

City of DeBary  
City Council Workshop  
Wednesday, June 23, 2004

**8:30 PM**

Florence K. Little Town Hall 12 Colomba Road

**MINUTES**

**I. Call to Order**

**II. Roll Call**

**Present:** Vice Mayor George Coleman, Council Member Danny Allen, Council Member Christopher Carson, and Council Member Richard Gunter

**Absent:** Mayor Carmen Rosamonda

**Others Present:** City Manager Richard Diamond and City Attorney Kurt Ardaman.

**III. Business**

**1. Discussion of Lobbyist's Services – Alcalde & Fay**

City Attorney Ardaman discussed that he had provided information to the City Council Members regarding an alternative method to fund improvements for the City; that there were federal funds available from sources not commonly utilized or known; that lobbying efforts by the firm of Alcalde & Fay had benefited some Orlando area communities and helped them in obtaining funds; that they would be making a presentation; that guidelines for projects desired by the community would be needed if it was ever decided to utilize their services; and that a broad range of projects could be addressed.

Skip Bafalis and Jim Davenport with Alcalde & Fay thanked the Council for allowing time to hear their presentation and discussed the background of the firm; that the firm had been established as a public relations and government affairs firm in Washington for 31 years; that clients were nationwide as well as having a broad base in Florida; that there were federal funds directly available to a municipality through appropriations; and that 13 sub-committees of the Appropriations Committee had jurisdiction over some branches of the federal government dealing with such matters as law enforcement programs, Veterans Affairs, Housing and Urban Development, economic development and transportation.

Information and brochures were distributed providing information on benefits obtained for communities in the Orlando area. Mr. Bafalis discussed that the firm was bi-partisan, consisting of approximately 60 personnel with much experience in the Senate and Congress; that the firm had been successful in obtaining funds for small communities; that they provided regular information on available grants and assisted in promoting applications for consideration; that many other issues that might arise in a community also could be addressed by the firm; that annual consultations were usually held with the municipal government to review desired project

lists and feasibility of funding; and that they would be happy to answer enquiries from the City Council.

It was discussed that the firm might have suggestions for types of projects; that copies of appropriation bills were available showing projects that had been funded in other communities; that additional ideas for projects might be obtained from those lists; and that the firm would work with the City to pick projects with higher chances of success. It was discussed that some projects could include Senior citizen centers, road, bridge and traffic projects, economic development, police and fire protection, hurricane safety and health centers; that storm water and flooding issues as well as water conservation would be of interest in DeBary; that the issue of underground power lines had been estimated as an \$8 million dollar project in DeBary; that there was not funding at this time but new issues were always being addressed at the federal level; that Homeland Security issues might be applicable to the power company property in the area; and that there was funding for various law enforcement projects available.

It was further discussed that traffic projects were often successful; that streetscapes could be included; that commuter rail had not been part of local projects to date but was addressed in other states; that road projects could include extensions, rebuilding and resurfacing; that the efforts of the firm could address both funding and authorization issues; that each Congressman had multiple communities to be concerned with; and that the role of the firm was to support House and Senate representatives with information and focus on particular concerns. Mr. Bafalis discussed that references for the firm were the successes realized in other communities; and that other city managers and members of their municipal governments should be consulted for their opinion of the firm.

There was further discussion of funding for public safety, fire departments and facilities; that there was a Fire Fighters Assistance Grant; that some Florida communities had obtained funds for equipment; and that funding for facilities might be available through other sources. It was discussed whether there was funding assistance available for contracted services; that projects would generally be specific to the City; and that Sheriff and Fire services facilities might be an option to pursue for funding.

There was discussion that the firm dealt with all federal agencies; that new funding and projects were frequently proposed; that payment to the firm was based on the type of project and a monthly retainer with a 30-day cancellation policy; that smaller communities often relied on their firm as they did not have the resources available locally to perform their functions; that local communities of the same character of DeBary pay an estimated \$5,000 per month retainer, all of the communities on retainer had obtained funding for projects in the course of a year; and that there was protection for the City through the 30-day cancellation clause.

There was discussion of federal grants available for purchase of properties on the National Register; that personnel in local communities could be consulted for their opinions on the firm; that purchase of land for the new City Hall and facilities would not be eligible; and that conservation lands would probably fall under certain projects. There was discussion whether the firm had a relationship with the National League of Cities and that the goals of the League were generally broader in scope but that the firm did provide support for their agendas.

It was also discussed that projects were being developed under Homeland Security; that grants were under development; and that the funding was very recent and had reached the state level but had not yet reached local levels. It was also discussed what methods would be utilized to obtain funding for downtown development and improvements; that a letter outlining the project specifics would be required; that the firm would then formulate the best possible method to present and advance the project; that elements might be separated under different programs; and that grants or matching funds might be available for projects such as downtown development.

It was discussed that the firm's primary function was to perform lobbying efforts on behalf of the communities it represented; that the firm could not be paid on a percentage basis or based on the funding realized; that if the City chose to retain the firm, a contract would be provided for review outlining the general nature of services, fees and expenses, expenses generally did not exceed \$100 per month and the 30-day cancellation clause would be included; that if the contract was accepted, the firm would consult with the City to determine appropriate projects; that the firm would present projects as formally approved by the City Council at public hearings; that when projects were determined, various letters would be drafted for signature by the Mayor and delegation members; and that continuous communication throughout the year with Congress and committees would continue through the appropriations cycle to encourage funding.

It was discussed that a list should be compiled by the City as to desired projects prior to discussion of hiring of a firm and that the firm had local satellite offices.

City Attorney Ardaman discussed that a list could be forwarded for initial review; that there was merit to considering lobbyist services; that a worthwhile project had to be determined; that there should be discussion of projects at the upcoming Council meeting; that City Manager Diamond could compile a list of project suggestions; that the Saxon Boulevard extension was a project of immediate concern to the City.

**IV. Adjournment** The meeting adjourned at 9:21 PM.

**APPROVED August 4, 2004  
CITY OF DeBARY  
CITY COUNCIL**

**Carmen Rosamonda, Mayor**

**ATTEST:**

**Maryann Courson, City Clerk**