rules Under Discussion: Underlined portions were a consideration added to the 2010 CRC rules by legal counsel.

Public Comment Requirements: An opportunity for public comments shall be held at the beginning of each meeting for comments on issues that may come before the CRC, or comments on a topic that is included on the CRC’s agenda for that meeting. If action is to be taken on an item not listed on that meeting’s agenda, an additional opportunity for public comments will be provided prior to taking action on the item. There shall be a three minute time limit for each speaker, unless the Chairman determines that a shorter time limitation is warranted based on the number of speaker cards submitted.

Current items of note:

- The public may comment at CRC meetings during the designated period set aside for public comments.

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- The public may also provide input or send feedback to the CRC via email to the CRC email address of Charterreview@pinellascounty.org.
- Sessions could be held as another way to solicit additional input from the Public.

Prepared By:

Flo Sena

Diane Meiller & Associates, Inc.

On: October 28, 2015

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Agenda Item 5c, Part 1

Communications Plan

Executive Summary:

This agenda item covers the Communication Plan (Part 1) and Communications Action Plan (Part 2).

COMMUNICATION PLAN ELEMENTS

- Regular news release distribution and announcements
- Content development
 - Website/Facebook/social media channels
- Community channels (service organizations, etc.) /postcards
- Media relations coordination
- Develop response message for verification of receipt of inquiry from members of the public
- Draft bios of Commission members
- Draft snapshot profiles of random community advocates
- Develop and update Frequently Asked Questions (FAQs)
- Advance “Hot Topics” to be discussed to ensure public has opportunity to be informed and attend
- Coordinate posting of Commission updates.
- Identify and utilize other public affairs programming
- Provide regular updates to news media
 - Generate key points of interest to encourage ongoing media coverage
 - And other relevant/appropriate channels
- Monitor social media activity (Google alerts, Facebook,)
- Utilize social media options for information distribution to ensure multiple audiences have access to updates
- Social Media
 - Facebook
 - Twitter
 - Instagram
 - County television programming

Prepared By:

Sara Brady

Sara Brady Public Relations, Inc.

On: November 2, 2015

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Agenda Item 5c, Part 2

Website Recommendations

Communication Action Plan:

	Communication Category	Frequency	Media Avenues/Distribution Channels
1	Meeting Schedule	Update as Needed	CRC Website Home Page
2	Meeting Agendas	Bi-monthly	CRC Website Home Page
3	Meeting Minutes	Bi-monthly	CRC Website for Meeting Archive
4	FAQs	Update as needed	CRC Website for FAQs
5	Press Releases	As Needed	Newspapers; Broadcast; Social Media
6	Public Emails	Weekly	CRC Website, new page for Public Input

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	Communication Category	Frequency	Media Avenues/Distribution Channels
7	Public Sessions for Gathering Input	2 sessions: Session 1 Session 2	CRC Website; Newspapers; Broadcast; Social Media; mailers (various); PIOs from municipalities, utilities, and constitutional offices
8	Updates to Constituents	Monthly	CRC Website, Newspapers; Broadcast; Social Media; (Pinellas) Mayor's Council
9	Announcement of Dates/Times/Locations of Public Hearings for review of referendums [per Article 6, Sec. 6.03e - Earliest 1st public meeting can be held is 7/8/2016; Latest 2nd public hearing can be held is 7/19/2016.	Based on state law	CRC Website; Newspapers; Broadcast; Social Media; mailers (various); PIOs from municipalities, utilities, and constitutional offices
10	Publication of each referendum [per Article 6, Sec. 6.03e]	Weekly, beginning no later than 9/24/2016 (Sat.)	Newspapers; CRC website

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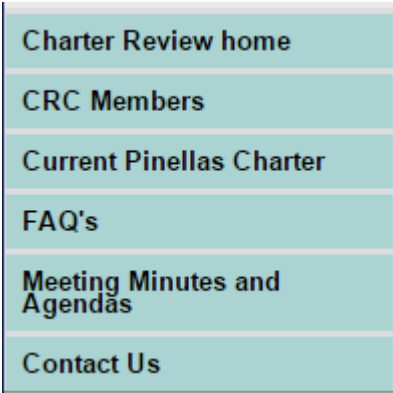
Agenda Item 5d

Website Recommendations

Executive Summary:

DM&A has reviewed the Pinellas County and CRC websites to look for ways to increase transparency to the Public on materials and communications received, and to provide ease of finding the material and communications.

Recommendations, Phase 1:

WEBSITE LOCATION	REQUEST	STATUS
CRC Homepage – <i>New Page Links</i> 	<ul style="list-style-type: none">MEETING MINUTES AND AGENDAS (Rename “Meeting Archive” to this. The agenda for the upcoming meeting should also be located here AND still available via the link as positioned on the homepage.)	DONE

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WEBSITE LOCATION	REQUEST	STATUS
CRC Homepage – <i>New Page Links</i>	<ul style="list-style-type: none"> FAQ's 	Content Loaded
CRC Homepage – <i>New Page Links</i>	<ul style="list-style-type: none"> CRC NEWS (This includes press releases - uploaded immediately, and all other updates which will be uploaded on a monthly basis.) 	In Process
CRC Homepage – <i>New Page Links</i>	<ul style="list-style-type: none"> PUBLIC INPUT (This is where the public can email their input/comments. There will be an automatic message response to each email received.) 	DONE
CRC Homepage – <i>New Page Links</i>	<ul style="list-style-type: none"> CRC MEMBERS (Move the current information which appears on the homepage to this page.) 	DONE
CRC Homepage - <i>Content</i>	<ul style="list-style-type: none"> CHARTER REVIEW PROCESS DESCRIPTION (leave in its current position on the CRC homepage) 	No change needed
CRC Homepage - <i>Content</i>	<ul style="list-style-type: none"> CRC MEETING SCHEDULE (This replaces the information on the CRC members and should include all scheduled meetings, times, & locations throughout the process.) 	DONE

