

ECCL Report: June 14, 2019

Executive Summary: 184th meeting of the Estero Council of Community Leaders



- **ECCL Reorganization:** Major focus of this meeting was the proposed reorganization of the ECCL. Leadership's commitment is to ensure all members, guests, and interested individuals are aware and understand what we are changing and why. Please take some time to review the proposed organization structure (page 5). We need your input to assemble the right team as our new Board of Directors, please send recommendations to those listed on page 6. Ensuring transparency, we've attached two copies of our by-laws. One copy known as a "red-line", shows our current by-laws and suggested revisions, the second "clean" copy reflects only the new, revised by-laws. Member representatives are asked to review these changes and be prepared to vote on the changes at the July Member meeting. Also, your help is needed, please consider joining a committee or Advocacy Council.
- **Estero Fire Rescue Community Access:** Cars parked illegally and blocking access are a problem for EFR crews responding to emergency calls. If necessary to gain access, fire crews will push illegally parked vehicles out of the way and EFR is not liable for any damage to those vehicles. Let's all help ourselves and the EFR, make sure you are legally parked.

The next ECCL meeting will be **Friday, July 12, 2019** at 10:00am at Estero Community Park.

WELCOME

- First time attendees included residents from The Villages at Country Creek, Bella Terra, San Carlos Island, and the Cascades along with a representative from the Estero Art League.

ESTERO FIRE RESCUE

- *Chief Vanderbrook, Estero Fire Rescue*

- **Property Values** – Increase revenue from property taxes will be less than anticipated. Taxes are not paid on parcels of property owned by Not for Profit organizations such as Lee Health and Government entities including the Village’s recent 60+ acre purchase.
- **Budget Workshop on July 9, 2019** – proposed budget includes funding for Station 45 and 3 new hires
- **SW Florida Task Force 6**
 - This 72-person urban search and rescue team, that is utilized in natural and man-made disasters, will be recognized by Governor DeSantis on July 17, 2019. Firefighters, paramedics and specialist from Estero, San Carlos Park and Bonita Springs are members of the Task Force.
- **Hurricane Preparation Presentations**
 - Contact EFR to set up community presentations

SAN CARLOS PARK FIRE RESCUE

- *Alexis Rothing, San Carlos Park Fire Rescue*

- **4th of July Parade** – Preparations are underway for the parade that will start at 8:30am.
- **Hurricane Preparation Seminars** – Contact SCPFR to set up community seminars
- **Fire Hydrant Maintenance** – ongoing throughout the community
- **Call Volumes** – 335 calls in May 2019, an increase of 12%

VILLAGE REPORT

- *Vice Mayor Katy Errington*

- **Lee County Board of Commissioners Meeting – June 20, 2019 – Wetlands**
 - Village Council is rescheduling their meeting to attend the Lee County BOCC meeting and once again share their concerns about our wetlands. The Village Council hopes that many residents attend as well.
- **Appointment of County Commissioner Announcement soon**
 - Awaiting appointment by Governor DeSantis. Estero Village Councilmember Nick Batos is reported to be on the short list.
- **Many efforts underway in the Village**
 - I-75 and Corkscrew interchange updates to start Oct 2019 and last 1 year.
 - Estero Parkway refurbish to start Sep 2019 and last 1 year.
 - US 41 median landscape to start Sep 2019 and last 6 months.
 - Traffic Light at Corkscrew Rd and Puente Ln (Lowes)
 - Williams Rd improvements
 - Turn lane at River Ranch to help school traffic
 - At Walgreens

- **Village is developing plans:**
 - Parks and Recreation Master Plan
 - Bike/Pedestrian Master Plan
- **Education Campus** – The Village is working with Lee County Schools to develop an Education Campus in the area of Williams Rd, Via Coconut Point, River Ranch Rd, and Block Ln for new elementary, middle and K-8 schools.
- **Refinance 60+ acre parcel** – Village is awaiting feedback from outside organizations which may impact the financing for the recently purchased 60+ acres
- **Estero River** – The river has silt buildup and some areas have toxic chemicals. Children’s kayaking groups have been prohibited from using the river. Village is looking to SFWMD to help remove the silt.
- **Lawsuit settled with Corkscrew Crossing**
- **Sprouts Market gained approval at the June 12, 2019 P&Z Board meeting**
- **Historic Building on recently purchased 60+ acres**
 - Meetings are starting with the Village and Estero Historical Society.
- *Learn more about what’s happening with the Village Council on their website:*
<https://estero-fl.gov>

