



Ocala City Council Minutes

Tuesday, December 13, 2011

Work Session

151 SE Osceola Avenue
Ocala, FL 34471
www.ocalafl.org

Angel Jacobs
352-629-8266

1. Call to Order

Attendee Name	Title	Status	Arrived
John McLeod	Council Member	Present	
Daniel Owen	Council Member	Present	
Mary Sue Rich	Council Member	Present	
Suzy Heinbockel	Council President	Present	
Reuben Kent Guinn	Mayor	Present	

COMMENTS - Current Meeting:

Municipal Officers/Others Present: The meeting was also attended by City Manager Matthew Brower, Deputy City Manager John Zobler, Assistant City Manager Catherine Cameron, Chief of Staff Support Services Sandra Wilson, City Clerk Angel Jacobs, Communications Coordinator Sonny Allen, Internal Auditor Oscar Claudio, Internal Auditor Jeannie Covington, Recreation and Parks Director Kathy Crile, Budget and Management Director Cindy Kelley, Chief Financial Officer John Lege, Executive Director Development Services Marc Mondell, Public Communications Manager Jeannine Robbins, Director of Power Services Joe Roos, Code Enforcement Division Manager Chip Rich, the news media and other interested parties.

2. Public Comments

3. Topics for Discussion

a. Business Tax

City Manager Matthew Brower invited Deputy City Manager John Zobler to discuss the report from the Business Equity Tax Commission. Mr. Zobler gave a report on the business tax issue, and explained that Assistant City Attorney Jimmy Gooding does not feel comfortable advising the City to make changes that he does not believe they have the right to change. Mr. Brower explained staff's intention is to update Council on the status of the work and Mr. Gooding will be present at the next Council meeting to discuss Council's options.

Mayor Guinn asked how much money the City raised on these. Mr. Brower responded approximately \$430,000 per year. Mayor Guinn asked how much it costs to manage it. Mr. Brower responded staff's previous analysis suggested around \$20,000 to \$25,000 in staff time. Mayor Guinn reported that the County has stopped collecting the business tax and stated that he feels further study needs to be done.

President Heinbockel commented the committee was interested in having different rates. Mr. Zobler explained the committee is interested in having a consolidation of the number of categories and some increases for the lower square footage buildings and decreases for higher square footage buildings with no net change on the annual amount.

President Heinbockel stated that Council will wait on the report on the 20th.

b. Parking Enforcement

Mr. Brower introduced Executive Director Development Services Marc Mondell to review the parking enforcement ordinance. Mr. Mondell reviewed the proposed changes of the ordinance. He spoke about changes to the definition regarding chalk, elimination of redundancies, parking enforcement specialist definition, time period, first warning, and restructured tables. He reviewed the addition of the appeal process, which would be done through the Special Magistrate, and the reporting of parking violations to the State, which would be done after three or more violations. He noted losing the appeal will require the payment of administrative fees. He discussed parking and freight zones, and changes to the anti-shuffling ordinance.

Mayor Guinn asked staff to make a new freight loading sign where it used to be on Broadway, next to Marks. Mr. Mondell responded they will work with the traffic engineer on that.

President Heinbockel questioned how the shuffling would affect the patrons that spend a great deal of time in the downtown area. Mr. Mondell explained the enforcement is for repeat offenders and the intent is not to discourage people from spending time downtown. Mr. Brower noted the goal is also to discourage repeat violators. Mr. Mondell noted staff has some ideas to present in the near future that will make parking easier for customers and employees.

Mayor Guinn asked if the business owners are concerned that employees are parking in spots that are designated for customers. He asked if staff makes business owners aware of this. Mr. Mondell responded in the affirmative and explained some employers are concerned and create spaces for their employees, while others say it is the City's problem. He stated they are hoping to gain support for compliance. He reviewed changes to all-night parking, freight curb, parking law on roadways, and exempt zones.

Council member McLeod expressed concern of the anti-shuffling section of the ordinance being enforced before the parking garage is available. Mr. Mondell explained there are spaces available but they are not in the most convenient location to the employees or customers. Council member McLeod asked if someone would be in violation of shuffling if they go home to each lunch, then come back and park in the same spot. Mr. Mondell responded he would say yes.

Council member Owen asked if the signage for parking downtown is sufficient. Mr. Mondell responded in the affirmative.

Council member Rich questioned what the boxes mean. Mr. Mondell explained that was a result of making photocopies, and that section deals with areas where the fees are changing.

4. Adjournment

Adjourned at 12:17 p.m.

Minutes Approval

Suzy Heinbockel
Council President

Angel B. Jacobs
City Clerk