

**COLUMBIA COUNTY BOARD OF COUNTY COMMISSIONERS**

**POST OFFICE BOX 1529  
LAKE CITY, FLORIDA 32056-1529**

**COLUMBIA COUNTY SCHOOL BOARD ADMINISTRATIVE COMPLEX**

**372 WEST DUVAL STREET  
LAKE CITY, FLORIDA 32055**

**AGENDA**

**October 19, 2017**

**5:30 P.M.**

*Opportunity for public comment shall be in accordance with Rule 4.704. Each person who wishes to address the Commission regarding the Consent Agenda or any Discussion and Action Agenda Item shall complete one comment card for each item and submit the card or cards to County staff in the front of the meeting room. Cards shall be submitted before the meeting is called to order.*

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**Invocation (Commissioner Everett Phillips)**

**Pledge to U.S. Flag**

**Staff or Commissioner Additions or Deletions to Agenda**

**Approval of Agenda**

**Approval of Consent Agenda**

**Adoption of Consent Agenda**

**Discussion and Action Items**

**Tim Murphy, Commissioner**

- (1) Requesting an Adoption Hearing - Ordinance No. 2017-22 - Amending Chapter 10 of the County Code of Ordinances to Permit the Sale and Consumption of Liquor and Alcoholic Beverages at Alcoholic Beverage Establishments on Sundays and to Extend the Hours of Sale for Liquor and Alcoholic Beverages at Alcoholic Beverage Establishments (Pg. 1)**

**Paula Vann, Tourist Development Executive Director**

- (2) Requesting Approval of Madden Media 2017-2018 Content Campaign and SEM Contract - \$60,000 (Pg. 7)**

**Joel Foreman, County Attorney**

- (3) **Consideration of Offer on Surplus Land: 216 Park LLC - Offer to Pay \$1,000 Plus Closing Costs for 0.16 Acres at Faith Road and Bascom Norris Drive (Pg. 18)**

**Ben Scott, County Manager**

- (4) **Requesting Approval and Execution of the Memorandum of Agreement for Cost Share Assistance with Suwannee River Water Management District for \$150,000 from the RIVER Program for Rum Island Park Project (Pg. 23)**
- (5) **Resolution 2017R-51 - Rescheduling November 2, 2017 Meeting to 3:00 PM (Pg. 31)**
- (6) **Administrative Building Financing - \$8,000,000 (Pg. 33)**

**Open Public Comments to the Board – 2 Minute Limit**

**Staff Comments**

**Commissioner Comments**

**Adjournment**



COLUMBIA COUNTY BOARD OF COUNTY COMMISSIONERS
AGENDA ITEM REQUEST FORM

The Board of County Commissioners meets the 1st and 3rd Thursday of each month at 5:30 p.m. in the Columbia County School Board Administrative Complex Auditorium, 372 West Duval Street, Lake City, Florida 32055. All agenda items are due in the Board's office one week prior to the meeting date.

Today's Date: October 13, 2017 Meeting Date: October 19, 2017

Name: Joel Foreman Department: County Attorney

Division Manager's Signature: Ben Scott

1. Nature and purpose of agenda item:

REQUEST BY COMMISSIONER MURPHY FOR ADOPTION HEARING, ORDINANCE NUMBER 2017-22, AN ORDINANCE OF THE BOARD OF COUNTY COMMISSIONERS OF COLUMBIA COUNTY, FLORIDA, AMENDING CHAPTER 10 OF THE COUNTY CODE OF ORDINANCES TO PERMIT THE SALE AND CONSUMPTION OF LIQUOR AND ALCOHOLIC BEVERAGES AT ALCOHOLIC BEVERAGE ESTABLISHMENTS ON SUNDAYS AND TO EXTEND THE HOURS OF SALE FOR LIQUOR AND ALCOHOLIC BEVERAGES AT ALCOHOLIC BEVERAGE ESTABLISHMENTS; PROVIDING FOR SEVERABILITY; AND PROVIDING AN EFFECTIVE DATE.

Attach any correspondence information, documents and forms for action i.e., contract agreements, quotes, memorandums, etc.

2. Fiscal impact on current budget.

Is this a budgeted item? [X] N/A [ ] Yes Account No. [ ] No Please list the proposed budget amendment to fund this request

Budget Amendment Number: Fund:

FROM: TO: AMOUNT:

For Use of County Manger Only:

[ ] Consent Item [X] Discussion Item

**COLUMBIA COUNTY, FLORIDA  
ORDINANCE NO. 2017-22**

**AN ORDINANCE OF THE BOARD OF COUNTY COMMISSIONERS OF COLUMBIA COUNTY, FLORIDA, AMENDING CHAPTER 10 OF THE COUNTY CODE OF ORDINANCES TO PERMIT THE SALE AND CONSUMPTION OF LIQUOR AND ALCOHOLIC BEVERAGES AT ALCOHOLIC BEVERAGE ESTABLISHMENTS ON SUNDAYS AND TO EXTEND THE HOURS OF SALE FOR LIQUOR AND ALCOHOLIC BEVERAGES AT ALCOHOLIC BEVERAGE ESTABLISHMENTS; PROVIDING FOR SEVERABILITY; AND PROVIDING AN EFFECTIVE DATE.**

**WHEREAS**, the Columbia County Board of County Commissioners previously adopted Ordinance No. 2004-26 which has been codified in Chapter 10 of the County Code of Ordinances and which provides, among other things, for restrictions upon the sale and consumption of liquor and alcoholic beverages at alcoholic beverage establishments;

**WHEREAS**, the hours of sale of liquor and alcoholic beverages is restrained by Ordinance No. 2004-26, as codified in Chapter 10 of the Columbia County Code of Ordinances; and

**WHEREAS**, the Columbia County Board of County Commissioners hereby asserts that the passage of this Ordinance to amend the Code of Ordinances as set forth herein constitutes the imposition of a lesser restriction upon personal rights and individual interests necessary to protect the interest of government and the citizens of Columbia County, all while balancing private and personal interests to promote and protect the general health, safety and welfare of the public.

**NOW, THEREFORE, BE IT ORDAINED BY THE BOARD OF COUNTY COMMISSIONERS OF COLUMBIA COUNTY, FLORIDA:**

**Section 1. FINDINGS**

The above Recitals are incorporated herein by reference and are hereby adopted as Findings in support of this Ordinance.

**Section 2. AUTHORITY**

This ordinance is enacted pursuant to the statutory police powers of Columbia County to establish and enforce laws that are necessary for the protection of the public, and further under authority of the provisions of Sections 562.14 and 562.45(2), Florida Statutes. This Ordinance shall apply to all the unincorporated areas of Columbia County, Florida.

**Section 3. HOURS OF SALE EXTENDED MONDAY THROUGH SATURDAY**

Section 10-33 of the Code of Ordinances is amended as follows:

**Sec. 10-33. – Monday through Saturday Hhours for sale, consumption or service.**

Liquor and other alcoholic beverages may be sold, consumed or served, or permitted to be sold, consumed or served, in any alcoholic beverage establishment on Monday through Saturday of each day of the week only between the hours of 7:00 a.m. of each day and ~~4:00~~ 2:00 a.m. of the succeeding day.

**Section 4. SUNDAY SALES AND CONSUMPTION PERMITTED**

Section 10-34 of the Code of Ordinances is amended as follows:

**Sec. 10-34. - ~~Prohibited~~ Sunday hours for sale.**

(a) Generally. ~~After 1:00 a.m. on Sundays, no liquor shall be sold, consumed, served or permitted to be sold, consumed or served in any alcoholic beverage establishment. The serving, consumption or sale of other alcoholic beverages on Sunday in any alcoholic beverage establishment shall be permitted only between the hours of 7:00 a.m. and 12:00 midnight.~~ Liquor and other alcoholic beverages may be sold, consumed or served, or permitted to be sold, consumed or served, in any alcoholic beverage establishment on Sunday between the hours of 7:00 a.m. 12:00 midnight.

