



CITY OF GROVELAND
156 S. LAKE AVENUE
GROVELAND, FL 34736

PHONE 352-429-2141
FAX 352-429-3852

"The City with a future, watch us grow!"

Groveland City Council
City Manager Report
March 2, 2015

Pending Action Items:

- SR 50 Realignment Update: The City Manager's Office is working with Representative Metz's Office in preparing a bill request for Right-of-Way Acquisition Funding for the Groveland SR 50 Realignment. FDOT has conducted several public hearings in each of the seven transportation districts, in which Groveland is in District Five. The city has expressed its desire to have FDOT re-evaluate their proposed tentative 5 year work plan to include Right of Way acquisition for SR 50 realignment. Although the Florida Transportation Commission rarely changes their 5 year plan once recommended there is a precedence that changes can be made. The city will also attend the March 2nd Statewide Public Hearing held by the Florida Transportation Commission to express concerns regarding this matter.
- The Villa City DRI Application has been submitted. Villa City IA, LLC. represented by Little John Engineering has initiated the review process for the Villa City Development of Regional Impact ("DRI") within the City of Groveland Inter-local Service Boundary Agreement (ISBA); the project encompasses 5,564 dwelling units, 250,000 square feet of commercial/retail, and 204,000 square feet of office. The DRI will include a review and analysis of transportation impacts, for this service the city has contract with the Lake / Sumter Metropolitan Planning Organization; the city is also considering contracting with an environmental engineering firm for the review and analysis of the potential environmental impacts of this project (these services if contracted out are covered within the DRI application fees. At this time there is no new developments to report.
- Hunt Industrial Park Update: Staff is on schedule to present to City Council a full recommendation for a development agreement with Hunt Industrial at the March 16th City Council meeting. Thru a thorough Impact Fee review; identifying restrictive fees and non restrictive fees; exploring a wavier initiative that included third party and direct contributions; and considering multi-year incentive options; staff has found a recommendation that meets the goal of presenting an incentive package that would zero out the impact fees related to the Hunt Industrial Park expansion.

Report from the Desk of the City Manager:

- Permaculture Community Garden - The Garden has been successfully presented to both the Recreational Advisory Committee (RAC) and the Community Redevelopment Agency (CRA), and has gained approval to use 1 acre to start; allowed to grow as large as 3 acres fully build out; at the at the far south-east corner of the Sampey Field site. The CRA approved the use of this location pending a clear soil sampling for contaminants that could affect food crops. Staff will be moving forward with coordination efforts if the soil sample is appropriate.

- Goal Setting Consultant - The purpose of goal setting is to allow the City Council to set and/or reaffirm the vision for our City. The budget sets aside \$5,000 for this activity. Based on interest from the City Council to consider only Florida consultants. The City Manager's Office has extended an invitation and received a proposal from a Florida consultant who is well respected in these services. He also comes with high recommendation from the Florida League of Cities. Lyle Sumek Associates, has offered several references that the Council are welcomed to check on their own as the City Manager will seek consensus to move forward this consultant proposal at the March 16th Council Meeting (please see attachment 1). Although the base services are \$1,800.00 there is no limit to expenses or individual consultation hours; therefore, I am recommending that the city include a ***not-to-exceed*** provision in his contract that reflects our budgeted amount of \$5,000. (We may also require the consultant to scale down a portion(s) of the scope of service provided in the proposal). Note: References are on page 10 - attachment 1
- Water Rate Study Update - Staff is working on finalizing a detailed timeline for completing a preliminary review and contracting out water rate study services. Our goal is to wrap-up the entire process in the next six months. Issues related to potable water rates, reclaim water rates, infrastructure concerns and high volume users; will be topics that will be addressed in the next six months as a part of our water rate study and the work leading up to the study. The data collecting process; also involves collecting antidotal data collection. Therefore, meetings with internal and external stakeholders have been scheduled and will continue to be. If City Council members are interested in participating in this fact finding effort, please indicate your interest to my office and I will make sure a time can be set-up for a meeting on this topic. Progress reports will be produced as a part of this process.

Projects in the Funnel / Staff work Room:

(Written only)

- | | |
|---|--|
| • Neighborhood Grant | • Capital Budget to the RAC |
| • Fishing Pier | • Osprey Cove Property Maintenance |
| • SR-50 Letter Writing & Petition Campaign | • Paint ??? / Refurbish Gazebo / Lake David |
| • Permaculture Community Garden | • Jim Stivender Presentation |
| • City Bi-Annual News Letter | • Inter-local Home Investment Partnership |
| • Light Receptacles / Ryan's Electric | • Hwy 27 Welcome Sign (basic) |
| • Water Rate Study Preparation | • Irrigation Inspector / Conservation Specialist & Program Development |
| • Arranging City Council Goal Setting | • Police / Community Citizen Advisory Board |
| • Groveland Youth Council (concept paper provided - attachment 2) | • Amending Economic Development Resolution (March 16th) |

Follow up / Reminder items:

- State Lobbyist Inquiry Update - The City Manager's Office has inquired into the cost, availability, and potential benefit of having a lobbyist working on the city's current legislative agenda. At this time, I have received interest from two firms: Southern Strategy Group and Becker & Poliakoff which have submitted a proposal (attachment 3). Southern Strategy will be presenting a proposal and I hope to find another firm who is interested.

