

**MINUTES OF THE EMERALD COAST UTILITIES AUTHORITY  
CITIZENS' ADVISORY COMMITTEE MEETING  
TUESDAY, MAY 11, 2021, 2:00 P.M.  
ECUA BOARD ROOM  
9255 STURDEVANT STREET, ELLYSON INDUSTRIAL PARK  
PENSACOLA, FLORIDA**

Members present: Vicki Campbell, Chairman  
Larry D. Williams, Sr., Vice Chairman (departed at approximately 5:11 p.m.)  
Lois Benson  
Dale Perkins (arrived at 2:21 p.m.)  
Imelda Cromartie  
Dean Kirschner  
David Gaines  
Louis Brown, III (arrived at approximately 2:09p.m., departed at 5:11p.m.)  
Chuck Kimball (departed at approximately 3:38 p.m.)  
Kevin Stephens  
Pueschel Schneier

Members absent:

Staff present: J. Bruce Woody, Executive Director

**ITEM A – CALL TO ORDER**

Chairman Campbell called the regular meeting of the Emerald Coast Utilities Authority Citizens' Advisory Committee to order at approximately 2:00 p.m.

**ITEM B – INVOCATION AND PLEDGE OF ALLEGIANCE**

Mr. Kimball provided the invocation and led the Pledge of Allegiance.

**ITEM C - ADOPTION OF AGENDA**

A motion was made by Mr. Kimball, seconded by Ms. Benson, to approve the agenda.

***Motion carried 8-0***

**ITEM D – OPEN FORUM**

None.

**ITEM E – FISCAL YEAR 2022 OPERATING BUDGET**

Department Budget Discussions:

Each Department Head touched on the following topics:

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- Overview of the department's primary responsibilities
- Size and scope (i.e. Budget total and # of employees)
- Specific skills, certifications or licenses (i.e. state operator licenses, CPA, PE, HRP, electricians, etc.)
- Differences between their FY21 budget and the proposed FY22 budget
- Key goals, objectives and accomplishments.
- Metrics and how they tie to goals and objectives.

### **Administration**

Mr. Bruce Woody, Executive Director, presented to the Citizens' Advisory Committee the goals/targeted goals, objectives accomplishments, budget and work plan of the Administration Department.

### **Comments:**

Mr. Williams asked if we have set measurable goals for the lobbyist to determine if we are getting a fair rate of return on our investment, and what the goals are for the upcoming year. Ms. Campbell stated that we received money for the Brownsville sewer project last year. Mr. Woody added that we employ the lobbyist for two reasons: First, to obtain their assistance in Tallahassee and ensure that our legislative appropriations are followed through on and hopefully, funded. Secondly, their assistance may be in the form of monitoring proposed legislation that could impact ECUA, keeping abreast of matters being discussed in Tallahassee, and managing our best interests with regard to potential bills.

### **Finance**

Mr. Justin Smith, Finance Director, presented to the Citizens' Advisory Committee the goals/targeted goals, objectives accomplishments, budget and work plan of the Finance Department.

### **Comments:**

Mr. Smith explained that with the new computer system being installed, we are striving to be paperless, and we are encouraging customers to sign up to receive electronic bills.

### **Information Technology**

Mr. John Daane, Director of Information Technology, presented to the Citizens' Advisory Committee the goals/targeted goals, objectives accomplishments, budget and work plan of the Information Technology Department.

### **Comments:**

Mr. Daane also presented information on the new audio/visual system currently being installed in the Board room and how it will interface with the new Tyler Munis system.

### **Human Resources**

Ms. Kimberly Scruggs, Director of Human Resources and Administrative Services, presented to the Citizens' Advisory Committee the goals/targeted goals, objectives accomplishments, budget and work plan of the Human Resources Department.

### **Comments:**

There was discussion on ways to recruit applicants for the many positions we have vacant, and try to get more diversification within the applicant pool.

### **Engineering**

This item was held until the May 18, 2021 meeting.

### **Shared Services**

Mr. Randy Rudd, Deputy Executive Director of Shared Services, presented to the Citizens' Advisory Committee the goals/targeted goals, objectives accomplishments, budget and work plan of the Shared Services Department.

#### **Comments:**

Mr. Rudd introduced our new Digital and Social Media Coordinator, Ms. Jessica Barrale-Cao. Ms. Benson asked when our customer attitude survey project would begin. Ms. Bowers, our Public Information Officer, explained that it will start within a few months. Ms. Benson stated we should come up with a new advertising plan once we compile the information from the surveys.

### **Customer Service**

Mr. Gabe Brown, Director of Customer Service, presented to the Citizens' Advisory Committee the goals/targeted goals, objectives accomplishments, budget and work plan of the Customer Service Department.

#### **Comments:**

Mr. Perkins discussed different ways we could possibly reduce the number of delinquency notices mailed each month. Mr. Stephens asked how we reward our Customer Service Specialists for a job well done. Mr. Brown explained that we celebrate Customer Service week every October, where we recognize the top performers for the year, and also have luncheons for them throughout the year. There is also a quarterly incentive plan for the Customer Service Specialists that will allow them to receive an extra fifty cents to one dollar per hour for that quarter.

## **ITEM F – UNFINISHED BUSINESS**

## **ITEM G – NEW BUSINESS**

## **ITEM H – OPEN FORUM**

## **ITEM I – ADJOURNMENT**

There being no further business to come before the Committee, Chairman Campbell adjourned the meeting at approximately 5:59 p.m.

Respectfully submitted,

J. Bruce Woody, P.E.  
Executive Director

APPROVED BY THE ECUA CITIZENS' ADVISORY  
COMMITTEE IN REGULAR SESSION ON

- ( ) Without corrections/amendments
- ( ) With corrections/amendments being: