

## MINUTES OF THE MEETING

### GOVERNING BOARD SOUTHWEST FLORIDA WATER MANAGEMENT DISTRICT

TAMPA, FLORIDA

NOVEMBER 14, 2017

The Governing Board of the Southwest Florida Water Management District (District) met for its regular meeting at 9:00 a.m., on November 14, 2017, at the Tampa Office. The following persons were present:

#### Board Members Present

Randall S. Maggard, Chair  
Jeffrey M. Adams, Vice Chair  
Bryan Beswick, Secretary  
Ed Armstrong, Treasurer  
H. Paul Senft, Member  
Michael A. Babb, Member  
Kelly S. Rice, Member  
John Henslick, Member  
Michelle Williamson, Member  
Mark Taylor, Member  
Joel Schleicher, Member  
Rebecca Smith, Member\*via phone  
James G. Murphy, Member

#### Staff Members

Brian J. Armstrong, Executive Director  
Amanda Rice, Assistant Executive Director  
Karen E. West, General Counsel  
Kurt P. Fritsch, Inspector General  
John J. Campbell, Division Director  
Ken L. Frink, Division Director  
Alba E. Más, Division Director  
Michael Molligan, Division Director  
Jennette Seachrist, Division Director

#### Board's Administrative Support

Cara Martin, Board & Executive Services Manager  
Lori Manuel, Administrative Assistant

A list of others present, who signed the attendance roster is filed in the permanent records of the District. This meeting was available for viewing through Internet streaming. Approved minutes from previous meetings can be found on the District's website ([www.WaterMatters.org](http://www.WaterMatters.org)).

#### **PUBLIC HEARING (Audio – 00:00)**

##### **1. Call to Order**

Chair Maggard called the meeting to order and opened the public hearing. Secretary Beswick stated a quorum was present.

##### **2. Invocation and Pledge of Allegiance**

Board Member Henslick offered the invocation and led the Pledge of Allegiance to the Flag of the United States of America.

Chair Maggard introduced each member of the Governing Board. He noted that the Board meeting was recorded for broadcast on government access channels, and public input was only taken during the meeting onsite.

Chair Maggard stated that anyone wishing to address the Governing Board concerning any item listed on the agenda or any item that does not appear on the agenda should fill out and submit a "Request to Speak" card. To assure that all participants have an opportunity to speak, a member of the public may submit a speaker's card to comment on agenda items only during today's meeting. If the speaker wishes to address the Board on an issue not on today's agenda, a speaker's card may be submitted for comment during "Public Input." Chair Maggard stated that comments would be limited to three minutes per speaker, and, when appropriate, exceptions to the three-minute limit may be granted by the chair. He also requested that several individuals wishing to speak on the same issue/topic designate a spokesperson.

**3. Employee Recognition**

Chair Maggard recognized employees who have reached at least 20 years of service with the District and thanked them for their service. The following staff were recognized: David Goldberg-Dunnett and David Sauskojus.

This item was provided for the Board's information and no action was required.

**4. Additions/Deletions to Agenda**

Mr. Brian Armstrong, executive director, stated there was one addition:

**Consent Agenda**

**General Counsel's Report**

**9a. Concurrence with Emergency Order Nos. SWF 17-0051, and SWF 17-0052  
Suspending Certain Statutes, Rules, and Orders in Response to Hurricane Irma**

Mr. Armstrong stated that the October 24, 2017 minutes were revised due to a typo in item number 35, copies were provided to the Board Members.

**Chair Maggard said there is good cause to amend the published agenda as allowed by Section 120.525, Florida Statutes. A motion was made to approve the amendments to the published agenda, as amended, which was seconded. The motion carried unanimously. (Audio 00:07:35)**

**5. Public Input for Issues Not Listed on the Published Agenda**

Chair Maggard stated he received one Request to Speak card.

Mr. David Ballard-Geddis, Jr., expressed concern regarding the constitution and its relationship to water.

**CONSENT AGENDA**

Chair Maggard asked that before the Board considers action on the Consent Agenda whether there is anyone in the audience who wishes to address the Board regarding an item listed on the Consent Agenda.

