



1015 Cultural Park Blvd.  
Cape Coral, FL

**AGENDA FOR THE REGULAR MEETING OF THE  
CAPE CORAL YOUTH COUNCIL**

August 9, 2019

3:00 PM

Council Chambers

**PLEDGE OF CIVILITY**

We will be respectful of each other even when we disagree.  
We will direct all comments to the issues. We will avoid personal attacks.

**1. MEETING CALLED TO ORDER**

A. Chair Benitez

**2. PLEDGE OF ALLEGIANCE**

**3. ROLL CALL**

A. Benitez, Bradish, Cranford, Dougherty, Figueroa, German,  
Gorbanovski, Ico, Logan, Nguyen, Orozco, Roh, Russell, and  
Ziegler

**4. CHANGES TO AGENDA/ADOPTION OF AGENDA**

**5. APPROVAL OF MINUTES**

A. Meeting Minutes - July 26, 2019

**6. ADVISOR PRESENTATION (30 MINUTES MAXIMUM)**

- A. Florida League of Cities Annual Conference Update
- B. Puppy Mill Ordinance Discussion - Council Liaison Williams
- C. Parks Plans Discussion - Council Liaison Williams

**7. CITIZENS INPUT TIME**

Input of citizens on matters concerning City Government; 3 minutes per individual.

## **8. RECOMMENDATIONS TO COUNCIL**

- A. Update of the Quarterly Report Presentation to City Council

## **9. BUSINESS**

- A. Bus Stop Movement Continued Discussion
- B. Senior Project Continued Discussion - Youth Council Fall Gala
- C. Youth Council School Tours Discussion
- D. Junior Project Discussion - Adopt-A-Road September Cleanup Coordination

## **10. NEXT MEETING AGENDA TOPICS**

## **11. REPORTS**

## **12. REPORTS OF THE COUNCIL LIAISON AND ADVISORS**

## **13. TIME AND PLACE OF FUTURE MEETINGS**

- A. A regular meeting of the Cape Coral Youth Council will be held on Friday, August 23, 2019, at 3:00 p.m. in Council Chambers.

## **14. MOTION TO ADJOURN**

### **GENERAL RULES AND PROCEDURES REGARDING THE CAPE CORAL CITY COUNCIL AGENDA**

In accordance with the Americans with Disabilities Act and Section of 286.26, Florida Statutes, persons with disabilities needing special accommodation to participate in this meeting should contact the Office of the City Clerk at least forty-eight (48) hours prior to the meeting. If hearing impaired, telephone the Florida Relay Service Numbers, 1-800-955-8771 (TDD) or 1-800-955-8770 (v) for assistance.

Persons wishing to address the Youth Council under Citizens Input may do so during the designated times at each meeting. No prior scheduling is necessary. All speakers must have their presentations approved by the City Clerk's office no later than 11:00 AM the day of the meeting. Members of the audience who address the Youth Council shall step up to the speaker's lectern and give his or her full name, address, and whom he or she represents. Proper decorum shall be maintained at all times. Any audience member who is boisterous or disruptive in any manner to the conduct of this meeting shall be asked to leave or be escorted from the meeting room.

Copies of the agenda are available in the main lobby of Cape Coral City Hall and in the City Council Office, 1015 Cultural Park Boulevard. Copies of all back-up documentation are also available for review in the lobby of Council Chambers. You are asked to refrain from removing any documentation. If you desire copies, please request they be made for you. Copies are 15 cents per page. Agendas and back-up documentation are also available on-line on the City website ([capecoral.net](http://capecoral.net)) after 4:00 PM on the Wednesday prior to the Youth Council Meeting.

<b>Item Number:</b>	<b>5.A.</b>
<b>Meeting Date:</b>	<b>8/9/2019</b>
<b>Item Type:</b>	<b>APPROVAL OF MINUTES</b>

**AGENDA REQUEST FORM**  
CITY OF CAPE CORAL



**TITLE:**  
Meeting Minutes - July 26, 2019

**REQUESTED ACTION:**

**STRATEGIC PLAN INFO:**

1. Will this action result in a Budget Amendment?
2. Is this a Strategic Decision?
  - If Yes, Priority Goals Supported are listed below.
  - If No, will it harm the intent or success of the Strategic Plan?

