

**Nassau County Board of County Commissioners**  
**Regular Session, February 17, 2021, 9:00 a.m.**  
**Special Session, February 17, 2021, 10:00 a.m.**  
**Commission Chambers, 96135 Nassau Place, Yulee, Florida**

Call to Order, Invocation and Pledge of Allegiance to the American Flag

**Commissioners:**

**Present:** Chairman Thomas R. Ford, Commissioners John F. Martin, Aaron C. Bell, Klynt A. Farmer, and Jeff Gray.

**Other Officials Present:** Michael S. Mullin, County Attorney; and Taco Pope, County Manager.

**Staff Present:** Peggy Snyder and Heather Nazworth, Deputy Clerks.

**Official Agenda Summary:**

**Audience Input:**

**RS210217 - 9:01:02** Mr. Mullin reviewed the procedures for attending the meeting in-person or remotely for **(Tab A)** Agenda Items and **(Tab B)** Non-Agenda Items.

**PRESENTATION(S)**

**RS210217 - 9:03:20 (Tab C)** Elizabeth Payne, Chief Executive Officer, Northeast Florida Regional Council (NEFRC), to present Nassau County's Regional Leadership Awards for 2020.

**Discussion:** Mr. Pope advised that Linda Morris will be accepting the award on behalf of Nassau County. She is a strong member of the Planning and Zoning Board and the Western Nassau Heritage Preservation Committee. Ms. Payne came forward to present Nassau County with two awards that showcase the work that is being done in Nassau County. She presented the first award to Ms. Morris on behalf of Nassau County which is the Regional Award of Excellence in Planning and Growth Management. Ms. Payne presented the second award which is the Regional Award of Excellence in

Environmental Stewardship which focuses on the long term preservation, protection, and enhancements of the regions natural resources which is for Nassau County's Conservation Land Acquisition and Management Program (CLAM). Next, Ms. Payne presented Commissioner Bell with a Resolution of Appreciation for his service on the NEFRC. She also thanked Commissioner Martin for serving on the NEFRC.

**RS210217 - 9:10:07 (Tab D)** Recognize County employees for years of service.

**Discussion:** Mr. Pope presented Certificates of Appreciation to County employees for their years of service to the County.

**RS210217 - 9:02:41**

**Motion:** Delete Tab E presentation by Mike Hickox, Nassau County Property Appraiser regarding Property Appraising Basics.  
**Maker:** Commissioner Bell  
**Second:** Commissioner Farmer  
**Action:** Aye: Commissioners Martin, Bell, Gray, Ford, and Farmer

**RS210217 - 9:15:49**

**Motion:** Adjourn as the Board of County Commissioners and convene as the American Beach Water and Sewer District.  
**Maker:** Commissioner Gray  
**Second:** Commissioner Bell  
**Action:** Aye: Commissioners Martin, Bell, Gray, Ford, and Farmer

**RS210217 - 9:15:49 (Tab F)** Consider a Resolution of the American Beach Water and Sewer District, a Dependent Special District in Nassau County, Florida Providing for the Procedures for Appointment to, Administration of, and Authority of the American Beach Water and Sewer District Advisory Board.

**Motion:** Approve Tab F as stated above and authorize the Chairman to sign Resolution 2021-022 regarding same.  
**Maker:** Commissioner Bell  
**Second:** Commissioner Farmer

**Action:** Aye: Commissioners Martin, Bell, Gray, Ford, and Farmer  
**Follow Up:** Finance, OMB, County Manager, County Attorney

**RS210217 - 9:16:22**

**Motion:** Adjourn as the American Beach Water and Sewer District and reconvene as the Board of County Commissioners.  
**Maker:** Commissioner Gray  
**Second:** Commissioner Bell  
**Action:** Aye: Commissioners Martin, Bell, Gray, Ford, and Farmer

**REGISTER:**

The Chairman signed the register for the following warrants: Warrant Nos. 270878 thru 270954 dated 2-9-21 for a register total of \$192,772.14; Wire Transfer Nos. 2105540 dated 2-5-21 for a register total of \$36,000.32; Wire Transfer Nos. 2105541 thru 2105542 dated 2-8-21 for a register total of \$3,936.86; Wire Transfer Nos. 2105586 thru 2105590 dated 1-4-21 for a register total of \$149.59; Warrant Nos. 270955 thru 271047 dated 2-12-21 for a register total of \$2,540,832.49; Wire Transfer Nos. 2105586 thru 2105590 dated 1-4-21 for a register total of \$149.59; Wire Transfer Nos. 2105801 thru 2105805 dated 2-2-21 for a register total of \$148.78; and, Wire Transfer Nos. 2105806 thru 2105809 dated 2-11-21 for a register total of \$79,299.05.

