

CITY OF CORAL SPRINGS, FLORIDA

COMMISSION WORKSHOP

Wednesday, November 16, 2022
5:00 PM

Sawgrass Room
9500 West Sample Road

Call to Order

Roll Call

Moment of Silence

Pledge of Allegiance

Commission Workshop Items

1. **Legislative Action Plan Update (Catherine Givens / Ileana Petrone)**
2. **Plaque Process For Potential Alterations (John Norris)**
3. **Sponsorship Program (Christine Parkinson / Lynne Martzall)**

Commission Communications

4. **Mayor For The Day (Brook)**

Adjournment There is no public comment during Workshop meetings. Residents planning to attend the meeting who need special assistance must notify the Office of the City Clerk at 954-344.1065 no later than 24 hours preceding the meeting.

Summary Sheet

Agenda Item: 1.

Meeting Date: November 16,
2022

Subject: Legislative Action Plan Update (Catherine Givens / Ileana Petrone)

Placement: Commission Workshop Items

Attachments: [2021 Legislative Action Plan](#)
[2023 Legislative Action Plan Funding Requests](#)



City of Coral Springs 2022 Legislative Action Agenda

Compensation for Essential Workers

The City of Coral Springs encourages the Legislature to extend compensation coverage to Essential Workers outside the scope of first responders and health care workers. The City of Coral Springs SUPPORTS legislation that would provide wage-replacement benefits to those employees activated to work in other capacities, whom may have an increased risk or greater likelihood of contracting the condition due to the worker's occupation, or in support of continuity of operations outside of first response or the health care field.

Recovery Residences

The City of Coral Springs encourages the Legislature to allow for greater local control and oversight of recovery residences. The City of Coral Springs SUPPORTS legislation that would mandate certification of recovery residences. The City of Coral Springs SUPPORTS legislation implementing recommendations by the Sober Homes Task Force regarding fire-safety codes and night/day community treatment facilities.

Medical Marijuana

The City of Coral Springs SUPPORTS legislation restoring municipal authority to regulate medical marijuana facilities within municipal boundaries.

Home Rule and Local Tax Revenue

We maintain the importance of preserving local Home Rule authority and tax revenues in order to provide for the needs of our residents, businesses and visitors. The City of Coral Springs SUPPORTS the Legislative Action Agenda adopted by the Florida League of Cities, supporting home rule and other municipal issues.

Cybersecurity

The City of Coral Springs SUPPORTS legislation to strengthen privacy policies, standards, and procedures in order to identify, deter, protect against, detect, and respond to cybersecurity threats and actions. The City of Coral Springs SUPPORTS legislation to foster a more secure cyberspace.

COVID 19 Presumption

The City of Coral Springs SUPPORTS legislation to provide Workers' Compensation Coverage for public servants responding to COVID-19.

2023 Legislative Action Plan **PROPOSED** Funding Requests
City of Coral Springs

Project title	Project description	Funding amount requested	Total Project Cost
Everglades Greenway Loop	This project will develop a 10-mile Everglades Greenway Loop which will serve as an enhanced multi-use space, to improve walkability and safe biking in the City of Coral Springs. This loop opens up the largest subtropical wilderness in the United States to nature enthusiasts, providing for greater educational opportunities about the wetlands and its impact on our ecosystem.	\$800,000	\$8,000,000
Charter School Enhancement	The Coral Springs Charter School is housed in a 20 year old building that is in dire need of improvements and repairs. Roofing, interior class renovations, storage space and enhancements to science labs are needed to provide a quality environment for the students to learn and excel at the school. The City is also considering relocation of the school and construction of a new building.	\$800,000	\$40,000,000
Sidewalk Improvements	This project will provide sidewalks in various areas of the City including pathways that connect to the downtown area. The City has a lack of adequate walkways in the community which is a safety concern to many residents because pedestrians and children are forced to walk on the streets and valley gutters.	\$500,000	\$1,000,000
Creation of a Nature Trail Preserve	This project will create an elevated, wooden walking path through the existing 6.15 acres of wet hammock within Kiwanis Park. The creation of a nature trail, which will not disrupt existing native Florida trees or natural vegetation, will serve as a location for nature enthusiasts to experience environmental and wildlife education. The path will be constructed with all- natural materials and offer additional outdoor activity space for youth programming and activities.	\$500,000	\$1,000,000
City Security Initiatives	This project will provide security enhancements throughout the City including lockdown for the Fire Academy, Bollards for a City building and exterior lighting improvements at the City's water plant. This will ensure the safety of the residents and visitors to the City's facilities.	\$200,000	\$400,000
City Drainage Infrastructure	This project provides more storage for stormwater run-off which re-establishes swale storage and conveyance in the neighborhood to eliminate	\$500,000	\$1,600,000

