

Valuable is the work you do

Outstanding in how you always come through

Loyal, sincere, and full of good cheer

Untiring in your efforts throughout the year

Notable are the contributions you make

Trustworthy in every project you take

Eager to reach your every goal

Effective in the way you fulfill your role

Ready with a smile like a shining star.....

Special and wonderful -- that's what you are!!

THANK YOU FOR ALL YOU DO!!!!!!

179th Monthly Meeting

January 11th, 2019

- **Agenda**
 - **Guest Introductions and Recognition of First Time Visitors**
 - **Estero and San Carlos Park Fire District Reports**
 - **Village of Estero Update**
 - **Announcements**
 - **Election of Officers for the 2019 ECCL Board and By-law Changes**
 - **Community Input Session**
- **Committee Reports**



ESTERO FIRE RESCUE



**Fire Chief
Scott Vanderbrook**



**Fire Chief
David Cambareri**

**Public Information Officer
Alexis Rothring**





Village Report

COUNCIL MEMBER
Bill Ribble



ESTERO COUNCIL OF
COMMUNITY LEADERS



2019 Board of Directors Election - LINDA TECCO-ROACH

Election Process

- Nomination of Officers
- Nominations from the Floor
- Election of Officers

Nominations for the 2019 ECCL Board

Office	Nominee
Chairman	Don Eslick
Communications Director	Tom MacDonald
Community Development Director	Jim Tatooles
Education Outreach Director	Jim Gilmartin
Environmental Director	OPEN
Finance Director	Bob Lienesch
Health Director	Lowell Gerson
Membership Director	Barry Freedman
Transportation Director	Bob King