(b) Exception. Notwithstanding the provisions of subsection (a) of this section in the event December 31 of any year falls on a Sunday, all liquor and alcoholic beverages may be sold, consumed or served, or permitted to be sold, consumed or served, on that Sunday in any alcoholic beverage establishment between the hours of ~~5:00 p.m. and 12:00 midnight~~ 7:00 a.m. and 2:00 a.m. of the succeeding day.

**Section 5. SEVERABILITY**

If any section, phrase, sentence or portion of this ordinance is for any reason held invalid or unconstitutional by any court of competent jurisdiction, such portion shall be deemed a separate, distinct and independent provision, and such holding shall not affect the validity of the remaining portions thereof.

**Section 6. EFFECTIVE DATE**

This Ordinance shall take effect immediately upon a certified copy hereof being filed with the Florida Department of State.

**DULY ADOPTED** by the Board of County Commissioners of Columbia County, Florida, this \_\_\_\_ day of \_\_\_\_\_, 2017

**BOARD OF COUNTY COMMISSIONERS  
COLUMBIA COUNTY, FLORIDA**

By: \_\_\_\_\_  
**Ron Williams, Chair**

Approved as to form and legality:

\_\_\_\_\_  
Joel F. Foreman, County Attorney

ATTEST: P. Dewitt Cason, Clerk of Court

\_\_\_\_\_  
Deputy Clerk

Effective Date: \_\_\_\_\_

District No. 1 - Ronald Williams  
District No. 2 - Rusty DePratter  
District No. 3 - Bucky Nash  
District No. 4 - Everett Phillips  
District No. 5 - Tim Murphy



BOARD OF COUNTY COMMISSIONERS • COLUMBIA COUNTY

MEMORANDUM

TO: Commissioner Tim Murphy  
FR: Ben Scott, County Manager *Ben Scott*  
DATE: October 13, 2017  
RE: Alcoholic Beverage Sales Hours Survey

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Per your request, please find attached a survey of the surrounding county's alcoholic beverage sales hours.

XC: Outgoing Correspondence

Days/Hours Sales

Baker	Mon-Sat 7am - 2am (Sun)
Hamilton	Mon-Sat 7am - midnight
Suwannee	Mon-Sun 7am - 2am
Gilchrist	Mon-Thurs 7am - midnight, Fri-Sat 7am - 2am (Sun), No Sunday sales*
Alachua	Mon-Sat 7am - 2am (Sun), Sun 7am - 11pm
Union	
Bradford	Mon-Sat 7am - 2am (Sun), Sun 1pm - 11pm *
Clay	Mon-Sat 7am - 2am (Sun), Sun 2pm - 11pm *
Putnam	Mon-Thurs 7am - midnight, Fri-Sat 7am - 2am , Sun noon - midnight*
Marion	Mon-Sat 7am - 2am (Sun), Sun 1:30pm - 9:30pm only with "meals"*
Levy	Mon-Sun 7am - midnight
Dixie	Mon-Sat 5am - 1am (Sun), No Sunday sales
Lafayette	dry county, only beer/wine
Taylor	Mon-Sun 7am - 1am
Madison	Mon-Sat 7am - midnight, No Sunday sales
Duval/COJ	Mon-Sun 6am - 2am
Nassau	Mon-Sat 7am - 2am (Sun), Sun 2pm - midnight*

\*some exceptions for Sunday





## COLUMBIA COUNTY BOARD OF COUNTY COMMISSIONERS AGENDA ITEM REQUEST FORM

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Today's Date: October 10, 2017

Meeting Date: October 19, 2017

Name: Paula Vann

Department: Tourist Development

Division Manager's Signature: \_\_\_\_\_

### 1. Nature and purpose of agenda item:

**Request to approve Madden Media 2017-2018 Content campaign and SEM Contract - \$60,000**

Attach any correspondence information, documents and forms for action i.e., contract agreements, quotes, memorandums, etc.

### 2. Fiscal impact on current budget.

Is this a budgeted item?

N/A

Yes Account No. 107-5200-552.30-47 Advertising

No Please list the proposed budget amendment to fund this request

Budget Amendment Number: \_\_\_\_\_

Fund: \_\_\_\_\_

FROM: \_\_\_\_\_

TO: \_\_\_\_\_

AMOUNT: \_\_\_\_\_

### For Use of County Manger Only:

Consent Item

Discussion Item

MEMORANDUM

DATE: 10.9.2017

TO: Scott Ward, Assistant County Manager

FROM: Paula Vann, Tourist Development Executive Director 

RE: Madden Media 2017-2018 SEM and Content Marketing Contract

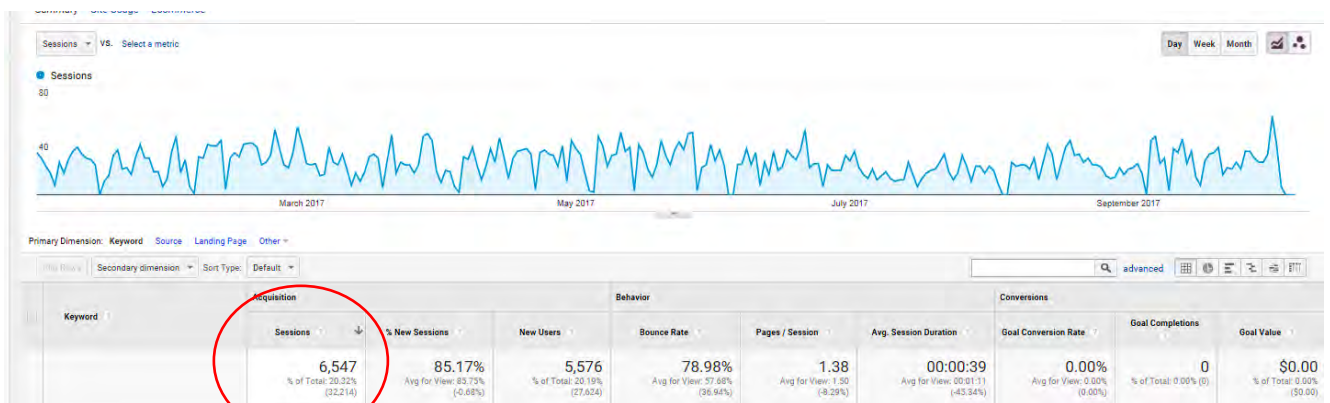
This is a formal request to approve the Madden Media Contract for 1) Search Engine Marketing and 2) Content Digital Marketing Campaign (Amplified Story Telling) for \$60,000.

**Search Engine Marketing**

Columbia County Tourist Development tackled digital marketing and search engine marketing initiatives for the first time in 2016-2017. We encountered triumphs and failures. However, Advanced Travel experienced several internal challenges that impacted our overall success, and it is in the best interest of Columbia County Tourist Development to move on to a company with proven results.

I am requesting to redirect our search engine marketing contract to Madden Media. Over the past two years, Madden Media has performed, and most importantly communicated and executed several advertisements for Columbia County Tourist Development extremely well. They have conducted an audit of our site and provided a solid strategy to increase our distribution and exposure. They have guaranteed 26,100+ clicks compared to the 6,547 we received from Advanced Travel this year.