Events:

- Box Car Racing -- February 28th, 2015 -- was cancelled due to weather.
- Next Box Car Racing Event -- March 28th, 2015

PROPOSAL

LEADERSHIP, GOVERNANCE, AND STRATEGIC PLANNING

Mayor and City Council

Groveland, Florida

February 2015

Program Outcomes

➤ **GOVERNANCE: ENHANCING THE PERFORMANCE AND EFFECTIVENESS OF THE MAYOR, CITY COUNCIL, AND CITY MANAGER**

- Mayor, City Council, and City Manager: Framework for Effectiveness
- "House Rules"
- Protocols: Daily Operating Guidelines for Mayor, City Council, and City Manager
- Roles and Responsibilities: Mayor, City Council, and City Manager
- Expectations and Actions for Effectiveness: Mayor, City Council, and City Manager

➤ **VISION, GOALS, PLAN (5 YEAR), and, MISSION FOR THE GROVELAND**

- Vision 2030: A Vision Statement with defined, value-based principles that describe the preferred future in 15 years for the City of Groveland
- Goals for 2020: Four to six Goals with measurable objectives which become major focus areas for City of Groveland
- Plan 2015 – 2020: A Plan to realize the Vision, to enhance the Mission and to achieve the Goals with an analysis of major challenges and opportunities and specific actions
- Mission: A Mission Statement that defines what should be the primary purposes of the City of Groveland with operating guidelines and service priorities

➤ **STRATEGIC DISCUSSION ON CRITICAL ISSUES**

- Critical Issues: key issues shaping the City of Groveland's future
- Strategy: desired outcomes, potential partners, activities, timeframe

➤ **ACTION AGENDA FOR 2015**

- Policy Agenda for 2015: A Top "10" list of Top and High Priority policy related actions for the Mayor and City Council to address during the next year
- Management Agenda for 2015: A Top "10" List of Top and High Priority management or administrative actions for the next year
- Major Projects for 2015: A list of key projects to be completed or requiring significant work for the next year
- Action Outlines 2015: For prioritized actions including activities/milestones, timeframe, responsible party/team
- Guidelines for Budget and Capital Projects: direction, priorities

➤ **MAKING THE STRATEGIC PLANNING PROCESS WORK FOR THE GROVELAND**

Institutionalizing the process in the governance process and the organization

- Progress Matrix or Status Reports
- Marketing the Plan to the Community
- Incorporation into Policy Reports, Budget Plan Development, Program Development, Project Planning

Program Outline

ACTIVITY 1: Strategic Planning Activity: Outline for the Groveland

The consultant will consult with the City Manager to finalize purposes, work products, activities, and time frames.

ACTIVITY 2: • Mayor, City Council, and City Manager Background Interviews

The consultant will interview the Mayor, each member of the City Council, the City Manager, City Attorney and others. The purposes of each interview are to:

- Gain background on the City of Groveland and the community
- Discuss their vision for the future, mission of the City of Groveland, goals for 2020
- Identify and discuss issues today and opportunities on the horizon
- Focus on key topics for the Workshop

During the interview, the questions are likely to explore the following information:

1. During the past year, what are the major successes for the City of Groveland?
2. What did not get accomplished this past year or is in progress and needs to continue for the next year?
3. What does success mean for the Mayor/City Council/City Manager?
4. What are Groveland's primary strengths, weaknesses, opportunities and threats?
5. Success for the City of Groveland in 2030 means . . . ?
6. As you look to the future, what are the major challenges facing the City of Groveland?
7. What do you believe are the most important 5-year goals for the City of Groveland?
8. During the next year, what are the specific, major issues that you feel need to be addressed by the City of Groveland?
9. What suggestions do you have for increasing the effectiveness of the Mayor/City Council/City Manager?
10. What other topics do you feel need to be addressed during the workshop?

Additional questions are likely to be added to this list based upon further discussion.

ACTIVITY 3: Interview Analysis and Preparation of Leader's Guide 2015 – A Working Document for Key Managers

The consultant will analyze the interview data and prepare a summary of:

- Vision 2030 Rough Outline Draft: Statement with defined principles
- Working Draft Goals for 2020 with Objectives
- Potential Targets for Action 2015

- Mission Rough Outline Draft: Purpose of City Government with defined principles and core services

These drafts will be placed in a Leader's Guide – A Working Document for Key Managers that will be used and modified during the Strategic Planning process.

ACTIVITY 4: Strategic Planning Session 1 for Key Managers Team

A one-day Leadership and Strategic Planning Workshop will be held. The purpose of this session is to:

- Provide background on Strategic Planning
- Review accomplishments from the past year
- Focus on Vision, Mission and direction for the City of Groveland
- Identify topics for Mayor and City Council Workshop

The specific agenda will be developed and submitted to the City Manager. The Workshop should be flexible, adjusting to your needs, and should be fun in order to maximize the learning experience.

ACTIVITY 5: Strategic Planning Session with Elected Officials (Optional)

The Consultant and City Manager will have a planning session (2-4 hours) with other elected officials. The purposes of this session are to:

- Review the strategic planning process
- Discuss challenges and opportunities facing Groveland
- Identify key issues/topics needing to be addressed by Groveland – one-year and five-year
- Discuss any suggestions for the City Manager

The results of this session will be incorporated into the "Leader's Guide 2015 – Working Document".