Lee Health Coconut Point



Alex Greenwood



ESTERO COUNCIL OF
COMMUNITY LEADERS

Strategic Planning Task Force

Mark Novitski
Larry Jones

**Next meeting: Friday, Jan 18, 2019, 10am, Class Room,
Lee Health Coconut Point**

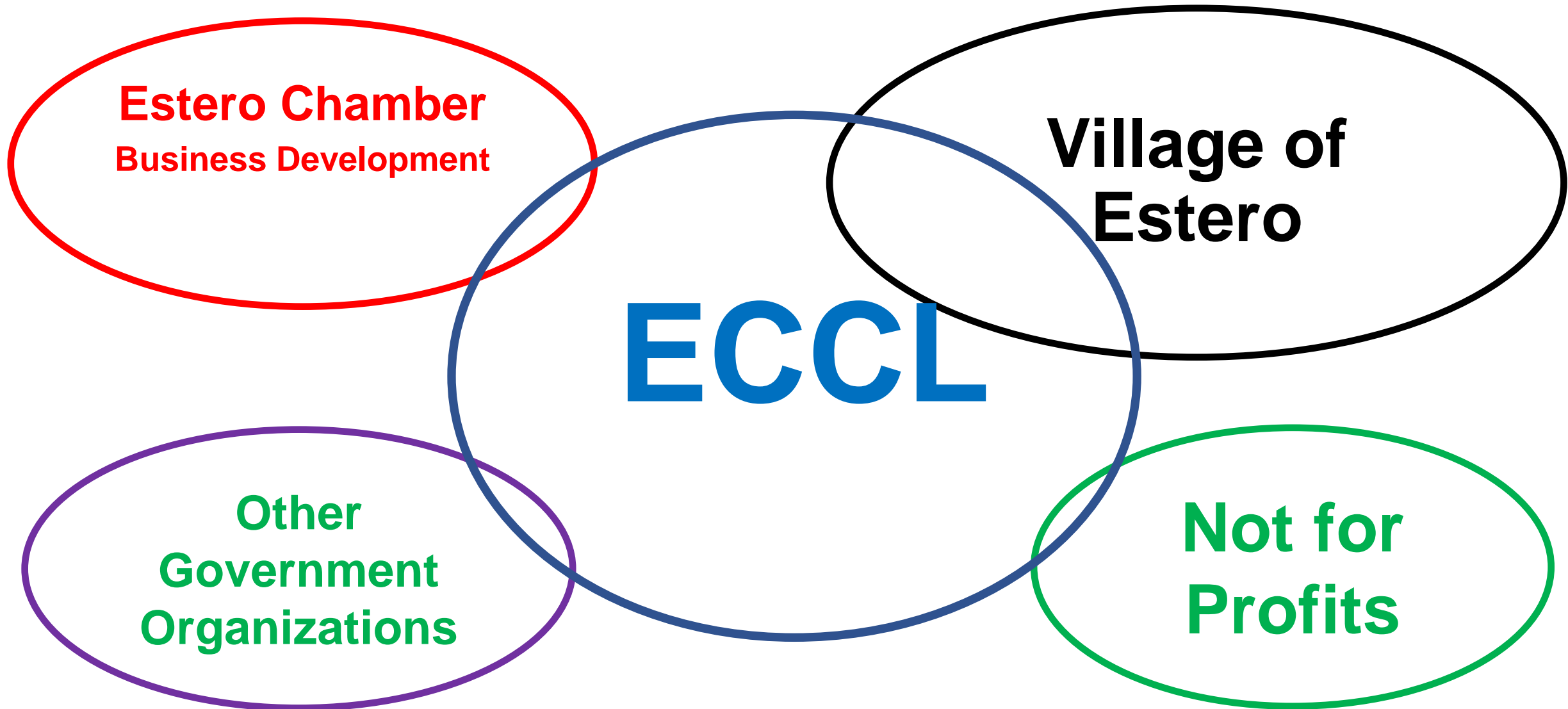
Work to Start Strategic Planning

- Define
 - Members
 - Membership
- ECCL BOD Strategic Planning session
 - Full day session
 - Find large enough room to accommodate
 - Find/Hire an independent facilitator
 - Schedule date/time/location
 - Announce thru social media

What We're Working On (Short Term)

- **Task Force Members**
 - Understanding the history of the ECCL
 - Updating ECCL Mission, Vision, Goals
 - Engaging with partners
 - Understanding perceived roles and responsibilities
 - Acknowledging overlap and determine who is responsible

Coordination, Cooperation, and Interaction



What We're Working On (Mid Term)

- Task Force Members
 - Understanding Committees
 - Review committees and what they do
 - Collaborate with committees
 - Look to assign everything we currently undertake to a committee

Long Term Efforts

- Prioritize Opportunities
- Link ECCL Mission, Vision, Goals, and Metrics to Committee Mission, Vision, Goals, and Metrics
- Create an annual report to the community on our accomplishments
- Create a process to measure/quantify what we've accomplished – metrics
- Define and document processes and procedures

