



St. Augustine Beach, Florida

(Population 6,258)

St. Augustine Beach is an undiscovered treasure located on Anastasia Island on Florida's east coast, just south and east of historic St. Augustine. It is bordered on the west by the Intracoastal Waterway and on the east by the Atlantic Ocean. You can watch the sun rise over the Atlantic Ocean horizon and set the salt marsh along the Intracoastal Waterway.

The weather is sunny and breezy. If you've dreamed of driving a convertible along a palm-tree lined boulevard, having shrimp on the deck of an ocean-front restaurant, walking along miles of beaches and diving into the waves, then St. Augustine Beach is the destination for you. Beach rules are simple: alcohol is prohibited, pets must be on a leash, glass containers are prohibited, and launching personal watercraft from the beach is not allowed. What is allowed are sunbathing, swimming, surfing, diving, fishing (a

County-owned pier and then of course there is the ocean), kite flying, picnicking, beach volleyball, making friends and wading. You can even drive your car on the beach assuming you buy a beach pass which is available for \$6 per day, or \$40 for the season.

If the City is not enough for you, downtown St. Augustine with its charm, sites and restaurants is five miles away. Jacksonville is an hour's drive north, Daytona Beach with its speedway is about an hour south and Orlando with its theme parks is about 2 hours southwest. Jacksonville International Airport is just a little beyond Jacksonville proper and Orlando International is two hours south. If you like to cruise, the Port of Jacksonville is a little over an hour north and Port Canaveral is about two and half hours south.

St. Augustine Beach's neighborhoods are safe, attractive and welcoming. Housing ranges from pricey ocean-side mansions to condos and small beach cottages. The predominant land use is low and medium density residential. Crime is not an issue and the local public schools are first rate. But what makes the City truly a great place to live is its residents. Neighbors are friendly, know their neighbors and help each other.

History

The area's early recorded history dates back to Spanish Admiral Pedro Menendez de Aviles, who founded nearby St. Augustine, but moved his initial settlement to Anastasia Island after a revolt by the Timucuan Indians in 1566. This settlement was short-lived, and eventually moved back to the mainland at the site of present-day downtown St. Augustine.

The Spanish built a wooden watch-tower on Anastasia Island, which was sighted by Sir Francis Drake in 1586, whereupon he came ashore and attacked the city. The watch tower was described as a "beacon," and probably represents the first lighthouse built in the United States. Commercial orange plantations were operated by Spanish and British planters on Anastasia Island in the 18th century.

The Bridge of Lions was constructed in the mid 1920s and development began in earnest on the island. The City of St. Augustine Beach was incorporated in 1959 to provide basic services to the residents, to receive sales tax revenue from cigarettes, alcohol and other non-property tax sources to pay for those services, and to promote the City as a tourist destination. The City did not levy a property tax until 1985.

Presently, the City is 90% developed with only one 4.5 acre ocean-front parcel still vacant, and three blocks from the ocean a 23-acre parcel that is zoned for low density residential development. Redevelopment of older housing is steadily occurring.



Table I: Climate Data for St. Augustine Beach

Month	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Year
Average High °F	66	69	73	78	84	88	89	89	86	81	74	68	79
Average Low °F	46	49	53	58	65	71	72	73	71	65	56	49	61
Precipitation in Inches	2.7	3.1	3.9	2.6	3.1	5.6	5.7	6.5	7.5	4.6	2.3	2.4	49.49

Source: NOAA

Geography

The City covers 2.5 square miles and is approximately seven feet above sea level. Much of the Island's land sits atop a mass of coarse shell material, called coquina. This is the only local source of stone, and was used by the Spanish and later the British to construct many of the buildings in St. Augustine.

Climate

St. Augustine Beach has a humid subtropical climate. Its low latitude and coastal location means the city has essentially two seasons: the hot and wet season (late May through October) and the warm and dry season (November through April). See table 1.

Tropical cyclones occasionally impact St. Augustine Beach, but a direct hit by a major hurricane is rare – the last such occurrence was Hurricane Doria in 1964.

Demographics

Per the Census, the median age of St. Augustine Beach residents is 47.9. Approximately 16% of the population is under 18 years of age and 20% is over 65. The median household income is \$48,400 with 12% of the population below the poverty level. 96% of the population is white with the remaining 4% being primarily Asian and black. Hispanics of all races make up 7% of the City's population. The population overall is well educated. 96% of those over 25 have a

high school degree and almost 40% have a bachelor's degree or higher.

Commerce

With its location and beach, the City's economy is based on tourism. Most of the City's businesses are tourist-related: hotels, motels, short-term rentals, restaurants and gift shops. Other businesses include realtors, convenience stores, beauty salons and banks. There is a shopping center at the City's southern end with an anchor tenant, a supermarket, plus a Starbucks, restaurants and other subsidiary businesses.

The Government

St. Augustine Beach follows the commission-manager form of government. The City Commission has five members who serve staggered four year terms. The five members are elected equally as Commissioners and then select a member to serve as Mayor and Vice-Mayor. The next election is November 2012 when one Commissioner is running for re-election who has an opponent. The City Commission meets monthly on the first Monday of the month excluding holidays.

