

PROTECT OUR BEACHES, INC.

Many citizens, one voice dedicated to protecting Palm Beach County's beachfront

What is Protect Our Beaches, Inc.?

Protect Our Beaches is a not-for-profit Florida corporation whose mission is to advocate for a permanent solution to restoring and preserving the beaches in Palm Beach County.

Why should I join this coalition?

If the long term viability of Palm Beach County's beachfront affects you personally or financially then you should join. The coalition invites membership from any individual, association, business, or governmental entity that agrees with the goal of a comprehensive long-term solution to preserve and protect our coastline from erosion.

What are the goals for the coalition?

Our goal is to build a diverse, broad-based coalition whose members represent all the stakeholders in Palm Beach County who are affected by the quality of our beach front. We strive to include members that represent all sides of those concerned with this issue including: property owners, restaurants, condominium and homeowners associations, civic groups, environmental groups, municipal officials, tourism industry, resorts, chambers of commerce and others.

What are the benefits of membership?

The benefits of membership include:

- I. Professional lobbying representation
- II. Issue monitoring
- III. Professional staff and management
- IV. Engineering and technical analysis
- V. Improved communications
- VI. E-newsletters, issue briefings, website
- VII. Coordinated advocacy
- VIII. Strength in numbers to enhance effectiveness
- IX. Political leverage
- X. Unity of voice and message to achieve success

How much does it cost to join?

Annual membership is just \$80 per homeowner. The coalition will also seek to grow members at this level as well as corporate and association levels

Make coalition payments and mail to:

Protect Our Beaches, Inc.
C/O Joyce O'Neil,
Eastpointe 1 Building Manager
5380 N. Ocean Drive
Singer Island, FL 33404

How will I be kept informed?

The coalition will provide regular updates via website and e-newsletter as well as hold issue briefings to keep members informed.

Protect Our Beaches
June 27, 2012
COALITION CONFERENCE CALL

Mr. Sonny Nardulli, Board President of Eastpointe I, welcomed everyone to the conference call.

Buildings represented: Beachfront, Capri, Condado, Connemara, Corniche, Dunes Towers, Eastpointe I, Eastpointe II, Martinique, Oasis, Ocean's Edge, One Singer Island, Phoenix Towers, The Resort, Sea Dunes, Seagrape, Tiara, Via del Fino and WaterGlades.

Mr. Nardulli introduced the speakers at today's meeting:

- * Bob Gonstead, President of the Singer Island Civic Association (SICA) and resident of Martinique.
- * Tom DeRita, from Resource Group, who will be our Lobbyist.
- * Richard Johnston from Public Concepts, a public relations firm.

The goal of tonight's call is to recognize that for the past 20 years we have been going to meetings, writing letters, interviewing with the newspapers and making phone calls trying to get the County to help us find a solution to our beach erosion problem and it just hasn't worked. Even though we filled the Commission Chambers at a time of year when there were few Island residents in residence, their vote was still "no."

We need a Coalition to be sure that the future of our beach, dune and property value is on the action list of someone who is looking out for our interests. Our voice needs to be heard by the people who are in charge of the beaches in south Florida.

Mr. DeRita stated that Resource Group and Public Concepts have more than 100 years of experience in governmental services. They have worked with the DEP, EPA, marine industry, Fish & Wildlife and the executive and legislative branches of the State and Federal government. They understand that this issue is a Florida issue, not just a Singer Island issue, and a Coalition is a critical way for Singer Island and other coastline communities to be heard. The more information we can bring forward, the more education we can bring and the better we will be able to get a permanent solution to this problem.

Mr. Johnston stated that it is very difficult to get a unity of voice and message that rises to a level that makes a difference to the policy and decision makers. The beach challenges that have been happening over the past decades definitely fall in this category. The significance of the Coalition moving forward will be to bring a unity of message and goal, which will make a difference in moving the County Commission itself into a more positive position as far as investing in more dramatic solutions in beach restorations.

One of the drawbacks which has been seen time and time again is, whenever the voice of those advocating for a certain outcome is limited to a political geography that is not representative of the majority, you face that voice only mattering to the political representative of that area. When only one County Commissioner is paying attention because only she feels a direct connection to constituents that are speaking up, that becomes a problem. One of the biggest benefits in broadening the voice and attracting a more diverse group is to expand the participants so that all the constituencies that

matter for a majority of the County Commissioners are heard, and that this can never be singled out as a "Singer Island only" issue. Although it seems like the same work we've been doing for years, the Coalition will bring a unity of voice and message to a diverse group of stakeholders that represent the entire coastline of not just the property owners, but anyone who has a vested interest in the long term viability of a solid beachfront, and the impact that it has to property values, the region as a whole and to both economic development and commerce, so that we become broader than just the self-interest of the property owners affected in one portion of the County, but instead becomes a more unified approach that addresses the entire beachfront from multiple argument standpoints that effect a much broader purpose, as well as attracting the attention of anybody who cares about Palm Beach County. These pieces of the puzzle become significant in the actions going forward and that will be what leads us to get more proactive and positive results out of the County Commission. As a mission, this will drive what is being proposed.