ECCL

ESTERO COUNCIL OF
COMMUNITY LEADERS

Education Outreach

Jim Shields

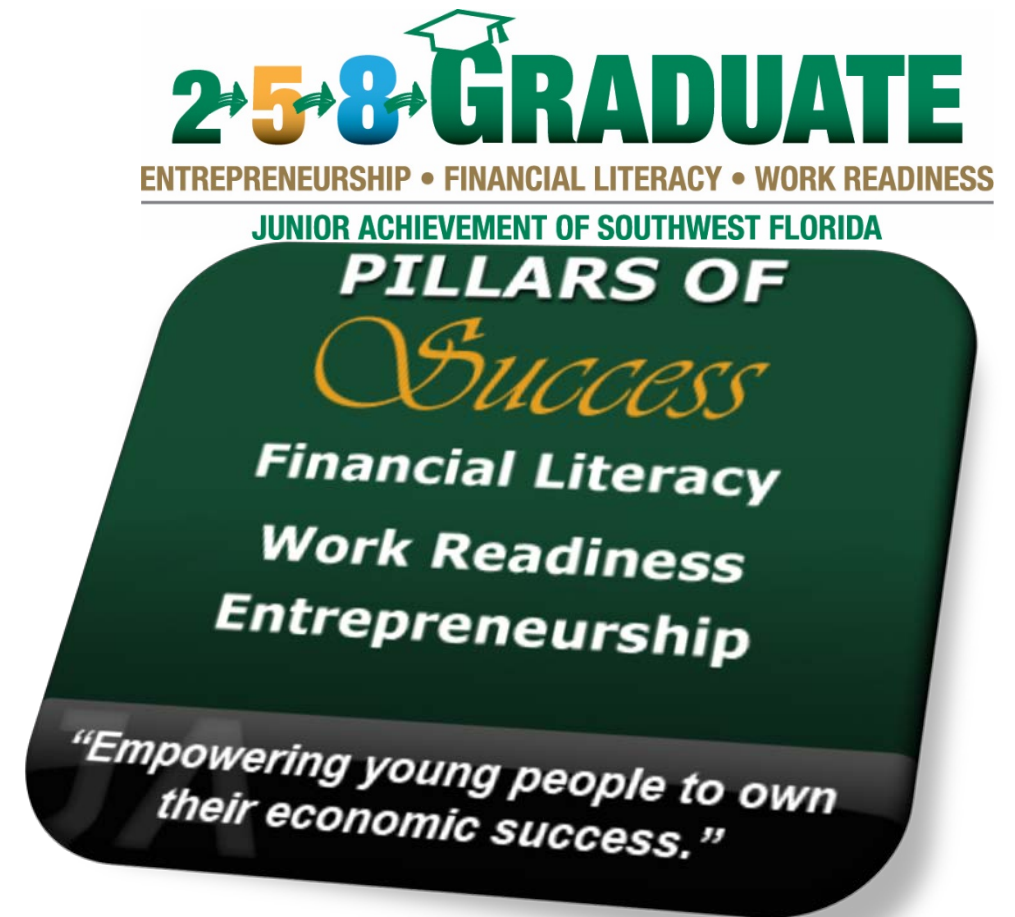


- **“The Mission of the *ECCL’s Education Outreach Council* is to advocate for and support selected Estero-area and South Lee County-based educational organizations, by recruiting talented and experienced residents, professionals and business people as Education Ambassadors”**



For 2019, EOC continues to focus on three primary initiatives:

- ✓ **Junior Achievement**
- ✓ **Lee County Schools Support**
- ✓ **FGCU Entrepreneurship Support**
- ✓ **Focus is on tapping into the human need to “Give Back”**



2→5→8→GRADUATE

ENTREPRENEURSHIP • FINANCIAL LITERACY • WORK READINESS

JUNIOR ACHIEVEMENT OF SOUTHWEST FLORIDA

- Recruited JA Ambassador team leaders and Ambassadors
- Partnered with Estero schools grades K-12
- Supporting and recognized Ambassadors
- Conduct Ongoing recruitment and training
- Financial support – *Breaking Par at Grandezza*



Breaking Par at Grandezza

- ECCL will host the seventh annual *"Breaking Par at Grandezza" Gala & Golf Tournament* March 21-22
Registration and Sponsorships now available

Contact:

Jim Shields,

jimshields@fl-office.com

Kenny James,

kjames@jamesagroup.com

Jim Gilmartin, jimgilm@gmail.com



7TH ANNUAL
Breaking Par
at Grandezza

March 21st & 22nd, 2019

Thursday, 5:30p.m. Gala Dinner
Dress to impress at our coveted gala featuring delicious cuisine and incredible live and silent auctions.

Friday, 8:30a.m. Shotgun Scramble
Hit the green at our signature Golf Tournament featuring students from the PGA Golf Management Program at FGCU.

Estero Council of Community Leaders (ECCL)
invites you to attend "Breaking Par at Grandezza".

All proceeds will fund educational initiatives for JA and FGCU including JA's flagship program, CEO Academy.

Junior Achievement®
of Southwest Florida

ECCL
ESTERO COUNCIL OF
COMMUNITY LEADERS

Grandeza
Live the Grand Life
11481 Grande Oak Boulevard
Estero, Florida 33928

For more information, please contact Stephanie Hoffman at
shoffman@jaswfl.org or 239-225-2590. www.jaswfl.org

CONTACT US
to attend,
play, sponsor or
volunteer!



- **Lee County Schools**

- Secured a donation by The Club at Grandezza to steam clean the grounds of Pinewoods Elementary School at no charge to ECCL
- Amount of time donated was more than 90 manhours
- In collaboration with the Village of Estero, developed a process to recruit volunteers for Estero Schools





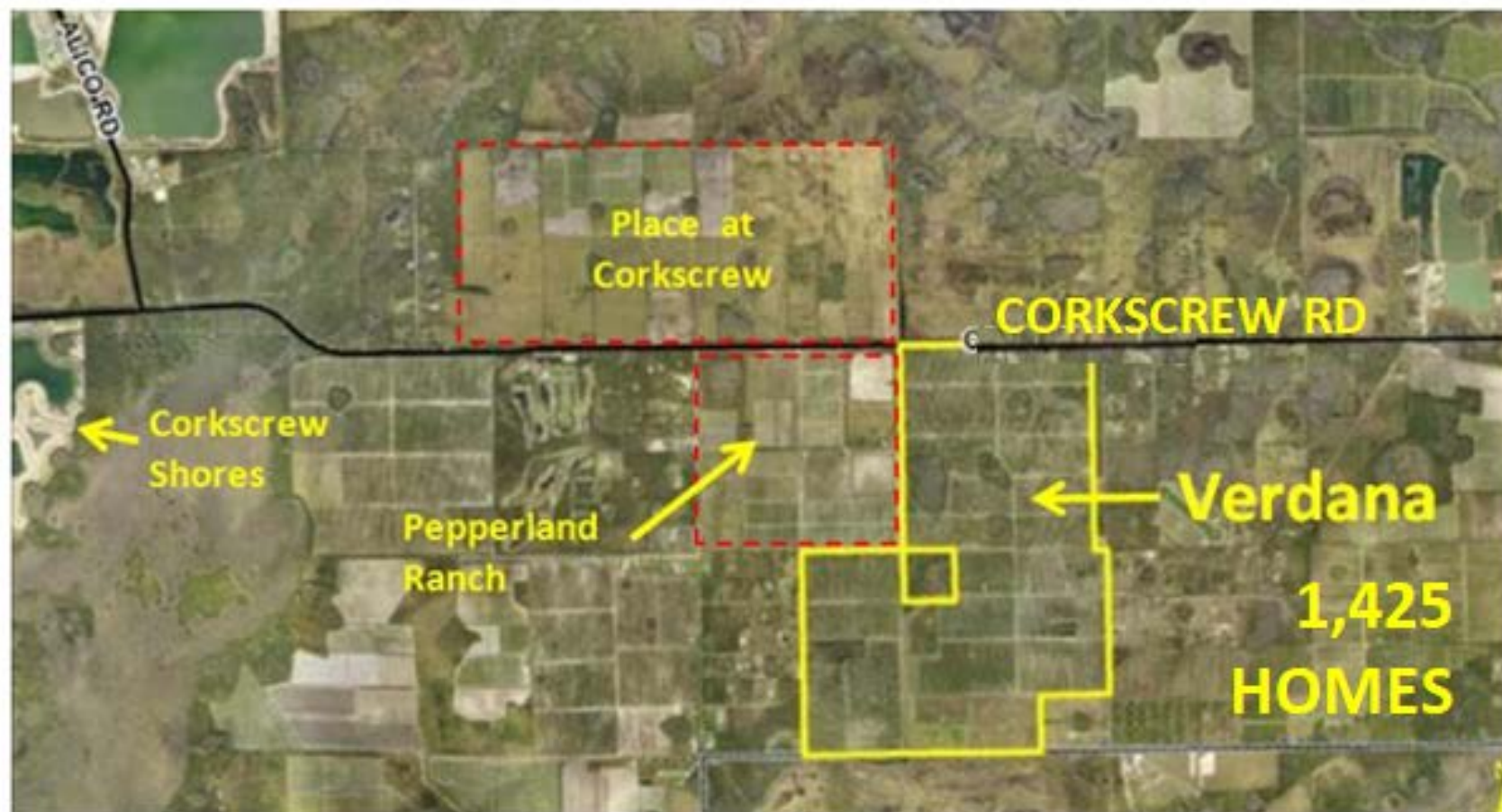
- **Institute for Entrepreneurship (FGCU)**
- **Contributed to the development of a letter to potential mentors regarding continued interest in being a mentor for students and veterans**
- **Contributed to developing a IFE guide as a resource enabling mentors to better understand their role so that they can provide the most value for the students**
- **Contributed to the development of an EOC based Mentor List**

ENVIRONMENTAL



**Next Committee meeting is Friday, Jan 18, 2019, noon,
at Six Mile Cypress Slough Preserve**

VERDANA, East Corkscrew Road



**GOES BEFORE BOCC Jan 16, 9:30, FOR FINAL REZONING.
ONLY THOSE WHO SPOKE BEFORE HEX CAN SPEAK AT BOCC**

Argo, Corkscrew Crossing



- 625 Units
- 396 Acres Total
- 178 Acres Developed
- 178 Acres of Wetlands Filled
- 218 Acres Preserved
- PZB – **No Date Yet**