ACTIVITY 6: Preparation of Leaders' Guide 2015 for Mayor and City Council

The Consultant will analyze the interview data and prepare a summary of:

- Vision 2030 Rough Draft: Statement with defined principles
- Mission Rough Draft: Purpose of City Government with defined principles
- Working Draft Goals for 2020 with Objectives
- Potential Targets for Action 2015

These drafts will be placed in a Leader's Guide – A Working Document that will be used and modified during the Mayor and City Councils' Workshop.

ACTIVITY 7: Leadership and Strategic Planning Workshop I for Mayor and City Council

A 1½ – 2 days Leadership and Strategic Planning Workshop will be conducted for the Mayor and City Council. The specific agenda will be developed based upon the interviews. A typical outline for a Leadership and Strategic Planning Workshop follows:

1. Keys to City Success: Effective Leadership and Teamwork
2. Governance: Mayor, City Council, and City Manager
3. Realities for 2015: for cities, for the City of Groveland
4. Strategic Planning Model the for the City of Groveland
5. Performance Report 2014
6. Groveland's Vision 2030
7. Groveland: Mission and Core Services
8. Goals for 2020
9. Plan 2015 – 2020: Initial Draft

ACTIVITY 8: Strategic Planning Workshop II for Key Managers Team

A one-day Strategic Planning Workshop is suggested for the Key Managers. This workshop will focus on:

- Governance Guide: Review
- Vision 2030: Review, Reality Test
- Goals 2020: Review, Reality Test
- FOR EACH GOAL
 - Outcome-based Objectives: Review
 - Value to Residents: Review
 - Challenges and Opportunities with Short Term Priority
 - Actions 2015 with Initial Priority
- Groveland's Mission and Service's: Review
- Action Outlines 2015: Development (with Key Issues, Activities/Milestones, Time Frame, Responsible Party)

ACTIVITY 9: Leadership and Strategic Planning Workshop II for the Mayor and City Council

Leadership and Strategic Planning Workshop II (2 – 4 hours) will be held for the Mayor and City Council. The purposes of this Workshop are:

- Governance Guide: Further Refinements
- Plan 2015 – 2020: Refinement and Finalization
- Action Agenda 2015: Policy Agenda 2015 - Top Priority, High Priority; Management Agenda 2015 – Top Priority, High Priority
- Action Outlines on Key Issues: 2015
- Actions to Make the Strategic Planning Process Work for the City of Groveland

ACTIVITY 10: Final Reports for the • Mayor, City Council, and City Manager

As a follow-up to the workshop, the following reports will be prepared for the City Council and City Manager:

- Governance Guide
- Strategic Plan 2015 – 2020 - 2030
- Executive Summary 2015 – 2020 – 2030 (small booklet)
- Action Agenda 2015 with Monthly Calendar
- Leader's Guide 2015: Final Report
- Plan in Brief 2015 (1 page/2-sided, laminated)
- Performance Report 2014

These reports become working documents for the next year.

STRATEGIC FRAMEWORK

VISION 2030

“Desired Destination for Groveland”

PLAN 2020

“Map to the Groveland’s Destination”

EXECUTION

“Route for Next Year”

MISSION

“Responsibilities of Groveland”

BELIEFS

“How the Groveland Government Should Operate”

STRATEGIC FRAMEWORK BASIC ELEMENTS

VISION

**“What We Want to Become –
Our Preferred Future as Defined in Value-Based Principles.”**

PLAN

**“Our Road Map for 5 Years – How to Realize Our Vision with
Achievable Goals Defined Through: Objectives, Meaning to
Our Residents, Challenges and Opportunities, Actions 2015,
Major Projects 2015 and Actions on the Horizon.”**

EXECUTION

**“Actions to Implement the Plan –
A Work Program for Next Year with a “To Do”
List for Mayor, City Council, and Management – To be Completed
with Accountability for the Results.”**

MISSION

**“Purposes of City Government – Determined in Service Businesses
Defined in: Operating Elements, Business Successes, Challenges and
Opportunities and Service Improvements 2015.”**

BELIEFS

**“Our Core Beliefs Which Are the Foundation for Our City
Government – Creating a Corporate Culture of Action and
Accountability, the Primary Value, As Defined in Performance
Standards to Guide Behaviors and Actions.”**

HOW WE CONDUCT OUR BUSINESS

Consultant Resume and Qualifications

Lyle J. Sumek, President
Lyle Sumek Associates, Inc.
9 Flagship Court
Palm Coast, Florida 32137-3373
(386) 246-6250

Academic

A.B. in Public Administration, San Diego State College, 1967
M.S. in Public Administration, San Diego State College, 1968
Ph.D. in Public Administration, University of Southern California, 1977

Local Government

Management Intern, City of San Diego, 1965
Management Assistant, City of San Diego, 1965 – 1968
(Fire Department, Public Works Department, Interim City Administrator's Office)

University Teaching

Instructor, University of Southern California, 1970 – 1972
Assistant Professor, Northern Illinois University, 1972 – 1973
Associate Professor and Assistant Dean (Boulder Campus),
University of Colorado, 1973 – 1979

Consulting Services

President, Sumek Associates, Inc. (a Colorado Corporation), 1979 – 1991
President, Lyle Sumek Associates, Inc. (a Florida Corporation), 1991 – Present