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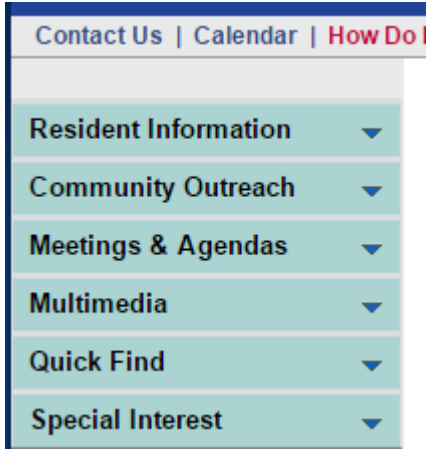
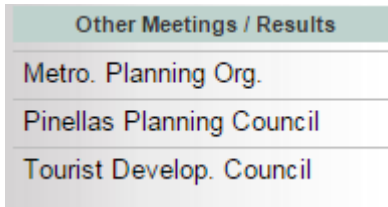
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Recommendations, Phase 2:

	Web Page	Recommendation
	Phase 2 Review	
1	Pinellas County News page	<p>In the center of the page, under “Don’t forget to check out...” add “Charter Review Commission Convenes – Learn more about the charter amendment process and provide your feedback to the current commission” with a link to the CRC homepage.</p> <p>Don't forget to check out....</p> <ul style="list-style-type: none">▪ Community Conversation - Live interactive onli your questions on a variety of subjects.▪ Good to Know - Informational videos on Count▪ Prepare to Survive - Quick resources for hurric▪ Calendar of Events▪ Join Pinellas County Social Network
2	Pinellas County- How Do I? 	Add link to CRC home page from the “How Do I?” webpage.

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	Web Page	Recommendation
3	<p>Pinellas County Pages</p> 	<p>For any Pinellas County page which has the “Meetings & Agendas” link in the left navigation panel: When the user clicks on Meetings & Agendas, show Charter Review Commission in the list under “Other Meetings/Results.”</p> 
4	CRC Homepage	Change link for “Contact Us” to “Contact CRC”
5	Public Input	Materials and emails sent to the CRC should be stored on this page.
6	Webpages for Constitutional Offices	Consider links to CRC home page from web pages of various constitutional offices
a	Clerk of the Circuit Court website homepage	<p>Outside Agency Links on left hand navigation pane: Add a link to the Charter Review Commission homepage.</p> <p>Community News link at top, right of homepage: Add the October 26 news release to the page.</p>
b	Property Appraiser website homepage	Links/ Florida Property Appraisers on left hand navigation pane: Add a link to the Charter Review Commission homepage.

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	Web Page	Recommendation
c	Supervisor of Elections website homepage	News and Events link on left hand navigation pane: Add the October X press release to the 2015 News Releases.
		Links link on the left hand navigation pane: Add a link to the Charter Review Commission homepage.
d	Tax Collector website homepage	
e	Pinellas County Sheriff	

Prepared By:

Flo Sena

Diane Meiller & Associates, Inc.

On: October 28, 2015

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Pinellas Charter Review Commission

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Agenda Item 5e

Referendum Topics to Date

Executive Summary:

This agenda item provides for discussion of referendum topics starting with referendum topics collected to date from Public input via Public Comment and emails.

Pinellas Charter Referendum Issues To Date	
1	Term Limits
1a	Term limits for county commissioners
1b	Term limits for constitutional officers
1c	CRC Members Long and Burke should recuse themselves in the vote on amendment(s) for term limits
1d	The amendment for term limits should not allow grandfathering of commissioners or constitutional officers already reaching the proposed term limit.
2	Dual Vote, Section 6.04 of Charter
3	Shall County commissioners serve only as a county commissioner, meaning not to formally serve on or be appointed to any other board or advisory board, e.g. such as the PSTA, Tourism (TDC), County Charter Review Commission, etc.?

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Pinellas Charter Referendum Issues To Date	
4	Amend Sec. 6.03- Charter review commission. One (1) member from the elected board of county commissioners;
5	Shall the charter be amended to read that citizens of Pinellas County who want to serve on the Charter Review Commission be elected by the voters of Pinellas County instead of being appointed by the county commissioners?
6	Shall citizens be able to speak at and before the elected county commissioner at regular agenda public meetings, under agenda item: Hearing of the Public to go to 5 min to be heard instead of the present allotted 3-minutes?
7	Shall the part-time County commissioners FY base pay be revised to be set at \$52,295?
8	Shall each county commissioner, when they receive a communication from a constituent, be it from a phone call, email or letter, be required to acknowledge receiving it within five (5) days from a constituent's communication?
9	Greater representation from unincorporated areas of Pinellas County

Prepared By:

Flo Sena, Diane Meiller & Associates, Inc.

On: October 28, 2015