

**SUMMARY MINUTES  
PELICAN BAY SERVICES DIVISION ADVISORY BOARD AND PELICAN BAY FOUNDATION STRATEGIC  
PLANNING COMMITTEE JOINT WORKSHOP  
TUESDAY, NOVEMBER 10, 2009**

**LET IT BE REMEMBERED** that the **Pelican Bay Services Division Advisory Board and the Pelican Bay Foundation Strategic Planning Committee** conducted a **Joint Public Workshop, Tuesday, November 10, 2009, 12:30 PM at the Community Center at Pelican Bay, 8960 Hammock Oak Drive, Naples**, with the following members present:

**Pelican Bay Services Division Advisory Board Members**

Mary Anne Womble, Chairwoman	Theodore Raia
Keith Dallas, Vice Chairman	Tom Cravens (excused absence)
John Iaizzo	Geoffrey Gibson (excused absence)
Michael Levy	Hunter Hansen (unexcused absence)
Gerald Moffatt	Jill Kobe (unexcused absence)

**Pelican Bay Foundation Strategic Planning Committee Members**

Bob Uek, Chairman	Rose Mary Everett
Ronnie Bellone, Co-Vice Chairwoman	Noreen Murray
Merlin Lickhalter, Co-Vice Chairman	Ralph Ohlers
Carson Beadle	Mary Anne Womble

**Pelican Bay Services Division Staff**

Neil Dorrill, Administrator	Mary McCaughtry, Recording Secretary
Kyle Lukasz, Field Operations Manager	Lisa Resnick, Administrative Assistant

**Pelican Bay Foundation Staff**

Jim Hoppensteadt, President	Suzanne Minadeo, Executive Assistant
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**Presentation By**

Kevin Mangan, Principal and Landscape Architect, Wilson Miller  
Steve Sammons, Sr. Associate and Landscape Architect, Wilson Miller  
Jeff Perry, Sr. Project Manager, Transportation Planning, Wilson Miller

**AGENDA**

1. Roll Call
2. Pelican Bay Community Improvements Planning Study Phase I “Kickoff” Presentation by Wilson Miller
3. Audience Comments
4. Adjourn

**ROLL CALL**

The joint workshop was called to order by Madam Chair Womble and roll call taken. All Pelican Bay Services Division Board members were present with the exception of Tom Cravens (excused,) Geoffrey Gibson (excused,) Hunter Hansen (unexcused,) and Jill Kobe (unexcused.)

**PELICAN BAY COMMUNITY IMPROVEMENTS PLANNING STUDY PHASE I “KICKOFF” PRESENTATION BY WILSON MILLER**

Kevin Mangan, Principal and Landscape Architect, Wilson Miller presented an overview of the community improvement planning study he and his colleagues from Wilson Miller are conducting in Pelican Bay. Pelican Bay is a mature, 30 year old community. Wilson Miller has been charged to make recommendations for community improvements that address a variety of issues, including safety, security, energy efficiency, and maintenance, and do so by making fiscally

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responsible choices. The framework for ideas is the Foundation's Strategic Planning Study and Strategic Planning

Committee, the Pelican Bay Services Division Board, staff, and commercial interests within Pelican Bay. Solutions are intended to enhance and improve already existing quality, value, and environmental resources with the least amount of disruption to both residential and commercial areas. Alterations made should be subtle and an effort focused on doing things "smarter" by uncovering what is already there, recycling it, to produce a cost benefit ratio of return. It is critical to maintain community value. The biggest challenge will be communication and a primary effort will be made to communicate with residents every step of the way by educating, obtaining input, and consensus, both verbally and written. The consensus will evolve into a prioritized community plan. Funding for the study is shared between the Services Division and the Foundation. Generally, the Services Division is responsible for the public or County-owned land and Foundation for private Foundation owned lands. Funding is shared based upon ownership and interest. The community improvements planning study is just that, a study. The outcome will make recommendations only. Implementation is not a part of the study. Mr. Mangan established the project's objectives with assistance from the Board and Committee members.

Ms. Ronnie Bellone suggested Mr. Mangan use the words "integrated plan," "oneness," or similar term when describing concept. She said she read it in prior slides but did not see on today's presentation.

Mr. Mangan said he wished she had made that comment at the end because the second half of the presentation would address conceptual integrated solutions.

Mr. Carson Beadle said a significant number of issues are being looked at simultaneously. It is important to explain what planning is, what implementation is, what is normal sustainable issues that need to be addressed, what is new or improved, as a result of this study, what is going to become part of the normal routine that is going to be better. Information should be communicated in a simple manner that creates not only awareness, but creates a feeling of pride that this community stays ahead of issues and does not wait for them to happen. They should be able to see it because of the steps involved in the planning: what is a plan, how does it relate to how we do things, how does it relate to how we are planning to do things in the future.