2023 Legislative Action Plan **PROPOSED** Funding Requests
City of Coral Springs

Project title	Project description	Funding amount requested	Total Project Cost
	standing water and provides flood mitigation for up to a 100-year three day storm event.		
Parks & Recreation Security Initiatives	The Parks and Recreation safety initiative will place security cameras and devices in parks to ensure the safety of the residents and visitors to the City's parks.	\$100,000	\$200,000
Total Funding Requests		\$3,400,000	\$52,200,000

Summary Sheet

Agenda Item: 2.

Meeting Date: November 16,
2022

Subject: Plaque Process For Potential Alterations (John Norris)

Placement: Commission Workshop Items

Summary Sheet

Agenda Item: 3.

Meeting Date: November 16,
2022

Subject: Sponsorship Program (Christine Parkinson / Lynne Martzall)

Placement: Commission Workshop Items

Attachments: [2018 Sponsorship Policy](#)

RESOLUTION NO. 2018-035

A RESOLUTION OF THE CITY COMMISSION OF THE CITY OF CORAL SPRINGS, FLORIDA, ESTABLISHING A POLICY FOR THE SOLICITATION OF SPONSORS; PROVIDING FOR CONFLICTS; PROVIDING FOR AN EFFECTIVE DATE.

WHEREAS, the City of Coral Springs is desirous of maintaining the quality of services to the City's growing population and wants to utilize the resources available in the corporate community; and

WHEREAS, the City of Coral Springs intends to strategically develop sponsorships through a coordinated program within the City to enhance public/private partnerships; and

WHEREAS, in keeping with the City's goal of being a family-oriented community, corporations sought for sponsors shall promote wholesome family values and have a regional and/or local focus; and

WHEREAS, in order to continue to meet the City's objectives, preference for sponsors shall be given to organizations that project positive, wholesome, and family-oriented products, services, and activities; and

WHEREAS, City staff recommends that the City Commission adopt the Sponsorship Policy, attached hereto as Exhibit "A." in order to accomplish this task;

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COMMISSION OF THE CITY OF CORAL SPRINGS, FLORIDA, AS FOLLOWS:


Section 1. The foregoing "WHEREAS" clauses are true and correct and hereby ratified and confirmed by the City Commission.

Section 2. That the City Commission of the City of Coral Springs hereby adopts and approves the sponsorship policy, attached hereto and incorporated herein as Exhibit "A".

Section 3. All resolutions or parts of resolutions in conflict herewith are hereby repealed to the extent of such conflict.

Section 4. This Resolution shall become effective immediately upon its passage and adoption.

CITY OF CORAL SPRINGS, FLORIDA



WALTER G. CAMPBELL, JR., Mayor

ATTEST:


DEBRA THOMAS, CMC, City Clerk

Unanimous _____
Motion/2nd _____

			Yes	No
___	___	Mayor Campbell	✓	___
___	✓	Vice Mayor Cimaglia	✓	___
✓	___	Commissioner Daley	✓	___
___	___	Commissioner Vignola	___	✓
___	___	Commissioner Carter	✓	___

EXHIBIT A

SPONSORSHIP POLICY

DEFINITIONS

The following words, terms and phrases, when used in this article, shall have the meanings as describes to them in this section, except where the context clearly indicates a different meaning:

In-kind consideration means items or services received by the City other than monetary consideration.