**Finance/Outreach & Planning Committee**

**6. Budget Transfer Report**

Staff recommended the Board's approval of the Budget Transfer Report covering all budget transfers for October 2017.

**Resource Management Committee**

**7. Authorize Submission of Preliminary Flood Insurance Rate Maps (FIRM) for the City of Bradenton in Manatee County to Federal Emergency Management Agency (FEMA) (N636)**

Staff recommended the board authorize submittal of the preliminary FIRMs for the City of Bradenton watershed in Manatee County to FEMA.

**Operations, Lands and Resource Monitoring Committee – None**

**Regulation Committee**

**8. Individual Water Use Permits Referred to the Governing Board-None**



### **General Counsel's Report**

#### **9. Administrative, Enforcement and Litigation Activities that Require Governing Board Approval - None**

##### **9a. Concurrence with Emergency Order Nos. SWF 17-0051, and SWF 17-0052 Suspending Certain Statutes, Rules, and Orders in Response to Hurricane Irma**

Staff recommended concurrence with Emergency Order Nos. SWF 17-0051, as amended, and SWF 17-0052 extending the suspension of the provisions of certain statutes, rules and orders in response to Hurricane Irma.

#### **10. Rulemaking - None**

### **Executive Director's Report**

#### **11. Approve Governing Board Meeting Minutes - October 24, 2017**

**A motion was made and seconded to approve the Consent Agenda as amended. Motion carried unanimously.** (Audio 00:10:36)

**Chair Maggard relinquished the gavel to the Finance/Outreach & Planning Committee Chair Armstrong who called the meeting to order.** (Audio 00:10:46)

### **Finance/Outreach & Planning Committee**

#### **Discussion**

#### **12. Consent Item(s) Moved for Discussion - None**

#### **13. District Social Media Update**

Ms. Michele Sager, lead communications coordinator, provided a presentation on the District's social media efforts. Ms. Sager outlined the eight digital platforms used by the District and the audiences associated with them: Facebook, Twitter, LinkedIn, YouTube, Pinterest, Instagram, Google+ and the WaterMatters Blog. She provided charts that included total social media reach for Fiscal Years 2014 through 2017, the number of followers for Facebook and Twitter from Fiscal Years 2010 through 2017, springs campaign social media results and survey results of where people see or hear their advertising.

Ms. Sager outlined the expanded efforts used by the District, which includes videos, campaigns and emergency operations. She provided a video example of the District's springs campaign and other highlighted videos.

Ms. Sager also explained the social media platforms used during the Hurricane Irma event.

This item was for the Board's information only, and no action was required.

#### **14. Fiscal Year 2019 Business Plan Update**

Mr. James Fine, project management office manager, provided a presentation that outlined the Fiscal Year (FY) 2019 business plan goals, timeline, development, FY2018 business plan recap, key performance metrics and FY2019 business plan.

Mr. Fine explained that the business plan is a road map to implement the policies and goals in the strategic plan. He outlined the components that assisted in development of the business plan, these included: programmatic areas, identification of programmatic team needs, facilitation of discussions and re-evaluation of FY2018 resources. He outlined the FY2018 accomplishments which included: identification of FY2019 new resources, business process improvements, addressing changing workforce, enhancement of the District's brand, long-term financial planning, enhancement of programs for springs, advancement of water supply options and staffing needs.

Mr. Fine reviewed the governing board metrics which included: recurring expenditures, salaries and benefits, and non-recurring expenditures.

Mr. Fine outlined the FY2019 business plan drivers which included: internal drivers, external drivers, population, water resource challenges, state and federal regulatory actions, and legislation. He outlined the key performance metrics used.

Mr. Fine addressed the changing workforce and projected population growth by planning region within the District. He outlined the challenges, opportunities and cooperative funding initiative trends associated with the District. Mr. Fine outlined state and federal regulatory actions and legislation. He outlined resource considerations associated with programmatic teams.

Board Member Henslick asked if projects will increase as efficiencies improve. Mr. Fine responded in the affirmative.

Board Member Schleicher asked if there are Key Performance Indicators (KPI) available to compare other districts or agencies. Mr. Armstrong responded there are KPIs available for regulatory programs comparing other districts and budgeting metrics.

This item was for the Board's information only, and no action was required.