*Advanced Travel Data: Search Engine Marketing (January 1, 2017 – October 8, 2017)*

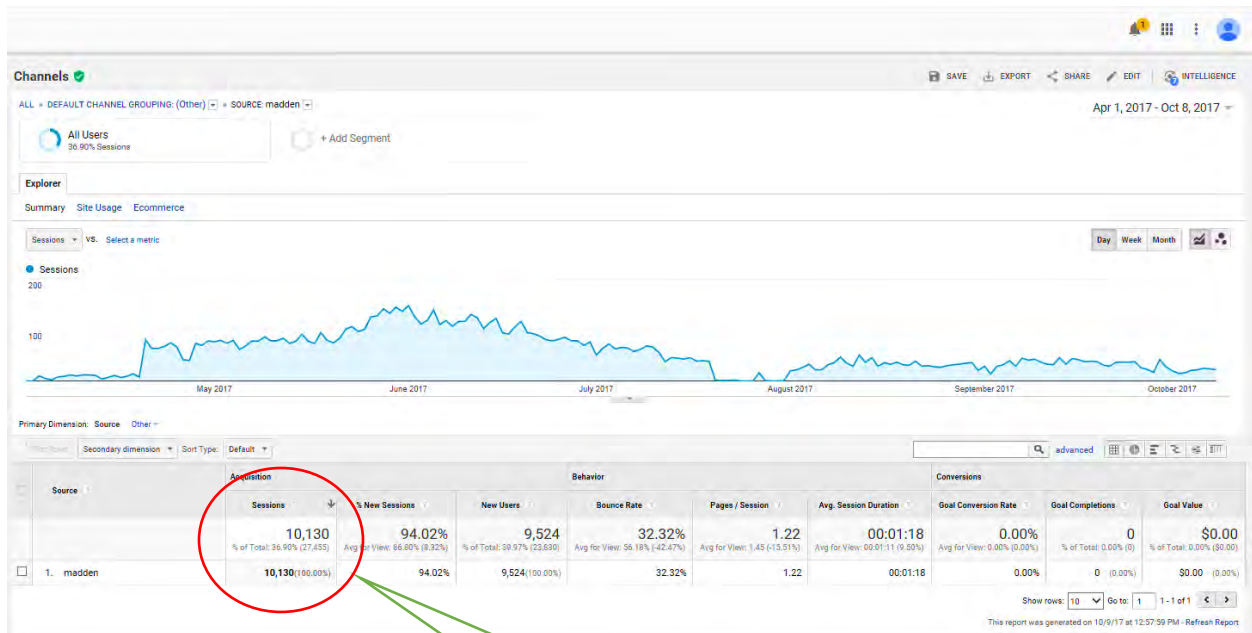


Madden guaranteed 26,100+ in 2017-2018

## Content Marketing (Amplified Story Telling)

Madden completed two stories with digital and social media advertising, guaranteeing 14,700 clicks in 2016-2017. See results data below. (Note: The campaign was suspended during and post Hurricane Irma. It relaunched last week and will run through the end of October.) The proposed 2017-2018 contracts include three stories and 25,100+ guaranteed clicks in 2017-2018. See data for 2017 campaigns below.

*Madden Data: 2 - Amplified Story Campaigns (April 1, 2017 – October 8, 2017)*



Madden guaranteed 25,100+ in 2017-2018



**Madden Media**

345 E Toole Ave.  
Tucson, AZ 85701-1823  
Office 520-322-0895  
Fax 520-322-9438  
mmcontracts@maddenmedia.com  
Contract Created: 9/28/2017

**Digital Marketing Agreement**

**Client:** Columbia County TDC  
**Attention:** Paula Vann  
**Address:** P.O. Box 1847  
Lake City FL 32056

**Contract No.:** C56939  
**Phone:** 386 758-1312

**Billing Information**

**Company:** Columbia County TDC  
**Attention:** Paula Vann  
**Email:** pvann@columbiacountyfla.com  
**Address:** P.O. Box 1847  
Lake City FL 32056

**Customer No.:** 100357  
**Phone:** 386 758-1312  
**Fax:** 386 758-1311

<u>Marketing Campaign</u>	<u>Ordered</u>	<u>Invoice</u>
2018 Columbia County TDC Digital Marketing Campaign	Digital Marketing Campaign	\$60,000.00
2018 Columbia County TDC Digital Marketing Campaign	Search Engine Marketing	\$0.00
2018 Columbia County TDC Digital Marketing Campaign	Amplified Storytelling - Article 1	\$0.00
2018 Columbia County TDC Digital Marketing Campaign	Amplified Storytelling - Article 2	\$0.00
2018 Columbia County TDC Digital Marketing Campaign	Amplified Storytelling - Article 3	\$0.00
2018 Columbia County TDC Digital Marketing Campaign	Presentation Layer 1	\$0.00
2018 Columbia County TDC Digital Marketing Campaign	Presentation Layer 2	\$0.00
2018 Columbia County TDC Digital Marketing Campaign	Presentation Layer 3	\$0.00
<b>Total:</b>		<b>\$60,000.00</b>

Includes 12 months of Search Engine Marketing to begin mid October 2017 and 26,100 clicks (pending receipt of P.O.)  
Includes 3 amplified stories with presentation layers. Two stories will be distributed in 2018 with a total of 26,100 clicks. The 3rd story will be written in March 2017 but distributed in fiscal 2018-19.

**Signature:** \_\_\_\_\_

**Date:** \_\_\_\_\_

**Print Name:** \_\_\_\_\_

**Madden Media Rep.:** Danah Heye

## AGREEMENT DETAILS

### ORDERS FOR ADVERTISEMENTS:

These Standard Terms and Conditions, together with the preceding Digital Marketing Services Agreement (the "DMSA") (collectively, the "Agreement") govern the terms under which Madden Media (MM) may produce content and place advertising campaigns for the Advertiser. References to "Advertiser" in these Standard Terms and Conditions means the "Advertiser" as specified in the preceding DMSA.

### CANCELLATION:

Orders are binding, except that either party may terminate this Agreement: (a) at any time upon 30 days' prior written notice to the other party; or (b) immediately if a failure is not cured within 10 business days after written notice received from the non-breaching party. In any event of termination, each party shall make all payments and deliverables owed to the other party under the agreement through the date of effective notice. In the event Advertiser has paid more than the actual costs incurred and applicable management fees, a refund will be issued within 30 days.

### RESPONSIBILITY FOR ADVERTISEMENTS:

Advertiser represents and warrants to MM that it is fully authorized to deliver, and authorizes MM to deliver on its behalf, advertisements (including, without limitation, all content such as text, graphics, URLs, and sites to which URLs are linked), and that all advertisements comply with all applicable laws and regulations. If an agency is entering into this Agreement on behalf of an Advertiser, Agency agrees to the foregoing representations and also represents and warrants that it is the authorized agent of Advertiser, and Advertiser is not, as of the date of this Agreement, in material breach of any agreement with or in default with respect to any amount owed to Agency. It is the responsibility of Advertiser or Agency to inform MM of removed or relocated web content that may adversely affect the advertisements' ability to deliver appropriate content to visitors. MM will not be held liable for any clicks delivered to removed or relocated web content, such as those resulting in an HTTP 404 error response code.

### COMMITMENT; PAYMENT TERMS:

Unless otherwise agreed upon, Advertiser will be billed in full upon advertising campaign activation. MM will invoice Advertiser for all fees under this Agreement, and Advertiser will pay MM all invoiced amounts within 30 days after the date of the invoice to MM. MM may remove any advertisements and cancel any DMSA, if Advertiser is in default of its payment obligations. Amounts due hereunder do not include taxes or other government fees, the computation and payment of which (other than taxes on MM income) is the responsibility of Advertiser.

