

**CITY OF PALM BAY, FLORIDA**  
**PALM BAY MUNICIPAL FOUNDATION, INC.**  
**DISASTER RELIEF COMMITTEE**  
**EXECUTIVE BOARD**  
**REGULAR MEETING 2022-03**

Held on Tuesday, the 18<sup>th</sup> day of October 2022, at the City Hall Council Chambers, 120 Malabar Road, SE, Palm Bay, Florida.

This meeting was properly noticed pursuant to law; the minutes are on file in the Office of the City Clerk, City Hall, Palm Bay, Florida. The minutes are not a verbatim transcript, but a brief summary of the discussions and actions taken at the meeting.

The meeting was called to order at the hour of 6:00 P.M.

**ROLL CALL:**

|                       |                      |         |
|-----------------------|----------------------|---------|
| <b>CHAIRMAN:</b>      | Donny Felix          | Present |
| <b>VICE-CHAIRMAN:</b> | Keith Miller         | Present |
| <b>MEMBER:</b>        | Jimmy Backus         | Present |
| <b>MEMBER:</b>        | Stephen Hayes        | Present |
| <b>MEMBER:</b>        | Eunhea 'Vivian' Park | Absent  |

**CITY STAFF:** Present was Suzanne Sherman, City Manager; Rodney Edwards, Deputy City Attorney; Terri Lefler, Deputy City Clerk; Fred Poppe, Recreation Director.

**PUBLIC COMMENTS:**

There were no public comments.

**ADOPTION OF MINUTES:**

**1. Regular Meeting 2022-01; March 30, 2022.**

Motion by Vice-Chairman Miller, seconded by Mr. Hayes, to adopt the minutes as presented. Motion carried with members voting as follows: Chairman Felix, Yea; Vice-Chairman Miller, Yea; Mr. Backus, Yea; Mr. Hayes, Yea.

**2. Special Meeting 2022-02; April 4, 2022.**

Motion by Mr. Hayes, seconded by Vice-Chairman Miller, to adopt the minutes as presented. Motion carried with members voting as follows: Chairman Felix, Yea; Vice-Chairman Miller, Yea; Mr. Backus, Yea; Mr. Hayes, Yea.

## **UNFINISHED AND OLD BUSINESS:**

### **1. Discussion on developing guidelines for Committee Members to raise funds in order to replenish the Disaster Relief Committee's account.**

Ms. Sherman introduced Recreation Director, Fred Poppe, who presented strategies for future funding and provided an update on the Fourth of July event. Mr. Poppe reported that revenues from the VIP parking were \$940.50. He mentioned that Ms. Sherman asked him to review the ideas for fundraising efforts that were discussed at the March 30, 2022, Disaster Relief Committee (DRC) meeting. Mr. Poppe said that larger events bring in larger sums of money and what should be evaluated is the amount of effort put towards an event versus the amount of money that comes out of an event. Mr. Poppe noted that the Mayor's Ball did not require more manpower than the Fourth of July event; however, the Mayor's Ball brought in a larger sum of money to the DRC. Mr. Poppe felt that the DRC had presented good ideas but felt that they would not make a large impact and suggested that the DRC look at larger events.

Mr. Poppe suggested a couple of large events throughout the year as the DRC's funding source, such as a New Year's Eve party or a multi-cultural event through a non-profit. He felt that if a larger event was planned and targeted for the DRC, it could possibly open the door to more sponsorship opportunities within the business communities. Mr. Poppe mentioned the DRC's idea of a brick memorial fundraiser and stated that this type of fundraiser would target individuals versus businesses. Mr. Poppe referenced the City's military banner program and stated that approximately 50-70 individuals signed up for that program. He said that a fair amount of effort was put toward the program, but it did not produce a significant amount of funding. He stated that, for a brick memorial program, there would need to be a designated area and the bricks would be needed upfront for the walkway. Mr. Poppe mentioned that the Brevard Zoo had installed a similar brick walkway, but it became a maintenance problem and was eventually removed due to the amount of labor.

Chairman Felix asked how the public perceived the VIP parking at the Fourth of July event. Mr. Poppe advised he didn't receive much input but a significant amount of the spaces were filled. Mr. Poppe stated that VIP parking was an option again but, if the goal was to get significant funding, he suggested channeling the same effort into a larger event or restructuring a large event the City currently had to capture funding that way. Mr. Hayes stated that he asked individuals attending the Fourth of July event what could be done next year to make the event better in which he received input to include paying additional fees to have amenities in the VIP area (food trucks, drink stands, bleachers, restrooms). Vice-Chairman Miller asked if proceeds from the fees charged to the food

trucks for participation in the event could be given to the DRC. Mr. Poppe stated that the fees go to the General Fund to help offset the cost to the City to run the event. Mr. Edwards advised that the funds should not be co-mingled.

Mr. Poppe mentioned that the benefits to an event like the New Year's Eve party could be to have a headliner, to charge vendors to be at the event, to charge a fee to attend the event, and to advertise that the proceeds from the event would go towards the DRC. Chairman Felix preferred the idea of the New Year's Eve event over the multi-cultural event since the City already co-sponsored two multi-cultural events. Mr. Poppe also mentioned that if the event drew from outside of the community, the City would become eligible for a Tourist Development Council cultural grant.