**NEW BUSINESS:**

**RS210217 - 9:16:41 (Tab G)** Consider the following: (1) request to use Peter's Point and Scott Road Beach Access parking areas by the Amelia Island Concours d'Elegance; (2) request to install a temporary, six-foot chain-link fence at Peter's Point to prevent unauthorized access to the show field from May 20, 2021 at 8:00 a.m. through May 23, 2021 at 8:00 p.m.

**Motion:** Approve Tab G as stated above.  
**Maker:** Commissioner Bell  
**Second:** Commissioner Farmer

**Action:** Aye: Commissioners Martin, Bell, Gray, Ford, and Farmer

**Follow Up: County Manager, Parks and Recreation**

**RS210217 - 9:17:01 (Tab H)** Approve and authorize the Chairman to sign a Temporary Closing of State Road Permit for the Concours d'Elegance taking place May 20-23, 2021.

**Motion: Approve Tab H as stated above.**

**Maker: Commissioner Bell**

**Second: Commissioner Martin**

**Action: Aye: Commissioners Martin, Bell, Gray, Ford, and Farmer**

**Follow Up: County Manager, Sheriff**

**RS210217 - 9:17:20 (Tab I)** Consider the following: (1) reject the three proposals from the Invitation to Bid No. NC20-025 received for construction improvements on CR 108 from Middle Road to US 17; (2) approve and authorize staff to revise the bid documents and re-advertise the construction of this project.

**Motion: Approve Tab I as stated above.**

**Maker: Commissioner Martin**

**Second: Commissioner Gray**

**Action: Aye: Commissioners Martin, Bell, Gray, Ford, and Farmer**

**Follow Up: Procurement, Engineering Services**

**RS2102171 - 9:17:49 (Tab J)** Approve and authorize County staff to submit the final list of Priority Projects to the Transportation Planning Organization (TPO) on behalf of the County, and provide direction on the following priorities: William Burgess Boulevard Extension, CR121 Safety Improvements, Pages Dairy Roadway Extension, SR200/A1A Intersection Improvements, US17 Widening and Intersection Improvements, SR115 Lem Turner Road, 14<sup>th</sup> Street Shared Use Path, Yulee Elementary Pedestrian Improvements, and SR200/US17 Trail.

**Discussion:** Mr. Companion came forward to inform the Board that there was one change after the item was submitted for the agenda. He advised that Orange Avenue is not eligible for Sun Trail funding and TPO recommended an alternate. Due to Orange Avenue not being available for this funding does

not mean that it would not be on the list of projects to be completed in the future.

**Motion:** Approve Tab J as stated above.  
**Maker:** Commissioner Bell  
**Second:** Commissioner Farmer  
**Action:** Aye: Commissioners Martin, Bell, Gray, Ford, and Farmer  
**Follow Up:** Engineering Services

**RS2102171 - 9:22:05 (Tab K)** Approve and authorize the Chairman to sign the State of Florida, Division of Library and Information Services (DLIS) Florida CARES Act Grant Agreement, Contract No. CM2970, between the State of Florida, Department of State and Nassau County for and on behalf of Nassau County Public Library System and associated budget amendment.

**Motion:** Approve Tab K as stated above and authorize the Chairman to sign Resolution 2021-024, regarding same.  
**Maker:** Commissioner Farmer  
**Second:** Commissioner Gray  
**Action:** Aye: Commissioners Martin, Bell, Gray, Ford, and Farmer  
**Follow Up:** Finance, OMB, Library

**RS2102171 - 9:22:26 (Tab L)** Approve the Local Mitigation Strategy as submitted by Nassau County Emergency Management.

**Motion:** Approve Tab L as stated above.  
**Maker:** Commissioner Farmer  
**Second:** Commissioner Gray  
**Action:** Aye: Commissioners Martin, Bell, Gray, Ford, and Farmer  
**Follow Up:** County Manager, Emergency Management

**RS2102171 - 9:22:46 (Tab M)** Approve and authorize the Chairman to sign the Public School Concurrency Proportionate Share Mitigation Agreement for Miner Road, Contract No. CM2968, between the Nassau County Board of County Commissioners, the Nassau County School District and Next Tide, LLC.