### COUNTS AND MAKE GOODS:

MM counts instances of advertisements being delivered based on requests, and MM will issue tracking reports on that basis. If MM fails to deliver the contracted deliverables, whether it be an agreed upon budget allocation, number of clicks, or number of impressions, during the contract term, Advertiser's sole remedy for such failure will be an extension of this Agreement until the contracted deliverables are provided in full. The final determination of delivery will be as reported by Madden Media's ad server platforms. Madden Media will not be liable for impressions or other delivery discrepancies between said platforms and Client 3rd party ad tagging. If structured as such, MM guarantees costs and assumes all risks based on current levels of online inventories and marketplace demand. In the event, and only in the event, market conditions shift to prevent the execution of the contract as contemplated by the parties, ADVERTISER and MM may mutually agree to alter the terms of this agreement or either party may terminate the contract upon 10 business days' notice in the party's sole discretion.

### DISCLAIMERS; LIMITATIONS:

EXCEPT AS EXPRESSLY PROVIDED HEREIN, MM AND ANY MATERIALS OR OTHER SERVICES PROVIDED BY OR ON BEHALF OF MM PURSUANT TO THIS AGREEMENT ARE PROVIDED "AS IS" AND WITH ALL DEFECTS, AND MM HEREBY DISCLAIMS ALL REPRESENTATIONS, WARRANTIES, AND CONDITIONS, EXPRESS OR IMPLIED. EXCEPT FOR AMOUNTS OWING PURSUANT TO PRECEDING DMSA INVOICE TOTAL, NEITHER PARTY WILL BE LIABLE TO THE OTHER PARTY FOR INDIRECT, INCIDENTAL, CONSEQUENTIAL, SPECIAL, OR EXEMPLARY DAMAGES (INCLUDING WITHOUT LIMITATION, DAMAGES FOR LOST PROFITS, BUSINESS INTERRUPTION, LOSS OF OR UNAUTHORIZED ACCESS TO INFORMATION). MM WILL NOT BE LIABLE TO ADVERTISER FOR DAMAGES IN EXCESS OF AMOUNTS ACTUALLY PAID TO MM HEREUNDER.

### CONFIDENTIAL INFORMATION:

Information that is disclosed by one party to the other party, and that is marked "confidential", or which under the circumstances ought reasonably to be treated as confidential information (including this Agreement), will be treated as confidential by the receiving party. The receiving party will not disclose to a third party such information, or use such information other than for the purpose for which it was provided, without the written consent of the other party; this limitation will apply for a period of one year after disclosure of such confidential information. The foregoing limitations do not apply to the extent such information: (a) is or subsequently becomes publicly available other than through a breach of these limitations; (b) is already known to the receiving party at the time of disclosure; (c) is developed by the receiving party independent of such information; or (d) is rightfully received from a third party without restrictions on disclosure or use.

### MISCELLANEOUS:

This Agreement shall be construed and controlled by the laws of the State of Arizona. This Agreement constitutes the entire agreement between the parties with respect to the subject matter hereof and supersedes all prior and contemporaneous agreements or communications. This Agreement does not constitute an offer by MM and it shall not be effective until signed by Advertiser.

### PRODUCTION:

Under this Agreement and contingent on the scope of services purchased under this Agreement, MM may provide the following as production and deliverables:

#### Content:

MM will provide a quantity of articles as set forth on the preceding page of the DMSA. If applicable, MM will deliver each article as a text document to Advertiser for implementation onto Advertiser website. MM will not be responsible for, nor does this DMSA include, any potential costs associated with implementing the article(s) onto the Advertiser website. MM will develop and manage text-based ads for distributing the articles through 3rd party websites.

#### Facebook:

MM will provide graphic design appropriate to the program scope and objectives that may include a minimum of one ad formatted to Facebook advertising specifications.

#### Display (Prospecting & Retargeting):

MM will provide graphic design, upon Advertiser request, for two creative sets consisting of a prospecting and search retargeting static display advertisement and a site retargeting display advertisement in each of the following sizes: 728x90, 300x250, and 160x600.

### REPORTING:

MM will provide a campaign conclusion report, at a minimum, taken directly from the applicable advertising account(s) demonstrating key metrics such as clicks, impressions and click-through rates. Advertisers will only be privy to results of their individual advertising or the cumulative results of their program when sponsoring a cooperative initiative. MM will retain without limitation all direct access and management of the account(s) used to serve advertisements. Advertiser will not have direct access to bid management interface, or metrics such as cost per click incurred and cost per thousand impressions incurred. MM will pay all media costs directly to 3rd party vendors.

### COVENANT NOT TO DIVERT:

During the term of this agreement and for a period of one (1) year thereafter, the parties will not directly or indirectly solicit, induce, attempt to induce, or endeavor to entice away any employee of the other party, whether for their own account or for the account of a third party.





# 2018 Digital Marketing Proposal

Presented to:  
**Columbia County TDC**

**JUNE 2017**

**maddenmedia**  
connecting people to places



# Floating on the Ichetucknee equals absolute bliss.

Your destination is so much more than a pit stop. We love helping you share the stories of Columbia County—encouraging travelers to stop, stay, and enjoy is what we do best. From outdoor adventure to experiencing the unique local culture, visitors will want to discover Florida’s Gateway. Our recommendations for the comprehensive campaign you’re looking for are ready—we can’t wait to take the next step in our journey together.

**You inspire us to inspire travel.**

Tourism does more than bring dollars to your destination; it brings people together, nourishes the soul, and expands worldviews. We’re partners, plain and

simple, collaborating to spark wanderlust in travelers near and far. We are always available to brainstorm strategies, take your call when you have questions, and celebrate with you when your campaign is a success. Working alongside you every step of the way, **our partnership will continue to yield the results you expect**—every time. Let’s keep the momentum going—travelers are waiting to be inspired.



**Danah Heye**

REGIONAL ACCOUNT MANAGER  
727-542-5462  
dheyem@maddenmedia.com



**Howard Tietjen**

SENIOR VICE PRESIDENT OF  
BUSINESS DEVELOPMENT  
904-254-2553  
htietjen@maddenmedia.com

# Not all clicks are created equal.

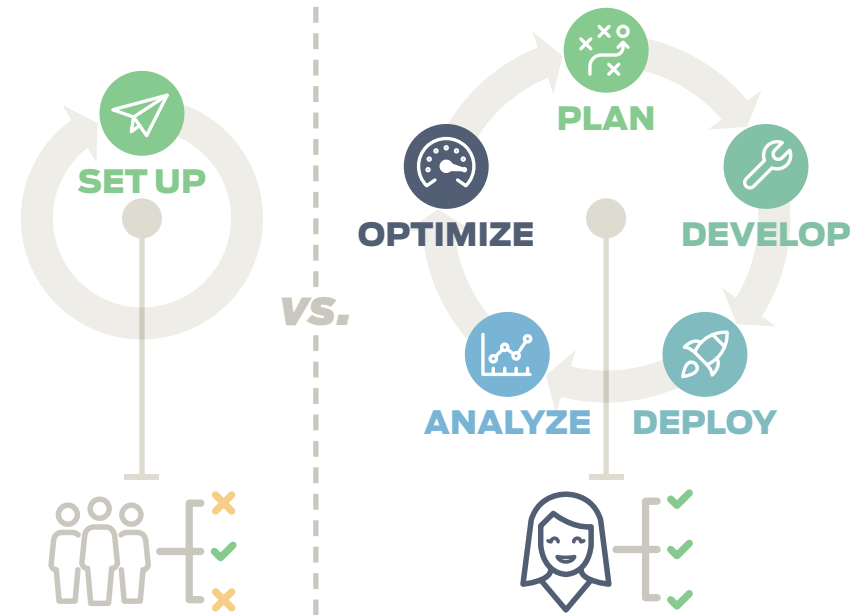
We take our partnership very seriously. **Our success lies in your success**, which is why we work hard to ensure your message gets in front of the right people at the right time. Our continued **Google Premier Partnership** gives us the insider access needed to deliver your unparalleled results. More than a dozen Maddenites hold one or more Google Certifications and



## ← What this means to you:

Awarded to only 3% of partners, this distinction gives us priority assistance

from Google, giving an advantage to your marketing efforts.



continue to develop and experiment with new ways to enhance your campaign.