Once we get past the fact that this means adding multiple voices with diverse backgrounds to that message, a big piece of the puzzle is getting to a point where information is shared, and as things develop in the political process, that someone is on top of things and monitoring the day-to-day developments that have been a moving target and caused such frustration in the past. In that regard, the Coalition will be able to provide all the participants with the information, the updates, e-newsletters and web briefings that allows for staying involved in the topic and be in a better position to advocate on behalf of the solution that's being suggested to our elected representatives. The benefit of having full time representation and professional lobbying support is, when it comes time to sew together those messages and the pressure that matters to help policy makers make the right decision, it helps to be able to have people that are focused on that action day-in and day-out and have the relationships to help make that happen. Mr. DeRita is in the halls of the local, State and Federal offices on a regular basis, which presents tremendous benefit.

The technical advisory element will become invaluable as we move forward and we have the potential of bringing professional expertise, and engineering and analytical review of proposals that allow us to refute, from a scientific and Federal standpoint, any argument that may be brought forth by others. And if these activities are done in a concerted effort where multiple voices are brought together and everyone is singing from the same song sheet with a consistent, scientifically validated, fact-based background, then when it comes time to fill the Council Chamber, you fill it with not just one section of the County, but with major stakeholders who make a difference in the political livelihoods and futures of the policy makers in a way that they cannot ignore and, without question, increases the likelihood of a positive outcome when making costly decisions.

In a nutshell, these are the benefits of a Coalition and what the joining of voices bring forward. The outcome is that it allows for a much more attentive and full time, special presence to get things done, but most importantly to bring the rest of the region in place.

What we are talking about is the entire Palm Beach County coastline. You may be aware, there is a movement coming from the DEP for a more comprehensive and regional approach to any solution that involves beach restoration. It is very important that we put ourselves front and center in that movement. Interestingly, their first step to focus on central Palm Beach County. It is imperative now to leverage this opportunity with a unified voice that includes the whole coastline and doesn't let them regionally pick pieces that happen to be to the exclusion of neighbors to the north and south.

It is very important to note, when you're talking about regionalization, whenever you get involved with the federal or state government and/or County administrators, if you don't take a regional approach, you get pushed aside. It is very important because we have one County Commissioner who represents and understands the area and is fighting for our benefit, but there are six other Commissioners that don't pay attention the way they should about the area because we're not

reaching out to them on an individual basis and we're not making this a priority to them. We bring the Coalition together, we will be bringing more of the Commissioners who understand the problem not only on a regional basis, but also from their constituency basis and will understand this is a whole process. And then we have their attention. Then when we start working with the State and Federal side of it, is it more difficult for them to say no.

The Coalition naturally has a cost. The cost of joining this Coalition is roughly the cost of a dinner out.

We have figured \$150,000 per year for the professionals we need, i.e. the lobbyist, the PR firm and an attorney. Including 2700 and The Resort, we have approximately 2,807 residents on the Island. We conservatively figured 1,875 would join the Coalition at a cost of \$80 per homeowner per year. We plan to split this cost into two payments and would need the first payment of \$40 per homeowner by August 21st. It would be up to the Board of each building joining the Coalition to get the money from their homeowners. Remember, we plan to expand this Coalition to members as far north as Jupiter and as far south as Boca Raton, and it will not only include condo associations, but the Hotel/ Motel Industry Association, the Tourist Development Board, coastal municipalities, Chambers of Commerce, League of Cities, resorts, Civic Associations, Restaurant Association and Realtors - anyone whose financial future could be affected by the loss of our beaches will be asked to join. The cost per homeowner will be reduced as more and more join the Coalition. In addition, we will hire a CPA to keep the books and have a yearly audit for as long as the Coalition is in force.

Whether you have a beach today or not, we can not rest assured that the beach will always be there. Even if we put up sea walls, and the County puts sand right up to those sea walls, it will not grow our beach. If any building on the Island loses their beach, it will negatively affect the property values on the Island. Even if your beach is there, buyers will wonder how long it will take for your beach to go away also.

We are all in this together. As Board Members, it is our fiduciary responsibility to stay on top of and push our elected officials to find a more permanent solution to our beach erosion.

Mr. Gonstead, SICA, stated that the meeting held in March at the Corniche brought forth that elected officials confirmed that we needed a larger voice in this issue. At the end of that meeting, many attending stated that they would be happy to participate in whatever it takes. Further, we subsequently met with and asked Karen Marcus to join the Board of the Coalition after her term as County Commissioner is up in November. Her answer was yes.

Mr. Michael Sloser, President of the Community Officers Association of Singer Island (COASI), understands the problem and we all know that this is not a part time job. It will require countless hours to manage. This Coalition is a great idea and it does have COASI's support. He urged everyone to take prompt action so that we may proceed.

Mr. Nardulli stated that he attended a meeting last year with Governor Scott, Karen Marcus and Dawn Pardo. Governor Scott asked why we aren't in Tallahassee!

We need each building on the Island to respond by July 31st whether or not they will join the Coalition. Then the first payment of \$40 per homeowner would be due August 21st.

We know there will be questions. If you could email any and all questions that you have to Sonny Nardulli, snardulli@blackdot.com, they will be returned to you and then consolidated into one email and sent out to all the Board Presidents to be distributed to their Board Members.