Mr. Mangan started with how Wilson Miller plans to communicate with the community. He believes communication with the community is a paramount issue and a challenge because there are so many ideas currently that need to be organized. One element to address is safety. For example, the community is 25+/- years old and pathway construction, their slopes, and widths throughout the community are legally non-conforming. Wilson Miller's goal is to come up with a plan to make the pathways conform to current standards. Ideas and concepts to make them conform are vague right now, but

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as they communicate those ideas and as input from the Board and Committee, and community is received, a more simple explanation will develop.

Mr. Merlin Lickhalter noted in the Naples Daily news reported that a safety group determined that Florida has the worst pedestrian safety record in the United States. Bullet number 2 under project objectives there is the issue of fiscal responsibility. It is tied to improvements and one may think this is tied to capital improvements and expenditure of money for physical things. Most people associate cost-benefit with first costs and as part of this process, life cycle costs need addressing in a way that people can understand.

Mr. Mangan agreed and said both first costs and life cycle costs would go to maintenance costs. As an example, he used street lighting and bulb replacement as a lifecycle cost.

Mr. Iaizzo asked Mr. Mangan how do they get their ideas to the community and then receive community feedback.

Mr. Mangan said they would communicate by holding community town hall meetings and joint meetings such this meeting. These meetings are built-in to the schedule and updates given at each subsequent meeting. They did hold interviews with Board and Committee members, and received staff feedback. He made note that the strategic master planning survey sent to the community is statistically sound and communication has been consistent. Consistent communication is a major part of their responsibility.

Mr. Bob Uek said Mr. Mangan should communicate and define clearly the deliverables. The community is very mobile and to communicate with everyone will be a large effort. When Wilson Miller walks away, what is left here in the community should be communicated so that the average person can understand.

Mr. Jim Hoppensteadt said Wilson Miller does safety and security in the Phase I project objectives and safety and security should be an overriding consideration and should probably be included at this point as well.

Dr. Ted Raia said there is a need for an exchange of communication. When they notify residents, it cannot be assumed they received the information and they accept and support it. There should be a way to measure acceptance. There are not many people present at today's meeting, so a public meeting may not be sufficient.

Mr. Mangan agreed. There will be an overlapping of communications used. They will use the Foundation access channel, Pelican Bay Post, electronic surveys, email. Beyond meetings, face-to-face conversations are encouraged. Consistent communication is a major part of their responsibility.

Mr. Neil Dorrill said regarding the fourth objective of delivering sustainable expectations, from his experience, there are only two places on the west coast of Florida that have effectively combined residential living with high-end retail and dining amenities and they are the Hyde Park section of Tampa and St. Armand's Circle in Sarasota. Pelican Bay has more to

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offer than high-end retail and dining that includes being a resort destination with public safety facilities, i.e., fire, EMS, and Sheriff and the Philharmonic. He said the focus seems to be on residential homeowners and prospective homebuyers, but effort should also include the commercial areas. He compared Pelican Bay to Winter Park outside of Orlando.

Mr. Mangan said Winter Park is the most similar and competitive to Pelican Bay in terms of residential and commercial real estate. Out of the interviews with Board, Committee and staff members, Foundation food and beverage, management staff actually brought forth the idea that Pelican Bay is a destination resort. Great ideas can come from anywhere.

The project objectives established by consensus at the meeting were integrated plan (oneness of design); define community communication challenges; address lifecycle costs; schedule and clarity of deliverables; safety and security priority; bilateral communications and communicate often; commercial and retail considerations; community interrelationship considerations; and County relationship.

Mr. Bill Klauber said this is an exciting and timely project. He said he did not hear anything about the impact the project will have on neighboring communities and the County. Pelican Bay has a reputation of being “insolent.”

Mr. Mangan said Pelican Bay is largely a destination resort because of what Pelican Bay has to offer to others outwardly that they can take advantage. Pelican Bay is not insular. It is a leader inside the greater community. Communities now are striving to be like Pelican Bay. Wilson Miller understands the need for wide-ranging thoughts.

Madam Chair Womble addressed Mr. Klauber’s comment about the relationship with the County. She understands the issues with the County in regards to the conservation areas of Pelican Bay, but in this particular instance, the County has given its “blessing” by approving an inter-local agreement with the Foundation, which joins Services Division and Foundation funds to and working together as a group, rather than duplicating services and contradicting projects.

Mr. Jim Hogan, resident of Pelican Bay referred to Mr. Klauber’s comment about neighboring communities and agreed everyone can benefit by working together.