Using our expertise, we make strategic adjustments to maximize your marketing dollars. Daily involvement and analysis of your campaign shows what's working and what needs to be modified. **Our focused efforts provide you with the most highly-qualified traffic, producing the visitation you desire.** Let us continue to prove to you that not all clicks are created equal.



# Strategic Performance Elevation



**Search Engine Marketing (SEM)** pay-per-click is one of the most effective platforms for tourism entities, maximizing value for your marketing efforts by ensuring a greater share of relevant and interested consumers choose your website over a competitor's.

Our team of **Google Certified Experts** use geo-qualified keywords specific to your destination to serve relevant users paid search results. Tailored with specific

calls-to-action, **users are driven directly to the most appropriate content on your website.** Collaborating with you every step of the way, our team handles the day-to-day management of your campaign, freeing you up to oversee other marketing endeavors.

Your centralized Google AdWords account is created and managed by us, using custom keyword selection rooted in thorough research and an opportunity assessment. We conduct hands-on optimizations, A/B testing, and conversion tracking for your unique campaign, and provide complete reporting showing all important key performance indicators.

**30**  
million

Over the last 11 years, Madden Media's SEM campaigns have sent more than **30 million strategic clicks** to our SEM clients' sites.



we analyze which keyword terms are being searched, where site visitors are clicking, and which areas receive the most engagement. From there, we suggest a plan for your story campaign.

How can you make sure the right audience finds your story? Name your audience—you'll reach it.

Geo-, demo-, behavioral, or contextual—we combine targeting with personal browsing behavior to reach your best prospects. Through our Audience Development Network of news and lifestyle websites, as well as social media, we will optimize placements daily to ensure your content is seen by the right people.



Imagine checking out one of your favorite websites and seeing a link related to what you're already browsing; click that link and discover something new. **That's how your chosen audience finds your story and connects with your destination.**

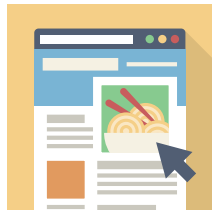
# Best. Vacation. Ever.

**Amplified Storytelling** does more than just tell a story. With high-impact design and immersive first-person narratives that pull readers into an experience only Columbia County can give them, we paint a picture for the reader that elicits emotion and spurs them toward conversion. Your stories will be about experiences, and **it is our core belief that people's lives are better when they travel and create stories of their own.**

But stories are more than just good writing. First, we discover what your guests want to read by performing a full site and social media audit. Next,

**82%** of consumers feel more positive about a company after reading **custom content.**<sup>1</sup>

# Now Presenting: Columbia County



Click above to explore a gallery of Presentation Layers we've created.

**Presentation Layers** add a captivating visual element to your stories. This not only makes your content more appealing, but also **invites the reader to engage with interactive photos, videos, and links.** Readers won't just want to visit Columbia County, they'll want to share their experience with others, which is why we include buttons to share on social media platforms.

**3X** On average, Presentation Layers more than triple time on site.





# COLUMBIA COUNTY BOARD OF COUNTY COMMISSIONERS AGENDA ITEM REQUEST FORM

The Board of County Commissioners meets the 1st and 3rd Thursday of each month at 5:30 p.m. in the Columbia County School Board Administrative Complex Auditorium, 372 West Duval Street, Lake City, Florida 32055. All agenda items are due in the Board's office one week prior to the meeting date.

Today's Date: October 13, 2017 Meeting Date: October 19, 2017

Name: Joel Foreman Department: County Attorney

Division Manager's Signature: *Ben Scott*

### 1. Nature and purpose of agenda item:

Consideration of offer on surplus land: 216 Park LLC offer to pay \$1,000 plus closing costs for 0.16 acres at Faith Road and Bascom Norris Drive

Attach any correspondence information, documents and forms for action i.e., contract agreements, quotes, memorandums, etc.

### 2. Fiscal impact on current budget.

Is this a budgeted item?  N/A  
 Yes Account No. \_\_\_\_\_  
 No Please list the proposed budget amendment to fund this request

Budget Amendment Number: \_\_\_\_\_ Fund: \_\_\_\_\_

FROM: \_\_\_\_\_ TO: \_\_\_\_\_ AMOUNT: \_\_\_\_\_

### For Use of County Manger Only:

Consent Item  Discussion Item

**MEMORANDUM**

To: Ben Scott

CC: Commissioners Williams, DePratter, Murphy, Nash and Phillips

From: Joel F. Foreman

**Re: Offer for Purchase of Surplus Lands – Faith Rd. and Bascom Norris Drive**

Date: October 13, 2017

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Attached is correspondence between this office and 216 Park, LLC, the only adjoining landowner to a 0.16-acre piece of surplus County property located at the NE corner of SW Faith Road and Bascom Norris Drive.

Pursuant to Florida Statutes section 125.35(2), this office gave notice to 216 Park, LLC of the County's determination that this land was surplus, and invited an offer from the only adjoining landowner.

Also attached is the response this office received from 216 Park, LLC, offering \$1,000 plus the buyer's payment of closing costs for acquisition of the parcel. A vote of the Board is required to authorize acceptance of this offer.

I have received comment that the County should require an appraisal before selling this parcel. If that is the wishes of the Board a motion to that effect should be made as the appraisal is not mandated by Florida law.

September 26, 2017

VIA CERTIFIED MAIL: 7014-3490-0001-6825-3640

**RECEIVED**

SEP 28 2017

**216 PARK, LLC**

Robert A. Pierce, Registered Agent  
123 SOUTH CALHOUN STREET  
TALLAHASSEE, FL 32301

Ford Brewer, Manager  
VIA EMAIL  
fordbrewer@yahoo.com

**AUSLEY McMULLEN**

**IMPORTANT LEGAL NOTICE**

County-owned surplus lands at Bascom Norris Drive and Faith Road, Lake City

Dear Mr. Pierce and Mr. Brewer:

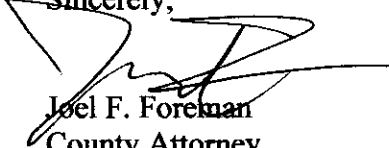
Columbia County, through its Board of County Commissioners, has declared as surplus a tract of land (less the County's right-of-way) east of the intersection of Bascom Norris Drive and Faith Road in Lake City, Florida. According to the Columbia County Property Appraiser's office, you are the owner of Columbia County Parcel No. 01-4S-16-02677-001, which is immediately adjacent to these surplus lands. I have included a map and survey of the surplus for your reference.

Pursuant to Florida Statutes section 125.35(2), where lands are of insufficient size and shape to be issued a building permit or where the value of the property is less than \$15,000, the County may, after giving notice to the adjoining landowners via certified mail, offer the land for private sale without receiving bids or publishing notice. If, however, two or more adjoining landowners notify the board through this office of their desire to purchase the land and do so within ten days of their receipt of this notice, then the County shall accept sealed bids from the adjoining landowners and sell to the highest bidder among them.

If you are interested in acquiring the lands depicted on the enclosed map, please notify this office within ten days of your receipt of this letter. You may write, email, or contact my office by telephone:

Joel F. Foreman, County Attorney  
207 S. Marion Avenue, Lake City, FL 32025  
[jforeman@columbiacountyfla.com](mailto:jforeman@columbiacountyfla.com)  
(386) 752-8420

Please contact me with any questions you have regarding this process.