Monetary consideration means cash or cash equivalents.

Sponsor means an entity or third party that enters into a sponsorship agreement with the City, and may be either an individual or a for-profit or not-for-profit entity.

Sponsorship means an arrangement between the City and a sponsor wherein the sponsor provides in-kind consideration or monetary consideration in return for access to the commercial and/or marketing potential of being associated with one or more of the City's activities and/or public recognition in a form and manner determined by the City.

Sponsorship agreement means a contractual agreement that reflects the sponsorship arrangement between the City and a sponsor.

Sponsorship program means the program adopted by the City Commission pursuant to this article authorizing the City to procure sponsorships with sponsors.

ESTABLISHMENT

A sponsorship program is hereby established, upon the terms and conditions set forth in this article. The sponsorship program may be supplemented from time to time by rules and regulations governing the sponsorship program in order to implement the intent of this article, which rules and regulations may be adopted by the City Manager. The City Manager, or designee, is authorized to solicit sponsorships.

AUTHORITY

(a) The sponsorship program is not intended to, and does not provide, a public forum for purposes of expressive activity. Benefits in an individual sponsorship arrangement will be determined by collaboration and set forth in a sponsorship agreement between the City and the sponsor. No sponsor or other person shall have a right to use any City activity or City property with regard to a sponsorship for any purpose other than the intended and authorized governmental purpose or services. Placement of sponsorship messages for an activity or upon City property shall require specific authority as set forth herein. A sponsorship arrangement and/or sponsorship agreement shall not be construed as an endorsement by the City of the sponsor's organization,

products, or services unless the sponsorship agreement expressly so provides. The City shall not relinquish to a sponsor any aspect of the City's right to manage and control the City's assets or facilities by entering into a sponsorship. Sponsorships on City property are maintained as a nonpublic forum. The City has full rights and discretion to restrict access to City properties and City publications and to reject or refuse placement of any or all sponsorship information. To the extent that any such information is accepted, **the City reserves the right to full editorial control over the placement, content, appearance and wording** and to determine and prohibit types of sponsorship information which are deemed inappropriate for or inconsistent with the business of the City or services provided to the City's residents.

(b) Sponsorships must be compatible with the City's goals and image, and the City possesses the sole and final decision-making authority for determining the appropriateness of a sponsorship and reserves the right to refuse to enter into any proposed sponsorship. In determining the appropriateness of a potential sponsorship relationship, the City shall consider whether the relationship may undermine public confidence in the City's impartiality in the transaction and/or whether it may interfere with the efficient delivery of City services or operations, including, but not limited to current or potential conflicts of interest between the sponsor and the City and/or the sponsor and any of the City's employees, officials, or affiliates.

SCOPE

(a) The sponsorship program includes all the sponsorships with any and all City business units, departments and divisions. The sponsorship program does not apply to:

1. Philanthropic contributions, gifts, grants, or unsolicited donations in which no commercial and/or marketing benefits of being associated with one or more of the City's activities are granted to the sponsor;
2. Funding obtained from other governmental entities through formal grant programs;
3. City sponsorship support of external projects where the City provides funds to an outside organization;
4. In-kind contributions or monetary contributions from independent foundations or registered charitable organizations through their granting or giving programs;
5. In-kind contributions or monetary contributions from entities making such contributions with funds made available to them by the City;
6. Rent, fees and/or other compensation received by the City from third parties who lease, license or use City property for their own activities, including, but not limited to, the use of City recreational facilities by athletic organizations.