**Motion:** Approve Tab M as stated above.  
**Maker:** Commissioner Martin  
**Second:** Commissioner Farmer  
**Action:** Aye: Commissioners Martin, Bell, Gray, Ford, and Farmer  
**Follow Up:** County Manager, School Board, Finance, OMB

**RS2102171 - 9:23:06 (Tab N)** Consider request from the Aroneck Group to utilize 20 parking spaces at the Scott Road Beach Access from 6:00 p.m. through 11:00 p.m. on Saturday, February 20, 2021, as overflow parking for a private event at Summer Beach.

**Motion:** Approve Tab N as stated above.  
**Maker:** Commissioner Bell  
**Second:** Commissioner Farmer  
**Action:** Aye: Commissioners Martin, Bell, Gray, Ford, and Farmer  
**Follow up:** County Manager, Park and Recreation

**RS2102171 - 9:23:30 (Tab O)** Consider a Resolution extending the Local State of Emergency in Nassau County, Florida due to COVID-19, from February 17, 2021 through February 24, 2021.

**Motion:** Approve Tab O as stated above and authorize the Chair to sign Resolution 2021-023 regarding same.  
**Maker:** Commissioner Martin  
**Second:** Commissioner Farmer  
**Action:** Aye: Commissioners Martin, Bell, Gray, Ford, and Farmer  
**Follow up:** County Manager, County Attorney, Emergency Management

**COUNTY MANAGER BUSINESS:**

**RS2102171 - 9:23:54 (Tab P)** Discussion of the Construction Board of Adjustments and Appeals Vacancies.

**Discussion:** Mr. Pope stated that currently the Construction Board of Adjustments and Appeals provides a very important service for the community which allows an avenue for disputes to be settled by individuals with expertise in those matters. He stated that finding individuals to serve

on that Board can be a challenge and it will be advertised to ensure the public has knowledge of the Board and assist with finding individuals to serve on the Board with expertise and experience in the fire occupation, general contracting, and occupational safety.

**COUNTY ATTORNEY'S BUSINESS:**

**RS2102171 - 9:28:39 (Tab Q)** Set Public Hearing on Ordinance Amending Article XIV - Construction Board of Adjustments and Appeals.

**Discussion:** Mr. Mullin reviewed the request.

**Motion:** Schedule public hearing for March 8, 2021 at 6:00 p.m., or as soon thereafter as the matter may be heard, to consider Tab Q as stated above.

**Maker:** Commissioner Farmer

**Second:** Commissioner Bell

**Action:** Aye: Commissioners Martin, Bell, Gray, Ford, and Farmer

**Follow Up:** County Manager, County Attorney

**DISCUSSION ITEMS:**

**RS2102171 - 9:29:11** Commissioner Ford's Business:

- Expressed his appreciation to all County employees.

**RS2102171 - 9:29:39** Commissioner Bell's Business:

- Echoed Commissioner Ford's comment regarding County employees.

**RS2102171 - 9:30:00** Commissioner Farmer's Business:

- Concurred regarding County employees.

**RS2102171 - 9:30:42** Commissioner Martin's Business:

- Also echoed comments regarding County employees.
- Congratulated the County Manager and Ms. Morris on awards received from the Northeast Florida Regional Council.

- Congratulated County employees that celebrated 25 years of service.

**RS2102171 - 9:31:11** Commissioner Gray's Business:

- Recognized County employees.
- Thanked Public Works and Road and Bridge staff for completion of the roadway safety project on Miner Road.
- Announced that the Business Leader prayer breakfast will be held February 25, 2021 at 7:30 a.m. at First United Methodist Church in Callahan.
- Acknowledged Ms. Morris' dedication to Nassau County.

The Board adjourned regular session at 9:33 a.m. and reconvened in special session at 10:01 a.m.

**ADDITIONAL MEETING:**

**SS210217 - 10:01:25** Discuss and seek direction from the Board regarding the three Priority Tourist Related Initiatives: (1) Amelia Island Florida Environmental Branding Initiative; (2) Amelia Island Beach Front Parks Branding Harmonization and Enhancement Initiative; and (3) American Beach Cultural Heritage Experience Enhancement Initiative.

Public input: Chad Shaw came forward to express his appreciation for the American Beach Initiative.

Rebecca Perry, North Florida Land Trust, came forward to thank the Board for their work on conservation at American Beach. She is here in support of the American Beach Cultural Heritage Experience Enhancement Initiative. She responded to an inquiry regarding the Nana Dune lots.