Sincerely,  
  
Joel F. Foreman  
County Attorney

Enclosure as stated

CC: Board of County Commissioners, County Manager

# MAP OF SURVEY

MERIDIAN PER  
RECORD DEED

F.C.M.4°X4°  
NE CORNER SE 1/4  
NW 1/4 SEC. 1-4-16

DESCRIPTION:

A parcel of land lying in the SE 1/4 of the NW 1/4 of Section 1, Township 4 South, Range 16 East, Columbia County, Florida, explicitly described as follows:

Commence at the Northeast corner of the SE 1/4 of the NW 1/4 of said Section 1; thence on the east boundary thereof S02°11'15"E, a distance of 342.35 feet to the north right-of-way line of S.W. Faith Road; thence continue on said east boundary S02°11'15"E, a distance of 65.81 feet to the south right-of-way line of S.W. Faith Road; thence on said south right-of-way line S47°48'06"W, a distance of 237.97 feet to the POINT OF BEGINNING; thence S49°38'27"E, a distance of 105.28 feet; thence S48°10'14"W, a distance of 59.47 feet to the north maintained right-of-way line of Bascom Norris Drive and a point on a curve concave northeasterly having a radius of 410.57 feet and a central angle of 12°47'45"; thence on said right-of-way line and on the arc of said curve a distance of 91.69 feet, said arc subtended by a chord which bears N58°32'20"W a distance of 91.50 feet to the curve's end and a point on a curve concave easterly having a radius of 22.74 feet and a central angle of 71°53'16"; thence on the arc of said curve a distance of 28.53 feet, said arc subtended by a chord which bears N09°43'14"E a distance of 26.70 feet to the south right-of-way line of aforesaid S.W. Faith Road; thence on said south right-of-way line N48°05'32"E, a distance of 50.56 feet to the POINT OF BEGINNING.

Containing 0.16 acres, more or less.

CURVE TABLE					
NO.	RADIUS	DELTA	ARC	CHORD	CHORD BEARING
C1	22.74'	71°53'16"	28.53'	26.70'	N09°43'14"E

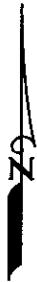
S.W. FAITH ROAD  
ASPHALT PAVEMENT (PUBLIC ROAD)

NORTH RIGHT-OF-WAY LINE

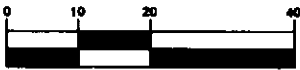
SOUTH RIGHT-OF-WAY LINE

POINT OF BEGINNING

EAST BOUNDARY SE 1/4 NW 1/4 SEC. 1-4-16



GRAPHIC SCALE



( IN FEET )  
1 INCH = 20'

BASCOM NORRIS DRIVE  
CONCRETE SIDEWALK  
ASPHALT PAVEMENT (PUBLIC ROAD)

UNPLATTED -  
S49°38'27"E 105.28'  
105.04(R)

F.C.M.4°X4°

NORTH MAINTAINED RIGHT-OF-WAY LINE  
R = 410.57' C = 91.50' CB = N58°32'20"W  
L = 12°47'45" D = 91.69'

UNPLATTED -  
S48°10'14"W 59.47'

NOTES:

- 1) Darrell Copeland as the certifying Land Surveyor accepts no responsibility for right-of-way, easements, restrictions or other matters affecting title to lands surveyed, other than those recited in current deed and/or other instruments of record furnished by client.
- 2) Underground encroachments if any not located.
- 3) This survey was prepared expressly for the persons and/or entities named and only for the original purpose. No other person or entity is entitled to use this survey for any

PER THE FEDERAL INSURANCE ADMINISTRATION FLOOD HAZARD BOUNDARY MAP COMMUNITY NO. 12023C, PANEL NO. 0291C, DATED 2-4-09, THE PROPERTY SHOWN AND DESCRIBED HEREON APPEARS TO BE IN ZONE 2 WITH A BASE ELEVATION OF N/A MEAN



216 Park, LLC  
1009 Manchester Drive  
Raleigh, NC 27609

October 4, 2017

Joel F. Foreman, County Attorney  
Columbia County, Florida  
207 S. Marion Street  
Lake City, FL 32025  
P.O. Box 550  
Lake City, FL 32056

Dear Mr. Foreman and Mr. Scott:

As manager of 216 Park, LLC, I would like to offer the county \$1,000 plus pay all closing costs for the County-owned surplus lands at Bascom Norris Drive and Faith Road, Lake City, FL that is adjacent to land that 216 Park, LLC owns described as Columbia County Parcel No. 01-4S-16-02677-001.

This offer will be mailed via certified mail along with this email.

Sincerely,

A handwritten signature in black ink that reads "Ford Brewer". The signature is written in a cursive style with a large, stylized "F" and "B".

Ford Brewer  
Manager 216 Park, LLC  
919-810-4945





# COLUMBIA COUNTY BOARD OF COUNTY COMMISSIONERS AGENDA ITEM REQUEST FORM

The Board of County Commissioners meets the 1st and 3rd Thursday of each month at 5:30 p.m. in the Columbia County School Board Administrative Complex Auditorium, 372 West Duval Street, Lake City, Florida 32055. All agenda items are due in the Board's office one week prior to the meeting date.

Today's Date: October 9, 2017

Meeting Date: October 19, 2017

Name: David Kraus

Department: Grants - Rum Island Park

Division Manager's Signature: *Ben Scott*

### 1. Nature and purpose of agenda item:

**To approve and execute the Memorandum of Agreement for Cost Share Assistance with Suwannee River Water Management District for \$150,000 from the RIVER program for Rum Island Park Project.**

Attach any correspondence information, documents and forms for action i.e., contract agreements, quotes, memorandums, etc.

### 2. Fiscal impact on current budget.

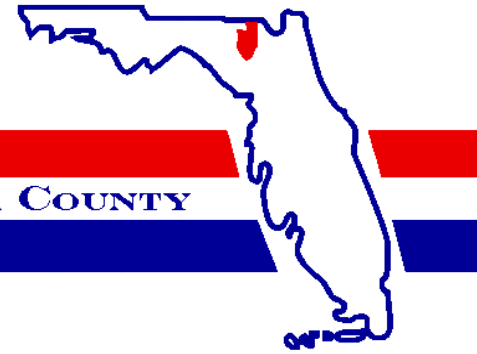
- Is this a budgeted item?
- N/A
  - Yes Account No. \_\_\_\_\_
  - No Please list the proposed budget amendment to fund this request

Budget Amendment Number: BA 18-03 Fund: \_\_\_\_\_

FROM:	TO:	AMOUNT:
302-0000-337.31-03 SWRMD GRANTS / RUM ISLAND PARK	302-7213-572.60-61 CAPITAL OUTLAY / LAND/ROW ACQUISITION	\$46,150.00
302-0000-337.31-03 SWRMD GRANTS / RUM ISLAND PARK	302-7213-572.60-63 CAPITAL OUTLAY / IMP OTHER THAN BUILDINGS	\$103,850.00

### For Use of County Manger Only:

- Consent Item       Discussion Item



**BOARD OF COUNTY COMMISSIONERS • COLUMBIA COUNTY**

**MEMORANDUM**

DATE: October 6, 2017

TO: Columbia County Board of County Commissioners

FR: David Kraus, Risk manager 

RE: RIVER Cost Share Agreement – Rum Island

The Suwannee River Water Management District offers a government cost-sharing program known as Regional Initiative Valuing Environmental Resources (RIVER) for projects that address the District's mission of managing water supply, water quality, flood protection, and natural systems. The District has awarded RIVER funding to Columbia County for Rum Island Park.

Columbia County operates the Rum Island Park along the Santa Fe River. Rum Island does not have permanent restroom facilities. Rather, the County serves the park with portable toilets and a septic service. The park has several natural springs, including Rum Island Spring, which has experienced bank erosion and deterioration. Because of the direct proximity to the river and springs, as well as the frequent flooding the park is below flood elevation), the County and the District share concerns for the impact on water quality

Columbia County will receive \$150,000 from the State of Florida to construct permanent restrooms at the park. The Suwannee River Water Management District's RIVER grant will match the State funding in an effort to protect and enhance the water quality of the springs and the Santa Fe River. Specifically, the RIVER grant will provide:

\$43,850 for bank restoration of the springs;  
\$60,000 for nutrient removal materials to be placed around the septic system; and  
\$46,150 for land acquisition necessary for the project.

