



***Municipal Service District of Ponte Vedra Beach***  
***P.O. Box 1323 Ponte Vedra Beach, Florida 32004-1323***  
***(904) 285-2221 www.pvmsd.org***

**MEETING MINUTES**  
**MAY 8, 2023**

The Trustees of the Municipal Service District held their monthly meeting on Monday, May 8<sup>th</sup> at the Ponte Vedra Beach Branch Library – FOL Room at 5:30 PM.

**TRUSTEES PRESENT**

Al Hollon – Chairman  
Kitty Switkes – Vice Chairman  
Rick Brown – Treasurer  
Charles Callaghan  
John Cellucci  
Brad Wester  
Michael White

Wayne Flowers – Attorney

Chairman Hollon called the meeting to order at 5:30 p.m. We will begin with the Pledge of Allegiance to the Flag.

Chairman Hollon explained the public notice, order, conduct and civility. He explained that this is our regular scheduled meeting and when they do their presentation please do not interrupt as there will be questions after the presentation. Chairman Hollon introduced John Peyton, former Mayor of Jacksonville.

**PONTE VEDRA INN AND CLUB / LODGE PRESENTATION**

Mr. Peyton reported that many of our buildings are aged out and the overlay in Ponte Vedra has some strict standards and most of our buildings do not comply with those standards. We have a long-term plan and have been working with some very talented professionals. We want this resort to be competitive, relevant in the marketplace and preserve the character of the community. We need buildings that are more resilient, address the parking problems and be able to compete with other resorts.

Ellen Avery-Smith, a land use attorney with Rogers Towers in St. Augustine, will discuss the PUD which is a planned unit development which is a zoning category. She explained that they are doing a rezoning of the properties at the Ponte Vedra Inn and Club (PVIC) and Lodge. The PVIC was founded almost 100 years ago and is the only five-diamond resort in St. Johns County. It generates more than \$1.2 million in bed tax revenue for the county, contributes more than \$8.6 million in sales and property taxes, employees more than 1,000 and has a payroll of about \$28 million. The Lodge and Club is a four-diamond resort generating more than \$400,000 in bed tax revenue for the county, contributes more than \$2.2 million in sales and property taxes and employs more than 150. Ms.

Avery-Smith reviewed the presentation of the PVIC. All building heights are based on finished floor which is defined in the PUD. The PVIC parking deck will not exceed more than 38 feet in height. This is a 30-year development plan, phase one will be the PVIC sports complex and the Surf Club. This project will have many phases and it will go from building to building. Some will be demolished and some will be refurbished. Every building started must be completed in three years with full buildout completed by December 31, 2053.

Michael Gordon, President of Gate Hospitality reviewed some of the renderings of the sports complex, Surf Club, and other renderings.

Chairman Hollon asked the Trustees if they had any questions, and they did not. He opened the floor to questions.

Wes Moore – 338 San Juan Dr. – Asked the timing of the projects. We are looking to start the parking structure in January and the Surf Club after The Players Championship.

Steve Bloomfield – 94 San Juan Dr. – Asked if there is a structured timetable on the project. They will not be able to put a timetable until the PUD is approved and working on solutions for temporary accommodations.

Jill Grens – 124 Gardenia Avenue – Asked if there are any more pictures of the Lodge. He reported no. She also asked if the two constructions will be at the same time. He reported that they will not.

Brian Nicholas – 179 San Juan Drive – Asked with the 30-year plan do you plan to add additional hotel rooms, do you plan to add additional memberships and are there plans for additional venue size for wedding like from 300 to 5,000. We are going to add another 87 guest rooms when we add a third floor. Regarding membership, we are now on a wait list for membership and it is a long list. At weddings we can only accommodate a very small number as we do not have a large grand ballroom like some hotels.

Sheldon Friedman – 252 Shell Bluff Court – Asked for a timeline on the construction at The Lodge. They cannot give them a timeline. Mr. Friedman asked when the gym comes down, how long will it take for the construction. They reported a year to two years. Mr. Friedman asked about the heavy truck traffic on San Juan, Corona and Solana Road and the density of the truck traffic. They reported that there will be a period where there will be a lot of truck traffic and we are working on truck traffic on and off site.

Gail Cooper – 219 San Juan Drive – Reported that Ponte Vedra Beach is our neighborhood and the parking garage is about 300 feet. There will be noise from cars, lights of cars and how will you remedy this? Mr. Peyton reported that we have spent more time on this structure than any others due to Gail's and other concerns. We met with some of these people twice, some four times. We made four major concessions to this. We brought this down from 50 feet to 38 feet, added architectural features that were not there before, we beefed up landscaping and we used to have a rear exit to Miranda which we eliminated. The neighbors made suggestions and made this better and we have heard your concerns and it is a change.

Dick William – 193 Plantation Circle South – Asked why you are requesting zoning a changed to a PUD and could you do this project if was not changed to a PUD. Ms. Avery-Smith reported that the PUD is to have its own zoning code for both properties. Right now, there are several buildings that are too high and do not meet the zoning requirements.