Publications

Numerous Publications on Leadership, Strategic Planning, Team Building and Aligning the Corporate Culture – High Performance Organization Accountable for the Results

References

Beaufort County, South Carolina

Gary Kubic, County Manager
100 Ribaut Road
Beaufort, SC 29902
(843) 255-2184

City of Gilroy, California

Tom Haglund, City Administrator
7351 Rosanna Street
Gilroy, California 95020
(408) 846-0202

City of Dubuque, Iowa

Michael C. VanMilligen, City Manager
50 W 15th Street
Dubuque, IA 52001
(563) 690-6036

Town of Hilton Head Island, South Carolina

Steve Riley, Town Administrator
1 Town Center Court
Hilton Head Island, SC 29926-1872
(843) 341-4701

City of Hermosa Beach, California

Tom Bakaly, City Manager
1315 Valley Drive
Hermosa Beach, California 90254
(310) 318-0216

City of Sugar Land, Texas

Allen Bogard, City Manager
2700 City Center Blvd North
Sugar Land, TX 77479
(281) 275-2713

City of Peoria, Illinois

Patrick Ulrich, City Manager
419 Fulton, Suite 207
Peoria, IL 61602
(309) 494-8324

City of Virginia Beach, Virginia

James K. Spore, City Manager
2401 Courthouse Drive
Building 1, Room 234
Virginia Beach, VA 23456-9001
(757) 427-4242

More references are available upon request.

Fee Estimate

Leadership and Strategic Planning

Groveland

February 2015

ESTIMATED BILLING TIME:

Number of days scheduled is flexible and is based on the needs of the City.

- ACTIVITY 1** Strategic Planning Outline for the Groveland
- ACTIVITY 2** Mayor, City Council, and City Manager, Background Interviews
(1 hour per person, in person or by phone, billed at actual time)
- ACTIVITY 3** Interview Analysis and Preparation of Leader's Guide 2015 -- A Working Document for Managers
- ACTIVITY 4** Strategic Planning Session I for the Key Management Team
- ACTIVITY 5** Planning Session with Mayor, City Council
- ACTIVITY 6** Preparation of Leader's Guide 2015 for Mayor and City Council
- ACTIVITY 7** Leadership and Strategic Planning Session I for Mayor and City Council
- ACTIVITY 8** Strategic Planning Workshop II for Managers
- ACTIVITY 9** Leadership and Strategic Planning Workshop II for Mayor and City Council
- ACTIVITY 10** Final Reports for the Mayor, City Council, and City Manager

Total Estimated Time _____ 8-14 Days

* Cancellation/unavailability of individuals may result in additional charges

CONSULTATION FEES:

Individual consultation _____ \$ 225.00 per hour
 _____ \$1,800.00 per day on-site
 (8 hours)

The typical cost is \$16,000 - \$26,000 to completion + expenses + products.

EXPENSES: _____ Additional Costs

Including, but not limited to:

- *Travel/Auto Expenses*
- *Telephone/Fax Usage Fee (billed at \$12.00/hr.)*
- *Assessment Instruments*
- *Accommodations and Meals*
- *Typing, Duplication, Binding, Shipping*
- *Products:*
 -
 - *Governance Guide 2015*
 - *Strategic Plan (coil bound) G-0015*
 - *Executive Summary (booklet)*
 - *Action Agenda 2015 Objectives 2015-2016*
 - *Leader's Guide Summary Report*
 - *Plan in Brief*

Concept Paper



156 S. Lake Avenue
Groveland, FL 34736
www.groveland-fl.gov

Administration

Phone: 352.429.2141 x 233
Fax: 352.429.3852

Building/Permitting

Phone: 352.429.2141 x 227
Fax: 352.429.3852

City Clerk

Elections/Public Records
Phone 352.429.2141 x 231
Fax: 352.429-3852

Community Development

Phone: 352.429.2141 x 238
Fax: 352.429.3852

Community Redevelopment Agency

Phone: 352.429.2141 x 225
Fax: 352.429.3852

Finance

Phone: 352.429.2141 x 236
Fax: 352.429.5723

Fire

Phone: 352.429.1209
Fax: 352.429.0059

Police

Phone: 352.429.4166
Fax: 352.429.5559

Public Works

Phone: 352.429.2438

Utility Billing

Phone: 352.429.2141 x 221
Fax: 352.429.3852

Utility Services

Phone: 352.429.0227
Fax: 352.429.8246

***"City with a future,
watch us grow!"***

From the Office of the City Clerk

Memo

To: Redmond D. Jones, II, City Manager
From: Teresa Begley, City Clerk
Date: January 20, 2015
Re: Creation of Groveland Youth Council

The purpose of this memorandum is to provide you with a summation of my research regarding the creation of a youth council. I reviewed state, municipal and non-profit organization youth councils to extract the most useful and pertinent information available. This information will be provided below; draft forms and documents relative to the creation will be attached as well.

Today's community leaders are realizing the positive connection between involving youth in community activities and the increase in overall community vitality and engagement. We must give a high priority to engaging the diverse groups of young people within our community because these young people are more connected and engaged to the wider world than any previous generations combined. Young people are a vital component of civil society and should be considered as part of the decision-making process. We must empower and support young people as they assist us in transforming their community with their ideas, energy and talent into a community that will provide stability for their continued growth and that of their future families.