**Planning & Zoning/Staff Recommendations:**

**SUMMARY EXPLANATION AND BACKGROUND:**

**LEGAL REVIEW:**

**EXHIBITS:**

**PREPARED BY:**  
Division- Department-

**SOURCE OF ADDITIONAL INFORMATION:**

**ATTACHMENTS:**

<b>Description</b>	<b>Type</b>
<input type="checkbox"/> Meeting Minutes - July 26, 2019	Backup Material

**MINUTES FOR THE MEETING  
OF THE CAPE CORAL YOUTH COUNCIL**

**Friday, July 26, 2019**

Chair Benitez called the meeting to order at 3:02 p.m.

Pledge of Allegiance – Chair Benitez

Roll Call: Chair Benitez, Members Bradish, Cranford, Dougherty, Figueroa, Gorbanovski, Ico, Logan, Nguyen, Roh, and Ziegler were present. Members Orozco and Russell were excused. Member German arrived at 3:08 p.m.

Also in attendance: Richard Williams, Council Liaison  
Mark Cagle, Staff Liaison  
Connie Griglin, Youth Council Administrative Contact arrived at 4:32 p.m.

**CHANGES TO AGENDA/ADOPTION OF AGENDA**

***Vice Chair Gorbanovski moved, seconded by Member Figueroa, to adopt the Agenda for the July 26, 2019 meeting, as presented.***

***Council polled as follows: Benitez, Bradish, Cranford, Dougherty, Figueroa Gorbanovski, Ico, Logan, Nguyen, Roh, and Ziegler voted “aye.” All “ayes.” Motion carried 11-0.***

**APPROVAL OF MINUTES – July 12, 2019**

***Member Logan moved, seconded by Member Dougherty, to approve the Regular Meeting Minutes from July 12, 2019, as presented. Voice Poll: All “ayes.” Motion carried.***

**ADVISOR PRESENTATIONS**

**Florida League of Cities Annual Conference Continued Discussion**

Council Liaison Williams provided the following update:

- Trip to Orlando for Florida League of Cities (FLC) Annual Conference
- Review online backup material and FLC website for timeline
- Suggestion to wear appropriate footwear and attire
- Collective bodies of other Youth Councils from different Cities in Florida
- Opportunity to network and discuss different topics and ideas
- Administrative Contact Griglin will provide information in the coming week
- Registration fees paid and Members attending must fulfill commitment
- Polo t-shirts ordered and should arrive soon

- Bus transportation to the FLC Conference
- Attendance to the Youth Council Annual Conference
- Opportunity to meet and speak with elected officials, council members, commissioners, and State representatives

Member German arrived at 3:08 p.m.

**Update of Quarterly Report/Presentation to City Council-Members Bradish and Ico  
(Discussed ahead of listed Agenda item)**

Council Liaison Williams provided feedback on the Youth Council Quarterly Report PowerPoint presentation before the City Council and other topics as follows:

- Scheduled for Monday, July 29, 2019 before the City Council
- Members Bradish and Ico handling the oral and PowerPoint presentation
- Presentation would be displayed on the monitors to the Council and Public
- Questions may be asked to clarify information
- Approximate time for presentation
- Two topics to discuss regarding Puppy Mill Ordinance and GO Bond Parks Plans
- Presentations from outside resources on these topics

Chair Benitez inquired if the two new topics regarding the Puppy Mill and Parks Plan could be placed on the August 9, 2019 Youth Council Agenda.

Discussion held regarding Puppy Mill Ordinance being voted at the City Council meeting on August 5, 2019.

Recording Secretary Castillo reported on behalf of Administrative Contact Griglin that the FLC conference, Agenda, and material were provided in the backup materials. She provided the following information:

- Seven confirmed Members attending; four unable to attend; and one still a maybe
- Need response from Members Gorbanovski and Cranford – requested availability
- Backup material uploaded on the City Council's Agenda for the upcoming meeting
- Reminder provided to Members Bradish and Ico to attend the meeting

Chair Benitez suggested that the Members on the Board also attend the City Council meeting to provide support to Members Bradish and Ico in their quarterly presentation. She summarized the following information regarding the FLC Annual Conference:

- August 17, 2019 to be held at the Orlando World Center Marriott
- Dress attire: Polo t-shirts, khaki pants, and comfortable footwear

Chair Benitez inquired about the website biographies.

