



Executive Summary  
Esterio Council of Community Leaders Meeting  
December 13, 2013

**Todd Poste**  
**Executive Vice President, Global Supply & Administration**  
**Hertz Corporation**

Hertz's move to Florida started with the acquisition of Dollar Thrifty of Tulsa, OK. To create one culture between Dollar Thrifty and Hertz, we believed it was important to bring both organizations together. We realized that moving the people from Tulsa to New Jersey probably wasn't the best idea so we started to look outside our borders for the best place to settle.

The non-financial considerations of relocating are the employees and how best to retain them. We felt our employees would transfer to Florida readily due to the climate.

The financial considerations were the incentives offered by the various states. In addition to incentives offered by Florida, the state is ranked 5<sup>th</sup> when comparing the best tax climate for businesses. Lee County offered the best economic incentives for corporate headquarters and the Coconut Point property already had site services and was ready to be developed.

We currently have about 240 people in our temporary Naples office and we're bringing in another 240 people to a temporary office space in Bonita Springs (the old Robb & Stucky store on US41) in February.

**Rep. Matt Caldwell - Chair, Lee County Legislation Delegation**

Usually the biggest hurdle in proposing a local bill for incorporation is with the local delegation. That's the step your group has worked so hard on, including the two town hall meetings conducted by Rep. Ray Rodrigues, where you had excellent turnout. Getting a unanimous vote out of the six-member delegation bodes very well for passage. It will probably go to the floor the end of March.

**Esterio Fire Rescue District – Chief Scott Vanderbrook**

We're starting our second year of a program called "ready-set-go". This is a program associated with our eastern communities that are in the fire areas where there is a lot of brush. We work with them on how to protect their homes.

We're going to be working on a Standards and Coverage document, looking at where our stations are located to determine the best coverage for our 56-square mile area.

We're implementing new software for our payroll and human resources, as well as a new mobilized contractor portal. A 3-year contract was recently ratified with our employees.

### **Bonita Springs' Annexation Referendum - Jack Lienesch & Don Eslick**

We've participated in three community meetings so far. We've got another all-Pelican Landing meeting with Mayor Nelson on January 6. Don and the mayor will make a presentation to The Colony's Treviso Tower community in early January and there is a January 10 Colony-wide meeting with Don, Jack and the mayor. The final session is scheduled for February 7.

The City and the County cannot seem to agree on the number of consent forms that are required of owners of vacant land within the annexation area for the County to proceed with the referendum. The City went to the Pelican Landing CDD meeting to ask them to sign off on the consent form for all of the vacant land they own; they failed to get a vote authorizing the consent form.

Don stated the consent form issue is a significant issue which needs to be addressed and resolved before the Supervisor of Elections sends out the ballots.

### **Update on Incorporation Efforts - John Goodrich**

Burt Saunders, Joe Mazurkiewicz, Nick Batos, Jim Boesch and John were all presenters at the Lee County Legislative Delegation meeting on December 3, 2013.

We told them we had conducted 30 educational community meetings with over 2,000 residents in attendance and two town hall meetings, sponsored by Rep. Ray Rodrigues, which had more than 800 people in attendance. We presented 10,238 signed petitions which were the product of 40-some volunteer "captains". We also presented 20 community homeowner association resolutions, representing 14,000 residents.

We will now be conducting informational meetings regarding why residents should vote for incorporation, explaining the form of government, etc. We'll be holding these meetings in the February-March timeframe in order to reach our winter residents.

The second thing we need to do is raise money in order to insure we have the funds to go forward with the process. We will also be initiating a "get out and vote" campaign.

### **Incorporation Funding - Bob Lienesch**

We estimated the cost of the incorporation process to be \$75,000. To date, we've spent \$39,000; \$30,000 for legal fees and the feasibility study. We have received \$21,000 from 300 residents and we have 7 communities which have contributed \$18,450. Adding that to the Estero Chamber of Commerce's contribution (\$4,144), we've received about \$43,600, so we have to raise another \$32,000.

We are in the process of sending letters to those communities that have not yet contributed to the cause.