ANNOUNCEMENTS

- **Don Eslick Retirement Party**
 - Retirement party is scheduled for November 16, 2019, 6-9pm, at Shadow Wood Country Club.
 - The Planning Committee chaired by Linda Tecco-Roach:
 - Maximum 200 guests
 - Looking for Corporate/Individual Sponsorships
 - Request will be sent to communities asking for a donation to help defray costs
 - Stay tuned, more info to come
- **Digital Marketing** was explained
 - Digital marketing, the promotion of products or brands via one or more forms of electronic media, differs from traditional marketing in that it uses multiple channels and methods that enable an organization to analyze marketing campaigns and understand what is working and what isn't – typically in real time.
 - ECCL’s digital marketing strategy is to engage with interested entities (e.g. Lee Health, etc.) to increase awareness about their events and activities. ECCL’s digital marketing offerings do not sell products or services, rather they focus on actions and activities of our partners that advocate for the betterment of Estero Area residents through carefully selected online communication channels.

COMMUNITY INPUT

- Bella Terra representatives are concerned about the lack of follow-thru on the Corkscrew Crossing re-zoning. The Village is no longer notifying those homeowners affected by any action. Bella Terra and the Preserve residents are concerned about water in their homes and yards as Corkscrew Crossing is a major regional flow way. They also voiced a concern about the planned wildlife crossing and how close wildlife will be passing to their homes.