Recording Secretary Castillo reported on behalf of Administrative Contact Griglin that there have been eight biographies received and the remaining six members were still pending. Members were instructed to see her after the meeting for additional information.

Discussion held regarding:

- FLC Conference pickup time and Location: 5:00-5:30 a.m. at Fort Myers Skatium
- Administrative Contact Griglin will provide more information
- Arrival time to City Council Meeting on July 29, 2019 for the presentation
- Cape Coral Youth Council representing the City of Cape Coral at the conference
- Members encouraged to carry themselves professionally

Member Ziegler announced that she would not be able to attend the City Council meeting on July 29, 2019. She will review the meeting video.

Chair Benitez reminded the Member to respond whether they would be attending the FLC Annual Conference and suggested that proper attire, sweater, and comfortable footwear.

### **CITIZENS INPUT TIME**

None.

### **RECOMMENDATIONS TO COUNCIL**

#### **Update of Quarterly Report/Presentation to City Council-Members Bradish Ico Continued Discussion**

Chair Benitez stated that Members Bradish and Ico are scheduled to present the Youth Council Quarterly Report to the City Council on July 29, 2019. She turned the floor over to Members Bradish and Ico for further information.

Member Ico informed that the PowerPoint presentation was distributed to the Members prior to the meeting in the backup material.

Member Ziegler acknowledged receipt of the presentation.

Member Ico stated that the presentation consisted of the topics that the Youth Council have discussed in the past and included the upcoming projects. The presentation slides including the following information:

- Youth Council Quarterly Update
- Florida League of Cities Attendance
- Fall Gala
- Traffic Advisory Meeting Appearance
- Bus Stops
- Adopt-A-Road
- Goals

Recording Secretary Castillo reminded the Youth Council that the presentation was contained in the meeting backup material, and accessible through the City's website or through the link that was provided in the email notice.

Member Ziegler reported that she reviewed the presentation. The main topics that the Youth Council have discussed this year were included in the report. She suggested that Members Bradish and Ico emphasize that the Youth Council have kicked-off the year with a good plan. She commended Members Bradish and Ico for a well-done presentation.

Member Bradish commented that the goal was to showcase and incorporate some of the past and new projects, including the upcoming Adopt-A-Road cleanup and Fall Gala.

## **BUSINESS**

### **Bus Stop Movement Continued Discussion – Member Ico**

Chair Benitez mentioned that this was a continued discussion from the prior meetings and she requested an update from Member Ico and the Advisors on this topic.

Member Ico voiced that she was looking forward to attending the City Council meeting on July 29, 2019. Her understanding was that the City Council would be addressing the Bus Pilot Program in upcoming meetings.

Chair Benitez stated that further action by the Youth Council was pending once the benches location map becomes available. She discussed the following:

- Establishing timeline and assigning designated cleanup areas
- Encouraged that Members start spreading the word at their school clubs
- Educational safety program

Recording Secretary Castillo reported that more information would be forthcoming by Advisor Mazurkiewicz at the upcoming meetings.

Member Ico read into the record an email she received from the School District of Lee County School inviting families to attend the Back-to-School Block Party on Saturday, August 3, 2019, at the Bell Towers Shops. The event would be free and open to the public, offering family friendly fun for all ages, including a “Safe-to-School” Safety Zone.

Chair Benitez mentioned that the Lee County School System have been working on an educational safety program and this event could be part of the kick-off for the program.

Discussion held regarding the pending formation of the educational safety program.

Council Liaison Williams offered to invite a school board member to address any of the Youth Council questions pertaining to this project.

### **Junior Project Continued Discussion – Adopt-A-Road Update**

Chair Benitez reminded the Members that the meet-up location would be at the William Bill Austen Youth Center located at 315 SW 2<sup>nd</sup> Avenue in Cape Coral on Saturday, August 3, 2019, at 10:45 a.m. This would be the initial clean-up of the adopted road

located at Santa Barbara Boulevard from Northeast Pine Island Road up to Tropicana Parkway.

Member Roh inquired about the meet-up location and transportation.