## **Submit & File Reports**

### **15. Investment Strategy Services**

#### **Routine Reports**

The following items were presented for the Board's informational purposes only and no action was required.

#### **16. Treasurer's Report and Payment Register**

#### **17. Monthly Financial Statement**

#### **18. Monthly Cash Balances by Fiscal Year**

#### **19. Comprehensive Plan Amendment and Related Reviews Report**

#### **20. Development of Regional Impact Activity Report**

**Committee Chair Armstrong relinquished the gavel to the Resource Management Committee Chair Babb who called the meeting to order. (Audio 00:40:16)**

#### **Resource Management Committee**

#### **Discussion**

#### **21. Consent Item(s) Moved for Discussion – None**

#### **Submit & File Reports – None**

#### **Routine Reports**

The following items were presented for the Board's informational purposes only and no action was required.

#### **22. Minimum Flows and Levels Status Report**

#### **23. Significant Water Resource and Development Projects**

**Committee Chair Babb relinquished the gavel to the Operation, Lands & Resource Monitoring Committee Chair Beswick who called the meeting to order. (Audio 00:40:40)**



## **Operations, Lands and Resource Monitoring Committee Discussion**

### **24. Consent Item(s) Moved for Discussion – None**

### **25. Offer for Surplus Land – Tampa Bay Estuarine Ecosystem (TBE-4), SWF Parcel No. 11-728-131S**

Ms. Carmen Sanders, assistant bureau chief, provided a presentation regarding the sale of surplus land TBE-4. She explained the parcel is 7.37 acres located in Hillsborough county and is appraised at \$210,000. The purchase price offered for the property is \$214,000 with broker and closing costs to be paid by the buyer. Ms. Sanders indicated that 50 percent of the sale price will go to Hillsborough County since they paid 50 percent of the acquisition cost.

Board Member Schleicher asked what is done with the proceeds from lands that are sold by the District. Chair Maggard explained that we are provided guidelines by the state. Ms. Karen West, general counsel, explained that use of proceeds is governed by state statute. She stated that it's limited to the acquisition of other land, although the other land can be utilized for flood control, water storage, water management, conservation/protection of water resources, aquifer recharge, water resource, water supply development and preservation of wetland streams and lakes.

Ms. West stated there are additional requirements when state bond funds are utilized, for example Florida Forever funds.

Board Member Williamson asked if there was a policy associated with the impact of the transfer of mineral rights. Ms. Sanders responded that if there were concerns about impacts the District would retain a conservation easement.

Staff recommended the Board:

- Accept the offer of \$214,000;
- Authorize the Executive Director to execute the Contract for Sale and Purchase on the behalf of the District;
- Authorize the conveyance of the District's interest in all phosphate, minerals, metals and petroleum in or on or under the land upon request of the buyer; and
- Authorize staff to execute any other documents necessary to complete the transaction in accordance with the approved terms.

**A motion was made and seconded to approve the staff recommendation. The motion carried unanimously.** (Audio 00:52:10)

### **26. Creating Efficiency at the District Through the Implementation of New GIS Technologies**

Mr. Axel Griner, mapping and GIS manager, provided a presentation with the use of a Story Map. He explained that a Story Map is an information sharing tool. Mr. Griner explained that GIS is responsible for geospatial data collection, publication, management, distribution, analysis and modeling, land survey, and GIS and GPS support. He outlined the historical and modern day uses of GIS and its uses relative to the District. He provided examples of the GIS technology offered by the District which included: District lands profile viewer, which District am I in, seagrass viewer, survey viewer, last-recorded water level and rainfall, open data site and floodplain mapping application. Mr. Griner provided an overview of mobile applications that are available for District field staff. These applications include random well inspection applications, conservation easement monitoring and invasive plant field applications.

This item was for the Board's information only, and no action was required.

### **27. Hydrologic Conditions Report**

Mr. Granville Kinsman, hydrologic data manager, provided a presentation on the hydrologic conditions. Mr. Kinsman stated that overall conditions are declining but remain healthy. Groundwater levels for the northern, central and southern regions remain in the upper range of

normal with usual signs of declining. Lake levels for northern areas have again fallen below normal, while Tampa Bay, Polk Upland and Lake Wales Ridge lakes are in the normal range but showing slight declines. Flow on the Withlacoochee, Hillsborough, Alafia and Peace Rivers all remain above normal. The Hillsborough, the Bill Young and the Peace River Reservoirs are at capacity. The climate forecast indicates we are currently experiencing La Niña, and should expect a drier than normal winter and spring.