Vice-Chairman Miller suggested a Valentine's Day couples' dinner at the Melbourne Hilton Rialto since Palm Bay did not have a hotel with event space. Mr. Backus asked if events could be held in Melbourne or if they had to be held in Palm Bay. Mr. Poppe said that he represented Palm Bay, that there were plenty of good venues in the city to hold events, and he was not keen on putting resources out elsewhere.

Mr. Hayes provided a handout and suggested a 5K Santa Elf Run on December 17<sup>th</sup> in Palm Bay with proceeds going to the DRC; however, Mr. Poppe advised there was not enough lead time for the event that year. Mr. Poppe mentioned that if the Space Coast Light Festival continued with the city in the future, there could be the possibility of a 5K opener with proceeds going to the DRC. He said that the Recreation Department had positioned itself to start having more 5Ks as a timing system had been purchased for races. Mr. Hayes asked if the Santa 5K Run was a possibility for next year. Ms. Sherman advised that once City Council gave direction regarding the Light Festival event, the possibility of a 5K run would be discussed with the vendor.

Mr. Hayes mentioned the possibility of funding for the DRC through the Stafford Act. Ms. Sherman stated that due to the value of damage to the County as a whole from Hurricane Ian, the FEMA declaration for our area included individual assistance, which was funded through the Stafford Act, run through Brevard County, where individuals could apply for FEMA assistance if they had damage from the storm.

## **NEW BUSINESS:**

### **1. Discussion of assistance to the southwest areas in Florida affected by Hurricane Ian. (Chairman Felix).**

Chairman Felix advised that the Palm Bay Municipal Foundation (PBMF) did not vote in favor of the \$1,000 donation to Ukraine through Samaritan's Purse. Ms. Sherman

apologized and explained that there was a delay in bringing the item to the PBMF. She felt that the denial was based upon the item being brought before the PBMF right after Hurricane Ian hit Florida and explained that the discussion focused on what was being done for the neighboring communities in Florida. Chairman Felix explained that his argument was that the funding would not have gone to the government of Ukraine but rather to the efforts of Samaritan's Purse.

Vice-Chairman Miller expressed that it was a sore spot for him that the PBMF kept voting against the recommendations of the DRC. He felt that it was disheartening and a waste of the volunteer/staff's time. Chairman Felix explained that he made the same sentiment known to the PBMF. Vice-Chairman Miller suggested that the PBMF make their own decisions on the funding, rather than request recommendations from the DRC. Chairman Felix asked Mr. Edwards to clarify the duties of the DRC. Mr. Edwards stated that the DRC is subcommittee underneath the PBMF, who make recommendations to the PBMF, with final decisions being made by the PBMF. Mr. Hayes felt that part of donating to Ukraine through Samaritan's Purse would have put the city in the limelight. Chairman Felix stated that the PBMF asked if the \$1,000 donation could still be given through the Samaritan's Purse but put towards Florida rather than Ukraine, in which he said no as he felt both donations could have been made. Chairman Felix said that he told the PBMF that a human being suffering is a human being suffering no matter where in the world.

Chairman Felix presented the new business item and asked the DRC to discuss providing assistance to the southwest areas in Florida affected by Hurricane Ian. Vice-Chairman Miller and Mr. Hayes agreed to utilize Samaritan's Purse. Mrs. Lefler advised that the balance in the account was \$10,633.34. Vice-Chairman Miller suggested a donation of \$1,000; however, Chairman Felix countered with a suggestion of a \$2,000 donation. Mr. Backus preferred to keep the donation amount at \$1,000. Mr. Hayes agreed with both avenues, so he suggested a donation of \$1,500 - \$2,000.

Motion by Mr. Hayes, seconded by Vice-Chairman Miller, to recommend to the Palm Bay Municipal Foundation, Inc. (PBMF) a donation to Samaritan's Purse in the amount of \$1,500 - \$2,000 for assistance to the southwest areas in Florida affected by Hurricane Ian. Motion carried with members voting as follows: Chairman Felix, Yea; Vice-Chairman Miller, Yea; Mr. Backus, Yea; Mr. Hayes.

#### **OTHER BUSINESS:**

Chairman Felix advised that the next regular meeting would be held on Monday, December 19, 2022, at 6:00 P.M., in the Council Chambers. The Committee concurred.

Mr. Hayes felt that the 5K Santa Run, Valentine's Day couples' dinner, and bricks for memorials would still be good possibilities as fundraising ideas. Chairman Felix said that there were enough suggestions from Mr. Poppe and that the DRC should focus on those ideas. Chairman Felix asked that Ms. Sherman look into VIP parking for other major events. Ms. Sherman advised that she would discuss these ideas with Mr. Poppe and, if possible, implement any viable options and bring updates to the DRC at a future meeting. Vice-Chairman Miller asked if Palm Bay had a banquet hall. Ms. Sherman advised that there were two (2) community centers, and that Ted Whitlock Community Center was located where the Light Fest would be held. Mr. Hayes mentioned that Eastern Florida College would be a good option for an event location. Ms. Sherman said that the City had an agreement with Eastern Florida for the outside areas; however, she could ask about indoor buildings but was unsure if that would be an option.

**ADJOURNMENT:**

There being no further business, the meeting adjourned at the hour of 7:27 P.M.

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Donny Felix, CHAIRMAN

ATTEST:

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Terri J. Lefler, DEPUTY CITY CLERK