Recording Secretary Castillo reported the following on behalf of Administrative Contact Griglin:

- Meet-up at the William Bill Austen Youth Center in Cape Coral on August 3rd
- Participating Members would be transported to the adopted road
- Hold Harmless Forms requiring each Member to complete and sign

Discussion held regarding more Members' participation would diminish the cleanup time.

***Show of hands: 7 Members attending the August 3<sup>rd</sup> cleanup on August 3, 2019.***

### **Senior Project Continued Discussion – Youth Council Fall Gala – Chair Benitez**

Chair Benitez provided the following update regarding the Youth Council Fall Gala

- Event: Saturday, September 14, 2019 at 6:00 p.m. at the Kiwanis Hall
- Approved items: Flyer, Instagram Post, and DJ
- Pending contact with “Blessing in a Backpack” chairperson
- Incorporating material such as brochures, banners, or presentation
- Flyer and Instagram Post final versions

Communications Director Mitchinson responded that he was incorporating the proposed changes and was waiting on the ticket purchase information to update the promotional material.

Chair Benitez inquired about the pre-ordering tickets process.

Staff Liaison Cagle responded that he would continue working on gathering information on how payments would be collected and which software to be utilized, such as Eventbrite.

Discussion held regarding:

- Eventbrite – selling and tracking tickets
- Tear-off printed tickets
- Cost of printing 130 tickets varies based on design – generally about \$300
- Printing costs could also be set off by sponsorships
- Once flyer finalized need to circulate among local businesses and organizations
- Venue holds 130 maximum guests
- Adding a one-page sheet with the different levels of sponsorships for the event
- Comping meals for dignitaries



- Considered a charitable event
- Suggestion to sell tables
- Council Liaison Williams offered to put together the sponsor invitation and newspaper announcement
- Discussion of which ticket should be comped
- Review of event itinerary
- Program suggestions to include Mayor's, Advisors', and Members' speeches
- Distributing brochures, business cards, and informational material at the event
- Verbally acknowledging and thanking the sponsors for their support at the event
- Suggestion to have "Blessings in a Backpack" chairperson provide a short speech
- Deciding if event would be a "meet and greet" or "charitable event"
- Preference for "meet and greet" gala and excess profit being donation to charity
- Decorations and centerpieces: linens, balloons, and floral arrangements
- Advertising via local news and radio stations preferably at no charge
- Task assigned to the Communications Director to gather information
- Inviting a radio station to attend the event or local news coverage
- Estimated budget of costs \$5,550
- Sponsorship Levels: 4-Gold at \$500; 8-Silver at \$250; 1-photo booth at \$250
- Catering – waiting on update from Advisor Mazurkiewicz
- Chair Benitez working on drafting sponsorship letter
- Currently have acquired 1-Gold and 1-Silver sponsors
- Party planning options managing finances
- Managing finances through Parks and Recs and Council Office
- Discussion regarding comping meals and ticket prices
- Comping the Mayor's, Advisors, and Youth Council Members meal/ticket
- Limiting presentations by the Mayor and Youth Council Members
- Pros and cons of comping tickets; not comping the DJ's or Bar meal/ticket
- Setup and cleanup arrangements
- Decision not to comp sponsors meal/ticket
- Other incentives for sponsors: reserving seating table and promotional side table

### **Youth Council Booth at School Open Houses Discussion**

Chair Benitez stated that this topic was placed on the Agenda based on past discussions.

Member Cranford mentioned that hosting a booth would not be possible at North Fort Myers High School Open House.

Member Logan mentioned that Island Coast also had limited space to place a booth.

Member Ziegler stated that her school does not offer Open House and was not sure if the opportunity was right for every school.

Member Figueroa stated that Oasis High School also would not be available to

accommodate the Open House booth. She mentioned that she could look into the possibility of making an announcement during the Principal's welcome speech.

Member Dougherty mentioned that at Cape Coral High School this would be an option as they do setup Open House booths. She offered to distribute the brochure and pens during the Open House.