Engaging youth can easily be accomplished by effectively elevating the youths' voices by actively listening to their ideas, concerns, and aspirations. We must demonstrate to young people that we value their opinions and creativity. Youth Council's are a mechanism to partner with emerging young leaders to address our shared challenges within the community. Young people's involvement is not only integral to solutions but is part of the process that leads to solutions. The fundamental nature of youth involvement is a partnership between adults and young people; one in which each party has the opportunity to make suggestions and decisions and in which the contribution of each is recognized and valued.

Youth Council members promote ways in which young people can utilize their skills and leadership to collaborate with city leaders and organizations throughout the community. They work to provide access and representation for young people in areas of the community. Members strive to yield opportunities for partnership between youth and adults including collaborations with local government, schools, businesses, and community organizations to identify solutions and challenges. This allows youth the opportunity to develop leadership skills and be recognized as an essential community resource.

Young people involved with youth councils become skillfully equipped with critical thinking, public speaking and leadership skills necessary to act as representatives of

youth and change agents in their community. In addition, youth councils enable city councils to be more representative of the whole community as a whole by gaining insight regarding the youth and dynamic perspective to improve services that directly affect young people which encourage youth to be more actively engaged in the political process.

Youth councils are all about getting youth and emerging leaders involved in self-advocacy, peer mentoring and other activities that will improve their quality of life. When creating a Groveland Youth Council we must be cognizant that we provide a platform that will develop and strengthen the youths' voices and engage them in creative dialogue with community leaders and policy makers alike. A critical mass of youth consisting of 12 members is ideal for a successful council; this should include as diverse a group as possible in order to be representative of our community. Categories must be defined of youth expertise to be represented on the council. For example; social networking, new media, designing or implementing an effective peer educating program, someone who truly knows youth culture. The group must be provided with the proper training they need to have confidence in their areas of expertise and to work collaboratively with adults in our organization. The organization's expectations must be clearly expressed and defined from the onset to obtain the most involvement.



February 26, 2015

Via Email: Redmond.Jones@Groveland-fl.gov

Redmond Jones, City Manager
City of Groveland
156 S. Lake Avenue
Groveland, FL 34736

Re: *Retainer Agreement for Florida State Lobbying Services*

Dear Mr. Jones:

On behalf of the Law Firm of Becker & Poliakoff, P.A. (hereinafter the "Firm") it is my pleasure to provide you with this proposed retainer agreement for lobbying services in the State of Florida. Governmental relations has been an important part of the firm's practice since its founding over forty years ago. Our team of lawyers and lobbyists has extensive first-hand working knowledge of governmental and administrative practices and procedures in the Executive and Legislative levels of state government.

As we discussed, the Becker & Poliakoff State Lobbying Team (the "team") has a successful track record of representing municipalities in Tallahassee on a variety of legislative issues, funding opportunities, and program implementation. Founded over forty years ago, Becker & Poliakoff includes more than 170 attorneys, lobbyists and other professionals in thirteen offices throughout Florida. Our statewide network of offices allows us to get to know legislators from all over the state, on their home turf, year-round. These relationships and the many others we have from our decades-long lobbying experience will be instrumental in helping achieve the City's goals.

We are fully prepared to begin working immediately to develop and execute a legislative strategy to achieve your legislative goals, and help identify and secure funding sources.



Lobbying Experience

Becker & Poliakoff is best qualified to perform the work needed by City because our team has strengths and talents that others simply don't have:

- 1) An experienced Tallahassee lobbying team which has deep knowledge and understanding of local government policies, programs, funding opportunities, appropriations line items and grant funding;
- 2) A diverse lobbying team which covers both sides of the aisle, various regions of the state and works closely with the various caucuses to find common ground for our clients;
- 3) Excellent relationships with committee and appropriations members and staff, and agency staff to effectively advance the city's priorities;
- 4) Energy, enthusiasm – no lobbying team works harder or longer hours. We simply cannot be outworked;
- 5) Offices around Florida providing opportunities to get to know legislators year round in their home districts and;
- 6) Track record of success for similar clients.

We are most proud of our numerous long term client relationships; they are a testament to our team's hard work, dedication to achieving our client's goals, and most importantly to our ability to achieve successful results. As an example, we have represented Miami-Dade County since 2003, and the cities of Cape Coral since 2007, Pompano Beach since 2000, and Opa Locka since 1999. A great deal of our success can be attributed to our long standing working relationships with elected officials and staff at all levels, our deep understanding of government programs, and perhaps most importantly, the appropriations process and state grant opportunities.

Background & State Lobbying Experience

For over forty years, Becker & Poliakoff has been active in Florida's political landscape. We have been involved in hundreds of campaigns and political races and served as key political insiders in the races of Speaker, Senate President and the House and Senate minority Leaders. Co-founding partner Alan Becker served in the Legislature in the 1970's and he and Gary Poliakoff were active leaders for decades. Alan was recently named the Vice Chair for Enterprise Florida, the state's official economic development organization. As such, he has relationships with key political leaders (the Governor is the "official" Chair) and business leaders from all over the state. Additionally, attorneys in our offices, including Ft. Walton Beach, Orlando, St. Augustine, Tampa, Sarasota, Miami, Ft. Lauderdale, Miramar, Ft. Myers, Naples, Stuart, St. Augustine, West Palm Beach, allow us to get to know legislators from around the state who may be very influential on the City's priority issues. Each office is involved in the local community both at the political and civic level. This is the culture of our

law firm. This involvement greatly benefits our lobbying and gives us a real competitive advantage. Our firm has represented over 7,000 condominium and homeowner associations throughout Florida and we encourage their active participation in the political process as well. Our firm's endorsement and fundraising prowess is a sought after political commodity by candidates and those running for office come to our firm for support from our community association clients.

