

RESOLUTION NO. 2021-024

A RESOLUTION OF THE COMMISSION OF NORTH BAY VILLAGE, FLORIDA, AMENDING THE BUDGET FOR FISCAL YEAR 2020-2021; PROVIDING FOR IMPLEMENTATION; AND PROVIDING FOR AN EFFECTIVE DATE.

WHEREAS, on September 21, 2020, the North Bay Village (the "Village") Commission adopted Resolution No. 2020-56 approving the budget for fiscal year 2020-2021 (the "Budget"); and

WHEREAS, pursuant to Section 166.241(5), Florida Statutes, the Village Commission may amend a budget at any time within a fiscal year; and

WHEREAS, the professional services for Planning and Zoning have increased as a result of extensive amendments to the Village Code, specifically the Unified Land Development Code; and

WHEREAS, during the fiscal year, the Village Commission requested the creation of a Branding Guide to establish a cohesive and consistent identity for the Village and now wishes to amend the Budget to include a line item in the amount of \$10,000 for the expenses associated with creation of the Branding Guide; and

WHEREAS, pursuant to Section 35.21 of the Village Code of Ordinances and Florida Law, the Village Commission desires to amend the Budget by appropriating \$91,323 from the unassigned Fund Balance to the General Fund to cover professional services for Planning and Zoning and by appropriating \$10,000 from assorted general ledger line items to a newly created marketing line item to cover the expenses of the Branding Guide; and

WHEREAS, the Village Commission finds that this Resolution is in the best interest and welfare of the residents of the Village.

**NOW, THEREFORE, BE IT RESOLVED BY THE MAYOR AND COMMISSION
OF NORTH BAY VILLAGE, FLORIDA, AS FOLLOWS:**

Section 1. Recitals. That each of the above-stated recitals are hereby adopted, confirmed, and incorporated herein.

Section 2. Amending Budget. That the Village Commission hereby approves an amendment to the budget by appropriating \$91,323 from the unassigned Fund Balance to the General Fund to cover professional services for Planning and Zoning. That the Village Commission hereby further approves an amendment to the budget by appropriating \$10,000 from assorted general ledger line items to a newly created marketing line item to cover the expenses of the Branding Guide.

Section 3. Implementation. That the Village Manager, Village Clerk, and Village Attorney are hereby authorized to take such further action as may be necessary to implement the purpose and provisions of this Resolution.

Section 4. Effective Date. That this Resolution shall be effective immediately upon adoption.

The foregoing Resolution was offered by Commissioner Streitfeld who moved its adoption. The motion was seconded by Vice Mayor Wilmoth and upon being put to a vote, the vote was as follows:

Mayor Brent Latham	<u>YES</u>
Vice Mayor Marvin Wilmoth	<u>YES</u>
Commissioner Richard Chervony	<u>YES</u>
Commissioner Rachel Streitfeld	<u>YES</u>
Commissioner Julianna Strout	<u>YES</u>

PASSED AND ADOPTED on this 13th day of April, 2021.



Brent Latham, Mayor

ATTEST:



Elora Riera, MMC
Village Clerk



APPROVED AS TO FORM AND LEGAL SUFFICIENCY:



Weiss Serota Helfman Cole & Bierman, PL
Village Attorney



ITEM NO. 14B2

North Bay Village Recommendation Memorandum

DATE: April 13, 2021

TO: Honorable Mayor, Vice Mayor and Members of the Village Commission

FROM: Sandra Siefken, Senior Accountant

SPONSORED BY:

SUBJECT: Budget Amendment for Planning & Zoning Expenditures and Branding Guide - *Village Manager Dr. Ralph Rosado (Chief Financial Officer Angela Atkinson and Communications Director Helen Roldan)*

RECOMMENDATION

A RESOLUTION OF THE MAYOR AND COMMISSION OF NORTH BAY VILLAGE, FLORIDA, AMENDING THE BUDGET FOR FISCAL YEAR 2020-2021; PROVIDING FOR IMPLEMENTATION; AND PROVIDING FOR AN EFFECTIVE DATE.

BACKGROUND AND ANALYSIS

In preparing the current FY budget, due to Covid-related budget constraints, we reduced the planning budget considerably. Despite larger national and local economic concerns, the real estate market in South Florida and, more specifically, in North Bay Village remains strong. Instead of scaling back long-overdue efforts to rewrite the village's suboptimal planning and zoning regulations, the Commission has sought to bring the outdated regulations into the 21st century, by revamping the regulations for the causeway properties on Treasure Island and North Bay Island and shortly for Harbor Island and the remainder of Treasure Island. In addition, the Village has sought to update its code by making Village-wide sustainability-focused amendments to the code. The result has been considerably more interest in investing in NBV than in many years, with a number of parcels recently purchased and private projects moving forward. But these improvements are not without cost. To continue the zoning code updates without a long pause, including considerable public engagement from residents and stakeholders, the Village Commission should support an investment in this FY for planning services. It is expected that the need for planning and zoning work in the next FY will taper considerably.

The request is to appropriate a portion of the Unassigned Fund Balance to cover \$91,323 for

Planning & Zoning expenditures.