**Discussion:** Mr. Pope came forward and provide a brief overview of the January 11, 2021 Board of County Commissioner Workshop which discussed the roles and responsibilities related to the management of the Tourist Development Tax (TDT) Fund. The County Attorney reviewed "frequently asked questions" and legal framework for how



the Tourist Development Council (TDC) and Tourist Development Funds are managed. The next step will be an update to the Board of County Commissioners Purchasing, Procurement, and Financial Policies which will include a subset management of the Tourist Development Tax Fund. He commented that the three priority tourism projects are interrelated, synergetic, and compounding. In order to execute there will need to be a comprehensive strategy and will require significant resources which will impact the work programs and budgeting for the next decade. Mr. Pope stated that there will be a budget and planning process.

Mr. Pope discussed the Amelia Island Florida Environmental Branding Initiative. He stated that as part of the Fiscal Year 2020-2021 budget the Board allocated \$350,000.00 of the Tourist Development Tax funds at the recommendation of the TDC towards the implementation of the first phase of the branding initiative. He reviewed staff's direction.

Mr. Pope responded to inquires related to whether there would be additional funding besides the \$350,000.00 already allocated, the first year budget, and grant opportunities. Discussion followed.

**Motion:** Approve staff's direction for Amelia Island Florida Environmental Branding Initiative (See Attachment "A")

**Maker:** Commissioner Martin

**Second:** Commissioner Gray

**Action:** Aye: Commissioners Martin, Bell, Gray, Ford, and Farmer

**Follow Up:** County Manager, TDC

**Discussion:** Mr. Pope discussed the Amelia Island Beach Front Parks Branding Harmonization and Visitor Experience Enhancement Initiative. He stated that the beaches of Amelia Island are the primary attraction that draw tourist from across the globe. Mr. Mullin stated that the only funds to be used for the three initiatives is the \$350,000.00 already allocated unless the TDC needs additional funds. The tourist have expectations. The perspective change that Nassau County needs is to view the ocean front parks and the beach accesses as gateways to this amenity. In order to meet visitor expectations, enhance visitor experiences and grow the market with return visits the beach gateways needs to match the standard of the natural feature that they access. He reviewed the

staff's direction. The group had further discussion regarding Legal side, funding, implementation strategy, and master plan.

**Motion:** Approve staff's Direction for Amelia Island Beach Front Parks Branding Harmonization and Visitor Experience Enhancement Initiative (See Attachment "B").

**Maker:** Commissioner Gray

**Second:** Commissioner Farmer

**Action:** Aye: Commissioners Martin, Bell, Gray, Ford, and Farmer

**Follow Up:** County Manager

**Discussion:** Mr. Pope discussed the American Beach Cultural Heritage Visitor Experience Enhancement Initiative. He stated that the intent is to protect the sense of place, honor the rich cultural heritage community and authentically tell the story of American Beach through the built and natural environment. The cultural experience is the attraction to the area and without protecting the physical and natural environment American Beach is not a destination. The County needs to meet visitor expectations, enhance visitor experiences and grow the market by encouraging return visits to American Beach. Mr. Pope reviewed the staff's direction.

**Motion:** Approve staff's Direction for American Beach Cultural Heritage Visitor Experience Enhancement Initiative (See Attachment "C").

**Maker:** Commissioner Martin

**Second:** Commissioner Gray

**Action:** Aye: Commissioners Martin, Bell, Gray, Ford, and Farmer

**Follow Up:** County Manager

**DISCUSSION ITEMS:**

**RS2102171 - 10:51:42** Commissioner Bell's Business:

- Thanked TDC for their work.
- Thanked Mr. Pope for his presentation.
- Thanked fellow Commissioner's for reinvesting in the community.

**RS2102171 - 10:52:25** Commissioner Farmer's Business:

- Echoed Commissioner Bell's comments.

**RS2102171 - 10:52:56** Commissioner Martin's Business:

- Concurred with Commissioner Bell's comments.
- Suggested that the County Attorney and County Manager research the decision that the City of Fernandina Beach made regarding E-bikes in order to be consistent.

**RS2102171 - 10:53:19** Commissioner Gray's Business:

- Thanked everyone for their hard work.

**RS2102171 - 10:53:51** Commissioner Ford's Business:

- Echoed his fellow Commissioner's comments.

There being no further business, the special session of the Nassau County Board of County Commissioners adjourned at 10:54 a.m.