Our lobbying team is one of the most diverse in Tallahassee in terms of race, gender, ethnicity, and party affiliation. Five members of our lobbying team and law firm have been appointed by Governor Rick Scott to State Boards and positions: George Burgess was appointed to the P3-Public Private Partnership State Board; Jose Fuentes was appointed to the Board of Trustees of Miami Dade College; Mario Bailey was appointed to the South Florida Regional Planning Council; Rosa de la Camera to the Community Association Living Study Council; Alan Becker to Enterprise Florida Board. Hundreds of people compete for each appointment and our firm's ability to have five appointments demonstrate the depth of our institutional relationships and bi partisan capabilities.

State lobbying is a core practice for our firm. Our team includes seasoned lobbyists with decades of experience working both in and outside of government. Our lobbying team is deeply involved in municipal issues from years of experience representing local governments including Opa Locka, Hollywood, Cape Coral, Pompano Beach, Miami Gardens, West Park, Lauderhill, Pinecrest, Homestead, Virginia Gardens, and many others. We have made it our business to intimately understand the programs that can benefit municipalities and their unique funding mechanisms. We have spent countless hours working with legislative staff and members on water, infrastructure, and storm water projects, crime prevention programs, housing funds and numerous others for our municipal clients.

The team works closely with the legislators that represent our local government clients around the state. As an example, we represent the City of Cape Coral and have worked closely Senator Lizbeth Benacquisto and Representative Dane Eagle's districts include the City of Cape Coral. For our clients in Miami Dade County, we have worked closely with Representative Erik Fresen and Senators Flores and Diaz de la Portilla, key leaders on the appropriations committee.

We have strong relationships with the committee leaders and staff that hear the bills that impact local governments. For example, during the 2014 Legislative Session, the Community Affairs Committee heard bills involving local government pensions, development, and environmental regulation, all issues important to our local government clients.

In short, because of our vast experience representing local governments and the many years that our Team has been lobbying the Legislature on behalf of our public and private entity clients, we have lobbied every committee and every committee chair and House and Senate leadership on a large variety of issues.

We work year round to develop relationships with members and candidates including participating in legislative conferences and political events around the country in order to spend time building relationships with Members. We work closely with House and Senate leadership teams of both parties on candidate identification and selection in various districts and often work in the field with candidates in their campaigns and help them before they get elected. We have close personal and working relationships with the current and future Speakers and current and future Senate Presidents. Once elected, we work closely with Members and their staff to assist with the transition into elected office and then meet regularly to help educate them on important issues to their constituents.

Without question we are a highly active, bi-partisan political firm that is involved in all major campaigns in Florida. As the *Sun-Sentinel* said, we “wield influence and make a difference” (for our clients).

Appropriations Success

To illustrate our success on behalf of our clients, see below our 2014 appropriations successes:

2014 State Legislative Appropriations	Allocation
Private HBCUs	
Library Resources	\$907,844
Black Male Explorers	\$214,701
Florida Memorial University	
ARG	\$3,932,048
Edward Waters College	
ARG	\$3,329,526
Bethune-Cookman University	
Entrepreneurship Institute	\$750,000.00
ARG	\$4,474,096
City of Lauderhill	

Floridian Well Installation	\$300,000
SHIP Housing and Community Development Funding	\$305,530
City of Lauderdale Lakes	
Water Quality Improvements	\$500,000
City of Miami Gardens	
Vista Verde Stormwater Project	275,000
NW 195/204 Stormwater Project	\$75,000
Neighborhood Swale Re-grading	\$10,000
Miami Gardens Crime Prevention	\$500,000
SHIP Housing and Community Development Funding	\$310,498
City of West Park	
S.W. 40th Ave. Drainage Project	\$500,000
Retention Pond for Development	\$200,000
City of Opa-locka	
NW 127th St./Cairo Lane	\$400,000
NW 135th St./Cairo Lane	\$600,000
Historic City Hall Restoration	\$350,000
City of Pompano Beach	
Reclaimed Water Project	\$300,000
Cultural Affairs Grant - New Construction	\$500,000
SHIP Housing and Community Development Funding	\$470,923
Broward County Public Schools	
Minority Males Success	\$200,000.00
City of Virginia Gardens	
Virginia Gardens Stormwater ADA Improvement 40th St.	\$275,000
City of Cape Coral	
Burnt Store Road Widening	\$3,850,000
SHIP Housing and Community Development Funding	\$740,341
Reclaimed Water Interconnect	\$790,135

