



Fort Myers Beach Management & Planning Session

**Town Hall Council Chambers
2731 Oak Street
Fort Myers Beach, FL 33931
Wednesday, January 8, 2025**

Minutes

12:00 PM

ORDER OF BUSINESS

FINAL

I. CALL TO ORDER

Members present: Mayor Allers, Vice Mayor Atterholt, Council Member King (virtually), Council Member Safford and Council Member Woodson.
Vice Mayor Atterholt moved to allow Council Member King to participate remotely, seconded by Mayor Allers.
The motion carried unanimously.

II. PLEDGE OF ALLEGIANCE

III. ITEMS FOR DISCUSSION

A. Metro Forecasting Models

Metro Forecasting Models (MFM) is a consulting firm based in Bonita Springs that works exclusively with local governments to model land uses for long-range planning. MFM will present their abilities, prior projects and how their information could be useful in directing the redevelopment of Fort Myers Beach.

David Farmer, CEO of Metro Forecasting Models (MFM), began his presentation with Introductions, What if?, MFM Can Determine, Recent Clients, Recent and Ongoing Projects, What We Do, MFM and Fort Myers Beach, Applications for Fort Myers Beach, Key Questions, Fort Myers Beach Baseline 2023 Data and Vacant Land.

Mr. Farmer discussed using data to estimate how the daily visitors would change after a hotel, bar, or restaurant opens up. He preferred using concrete things like how many seasonal visitors, residents and transient residents they had and then look at who came over the bridge and did not live or stay there. They can use analysis to help determine the daytime population and what it would be. He described looking at beach capacity or existing parking spaces. He indicated they could track the condos coming back, including the seasonal aspect. He noted that, generally, they could

analyze data to determine whether a proposal would work because they work at the parcel level. They could inform the town about the impacts on facilities to help the council make decisions. Town Attorney Stuparich noted that the council could use the testimony of experts to approve or deny a proposal.

She added that it was quantitative rather than qualitative data; for example, if there was a traffic impact, Mr. Farmer could tell them what the impact would be.

Mr. Farmer reviewed his professional experience and stated that he understood how and why development occurs and the impediments. He discussed having a more permanent population and noted that it could be used as a mechanism to approve or deny a project. He stated that he does not tell them what they want; he tells them what policies can achieve what they want. He compared condo owners to apartment renters and asked whether they knew of apartment renters who had never used them.

Mr. Farmer stated that he could get started with the scope of work and start immediately. He added that it was not a yearlong thing. Council members agreed to move forward with Mr. Farmer.

Finance Director Joe Onzick utilized PowerPoint to discuss the Calculation of Town Cost of Operating Jet-Vac Based on FEMA Reimbursement Rate, Calculation of Fuel & Maintenance Cost: FEMA Reimbursement Less Depreciation and Town Cost of Operation of Jet-Vac vs. Earthview Cost.

IV. AGENDA MANAGEMENT

A. January 2025

Add an update from the FDOT (Florida Department of Transportation) and FPL (Florida Power & Light).

V. ADJOURNMENT

Council Member King moved to adjourn, seconded by Mayor Allers. The motion carried unanimously.

The meeting was adjourned at 3:27 p.m.

Minutes adopted as presented, January 21, 2025. Motion by Council Member King and seconded by Council Member Woodson. Passed 5-0.



Amy Baker, Town Clerk