### **Environment – Phil Douglas**

The Florida Water and Land Legacy Campaign have obtained 950,000 signatures to date so it looks like it will be on the ballot in November 2014. This amendment would dedicate 2/3<sup>rd</sup> of the “doc stamp” revenue for 20 years to purchasing lands for conservation.

There are concerns about our County Commission’s commitment to Conservation 20/20. It appears they want to micromanage the program, intervene to determine what properties will be selected, the purchase price, etc. The Blue Ribbon Committee suggested this be placed on the ballot in 2016; some commissioners are recommending it be placed on the ballot in 2014. I’ve asked that the commission follow the Blue Ribbon committee’s recommendation.

The City of Bonita Springs is looking into development of their northeast DRGR area. There’s a possibility of developing 6 – 9,000 homes. Our concern is that this would impact water quality and water supply to the north of the proposed development, as well as infrastructure. The City Council voted for a one-year moratorium to allow further study by a citizen’s task force.

### **Community Planning – Roger Strelow**

The Community Plan update, which addresses future growth in Estero, is nearing completion. There will be a public meeting early next year to address this.

I’ve been in contact with a group called the Association of City and County Managers regarding the possible incorporation of Estero. This group has a number of retired city managers who are willing to consult with us at no charge. We feel it would be helpful to the prospective village council to do everything we can to anticipate all the issues which would come with incorporation.

Don and I have been working with Grandezza and other eastern communities on the Miromar Lakes requested zoning changes. The original plan called for a golf course at the southern end of the FGCU campus; they are now requesting to build student housing and commercial enterprises adjacent to Grandezza. The hearings before the Lee County Hearing Examiner started in November and will continue into January.

### **Transportation – Jim Boesch**

At our December Transportation Committee meeting, Lee County project manager Sarah Clark announced the right turn from Estero Parkway onto Three Oaks Parkway has been approved. The work should start next spring. The right turn from Williams Road onto US41 should be completed in 60 days.

We had very good support from our Lee County Commissioners regarding the sand trucks on Corkscrew Road. The sheriff’s dept. came down very frequently to do traffic control and the state highway inspectors checked out the vehicles. As a result, most of the trucks ended up using Alico Road instead of coming past all the residences on Corkscrew Road.

RaceTrak gas station has agreed to install a sound wall along the entire back portion of their property in an effort to prevent any intrusion on Fountain Lakes. They also have agreed to build a wall in the front, install lights which will be directed downward, and add appropriate landscaping.

### **Chairman Emeritus – Don Eslick**

The Administrative Law Judge should make a decision in March regarding Lee Memorial's application for a hospital in Estero. The judge's decision is a recommendation which goes back to the state agency that denied it in the first place. We have a meeting in January to talk about what happens following the judge's decision. We'll be looking at what actions to take if it is approved or if it is denied.

Lee Memorial will be making a presentation next week before the Estero Community Planning Panel. Initial plans call for a three-story, 80-bed hospital with a plan to grow to a five-story, 90-foot high, 160-bed hospital, along with a five-story medical office building. If the hospital is approved, construction has to start within 18 months after approval, so that is why Lee Memorial is proceeding with the zoning request at this time.

We were contacted by a representative of Colliers International, which is an international commercial real estate firm, regarding planning Estero's 1,000 acres of vacant lands. One of their senior vice presidents owns property in Estero. He contacted us and we put him in touch with our consultants to get them integrated into the planning process. They want to create a marketing plan for us, to help attract more major businesses to Estero. In addition, Hertz's Todd Poste recommended we include their chief real estate officer John Bolger in the commercial corridor planning process. He will be attending our next workshop in early February.

### **ECCL Chairman - Nick Batos**

The County will be reviewing the 80% reduction in impact fees in the upcoming months. The building industry has submitted studies showing how positive the reduction in impact fees is to the building industry. We have an economist who will be submitting a rebuttal to that study.

We will be announcing the slate of officers for the ECCL board in the next week. The election will be on January 10, 2014. Anyone who wants to be considered for any of the positions should submit their names now.

**Next meeting: Friday, January 10, 2014, from 10 a.m. to 12 noon, Estero Community Park.**

For more information about the ECCL, Estero Community Planning Panel and Estero Design Review Committee go to [www.esterofl.org](http://www.esterofl.org).

**Marilyn Edwards, ECCL Communications Director**