

Marco Island Builders and Business Owners Roundtable Summary

A post roundtable meeting was held with all Directors and Managers of the City on 11/8/2023. What came out of the meeting were some common themes/points of concern that, moving forward, need to be addressed. Some may be easy to implement quickly. Some may take time and require additional resources.

1. **Personal contact** – Move to more face time and quick response with customer service. Soften the rigidity that staff has become, relying on software and web instruction. While these are great tools, there is frustration among the stakeholders, and they would like more personal time with staff.
 - a. Emphasis on personal interaction, help and training. Periodic surveys of the customer base.
 - b. Conduct local quarterly meetings with the Collier Building Industry Association.
 - c. Establish meetings similar to “coffee with a cop” and “straight talk with the CM” for Departments to interface with the public regarding their needs/issues with permitting and other relevant topics.
2. **Forms, applications, and inspections** – Review and revise as necessary, updating where needed. Some of the forms may have outdated requirements or are repetitive. Review inspection requirements for minor permits. Has become cumbersome for the applicant.
 - a. Update legacy forms.
 - b. Review inspection workflow and need.
3. **Commercial Zoning and Land Use requirements.** Review the process, making sure the city departments and divisions are creating a seamless flow for the applicant.
 - a. Create “Starting a business on Marco Island” FAQ on City Website with check list.
 - b. Revise the City web site to have requirements in one place.
4. **Staffing and employee retention** – Stakeholders have expressed a concern that staffing, and employee retention are not what they should be considering the volume of requirements in processing approvals. With staff turnover comes inconsistent reviews and changes in code interpretation which cause delays.
 - a. Evaluate staffing needs. Develop data to explain staffing shortfalls.
 - b. Establish employee retention policies/procedures.
 - c. Continuous evaluation of salaries to ensure competitiveness.
5. **Code revisions** – Revisions to some of the code language as needed. The older business centers cannot conform to some of the code language that is in existence and has caused frustration to the business/property owner/tenants.
 - a. Conduct Monthly meetings with Directors and Managers in regard to permits/operations.

Builders Roundtable notes

Alex Parker

- The environment is less personal. All computers. Portal not friendly.
- Loss of 24 hours in work time because no one to answer questions.
- 11 inspections required for a shower pan. Why?

Jason Bailey

- Inspection issues
- Need consistency with staff and interpretations.

Bob Mulhere

- Changing policies with developers – want a group of users to review policies.
- Communication with developers

Paul Tateo

- Work with communication with new tenants
- Web site to have one place for information for opening a business.

Marv Needles

- Can only lease 65 % of his center because of unreasonable parking requirements.
- Staff are resistant to helping.

Jim Markie

- He has vacant spaces because he can't meet the parking requirements. Need to be less restrictive so he can lease his space.

Tatiana Gust

- Need more personal touch. Sometimes it takes 2-3 days to get a return phone call.
- FEMA requirements of 5 year cumulative should be 1 year cumulative.

Joe Olivero

- Make sure owners sign off on Commercial Zoning Certificate applications.

Steve Sokol

- Need fillable forms.
- Too much stuff required on forms.
- Some of the forms are old and need updated.
- Reduce information on forms.
- Too much repetitive information.

Matt Barhoum

- Home builder and thinks Marco has the best permitting department.
- Should have a liaison for Commercial Zoning Certificates.

Rich Lutz

- Not enough staff, need more staff for workload.

Jenny Tenney

- Loves using the City's permitting system and portal to find closing documents.
- The staff has always been helpful.

Eric Conti

- Need code changes.

Luigi Carvelli

- Need more communication and guidance with staff.