Discussion held regarding:

- Providing Counselor's office, front desk office, and history classes the Youth Council brochures and printed promotional material for distribution
- If the opportunity available to setup an Open House booth, then the Members should contact the Youth Council Advisors to obtain the promotional material
- Youth Council School Tours presentations at the school assemblies

### **NEXT MEETING AGENDA TOPICS**

Chair Benitez requested that the following topics be placed on the next meeting's Agenda:

- Puppy Mills Ordinance Discussion
- Parks Plans Discussion
- Bus Stop Movement Continued Discussion
- Senior Project Continued Discussion – Youth Council Fall Gala
- Youth Council School Tours Discussion
- Update on the Quarterly Report Presentation

Member Logan introduced the idea of creating a video presentation for the school news media.

Chair Benitez responded that this was a good idea and requested that this also be discussed during the Youth Council School Tours discussion.

***Vice Chair Gorbanovski moved, seconded by Member Ziegler, to add these topics to the next meeting Agenda (Puppy Mills Ordinance Discussion, Parks Plans Discussion, Bus Stop Movement Continued Discussion, Senior Project Continued Discussion-Youth Council Fall Gala, Youth School Tours Discussion, and Update on the Quarterly Report Presentation). Voice Poll: All "ayes." Motion carried.***

### **REPORTS**

Member Ziegler: Topic: She reiterated that the Members should submit their bios and headshots to Administrative Contact Griglin for the website posting.

### **REPORTS OF COUNCIL LIAISON AND ADVISORS**

Council Liaison Williams reminded the Members that the meetings need to be limited to 4:30 p.m. or earlier. He announced that his health was better, and he would be attending the upcoming meetings.

Administrative Contact Griglin reminded the Members to see her after the meeting to obtain the Hold Harmless Agreement forms.

**TIME AND PLACE OF FUTURE MEETINGS**

A regular meeting of the Cape Coral Youth Council was scheduled for Friday, August 9, 2019, at 3:00 p.m. in Council Chambers.

**MOTION TO ADJOURN**

There being no further business, the meeting was adjourned at 4:46 p.m.

Submitted by,

Betty Castillo  
Recording Secretary

Subject to Approval

<b>Item Number:</b>	<b>6.A.</b>
<b>Meeting Date:</b>	<b>8/9/2019</b>
<b>Item Type:</b>	<b>ADVISOR PRESENTATION</b>

**AGENDA REQUEST FORM**  
CITY OF CAPE CORAL



**TITLE:**  
Florida League of Cities Annual Conference Update

**REQUESTED ACTION:**

**STRATEGIC PLAN INFO:**

1. Will this action result in a Budget Amendment?
2. Is this a Strategic Decision?
  - If Yes, Priority Goals Supported are listed below.
  - If No, will it harm the intent or success of the Strategic Plan?

**Planning & Zoning/Staff Recommendations:**

**SUMMARY EXPLANATION AND BACKGROUND:**

**LEGAL REVIEW:**

**EXHIBITS:**

**PREPARED BY:**  
Division- Department-

**SOURCE OF ADDITIONAL INFORMATION:**

**ATTACHMENTS:**

<b>Description</b>	<b>Type</b>
<input type="checkbox"/> Permission Slip to the FLC Youth Annual Youth Conference 8-17-19	Backup Material
<input type="checkbox"/> Cape Coral Hold Harmless Agreement to the FLC Youth Annual Youth Conference 8-17-19	Backup Material
<input type="checkbox"/> FLC Youth Council Annual Conference 2019 Travel Itinerary	Backup Material

▣ FLC Youth Council Annual Conference 2019  
Agenda 8-17-19

Backup Material



City of Fort Myers Recreation Division  
P.O. Drawer 2217  
Fort Myers, FL 33902-2217

Statement of Permission:

I, THE UNDERSIGNED, HEREBY GRANT MY CHILD: \_\_\_\_\_

Permission to be transported from my **designated drop-off point at the Fort Myers Skatium, 2250 Broadway Ave, Fort Myers**, to the **World Center Marriot Orlando, Orlando, FL**. Then transported to my **designated pick-up point at the Fort Myers Skatium, 2250 Broadway Ave, Fort Myers** by way of the City of Fort Myers STARS bus.