This routine report provides information on the general state of the District's hydrologic conditions, by comparing rainfall, surface water, and groundwater levels for the current month to comparable data from the historical record.

This item was presented for the Board's informational purposes only and no action was required.

### **Submit & File Reports – None**

#### **Routine Reports**

The following items were presented for the Board's informational purposes only and no action was required.

#### **28. Surplus Lands**

#### **29. Structure Operations**

#### **30. Significant Activities**

**Committee Chair Beswick relinquished the gavel to the Regulation Committee Chair Adams who called the meeting to order. (Audio 01:14:55)**

#### **Regulation Committee**

##### **Discussion**

#### **31. Consent Item(s) Moved for Discussion - None**

#### **32. Denials Referred to the Governing Board**

If any denials are requested to be referred to the Governing Board, these will be presented at the meeting.

### **Submit & File Reports - None**

#### **Routine Reports**

The following items were presented for the Board's informational purposes only and no action was required.

#### **33. Dover/Plant City Water Use Caution Area Flow Meter and Automatic Meter Reading (AMR) Equipment Implementation Program**

#### **34. Overpumpage Report**

#### **35. Individual Permits Issued by District Staff**

**Committee Chair Adams relinquished the gavel to Chair Maggard. (Audio 01:15:24)**

#### **General Counsel's Report**

##### **Discussion**

#### **36. Consent Item(s) Moved for Discussion – None**

#### **37. Independent Auditor Engagement Period**

Ms. Mary Beth McNeil, acting procurement manager, provided the Board with information on the draft independent auditor engagement period. Ms. McNeil explained this was an opportunity for the Board to provide comments or changes. She explained that any changes will be incorporated and

presented at the December meeting for final approval. Ms. McNeil highlighted some major components associated with the policy.

This item was for the Board's information only, and no action was required.

**Submit & File Reports – None**

**Routine Reports**

The following items were presented for the Board's informational purposes only and no action was required.

**38. November 2017-Litigation Report**

**39. November 2017-Rulemaking Update**

**Committee/Liaison Reports**

**40. Industrial Advisory Committee**

A written report was provided for the November 7 meeting.

**41. Public Supply Advisory Committee**

A written report was provided for the November 7 meeting. Board Member Senft stated that Ms. Debra Burden is the new chair and Mr. Richard Owen is the new vice chair.

**42. Other**

Board Member Henslick asked for an update on the U.S. Army Corps of Engineers (USACE) Coordination and Delegation at the December meeting.

Vice Chair Adams stated that the Tampa Bay Estuary Program will begin interviews, this week, for their executive director position.

**43. Executive Director's Report**

Mr. Brian Armstrong, executive director, stated that the District is routinely recognized on the local and state level, for not only our social media efforts, but many of our communications and government affairs activities. He stated the District received four awards in the Public Relations Society of America (PRSA) Tampa Bay Chapter Prestige Awards, which recognizes outstanding public relations programs and tactics. In addition, the WaterMatters Blog, the District Careers video, the Polk County Regional Water Initiative, and the Flatford Swamp outreach all won Prestige awards for being the top-scoring entry in their categories.

**Chair's Report**

**44. Chair's Report**

The next Board meetings are scheduled for December 12 at Starkey Environmental Education Center, January 23 at the Tampa Office and the February 27 at the Sarasota Office.

**45. Other**

**46. Employee Milestones**

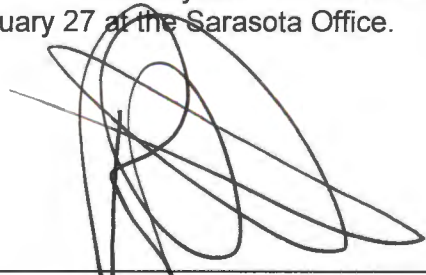
The meeting was adjourned at 10:25 a.m.

Chair

Attest:

Secretary

  
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