The Commission appoints the City Manager (who carries out the will of the Commission and oversees the City's day-to-day business), the Police Chief (who oversees law enforcement within the City's boundaries) and a City Attorney. A four fifths vote is required to both hire and fire both the Police Chief and the City Manager.

The City's FY 2012-2013 total is \$6,269,336 and its General Fund budget is \$4,202,608. The total assessed property value has declined from a high of \$1.2 billion in FY 2010 to approximately \$900 million in 2012. The City has 43 employees and provides the following services: law enforcement, public works, code enforcement, planning and zoning, permitting of various kinds, and support functions, such as finance and accounting.

St. Johns County provides other major services such as potable water, sewage treatment, library, parks and recreation, and animal control. In addition, the County owns and maintains the City's "main street" (A1A Beach Boulevard), and several roads that provide vehicular access to the beach. By interlocal agreement, the County also manages the beach on the City's behalf.

The Police Department

Police Department has a budget of \$1,569,637 and is composed of a Chief, an Assistant Chief, four Sergeants, one detective, eleven officers, an administrative assistant and a research specialist. The Department works very closely with the County Sheriff's Office, which provides dispatch, crime scene investigation, SWAT, canine, detective and other specialized services. The City has very few index crimes and its officers presently address quality of life concerns such as loud parties, speeding, stop sign running, barking dogs and the like. The more serious routine calls are domestic disputes, traffic accidents and bar fights. The residents want and expect a highly personalized level of policing. For example, when residents leave town, they can request the police to walk their property twice a day until they return.

The City Commission recently decided to change the structure of the Police Department because of the turmoil caused by low morale and disputes involving the chain of command. The main feature of the restructuring will be a Department with a blend of City police officers and deputies from the Sheriff's

Office. This change will enable the City to reduce the number of personnel in the Department from 18 to eight: a Chief, a sergeant, five patrol officers and an administrative assistant. This restructuring could save the City approximately \$700,000, but without any reduction in the level of service the City's residents have come to expect. Though the restructuring has been somewhat controversial, a majority of the City Commission supports it. Support has also been expressed by a number of residents.

The Challenges

As noted above, major crimes are rare in St. Augustine Beach and although the City is the first responder, the Sheriff's Office generally takes charge of the matter after that. Instead, the Department's primary challenge is meeting the residents' expectations for a high level of personalized policing services. The second challenge is to restore the Department's integrity and the public's confidence in it. For the past six months, the Department has been surrounded by controversy. In April of this year, a number of officers submitted a 58-page document alleging certain criminal and non-criminal actions committed by the Police Chief and the Assistant Police Chief. The Police Chief retired as the investigation was being conducted by the Florida Department of Law Enforcement. That investigation ultimately concluded there was no criminal wrong doing on the part of the Police Chief or the Assistant Chief. The third challenge facing the Department is restructuring it. An independent selection advisory group comprised of law enforcement personnel will recommend a slate of officers to the new Police Chief. The Department is fully funded for the coming fiscal year so moving quickly will lead to budget savings but is not financially imperative.

The Ideal Candidate

The successful candidate will be strong leader and outstanding manager. The individual will be pro-active and achievement oriented. The individual will have a proven track record of accomplishment and will see



high quality customer service as an imperative. He/She will have exceptional communication skills and high ethical standards. Relationship building and transparency will be crucial. The successful candidate must possess the ability to build strong and lasting relationships with County, Department staff and the community. As such, the individual will be very comfortable and will spend a great deal of time in the community working with residents and businesses. He/She will be a decision-maker and understand that the person filling this position will be a working chief, not someone who sits behind a desk and issues orders. There is simply too much to do in St. Augustine Beach in terms of rebuilding the Department's image and responding to resident needs.

Qualifications

To be considered, a candidate must: (a) meet minimum qualifications for employment as stipulated in F.S. 943.13, (b) have a Bachelor's degree in criminology, law enforcement or related field from an accredited college or university, (c) hold a current certification as a law enforcement officer as defined within the Florida statutes, (d) have 10 years experience of progressively responsible law enforcement and managerial experience in a variety of police functions reaching at least the rank of lieutenant, (e) have successfully completed the Florida Criminal Justice Standards training course, (f) hold a valid Florida driver's license, and (g) have a knowledge of funding and grant writing. The individual must also be able to meet job demands under emergency and/or strenuous, stressful conditions.

Preferred qualifications include advanced educational training from the FBI Academy or similar law enforcement management course and a Master's degree from an accredited college or university.

Compensation

Compensation is negotiable and depends on qualifications, but the starting salary is expected to be between \$70,000 and \$90,000. Associated benefits are excellent. The City does participate in the Florida Retirement System.

How to Apply

Qualified candidates should e-mail their resumes (faxed or mailed resumes will not be accepted) Recruit26@cb-asso.com no later than September 14, 2012. All questions should be addressed to Colin Baenziger at 561-707-3537.

Recruitment Schedule

Applications will be screened between September 15th and October 17th. Interviews are anticipated to be conducted on November 7th and 8th with a selection being made shortly thereafter.

Other Important Notes

Under Florida law, all applications become a public record upon receipt by Colin Baenziger & Associates. The City is an Equal Opportunity Employer and a drug-free/smoke-free workplace. Veteran's preference will be awarded if applicable under Florida law.

COLIN BAENZIGER  ASSOCIATES
EXECUTIVE RECRUITING