I understand this trip will be leaving **my designated drop-off point (see above)** at or about **5AM** by way of the City of Fort Myers STARS bus on **Saturday, August 17, 2019** and returning to **my designated pick-up point (see above)** by way of the City of Fort Myers STARS bus on **Saturday, August 17, 2019** at or about **8PM**

By my signature to this Statement of Permission, I hereby release and hold harmless, The City of Fort Myers, the Recreation Division and their employees and any co-sponsors for mishap or injury to the child/children named herein from the time of departure from the City of Fort Myers to the time of their return to the City of Fort Myers. As parent/guardian, I assume responsibility for any and all risks, incidents, etc., thereto. It is understood the best possible care will be given to my child/children.

I also give The City of Fort Myers Recreation Division staff permission to have my child treated at a clinic or hospital if deemed necessary in an emergency situation. I accept full responsibility for payment of any such treatment.

Parents Comments or exclusions: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_  
PARENT OR GUARDIAN SIGNATURE

\_\_\_\_\_  
EMERGENCY PHONE NUMBERS

\_\_\_\_\_  
PARENT PRINTED NAME



**HOLD HARMLESS AGREEMENT**

To the extent permitted by law, I, the undersign, hereby grant my child \_\_\_\_\_ permission to attend the Florida League of Cities Annual Conference Program at the World Center Marriot Orlando, Orlando, FL on Saturday August 17, 2019. I \_\_\_\_\_ as parent or guardian hereby agrees to hold harmless and indemnify City of Cape Coral from any and all damages, injuries, actions, suits, claims, or demands of whatever kind, including any claims for injuries or damages to persons and property, of whatsoever nature, by any person against the City of Cape Coral pertaining to or resulting, either directly or indirectly, from the time of departure from the City of Fort Myers to the time of their return to the City of Fort Myers. As parent/guardian, I assume responsibility for any and all risks, incidents, etc., thereto. It is understood the best possible care will be given to my child/children.

Dated this \_\_\_\_\_ day of \_\_\_\_\_, \_\_\_\_\_.

By: \_\_\_\_\_  
Youth Council Member Signature

By: \_\_\_\_\_  
Parent or Guardian Signature

# *FLC Annual Conference*

## *Youth Council*

**DATE:** 7/31/18

**TO:** Youth Council Members, Council Liaison and Advisors

**FROM:** Connie Griglin

**SUBJECT:** Itinerary for the Florida League of Cities Youth Program, Orlando

---

Below is the itinerary for the Florida League of Cities Youth Program for Saturday, August 17, 2019 to the World Center Marriott Orlando in Orlando, FL.

- 4:30AM-4:45AM: Arrive at departure point, the Fort Myers Skatium, 2250 Broadway Ave. Fort Myers
- 5AM: Depart Fort Myers Skatium for Orlando
- 8AM to 8:45AM: Arrive at World Center Marriott Orlando, Orlando
- 8:30AM to 8:45AM: Check-in at the FLC Youth Program Registration Desk
  - a. Receive name tags and program material
- 8:30AM Breakfast will be provided at hotel
- 9AM: Youth Program Begins
- 4PM to 4:30PM: Program Ends
- 4:30PM to 5PM: Depart Orlando
- 5PM to 6PM: Stop for Dinner (TBD-group vote)
- 7:30PM to 8:30PM (approx.): Arrive at the Fort Myers Skatium

This itinerary is subject to change or modification to include decisions made by adult mentors, traffic, weather, etc.