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Thomas R. Ford, Chairman

Attest:

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John A. Crawford, Ex-Officio Clerk

**Amelia Island Florida Environmental Branding Initiative: Staff Direction**

1. For the funds allocated in fy20/21 to execute 'Phase 1':
    - Prioritize implementing solutions at strategic gateways and key motorist decision points, i.e. round-a-bouts.
    - Direct the AICVB, through the AITDC, to bring forward updated cost estimates, funding source, and recommendations for specific improvements to be implemented in Phase 1 for the BOCC to consider.
  2. Through the AICVB and AITDC, direct staff to expand the contract with Dawson and Associates to identify potential environmental branding solutions for the following corridors/areas based on typical visitor trip patterns, key motorist and pedestrian decision points, and other orientation factors that impact wayfinding and destination identification on Amelia Island.
    - 14th Street
    - A1A on Amelia Island
    - SR200/A1A from CR107 to the Amelia Island Parkway
    - Amelia Island Parkway segment not part of A1A
    - Sadler Road
    - Strategic public spaces/lands along identified corridors
    - Intersections of AIP and Fletcher Ave./Julia St. and First Coast Hwy
  3. As part of the expanded contract, Dawson and Associates are to deliver a comprehensive menu of environmental branding solutions with cost estimates, funding source, annual maintenance cost estimates, and an implementation schedule that corresponds with the 10-year planning horizon.
  4. Target completion by July 2021 in order to provide inputs for 21/22 annual budget and 5-yr CIP (21/22 - 26/27).
  5. In coordination with the AICVB, direct OMB to calculate a preliminary estimate for use in fy21/22 budget development and the corresponding 5-yr CIP. Cost will be refined as the related directives are executed.
- Project Notes: (1) AICVB will provide project management and oversight (2) Services by Dawson and Associates are to paid for with Tourist Development Tax dollars, subject to review by County Attorney/OMB Director/Procurement Manager

**Amelia Island Beach Front Parks Branding Harmonization & Visitor Experience Enhancement Initiative:**

**Staff Direction**

1. Direct the AICVB, through the AITDC, to create and bring back to the BOCC for consideration, a scope of work to execute a study and create an implementation strategy that:
  - Harmonizes environmental branding amongst all beach front parks and beach access points
  - Enhances visitor experience at all beach front parks and beach access points
2. The scope shall include, at a minimum:
  - Conceptual enhancement plans/packages for the following seven beach front parks:  
(1) Main Beach Park, (2) Sadler Seaside Park, (3) Peters Point Park, (4) Burney Park, (5) Scott Road Access, (6) Southend Access, (7) North Beach Park Access
  - Corresponding and comprehensive menu of visitor enhancements projects/packages with cost estimates, funding sources, annual maintenance cost estimates, and a recommended 10-year implementation strategy.
  - Incorporation of the work executed by Dawson and Associates as part of the Amelia Island Florida Environmental Branding Initiative.
3. In coordination with the AICVB, direct OMB to calculate a preliminary estimate for use in fy21/22 budget development and 5-yr CIP. Cost will be refined as the related directives are executed.

**Project Notes:**

1. AICVB will provide project management and oversight
2. Tourist Development Tax dollars to fund execution of the study and creation of an implementation strategy, subject to review by County Attorney/OMB Director/Procurement Manager

**American Beach Cultural Heritage Visitor Experience Enhancement Initiative: Staff Direction**

1. Based on the 2/16/21 Outline project plan, scope of work and timeline:
  - i. Direct staff to work with Dr. David Barth to finalize the project scope
  - ii. Work with County Attorney, OMB Director and Procurement Manager to secure services via the proper mechanism at an amount not-to-exceed (NTE) \$175,000
  - iii. After receiving AITDC input related to scope of service, bring back to the BOCC for consideration the final scope of service and contract/work authorization to execute the assignment.
  - iv. Target completion Q-4 2021.
2. In coordination with the AICVB, direct OMB to calculate a preliminary estimate for use in fy21/22 budget development and corresponding 5-yr CIP. Cost will be refined as the project progresses.

**Project Notes:**

1. Nassau County's Planning and Economic Opportunity Dept. will provide project management and oversight
2. The project team has been identified and is listed in the outline project plan
3. Study funding will be from a combination of:
  - PEO's current budget for planning activities in American Beach (\$30,000)
  - Recreation Impact Fees for aspects related to increasing recreation capacity (\$17,500 +/-)
  - Tourist Development Tax fund (\$127,500 +/-)