Jewish Federations	
Florida Holocaust Museum Education program	\$150,000
Holocaust Memorial - Miami Beach	\$400,000
Florida Holocaust Museum	\$750,000
Tampa Jewish Community and Federation project	\$2,000,000
Holocaust Task Force	\$100,000
Gulf Coast Jewish Family and Community Services	\$1,416,000
Holocaust Victims Assistance	\$308,007
Miami Jewish Health Systems Program, Elderly Care	\$1,424,812
Jewish Federation Agencies, Senior Care & Activities	\$974,363
Holocaust Memorial - Miami Beach	\$150,000
Holocaust Documentation and Education Center	\$257,000
Recurring Funds, Local Service Program Dept. Elder Affairs.	\$1,500,000
Space Florida-Israel Aerospace Coordination	\$1,000,000
Enterprise Florida, Tel Aviv Office	\$100,000
Ruth and Norman Rales Jewish Family Services	\$250,000
City of Miami Springs	
City of Miami Springs Hot Meals Program	\$99,457
Children of Inmates	
Support for Children of Inmates	\$500,000
Florida Resident Access Grant	
Florida Resident Access Grant	\$112,359,000
City of Hollywood	
Fred Lippmann Senior Center	\$228,000
SE Focal Point Senior Center - Joseph Meyerhoff Center	\$141,550
SHIP Housing and Community Development Funding	\$656,000
Urban League	
Minority Communities Crime Prevention	\$4,389,055
Broward County Support	\$2,000,000
Urban League Youth Consortium	\$2,000,000

Team Members

Using a true team approach has served the Becker & Poliakoff lobbying team well when it comes to creating consensus among legislators, meeting critical deadlines, and successfully handling complex legislative initiatives and funding requests. Juggling dozens of client demands and providing 24/7 client service requires a true team effort. Fortunately, our team of lawyers and lobbyists has worked together for many years and has excellent working relationships in which they depend on each other to uphold the high level of service that our clients have come to expect. They meet every morning and every evening to compare notes and nimbly adjust their lobbying strategy based on the intelligence gathered during the day.

The diversity of our lobbying team provides our clients with a distinct advantage because of the array of relationships with legislators from both sides of the aisle as well as the various caucuses. Additionally, each member of our lobbying team has a strong working knowledge of the legislative and executive processes, and issues affecting local governments. Another added value of the Becker & Poliakoff lobbying team is our legal background as attorneys; our lawyer/lobbyists can help clients with questions regarding legislative intent and interpretation that a non-lawyer lobbyist may not be able to adequately address, as well as the attorney-client privilege.

The Lobbying Team



Mario J. Bailey is a lobbyist in the Firm's Government Law & Lobbying Practice Group. He concentrates on government relations and lobbying in South Florida and Tallahassee. Mr. Bailey works closely with clients from various sectors including business, municipal government and education to advocate for their issues before various government agencies and the State Legislature. He assists in advancing his client's political and legislative interests and monitoring legislative and regulatory issues that impact their various industries. Mr. Bailey has been successful in guiding legislation and funding priorities through the legislative committee process, to the floor of the Florida House of Representatives and the Florida Senate, and ultimately,

for the Governor's signature.

Mr. Bailey was appointed by Governor Rick Scott to the South Florida Regional Planning Council. The 19-member Council is charged with identifying the long-term challenges and

opportunities facing Southeast Florida and assisting the region's leaders in developing and implementing creative solutions.

Prior to joining Becker & Poliakoff, Mr. Bailey served as the Chief Legislative Aide to Florida State Representative Dwight M. Bullard. This experience taught him the intricacies of the legislative process, committee procedures, and helped him build strong ties to members of both parties and chambers. Mr. Bailey began his political career as a field coordinator on a congressional campaign in South Florida. Since then, he has been active in various civic and business organizations locally. He's an alumnus of the Greater Miami Chamber of Commerce's Leadership Miami Program, and has served twice served as chair of the government focus session.



Yolanda Cash Jackson is an attorney and one of the Firm's primary state and local government lobbyists. She is a shareholder with the Firm and a member of the firm's 7 member Management Committee. She is well-known among the Tallahassee lobbying corps for her representation of several governmental agencies including municipalities, special districts and school boards, and her relationships with legislative leaders from around the State. She has held numerous appointed positions at the State level including serving on the Board of Directors of the Florida Residential Property and Casualty Joint Underwriting Association (JUA) and as Chair of the Florida Hurricane Catastrophe Fund established in the aftermath of Hurricane Andrew. She was selected to become a member of the prestigious Leadership Florida organization and currently sits on their statewide alumni Board, a very high level group of businesspeople and policymakers.

Ms. Jackson has extensive and significant lobbying experience in areas that are important to the City including funding for infrastructure improvements, utilities, wastewater treatment, stormwater drainage, and industrial waste clean up through her representation of several cities including Miami Gardens, Opa Locka, Lauderdale Lakes and Pompano Beach as well as Miami Dade County School Board, Metro-Miami Action Plan, Miami Dade Expressway Authority, plus others such as Florida Memorial University, Bethune Cookman College, AT&T, Service Employees International Union, Health Choice Network. In addition to her strong legislative lobbying experience, she has handled issues at the Executive level and has experience interacting with the Public Service Commission which may be an asset to the SWA. Ms. Jackson is proud that each of these clients has renewed her lobbying contract which is a strong indication of their satisfaction with her skills, knowledge and most of all, results. She has been honored and recognized by various organizations including her client Florida Memorial University for her

outstanding contributions to the university's success; In Focus Magazine as one of South Florida's Most Outstanding Black Professionals; and most recently by the South Florida Business Journal as one of their "Key Partners". She served as General Counsel to the NAACP (Miami-Dade Branch) where she is also a member of the Executive Committee. She is very active in professional organizations at local, state and national level including the National Bar Association, The Virgil Hawkins Chapter and The Wilkie D. Ferguson Chapters; National Bar Association/Women's Law Division, Distinguished Speaker Coordinator; Black Lawyers Association and Dade County Bar Association.