Patricia Lange - 200 La Pasada Circle – Asked who approved the PUD, Ponte Vedra Zoning and Adjustment Board (PVZAB). Ms. Avery-Smith reported that the Board of County Commissioners will have the final approval. This is a workshop tonight and will have another workshop with

PVZAB and there will be another hearing with the PZA and those two boards will make recommendations to the Commissioners for the final vote.

Amy Wacaster– 229 San Juan Drive – Asked if the golf maintenance building is part of the PUD and if the golf maintenance will be part of the construction staging. They reported that the building is not part of the PUD and there are not any plans to use this as staging.

Rita Friedman – 252 Shell Bluff Court – Regarding the Lodge constructions when we are paying dues for a gym that we will not have access to. The plan is to move the gym into the Palmer building and retrofit it as a temporary gym. Ms. Friedman asked about parking. Mr. Peyton reported that The Lodge is years away from starting this process and we do not have this information at this time.

LuAnn Dolvan - 500 Le Master Drive – Asked about all the construction and workers will there be offsite parking. This was asked earlier and again we are going to try to have some offsite parking staged for construction.

Gerry Furr - 206 Pablo Road – Asked if any of the golf course will be minimized by parking or staging? The first hole could be taken up and moved up for the very early staging.

Nusebaum – Phillips Avenue – Asked if there will ever be a dining room for only members and what will happen with the 19<sup>th</sup> hole. We do not have any plans for a separate dining room but we do have plans for a beautiful golf shop.

JC Wells - 545 Lake Road – Asked about the new hotel rooms on the third floor and what is the difference between finished floor and ground floor. Ms. Avery-Smith explained that in some of the buildings that were built before the year 2000 we are rewriting the code of finished floor elevation that is based on FEMA which the ocean side and is different from the parking garage. The finished floor elevation is different for every building on the ocean front.

Ellie Gimbel - 323 Pablo Road – Asked on that point can you tell me what the height level of the two buildings you just redid by the family pool. They reported that the Ocean House is 45 feet from the 4 feet ground level. The boardwalk is at 10 feet, the new buildings are going to be about 8 feet higher than that to comply with FEMA.

Patricia Lange - 200 La Pasada Circle – Asked when does a corporation get to change their own zoning. Ms. Avery-Smith reported that the law allows property owners to change their land use zoning.

Tom Bell - 226 Pablo Road – We have heard why this change is in Gate's interest but what about the community's interest. Ms. Avery-Smith reported that these properties have been redeveloped in a hodge pod way and this is the best way so that we do not have to rewrite code for all the buildings.

Margaret Johnson – 6 Pablo Road – Asked in follow up to that question, you said the PUD is very lengthy and are there any areas that you have not shown us that we might be interested in. Ms. Avery-Smith reported that we have filed the initial PUD and maps. County staff has given us many comments on this and we are going to finish making revisions and submit it to the county. We then have to go PVARC, PVZAB, PZA and the County Commission. None of these hearings have been set and you will hear about them from the Bill of Rights.

Nicole Crosby – 1169 Neck Road – Asked if your proposal regarding the height is about FEMA, what would stop any home on the ocean from doing this. Ms. Avery-Smith reported that any property owner in Florida can ask for their property to be rezoned to have more height due to FEMA flood.

Jenifer Brower – 220 San Juan – Reported that San Juan Drive is dangerous today and is there anything you can do to help us make it safer. Chairman Hollon reported that on May 23<sup>rd</sup> there will be a sidewalk meeting here regarding the feasibility study done for San Juan.

Clare Cerri – 311 Pablo Road – Asked if you could send a list to the MSD regarding the variances you are requesting so we can be more informed. Ms. Smith reported that we will be making revisions on this document and in Section T there is a table. Ms. Cerri asked where do I take my grandchildren to swim if you are taking out the Surf Club. Mr. Peyton reported that they have not decided regarding this.

Chairman Hollon reported that once their application is final, we will post it on the website and all the variances are on the application. We will have a five-minute recess and then have our monthly meeting.

### **APPROVAL OF MINUTES**

The Board of Trustees meeting minutes from April 10<sup>th</sup>, 2023, were discussed. A motion was made to approve the minutes, they were seconded and unanimously carried.

### **PUBLIC COMMENTS**

Brian Nicholas – 179 San Juan Drive – Thanked the Board for having the presentation and reported that this is the first time he has seen the renderings. They are changing the club for retail, adding a 25% capacity of hotel rooms along with other additions. In my past years of living here they have added to the club, the Ocean House and over the next thirty years there would be a large increase in density and congestion to our neighborhood.

Trustee White reported that when he saw the presentation, the other side to this is they have rights to density under their current zoning. A PUD describes everything but has a cap on it. They do have an alternative to increase zoning if they do not get a PUD.

Trustee Wester mentioned the retail, they currently have retail rights now for the general public.

### **TRUSTEE REPORTS**

#### **CHAIRMAN'S REPORT - CHAIRMAN HOLLON**

#### **REPUBLIC / SHERIFF PATROLS AND PAYMENTS**

Chairman Hollon reported that Republic Services was running behind on yard waste in the past weeks.