(b) Types of entities that will not be eligible for sponsorships include, but are not limited to, the following:

1. Political organizations;
2. Companies whose business is substantially derived from the sale or manufacture of tobacco products, firearms or pornography;
3. Alcoholic beverage companies, when the primary targeted beneficiaries of the marketing partnership are youth under the legal drinking age;

4. Entities which do not promote the City's goal of being a family-oriented community;
5. Entities which do not promote wholesome family values and entities which do not have a regional and/or local focus.

(c) Prior to the determination of whether a prospective sponsor will be accepted, the City Attorney shall be consulted.

ADMINISTRATION

(a) Sponsorship programs shall be administered by the City Manager or his/her designee. Sponsorship with a value of \$40,000.00 or less shall be subject to approval by the City Manager or his/her designee. Sponsorships with a value of greater than \$40,000.00 shall be subject to approval by the City Commission.

(b) A sponsorship arrangement shall be documented in a sponsorship agreement with the City, which agreement may be tailored to the specific circumstances and which shall be reviewed and approved by the City Attorney prior to finalization. The type, location, size, content and duration for any sponsorship shall be subject to the approval of the City Manager or his/her designee, in his/her sole discretion, to the extent permitted by law and shall be specified in the sponsorship agreement. All sponsorship agreements shall include, at a minimum:

1. Signatures by authorized representatives of the City and sponsor;
2. Term of the sponsorship agreement, including provisions for termination;
3. Details of the exchange of benefits, including what will be provided to the City by the sponsor and what will be provided by the City to the sponsor;
4. Due dates for in-kind consideration and/or monetary consideration to be provided by the sponsor;
5. A provision that the consideration being provided by the sponsor is on a fixed fee basis without regard to the City's actual cost of the activity;
6. Appropriate insurance and indemnification;
7. A statement as to whether the sponsorship is exclusive or non-exclusive;
8. An acknowledgment that the City reserves the right to full editorial control over the placement, content, appearance and wording of any sponsorship information and to determine and prohibit types of sponsorship information which are deemed inappropriate for or inconsistent with the business of the City or services provided to the City's residents.

(c) The City may revoke, suspend or modify any sponsorship arrangement or sponsorship agreement as necessary to comply with laws, to ensure the safety and convenience of the public and to effectuate the City's goals and objectives. In the event an organization that has received a sponsorship is acquired by or merged into another organization, the City reserves the right to discontinue the existing sponsorship. Refunds may be granted in the sole discretion of the City Manager.

SPONSORSHIP RECOGNITION

(a) The type of location, design, content, size and duration of any advertising display or sponsor recognition must be approved by the City and meet applicable codes and the terms of the sponsorship agreement. In accordance with the City's right of full editorial control, all proposed signage and marketing materials must be submitted with all sufficient details for the City to determine content and to approve the final appearance.

(b) The following standards for advertising are adopted and any and all proposed information with regard to the following list shall not be displayed in any signage, marketing or advertising materials of a sponsor:

1. False, misleading, deceptive, libelous or defamatory information;
2. Information that relates to an illegal activity;
3. Obscene, vulgar, sexually explicit, or sexually suggestive material;
4. Information advertising tobacco use;
5. Information advertising pawnbrokers or bail bond agents;
6. Obscene, vulgar, profane or indecent language;
7. Information related to instruments, devices, items, products, paraphernalia, or medications for use in connection with specific sexual activities;
8. Information regarding political or religious views;
9. Information depicting violent behavior.

DOCUMENT IMAGING, FILING, & DISTRIBUTION REQUEST

DOCUMENT TYPE	RESOLUTION
DOCUMENT TITLE	Resolution 2018-035, establishing a policy for the solicitation of sponsors.
ASSOCIATED NAMES	Prestige Property Maintenance, Inc.
# OF PAGES	6 + transmittal
IMAGE ID	RES-18-35 + POL
ORIGINAL TO BE: FILED IN X-RETURNED TO	
SEND COPY OF DOCUMENT TO	
EMAIL COPY TO	NA

Summary Sheet

Agenda Item: 4.

Meeting Date: November 16,
2022

Subject: Mayor For The Day (Brook)

Placement: Commission Communications