001-00-389-3890 Appropriation of Fund Balance \$91,323 to Professional Services in the General Fund 001-19-519-3160 \$91,323

FY 2021 Approved Budget for Planning: \$100,000

After the transition from Sarah Sinatra to Silvia Vargas, we recently (in March 2021) received invoices from Calvin Giordano for their work in September-December 2020, as follows:

- Sept 2020 \$28,728
- October 2020 \$17,593
- November 2020 \$13,120
- December 2020 \$9,936
- Total Oct 2020-Dec 2020 \$40,648.75
- Average spending per month \$13,550 (based on Oct 2020 –Dec 2020 invoices)
- Total Projected for FY 2021 \$162,595 plus Sept \$28,728 =\$191,323

Total Budget Amendment \$ 91,323

BUDGETARY/FINANCIAL IMPACT (Finance Dept.)

Appropriation of Fund Balance \$91,323 for Professional Services in the General Fund to cover Planning & Zoning Expenses

PERSONNEL IMPACT

NONE



North Bay Village Memorandum

Date: April 13, 2021
To: Mayor, Vice Mayor, and Commission
From: Ralph Rosado, Village Manager
Subject: Budget Amendment

As per the applicable Code Section §35.21, the Village's annual budget may be amended from time to time in the following manner:

(A) *Minor amendments. Transfers between line items within a departmental budget, or decreases in line items, not amounting to more than 5% of the total budget of each department, may be made by the Village Manager by written statement describing the transfers and the reasons therefore. A copy of such statement shall be filed with the Village Clerk and delivered to the Mayor and each of the Village Commissioners. A copy shall also be posted at a conspicuous place in Village Hall. The transfers shall become effective 14 days after posting, unless within that time, the Mayor or any Village Commissioner shall notify the Village Clerk that they wish the transfer placed upon the Village Commission agenda for consideration by the Village Commission. Any transfer considered by the Commission must be approved by majority vote of the Commission.*

(B) *Other amendments. All other budgetary transfers shall be approved by resolution of the Village Commission.*

(C) *Nothing in this section shall authorize the Village Manager to expend unanticipated revenues which may accrue to the Village during the course of the fiscal year, unless and until the unanticipated revenues have been budgeted by the Village Commission."*

The purpose of this Budget Amendment Procedure Memo and Budget Amendment Form is to provide a process for making changes to North Bay Village's budget. This policy applies to all departments having funds appropriated in the Annual Budget Ordinance.

Departments are responsible for monitoring their budgets and determining if a Budget Amendment is necessary. Funds must be available in the appropriate line item prior to purchasing of goods or services. Therefore, Budget Amendments must be fully processed before purchases are made.

When to initiate a Budget Amendment:

1. Funds need to be transferred from one line item to another line item within the Department;
2. Department Budget needs to increase or decrease in total;
3. A new Capital Project is established;
4. A Capital Project's Budget needs to be increased or decreased;
5. Additional revenues received that the Department anticipates using to fund current operations.

Guidelines for completing a Budget Amendment:

1. Departments must use the Budget Amendment Form (Attached);
2. The "Explanation for Change" Section on the form must also be filled out;
3. The form should be signed by the Department Head and forwarded to the Finance Department;
4. Chief Financial Officer or designee will review the Amendment request and forward it to the Village Manager or designee;
5. The Village Manager or designee will either approve or deny the request;
6. Budget Amendment requests that increase or decrease the Department's Budget must be approved by Commission.

General Government

BACKGROUND

The Village's branding identity is currently limited to its present Village Seal. There are no official Village colors, word marks (also referred to as a flat logo), or Village taglines.

A Branding Guide is essential to establish a cohesive and consistent identity for the Village. Such guides are standard and affect many aspects of a City's presence, including signage, website design, app design, letterheads, email signatures, social media, and more.

Working in conjunction with the Heart of the Bay Task Force— created by the Village Commission to discuss opportunities in public relations, positioning, branding, and marketing for North Bay Village— Village staff believe it is necessary to establish a Branding Guide.

The Village recently conducted a small survey to understand the direction branding should take. The Village Commission and representatives from Village Advisory Boards provided branding-related feedback.

The Village requested quotes from vendors not to exceed \$10,000.00 to establish rebranding identity and campaign development services. The scope of work includes the following:

- Branding Style Guide to include a Color Palette, an updated Village Seal, Font Package, and Word Marks with Icons for use without the Village Seal
- Tagline Development for North Bay Village
- Templates / Assets (Social Media frames, Office Documents - Letterhead, PowerPoint, Memo Sheet, etc.)

FINANCIAL

This Branding Guide was an unforeseen expenditure that is not included in the adopted budget. Therefore, the request is to appropriate portions of the following General Ledger line items to provide enough funds to cover a branding guide.

GL Account	GL Account Description	Current Budget Remaining	Amount for Branding
001-71-571-4810	Newsletter PSA	\$7,751	\$3,000
001-19-519-4809	Advertising	\$1,825	\$500
001-19-519-5340	Legislative - Travel Conferences and Meetings	\$10,500	\$5,500
001-12-512-5340	Village Manager - Travel, Conferences and Meetings	\$3,834	\$1,000
		Total:	\$10,000