**Florida League of Cities, Inc.  
Annual Conference Program  
August 17, 2019  
World Center Marriot Orlando, FL**

Time: 8:30 a.m. to 8:45 a.m.	<b><u>Registration</u></b>
8:45 a.m. to 9:00 a.m.	<b><u>Introduction &amp; Program Overview: Switching the Code</u></b> The state of public discourse in this country has deteriorated in recent years. It seems many leaders, in government, in business, and especially opinion leaders on social media, have forgotten (or never learned) how to discuss difficult issues in ways that invite participation from a diversity of perspectives. We can do better... much better. Youth council peers from around the state will engage in a dynamic, highly interactive process exploring possible cures for public discourse gone off the rails. We'll identify a set of obstacles, then utilize the Open Space Meeting model to have the conversations <i>you</i> want to have to enhance <i>your</i> abilities to lead the conversation and influence the process.
Time: 9:00 a.m. to 12:00 p.m.	<b><u>Switching the Code: Language, Conflict and Facilitation</u></b> We'll begin by exploring language codes and their role in fostering understanding and hatred. We'll examine the role of a facilitator in navigating difficult conversations (and difficult people!). Then we'll learn how to run an Open Space meeting. And we'll begin, with topics and discussion driven entirely by your choices.
Time: 12:00 p.m. to 1:30 p.m.	<b><u>Lunch</u></b> Discussion: Careers in Municipal Government
Time: 1:30 p.m. to 4:00 p.m.	<b><u>Switching the Code</u></b> Driven by your priorities and interests, the Open Space meeting will continue.
4:00 p.m. to 4:30 p.m.	<b><u>Reporting Out: The Open Space Meeting Concludes</u></b> You'll share your experience with your peers in a closing conversation reviewing what we've accomplished together.

<b>Item Number:</b>	<b>6.B.</b>
<b>Meeting Date:</b>	<b>8/9/2019</b>
<b>Item Type:</b>	<b>ADVISOR PRESENTATION</b>

**AGENDA REQUEST  
FORM  
CITY OF CAPE CORAL**



**TITLE:**

Puppy Mill Ordinance Discussion - Council Liaison Williams

**REQUESTED ACTION:**

**STRATEGIC PLAN INFO:**

1. Will this action result in a Budget Amendment?
2. Is this a Strategic Decision?
  - If Yes, Priority Goals Supported are listed below.
  - If No, will it harm the intent or success of the Strategic Plan?

**Planning & Zoning/Staff Recommendations:**

**SUMMARY EXPLANATION AND BACKGROUND:**

**LEGAL REVIEW:**

**EXHIBITS:**

**PREPARED BY:**

Division- Department-

**SOURCE OF ADDITIONAL INFORMATION:**

**ATTACHMENTS:**

<b>Description</b>	<b>Type</b>
<input type="checkbox"/> Florida Pet Store Legislation Business Impact	Backup Material

# Florida Pet Store Legislation & Business Impact

*Puppy-selling pet stores can thrive by converting from the outdated and socially unacceptable business model that relies on the sale of mill puppies to a model that focuses on offering quality products and services and offering dogs for adoption. Cries from some pet stores that they need to sell puppies to stay in business are baseless, as the huge majority of pet stores, both large and small, in Florida and across the nation do not sell commercially-raised puppies.*

## INDUSTRY TRENDS

- According to The American Pet Products Association, Americans spent \$72 billion on their pets in 2018, and every category, including pet food, products, and services, saw an increase *except* live animal sales, which they predict will continue to decline.<sup>1</sup>
- According to the World Pet Association (WPA)'s *Retail Operating Performance Report of 2018*, pet stores with animals reported \$246 in total revenue per square foot, while pet stores that sell only dry goods reported \$403 per square foot. The business category with the highest per sales transaction was pet stores that sell only dry goods.
- Pet Business' 2018 "Top 25 Pet Retailers in North America" included only one chain that sells puppies, while the rest of the pet store companies are thriving by selling quality products and offering in demand services such as grooming, boarding and training.<sup>2</sup>
- Conscientious companies are refusing to do business with pet stores that sell puppies. For example, Honest Kitchen, a healthy pet food company with products in nearly 5000 stores across the country, regularly turns down requests from stores that want to sell their products but also sell puppies.<sup>3</sup>
- Consultancy EY-Parthenon reported in July 2018 that the pet industry has become a "potentially explosive market" as Americans increasingly humanize their pets, predisposing them to spend more on fancy food, treats, clothing and premium services such as grooming and pet spas, and noted that 78% of people prefer to shop for their pets in brick-and-mortar stores. Plus, live animal sales will likely slow "as people align pet adoption with their social values."<sup>4</sup>