A resident of Pelican Bay said not everyone in Pelican Bay is “high end” and suggested be mindful of that. Suggested that email communications explain one or two major points, make sure the community understands it, let them ask questions and give feedback.

Mr. Mangan said the process is critical. Communication will work best if done by topic on point, response to a subject matter specifically about one element. The plan is too large to address in one or two emails or communications. Wilson Miller respects there is a vast array of incomes in Pelican Bay and fiscal responsibility is a part of their charge. The ultimate plan cannot be a burden to anyone.

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Mr. Beadle asked if Wilson Miller has determined elements that are a part of everyday maintenance that because of this planning study, Pelican Bay is likely to do better and more cost effectively.

Mr. Mangan said yes. They have been observing the community and a small project such as trimming trees, can go on a “to do” list and be implemented immediately. Other elements, such as what to do with pathways, this study, for example, would make a recommendation to widen the pathways and provide best practices to use to implement that recommendation. He introduced Wilson Miller’s transportation project manager, Jeff Perry.

Mr. Jeff Perry explained that in Phase I, his job is to identify transportation related issues to consider. They are using a “reconnaissance, research and review” approach. They are continuing to collect information by observation and from public comments. They are working with County staff, EMS and others on traffic calming studies. There are two areas he is concerned: what is in the travel right of way and what is not. They must understand framework, infrastructure, condition, regulatory restrictions, whether the land is private or public, American with Disabilities Act (ADA) and others, as well as identify elements that utilize these areas. There are transportation-related safety issues, alternative transportation modes, such as connectivity to commercial and residential areas, to address.

Mr. Steve Sammons explained his job to identify issues with landscape and plant material growth. Overgrowth has created problems with lighting and pathways, updating general plant material in the common areas, and higher maintenance issues. They have been observing and doing an inventory of common area plant material and their condition. They are reviewing maintenance profiles with Mr. Lukasz, specifically how much time is spent mowing, trimming, fertilization, and pesticide practices. They will review irrigation practices and equipment. They will look at safety issues, i.e., overgrowth and visibility in medians; efficiency and cost-benefit factors, i.e., replace sod with plant material requiring less water and irrigation; and apply consistency and best management practices when possible.

Mr. Mangan said safety, security, and ADA compliance issues cover more than one issue or element, i.e., recommendations for solutions to dark areas along the roads and the U.S. 41 berm may be lighting, walls, or security cameras. There is a conflicted use pattern currently in the community and they will look at all primary and secondary possibilities for improvements.

Mr. Lickhalter said security issues go farther than transportation issues and said several years ago, the community attempted to get some information about crime and the Sheriff’s office did not provide useful information. Some elements may be outside of the scope of the project, but not be forgotten. Establish some ground rules as to how Foundation staff makes aesthetic changes to the community.

Mr. Mangan agreed and said those decisions do become the standard for the community.

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Ms. Noreen Murray said as this information is distributed, some community misconceptions might develop. Inform the community that before implementation of any project, it will be discussed and then approved by the entity or property owner responsible, the Foundation, Services Division or jointly.

Mr. Mangan said project objectives, cost expectations, period for implementation would come to a consensus before any money is spent.

Mr. Jerry Moffatt asked what the official name of the project is because it seems to be associated with landscaping.

Mr. Mangan said the project is a community improvement master plan and Wilson Miller will convey that clearly to the community.

Mr. Levy said this should be a "proposed" community improvement master plan.

Mr. Mangan said he agrees, but for project purposes, this is a community improvement plan. Their task is to develop a plan and they do not want to give the impression that input can wait.

Mr. Moffatt said regarding replacing sod with other plant material, there are 3,000 dogs in the community and they could be creating a smelly problem.

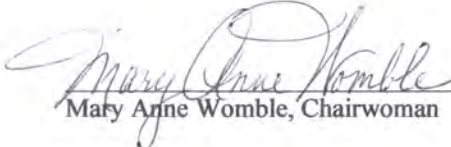
Mr. Mangan said there are many ways to address problems and they do have to be careful not to create others, but sometimes, one solution can be effective for more than one issue.

Ms. Rose Mary Everett asked about noise abatement was not mentioned and suggested it be addressed specifically.

Mr. Mangan said although not discussed today, noise abatement is one issue on the list.

Mr. Moffatt suggested meetings be publicly noticed using the language, "two or more members of the Services Division may attend" the meeting.

Mr. Mangan said they would notice the public meetings properly and the meeting adjourned.

  
Mary Anne Womble, Chairwoman

Minutes by Lisa Resnick 11/25/2009 11:10:58 AM