This grant requires no local matching funds except for staff time in overseeing the project.

The staff requests the Columbia County Board of County Commissioners approve and execute the Memorandum of Agreement for Cost Share Assistance with Suwannee River Water Management District for \$150,000 from the RIVER program.

BOARD MEETS THE FIRST THURSDAY AT 5:30 P.M.  
AND THIRD THURSDAY AT 5:30 P.M.

MEMORANDUM OF AGREEMENT  
FOR  
COST SHARE ASSISTANCE

THIS MEMORANDUM OF AGREEMENT (hereinafter the "AGREEMENT"), by and between the Suwannee River Water Management District, a special taxing district organized under Chapter 373, Florida Statutes, whose address is 9225 CR 49, Live Oak, Florida 32060, (hereinafter the "DISTRICT"), and the Columbia County Board of County Commissioners, a political subdivision of the State of Florida, whose address is 263 NW Lake City Avenue, Lake City, Florida, 32055 (hereinafter the "COOPERATOR"), is entered into this \_\_\_\_\_ day of \_\_\_\_\_, 2017.

**WITNESSETH:**

WHEREAS, COOPERATOR and DISTRICT (collectively the "PARTIES") desire to engage in projects that enhance the DISTRICT's water supply, water quality, flood protection and/or natural systems; and

WHEREAS, the COOPERATOR has identified to the DISTRICT a certain project that the COOPERATOR wishes to accomplish which will enhance the DISTRICT's water supply, water quality, flood protection and/or natural systems; and

WHEREAS, the DISTRICT has evaluated such project and agrees that such project would enhance the DISTRICT's water supply, water quality, flood protection and/or natural systems; and

WHEREAS, the DISTRICT has funds available and wishes to assist in the funding of such project provided that it is given certain assurances; and

WHEREAS, the COOPERATOR requires the financial assistance of the DISTRICT in funding such project; and

WHEREAS, the parties have reached an agreement concerning the above and it is the mutual desire of the PARTIES to commit such agreement to writing and thereby create a legally enforceable contract between the parties.

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the parties agree as follows:

1. The above recitals are true and correct and incorporated herein by reference.
2. The COOPERATOR has proposed a certain project (hereinafter the "PROJECT") to enhance the DISTRICT's water supply, water quality, flood protection and/or natural systems.
3. A description and scope of the PROJECT is attached hereto as Exhibit "A".
4. The DISTRICT has evaluated the PROJECT and finds that the PROJECT is a worthwhile project and believes that the PROJECT will enhance the DISTRICT's water supply, water quality, flood protection and/or natural systems. The DISTRICT agrees to assist the COOPERATOR in completing the PROJECT by partially funding the cost of the PROJECT.



5. The DISTRICT's funding of the PROJECT, including total estimated cost of the PROJECT and the total funds to be paid by the DISTRICT is shown on Exhibit "B".
6. The DISTRICT's obligation to fund the PROJECT is contingent on the COOPERATOR accomplishing certain things and meeting certain goals, to the satisfaction of the DISTRICT including preparing plans, obtaining permits, inspections, deliverables, milestones, retainage, when the COOPERATOR may send invoices, etc. is shown in exhibits.
7. The terms under which the DISTRICT will be obligated to pay its share of the funding of the PROJECT, including, inspections, deliverables, milestones, retainage, when the COOPERATOR may send invoices, etc. is shown in Exhibit "C".
8. Upon the DISTRICT's payment of funds as set out herein the COOPERATOR will be required to complete the PROJECT as provided herein.

MISCELLANEOUS

9. The PARTIES agree that the following persons are the designated Project Managers and are to have direct, primary, and continuing responsibility for the work under this AGREEMENT. The COOPERATOR's Project Manager shall have the authority to interpret this AGREEMENT for the COOPERATOR and act to give all approvals for the COOPERATOR.

DISTRICT Project Manager  
 Kris Eskelin  
 Senior Project Manager  
 9225 CR 49  
 Live Oak, Florida 32060  
 386.362.0446  
 Kristine.Eskelin@srwmd.org

COOPERATOR Project Manager  
 David Kraus  
 County Risk Manager  
 263 NW Lake City Avenue  
 Lake City, Florida 32055  
 386.623.6320  
 david\_kraus@columbiacountyfla.com

10. The COOPERATOR shall maintain books, records and documents directly pertinent to performance under this AGREEMENT in accordance with generally accepted accounting principles consistently applied. The DISTRICT, or its authorized representative, shall have access to such records for audit purposes during the term of this AGREEMENT and for three years following completion.
11. The COOPERATOR shall secure and obtain all local, regional, state, federal, and any other permits (including permits from the DISTRICT) required for activities listed herein and shall adhere to all permitting requirements.
12. Nothing in this AGREEMENT shall be construed as either limiting or extending the statutory jurisdiction of any of the signatories hereto.
13. The provisions of this AGREEMENT are for the sole and exclusive benefit of the PARTIES, and no provision of this AGREEMENT will be deemed for the benefit of any other person or entity.

IN WITNESS WHEREOF, COOPERATOR and DISTRICT have hereto set their hands and seals on the day and year indicated below.

EXECUTED by the COOPERATOR on \_\_\_\_\_, 2017.

By: \_\_\_\_\_

Print Name: \_\_\_\_\_

As its \_\_\_\_\_

EXECUTED by the DISTRICT on \_\_\_\_\_, 2017.

SUWANNEE RIVER WATER  
MANAGEMENT DISTRICT

By: \_\_\_\_\_

Hugh Thomas  
As its Executive Director

EXHIBIT A  
PROJECT DESCRIPTION AND SCOPE OF WORK

Project Name: Rum Island Park

Project Description:

The intent of the PROJECT is to improve the water quality of Rum Island Spring by removing the existing portable toilets and installing public restrooms, a well, lift station, and septic system. The PROJECT will also reduce erosion and improve bank stabilization by installing a dredgesox material filled with organic materials.

The PROJECT will include design, permitting, erosion repair and bank restoration, land acquisition, and construction services.

All labor, materials and equipment costs shall be initially born by the COOPERATOR subject to reimbursement as provided herein.

Scope of Work:

The COOPERATOR will provide land acquisition, design, permitting, and project management services.

The COOPERATOR will procure a Florida-licensed contractor to install:

1. Erosion control and bank restoration,
2. Restrooms, lift station, well and septic system, and
3. BAM-type material for nutrient reduction

Deliverables: Specifically, the COOPERATOR shall provide:

1. Detailed schedule of project completion,
2. Copies of all signed and sealed design plans, calculations, and issued permits,
3. Copy of signed and sealed survey(s),
4. Copy of appraisal document(s),
5. Updated cost estimate and budget breakdown (prior to construction),
6. Invitation to District Staff to a project kickoff meeting,
7. Pre-construction photos,
8. Construction photos reflecting work as shown on invoice submittals,
9. Post-construction/project completion photos,
10. Notification when construction has reached substantial completion, and
11. Final project summary report

EXHIBIT B  
PROJECT COST ESTIMATE AND COST SHARE FUNDING BREAKDOWN

Project Name: Rum Island Park

Item	SRWMD	Cooperator Match	Total
Land acquisition, engineering, permitting, project management, restrooms, lift station, well and septic construction		150,000	150,000
Land Acquisition	46,150		46,150
Spring bank restoration	43,850		43,850
Biosorption Activated Media	60,000		60,000
<b>TOTAL PROJECT COSTS</b>	<b>\$150,000</b>	<b>\$150,000</b>	<b>\$300,000</b>

DISTRICT reimbursable amount is not to exceed: \$150,000.00

COOPERATOR's total match amount (legislative appropriations): \$150,000.00

\* COOPERATOR shall provide any and all other costs which could exceed the total District Reimbursable Amount above to complete the project.