Awards & Recognition

- Designated Professional Lobbyist Certification
- Legacy Magazine High Achiever under 40
- Greater Miami-Dade Chamber of Commerce's Leadership Miami Graduate
- Congressional Black Caucus Annual Legislators Conference Emerging Leader



Yeline Goin is a Tallahassee based lawyer and lobbyist who previously practiced law and lived in Lee County. Ms. Goin works closely with a number of the Firm's local government clients to advocate for their issues before various government agencies and the State Legislature. She assists in advancing their political and legislative interests and monitoring legislative and regulatory issues that impact local governments. Ms. Goin has been successful in guiding legislation and funding priorities through the legislative committee process, to the floor of the Florida House of Representatives and the Florida Senate, and ultimately, for the Governor's signature. For example, during the 2014 Legislative Session, Yeline

worked closely with the City of Cape Coral on its legislative priorities and through our efforts, \$790,135 was allocated to Cape Coral for the Reclaimed Water Transmission Main Caloosahatchee River Crossing Project. We also successfully lobbied for inclusion of language in the local government pension bills (SB 246 and HB 7181) which specifically addressed Cape Coral's maximum benefit pension plan which is expected to save the taxpayers in the Cape Coral over \$120,000,000. Although the local government pension bills were not adopted, it is expected that future efforts at local pension reform will include Cape Coral's maximum benefit language. We also successfully lobbied for \$3,850,000 for Burnt Store Road Widening. On behalf of the City of Cape Coral, we successfully lobbied against any amendments to bills that would have invalidated Cape Coral's methodology for its fire assessment fee, and we facilitated a meeting with DEP regarding their interpretation of an administrative rule that deals with the blending of stormwater and reclaimed water which will allow the city to develop a strategy to request a variance from the rule.

She also serves as the Executive Director of Becker & Poliakoff's Community Association Leadership Lobby, or CALL, which represents the interests of the Firm's 4,000+ community association clients by monitoring and responding to legislation emerging from Tallahassee .



Bernie Friedman is the shareholder in charge of the Firm's Government Law and Lobbying Practice Group. He represents a wide variety of businesses, non-profit organizations, developers, and trade associations before local governments, in the Florida Legislature and Executive Agencies. He has helped public and private sector clients secure millions of dollars in government grants, procurements, concessions and contracts. An experienced lawyer-lobbyist, he provides strategic advice and guides clients through the complex governmental procurement process, including responding to Requests for Proposals (RFP) from the early stages of team building through project submittals and presentations to final selection and negotiation.



Jose Keichi Fuentes is a native Floridian with a strong network of contacts and over 25 years of experience working in the government and political arenas. He is a government relations professional who represents local municipalities, other public bodies and private sector clients in environmental, infrastructure and water resources at the federal, state and local levels.

Mr. Fuentes is a Government Relations Consultant in the firm's Government Law & Lobbying Group. He previously served as Managing Partner of The Fuentes & Rodriguez Consulting Group. He is well-known in political circles as a leading provider of strategic lobbying, and business development solutions in Florida. Among others, he has represented the cities of Miami, Homestead, Miami Lakes and Miami Springs as well as All Aboard Florida, VE Restaurant Group, and AMEC Engineering.

In the past, Mr. Fuentes served as Director of Hispanic Affairs for the Cuban American Legislators from Miami-Dade County, Legislative Aide for Rep. Rudy Garcia, Director of the Office of the Speaker of the Florida House, Assistant to U.S. Senator Connie Mack, Government Liaison to the Board of County Commissioners, and Regional Director of Miami-Dade County's South Florida Water Management District.

Mr. Fuentes is committed to public service as proven through his community, civic and volunteer work. Most recently, he was appointed by Governor Rick Scott to the Board of Trustees of

Miami-Dade College, the largest and most diverse college in the nation. He was also asked to serve as Chairman of the Governmental Affairs Committee of the Greater Miami Chamber of Commerce where he has played a key role in engaging the Chamber to support the High Speed Rail construction program.

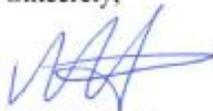
Fee Proposal

Based on my understanding of your interests and goals, I propose a flat fee of \$15,000; \$5,000 per month, i.e. March 1, April 1, and May 1 for the 2015 Legislative Session and the Governor's approval/veto period, starting March 2, 2015 through June 2, 2015.

If this accurately represents your understanding, please sign and return this letter to me as soon as possible. Also please find attached a copy of the Firm's Standard Terms of Engagement, which is incorporated into all of our Agreements.

On behalf of Becker & Poliakoff, we look forward to working with you this session and thank you for your confidence in our lobby team.

Sincerely,



Mario Bailey
Government Relations Consultant

MB/jm

Retainer Agreement Agreed to and Accepted by The City of Groveland, Florida.

By: _____
Redmond Jones, City Manager

doc. 6774613