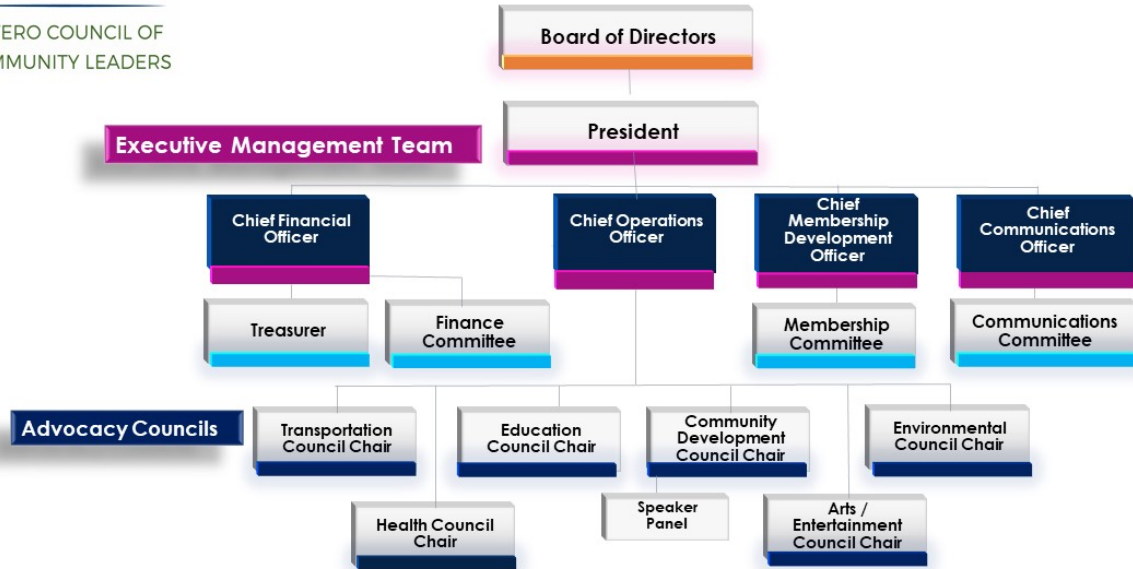
BOARD ACTIONS

2019 LEADERSHIP TRANSITION (and NOMINATING) TASK FORCE

- *Jim Gilmartin*

- **Transition Committee** – with Don Eslick’s pending retirement, a Transition Committee was established in Mid-March. Much work has been done since the committee’s inception including:
 - Designed and developed new organization structure
 - Created job descriptions for members of the *Executive Management Team* (EMT)
 - Assumed Nominating Committee responsibilities
 - Solicited nominations from the existing BOD for EMT
 - Solicited nominations for Advocacy Council Chairperson & Members via email
 - Obtained existing BOD approval of:
 - New Leadership and Management structure which consist of:
 - President – who serves as “Mr./Ms. Outside”, responsible for building, developing and enhancing relationships
 - Chief Operations Officer (COO) – who serves as “Mr./Ms. Inside”, responsible the day to day operations of the ECCL.
 - ECCL Organization Chart (see below)
 - EMT positions to support ECCL Vision
 - Recommended Slate of EMT nominations
 - Updated By-laws to reflect new organization
 - Approved by the current ECCL Board
 - By-laws attached to this document
 - Presented proposed By-Law amendments to ECCL membership – vote to approve July 2019 Members Meeting

ECCL ORGANIZATION CHART



BOD Approved
6/8-10/2019

EXECUTIVE MANAGEMENT TEAM (EMT)

- *Don Eslick*

- **ECCL Board** – Don, then Chairman Emeritus, accepted the role of Interim Chairman when the ECCL board lost 6 of its 7 members post incorporation of the Village. 5 of the board members assumed Village positions including Mayor, Council members, communication officer and P&Z member.
 - Don stated that the last 4 to 5 years have been a training ground/program to develop talent. He thanked all who stood up and volunteered
 - EMT Nominating Process:
 - Transition/Nominating Committee asked for volunteers to fill positions
 - Nominations were received and reviewed
 - Committee developed recommended slate and presented to current BOD
 - Current ECCL Board approved EMT slate

- Current BOD Unanimously Approved Slate of Nominees:
 - President: **Bob King**
 - Chief Operating Officer: **Mark Novitski**
 - Chief Financial Officer: **Larry Jones**
 - Chief Membership Development Officer: **Barry Freedman**
 - Chief Communications Officer: **Jim Gilmartin**

FILLING VACANCIES

- *Jim Gilmartin*

- **New Board of Directors Composition**

- The Nominating Committee is currently in the process of soliciting New BOD members. The Board will be composed of nine (9) voting members, qualifications include:
 - Experience on community boards
 - Commitment to civic engagement
 - Willingness to support and sustain the work of ECCL
 - Providing governance leadership
 - Willingness and ability to engage in, and support advocacy fundraising
 - No requirement to be an Estero Resident
- Member nominations for the BOD are strongly encouraged
- Members should send nominations to any of the following:
 - Don Eslick - doneslick239@gmail.com
 - Bob King - eccltd01@comcast.net
 - Jim Gilmartin - jimgilm@gmail.com
- BOD Position Descriptions & responsibilities attached to the meeting minutes

- **Need to fill Advocacy Council and Committee positions**

- Advocacy Council and Committee position descriptions attached
- Volunteer online at <http://esterotoday.com/nominations-for-eccl-committees/>

MEMBERSHIP COMMITTEE REPORT

- Membership Director *Barry Freedman*

- ECCL representatives are available to come to your community to discuss the ECCL's vision, structure and value of being a member.
- Please consider joining the **Membership Committee!** Contact Barry at ecclmshp@gmail.com.