EXHIBIT C  
FUNDING CONDITIONS AND REIMBURSEMENT SCHEDULE

Project Name: Rum Island Park

**COST SHARE REIMBURSEMENT:** Upon completion of the installation of equipment and materials as set out in Exhibit "A", the DISTRICT shall reimburse the COOPERATOR the maximum cost share reimbursement set out in Exhibit "B". Provided, that for the COOPERATOR to be entitled to such reimbursement, the COOPERATOR shall:

1. Comply with all requirements of this AGREEMENT, including, without limitation, the completion of the improvements within the time provided. Provided that the DISTRICT may, at its sole discretion, grant an extension of time for completion for good cause shown.
2. Invoice the DISTRICT for the amounts due under this AGREEMENT on a quarterly basis or as agreed to by both parties, until project is complete or until DISTRICT's portion of funding has been allocated. Such invoice shall contain copies of all invoices and cancelled checks to vendors showing the amount paid for all materials which are being reimbursed by the DISTRICT and the date of installation of such items. Such invoice must also include the following certification, and the COOPERATOR hereby agrees to delegate authority to its Project Manager as identified in this contract, to affirm said certification:

"I hereby certify that costs requested for payment, as represented in this invoice, are for the improvements as specified in the project in accordance with the agreement between the Suwannee River Water Management District and the Columbia County Board of County Commissioners, No. \_\_\_\_\_, are allowable, allocable, properly documented, and are in accordance with the approved budget and scope of work."

3. All installations and/or retrofits to be completed 18 months from the execution of this AGREEMENT.
4. Upon completion of construction, provide to the DISTRICT a letter certifying that the project improvements as described in Exhibit "A" have been installed in compliance with vendor specifications and according to plans and per any required permits or approvals.

At all times during this contract term, the DISTRICT, through its staff and agents shall have the right to, from time to time, enter the applicable real property and inspect the improvements in a reasonable manner and at reasonable times with prior notification to document compliance with this contract.

Upon receipt of an invoice from the COOPERATOR, DISTRICT staff shall have the right to visit the site to verify the purchase of materials and installation as described in Exhibits "A" and "B".

Reimbursement payments shall be processed and payable no later than 45 days after the receipt of the COOPERATOR's invoice and information as specified in this AGREEMENT.





# COLUMBIA COUNTY BOARD OF COUNTY COMMISSIONERS AGENDA ITEM REQUEST FORM

The Board of County Commissioners meets the 1st and 3rd Thursday of each month at 5:30 p.m. in the Columbia County School Board Administrative Complex Auditorium, 372 West Duval Street, Lake City, Florida 32055. All agenda items are due in the Board's office one week prior to the meeting date.

Today's Date: October 13, 2017 Meeting Date: October 19, 2017

Name: Ben Scott Department: BCC Administration

Division Manager's Signature: *Ben Scott*

### 1. Nature and purpose of agenda item:

**Resolution 2017R-51 - Rescheduling November 2, 2017 meeting to 3:00 PM**

Attach any correspondence information, documents and forms for action i.e., contract agreements, quotes, memorandums, etc.

### 2. Fiscal impact on current budget.

Is this a budgeted item?  N/A  
 Yes Account No. \_\_\_\_\_  
 No Please list the proposed budget amendment to fund this request

Budget Amendment Number: \_\_\_\_\_ Fund: \_\_\_\_\_

FROM: \_\_\_\_\_ TO: \_\_\_\_\_ AMOUNT: \_\_\_\_\_

### For Use of County Manger Only:

Consent Item  Discussion Item

**RESOLUTION NO. 2017R-51**

**A RESOLUTION OF THE BOARD OF COUNTY  
COMMISSIONERS OF COLUMBIA COUNTY, FLORIDA,  
SETTING THE REGULAR MEETING OF THE COLUMBIA  
COUNTY BOARD OF COUNTY COMMISSIONERS ON  
NOVEMBER 2, 2017 AND PROVIDING NOTICE THEREOF.**

**WHEREAS**, the Columbia County, Florida Charter effective January 1, 2003, provides the Board of County Commissioners shall provide by resolution for the location, time, and place for holding all its regular meetings.

**NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF COUNTY COMMISSIONERS OF COLUMBIA COUNTY, FLORIDA**, as follows:

1. The first regular meeting scheduled for the month of November of the Board of County Commissioners shall be held on Thursday, November 2, 2017 beginning at 3:00 p.m. at the Columbia County School Board Administrative Complex, 372 West Duval Street, Lake City, Florida.

2. Notice of the time and place of this meeting shall be published in a newspaper of general circulation in Columbia County at least one (1) week prior to such meeting.

**UNANIMOUSLY PASSED AND ADOPTED** at its regular meeting of the Board of County Commissioners of Columbia County, Florida, on this 19<sup>th</sup> day of October 2017.

**BOARD OF COUNTY COMMISSIONERS  
COLUMBIA COUNTY, FLORIDA**

By: \_\_\_\_\_  
Ronald W. Williams, Chairman

Approved as to form:

**ATTEST:** \_\_\_\_\_  
P. DeWitt Cason, Clerk of Court  
(SEAL)

\_\_\_\_\_  
Joel Foreman  
County Attorney



# COLUMBIA COUNTY BOARD OF COUNTY COMMISSIONERS AGENDA ITEM REQUEST FORM

The Board of County Commissioners meets the 1st and 3rd Thursday of each month at 5:30 p.m. in the Columbia County School Board Administrative Complex Auditorium, 372 West Duval Street, Lake City, Florida 32055. All agenda items are due in the Board's office one week prior to the meeting date.

Today's Date: October 13, 2017 Meeting Date: October 19, 2017

Name: Scott Ward Department: BCC Administration

Division Manager's Signature: 

### 1. Nature and purpose of agenda item:

**BCC Administration - Bond Funding**

Attach any correspondence information, documents and forms for action i.e., contract agreements, quotes, memorandums, etc.

### 2. Fiscal impact on current budget.

Is this a budgeted item?  N/A  
 Yes Account No. \_\_\_\_\_  
 No Please list the proposed budget amendment to fund this request

Budget Amendment Number: \_\_\_\_\_ Fund: \_\_\_\_\_

FROM: \_\_\_\_\_ TO: \_\_\_\_\_ AMOUNT: \_\_\_\_\_

### For Use of County Manger Only:

Consent Item  Discussion Item

District No. 1 - Ronald Williams  
District No. 2 - Rusty DePratter  
District No. 3 - Bucky Nash  
District No. 4 - Everett Phillips  
District No. 5 - Tim Murphy



**BOARD OF COUNTY COMMISSIONERS • COLUMBIA COUNTY**

**MEMORANDUM**

DATE: October 13, 2017

TO: Board of County Commissioners

FR: Scott Ward, Assistant County Manager - Administration

A handwritten signature in blue ink, appearing to be "S. Ward", is located to the right of the "FR:" line.

RE: Bond Funding

---

On September 21, 2017, the Board approved the 2017-2018 Budget. Included in the budget was \$8 million from bond proceeds for construction of the new administrative building. In order to reduce the cost of borrowing, we can direct finance through a bank loan at a maximum of \$10 million per calendar year. To take advantage of the current year limit, we would like the Board's authorization to secure a 15 year fixed rate bank loan with assistance from the County's financial advisor and bond council.

BOARD MEETS FIRST AND THIRD THURSDAY AT 5:30 P.M.