He reported that since the last meeting the sheriff patrols have issued 78 citations, 35 parking citations and 147 warnings. They have produced a new invoice that gives us information on where the stop was and the speed for the citation and or warning. There is an issue on Golfview regarding speed limit signs and the county is going to put them back up. Deputy Tedder reported that the county is putting up 25mph signs. The county is aware of the e-bikes on the sidewalks and are looking into other county ordinances they could use.

#### **JEA / LANDSCAPE – VICE CHAIRMAN SWITKES**

Vice Chairman Switkes reported that the irrigation is good, the landscape is good, and all islands are updated. She asked if anyone sees irrigation during the day to let her know.

#### **TREASURER'S REPORT / STREET SIGNS– TREASURER BROWN**

Treasurer Brown reported that we transferred \$1.1 million to the new State fund and in the 18 days it was there the yield was around \$1,800. We will continue to transfer money from the First Horizon money market to the checking to fund until we have bled that out and then we will fund with the State account. We received over \$27,000 for delinquent taxes and these funds were deposited in the State account. A motion was made to approve the Treasurer's Report, it was seconded and

unanimously carried. Secretary Jurenovich reported that the audit should be completed this month.

### **BEACHES ENERGY / WEBSITE – TRUSTEE CALLAGHAN**

Trustee Callaghan reported six of the streetlights on the Boulevard turned off for sea turtle season and had one blacked out. The light went out on May 1<sup>st</sup>. If anyone sees any streetlights that need to be painted, please send me an e-mail and the address. The website has been updated and Crystal will update the information for the sidewalk meeting. Trustee Wester suggested putting a link to the county's website to get to the PUD for the PVIC. Vice Chairman Switkes asked if we put the neighborhood bill of rights on the website. Secretary Jurenovich reported no.

### **NEWSLETTER / FLAGS / INSURANCE - TRUSTEE CELLUCCI**

Trustee Cellucci reported that the flags will go up on the 26<sup>th</sup>, nothing new on the insurance and we only received 2% of the newsletters back.

### **BEACH AND SIDEWALK– TRUSTEE WESTER**

Trustee Wester reported the Army Corp has put forth their Fonzi, feasibility report and their recommendation report to move forward. On April 28<sup>th</sup> they noticed that there will be a meeting on May 11<sup>th</sup> from 6-8 at the Guana (GTM) to present the Fonzi and feasibility report and to take input from the public through May 16<sup>th</sup>. This does involve the Ponte Vedra Beach beaches. Trustee Wester reported that he will attend. This is for the future, the next 10 years. He reported that he will push this to the website.

On May 23<sup>rd</sup> we will have our sidewalk meeting in this room and Kimley-Horn will be here. It has been noticed so we can all attend. Kimley-Horn will take public comments and then let us know the next steps. Vice Chairman Switkes asked if we can address drainage at that meeting on San Juan.

### **TRUSTEE WHITE – CTTF / ROAD AND BRIDGE**

Trustee White reported that he understands the systemic and fundamentally broken drainage system of the old roads we have. The community was based on a swale drainage system. Now the homes on the ocean are required by FEMA to have a 16 ½ foot finish floor height so there is no way to capture water. A feasible solution is to put a drainage system in the ROW. The state of Florida is changing its nutrient discharge and it has an impact on Lake Vedra. The county does not know yet if we can put additional drainage into Lake Vedra until after July 1<sup>st</sup>. If this happens then we have a pathway to fix drainage on San Juan and Ponte Vedra Blvd.

The CTTF put out a new survey and received over 2,100 responses. The first round was sent out to homeowners and community associations. Of the first 1,400 responses 70% were people over 65. Trustee White asked if they had reached out to PTO's to get a younger group and the survey was sent out to local PTO's. The median age in our area is 50.3 years.

### **ATTORNEY'S REPORT – ATTORNEY FLOWERS**

Attorney Flowers reported that next month will start the budget process and in July you will adopt a tentative millage and September we will have two hearings. Attorney Flowers reported that once he gets the estimate on the taxes he will confirm with the Treasurer.

### **UNFINISHED BUSINESS**

#### **JACK POPE POSITION – CHAIRMAN HOLLON**

Chairman Hollon reported that Attorney Flowers has sent the interlocal agreement to the county attorney and we are waiting to hear back.

#### **YARD WASTE FLYER – VICE CHAIRMAN SWITKES**

Vice Chairman Switkes reported that she sent out the proof and there were no questions. Trustee White reported if you have an editable one to send it to him.

### **NEW BUSINESS**

Trustee Callaghan thinks we should invest in a speaker system for meetings like tonight. Trustee Wester reported that he has a sound system that he bought from Costco and will bring it to the sidewalk meeting.

### **KEY DATES**

County Commissioners meetings May 16<sup>th</sup> and June 6<sup>th</sup>

San Juan Sidewalk Meeting – May 23<sup>rd</sup> at 5:30pm FOL room PVB Branch Library

Next MSD meeting will be June 12<sup>th</sup> at 5:30pm FOL room PVB Branch Library

### **ADJOURN**

A motion was made to adjourn; it was seconded and unanimously carried.

Submitted, Ann Jurenovich, MSD Secretary