TRANSPORTATION COMMITTEE REPORT

- Transportation Director *Bob King*

- **Estero Capital Improvement Plan** – staff presented to Council at the June 5 meeting. Details available on Village website.
- **Estero Bicycle / Pedestrian Master Plan** – was presented at June 5 Council Workshop. Public comment was favorable.
- **Lee County Comp Plan Amendment Limerock Mining**
 - The BoCC will decide on amendment Wednesday June 19, 2019 at 9:30 a.m.
 - We ask that you attend this important meeting and let the BoCC know you disagree with adoption of the amendment
- **Corkscrew Rd and more traffic**
 - Residents are not seeing off season traffic drop-off
 - East Corkscrew Rd development “The Place”
 - 50% sold out
 - Sales are ahead of schedule. Build out could occur before road widening is complete.
 - Developer Camarata proposing to combine Verdana and Pepperland Ranch to create a 2,000 single home development
 - 573 acres east of Verdana is ripe for development which equates to even more traffic
 - 4 lane Corkscrew cannot come fast enough based on current development pace
 - Collier County approved more beach replenishment
 - More trucks in East Lee and Estero
 - Working to have trucks travel Corkscrew to Alico like previous efforts
- **Next Transportation Meeting:** June 20, 2019, 9:30 a.m., FineMark Bank, Coconut Rd

FINANCE & FUNDRAISING COMMITTEE REPORT

- Linda Tecco-Roach for Finance Director *Bob Lienesch*

- **Summary Financial Report**
 - May ended with a total Income of \$1,633 and \$6,928 in expenses resulting in an excess of expenses over income of \$5,295 for the month
 - First payment of \$5,000 for database expansion processed this month
 - Increase e-mail database to 11k
 - Year-to-Date Excess of Income Over Expenses: \$5,282
 - May 31 Cash Balance: \$12,156
- **For more details, you can view the full financial statements at the ECCL website:**
<http://esterotoday.com/reports/meetings-minutes>

HEALTH COMMITTEE REPORT

- Health Director, *Lowell Gerson*

- **Lee Health Guest Advisory Committee:** ECCL Health Committee is helping LHCP establish a Guest Advisory Committee with Lee Health doctors, nurses, and administrators to improve services and implement new programs.
- **Health Committee is working on:**
 - Mid-Level Professionals: Understanding who they are (Physicians Assistants [PA], Nurse Practitioners, Etc.) and what they do.
 - Need to increase physical activity
 - Working on “Safe Community” designation
- **“Blue Zones” are represented on our committee**
- **82 Bed Hospital:** Announcement should be forthcoming in Oct/Nov 2019
- **Next Health Meeting:** June 21, 2019, 2:30 pm – 4:00 pm, LHCP Kitchen Conference Room

- *Learn more about the ECCL’s Health Committee at the ECCL’s website:*
<http://esterotoday.com/about-eccl/eccl-hospital-committee>

COMMUNITY DEVELOPMENT

- Planning Director *Jim Tatoes*

- **Village of Estero DRB and PZB:**
 - To keep Estero beautiful, it takes time to work with the developers
 - Many developers state it’s hard to work with Estero – that’s true but the results are worth it
 - Sprouts went through the same process as Aldi
- **P&Z Board meeting June 19, 2019:** Bring your concerns for Corkscrew Crossing
- **New Members Welcome** - Anyone interested in joining the Community Planning Committee should contact Jim at jetatoes@prodigy.net

EDUCATION OUTREACH COUNCIL (EOC)

- Committee Member *Jim Shields*

- **Recommended new chair**
- **EOC’s successes include:**
 - **Junior Achievement 2-5-8 Graduate Program**
 - Completed all JA Program classes 2018-2019
 - Involved over 300 classrooms
 - Reached over 1,300 students
 - In Work Readiness, Career Success, Financial Literacy, and Entrepreneurship
 - Estero High School “11th grade JA Career Success” classes completed May 13-22, 2019

- Full contingent (87 to date) of Estero Education Ambassadors remain in the program. We continue to recruit more
- Pilot program will continue in school year 2019 – 2020
 - Adding Estero HS Personal Finance
- *Learn more about the EOC on the ECCL website:*
<https://esterotoday.com/educationoutreach-council>

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Please join us for the next ECCL meeting, Friday, July 12, 2019 at 10:00am at Estero Community Park

Attachments:

- 1. Updated Bylaws**
- 2. Position Descriptions**