## SUCCESSFUL FLORIDA PET STORES

- Super Pet, Tampa, converted from selling commercially-bred dogs and cats to now working with local shelters and rescues. After converting, the owner stated, "I think you do have some social responsibility as a pet store...I think adoption is the best route...there's a lot of dogs out there that need homes" She also said, "We had a lot of people who stopped shopping at our store." The owner hopes other pet stores follow suit and say goodbye to puppy mills.
- Pet Supplies Plus, with around 22 stores in FL, was included in *Entrepreneur's* magazine "2018 Fastest-Growing Franchise Ranking" and "Annual Franchise 500", noting that the company was the top pet supply franchise. Pet Supplies Plus signed the HSUS Puppy Friendly Pet Store pledge. On its website the chain states: "...a Pet Supplies Plus franchise store averages \$2,228,312 dollars annually...Over the past 30 years this industry has grown and Pet Supplies Plus has been there recognizing that while many brands come and go, one thing that will never go out of style is the love we have for our pets and the extent people will go to get them what they need."<sup>5</sup>
- PetSmart, with about 100 stores in FL: *At PetSmart, we never sell dogs or cats. Together with PetSmart Charities, we help save over 1,300 pets every day through adoption.*<sup>6</sup>
- Petco, with about 64 stores in FL: *We encourage anyone looking to add a new pet to their family to consider adopting a homeless animal, rather than purchasing one... Petco and the Petco Foundation partner with thousands of local animal welfare groups across the country and, through in-store adoption events, help find homes for more than 400,000 animals every year.*<sup>7</sup>

<sup>1</sup> <https://www.prnewswire.com/news-releases/americans-spent-695-billion-on-their-pets-last-year-more-than-ever-before300618209.html>

<sup>2</sup> <http://www.petbusiness.com/March-2018/The-Top-25-Pet-Retailers-in-North-America/>

<sup>3</sup> <https://www.thehonestkitchen.com/blog/recognition-for-our-stance-on-puppy-mills/>

<sup>4</sup> <https://www.consulting.us/news/538/americans-see-their-pets-as-family-and-are-spending-more-cash-on-them>

<sup>5</sup> <https://www.petsuppliesplus.com/en/Franchise/WhoWeAre>

<sup>6</sup> <https://www.petsmart.com/adoption/people-saving-pets/ca-adoption-landing.html>

<sup>7</sup> <https://about.petco.com/fact-sheets>

**Item Number:** 9.B.  
**Meeting Date:** 8/9/2019  
**Item Type:** BUSINESS

**AGENDA REQUEST FORM**  
CITY OF CAPE CORAL



**TITLE:**

Senior Project Continued Discussion - Youth Council Fall Gala

**REQUESTED ACTION:**

**STRATEGIC PLAN INFO:**

1. Will this action result in a Budget Amendment?
2. Is this a Strategic Decision?  
If Yes, Priority Goals Supported are listed below.  
If No, will it harm the intent or success of the Strategic Plan?

**Planning & Zoning/Staff Recommendations:**

**SUMMARY EXPLANATION AND BACKGROUND:**

**LEGAL REVIEW:**

**EXHIBITS:**

**PREPARED BY:**

Division- Department-

**SOURCE OF ADDITIONAL INFORMATION:**

**ATTACHMENTS:**

<b>Description</b>	<b>Type</b>
<input type="checkbox"/> Youth Council Fall Gala Flyer-Final	Backup Material
<input type="checkbox"/> Youth Council Gala Tickets	Backup Material



<https://www.facebook.com/ccyouthcouncil/>



[https://twitter.com/cape\\_yc](https://twitter.com/cape_yc)

# FALL GALA

THE CAPE CORAL YOUTH COUNCIL PRESENTS:  
THE 2019 YOUTH COUNCIL FALL GALA

---

## SEPTEMBER 14TH, 2019

FROM 6PM - 11PM AT THE KIWANIS HALL  
360 SANTA BARBARA BLVD, CAPE CORAL, FL 33990

YOUTH TICKET \$5 | ADULT TICKET \$30  
BUSINESS CASUAL ATTIRE



**SPONSORED BY THE  
GUNTERBERG CHARITABLE  
FOUNDATION**



# Cape Coral Youth Council Fall Gala 2019

SEPTEMBER 14TH, 2019 | 6:00PM-11:00PM

KIWANIS HALL

360 SANTA BARBARA BLVD, CAPE CORAL, FL 33990

YOUTH TICKET \$5 | ADULT TICKET \$30

Cape Coral Youth

Council Fall Gala 2019

SEPTEMBER 14TH, 2019

6:00PM-11:00PM

KIWANIS HALL

NO.