NEW →

• SFWMD HAS JUST ISSUED A PERMIT

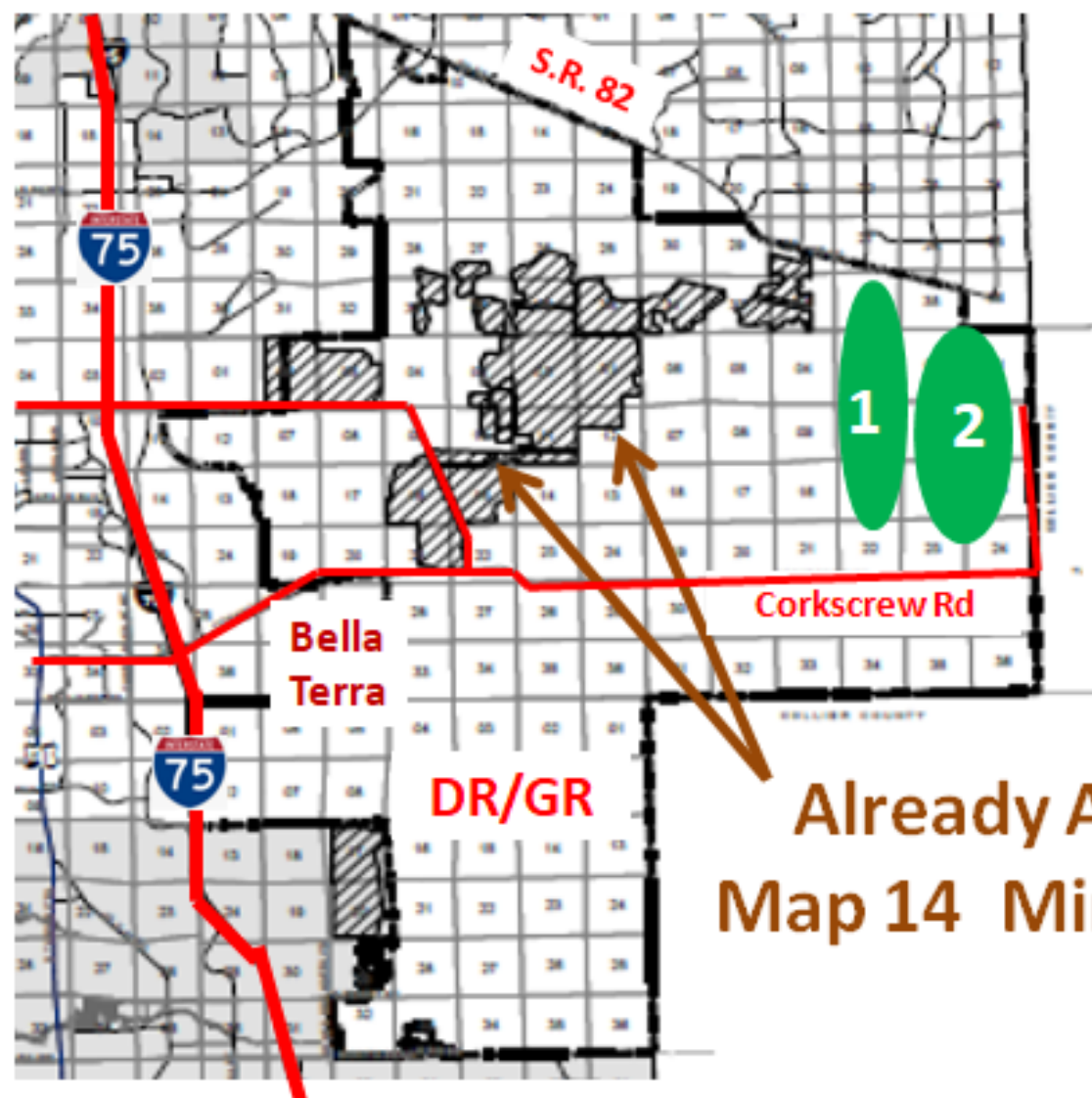
LEE PLAN AMENDMENT (Continued from Dec 17)

PROPOSED TO BE DELETED:

1. Requirement for limerock supply inventory and demand analyses - Deleted
 2. Requirement for future limerock mines to be designated on Map 14 - To Be Determined
 3. Map 14, the Future Limerock Mining Overlay - To Be Determined
-

Continued to: Local Planning Agency (LPA) Meeting:
Monday, January 28, 8:30 AM
2201 Second St, Ft Myers

PROPOSED LEE PLAN AMENDMENT



MAP 14

Proposed New Mines

- 1. Troyer**
- 2. Old Corkscrew**

**Already Authorized
Map 14 Mine Locations**

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ESTERO COUNCIL OF
COMMUNITY LEADERS

Financial

Bob Lienesch

SUMMARY FINANCIAL REPORT

FOR THE MONTH ENDED DECEMBER 31, 2018

Income	
Digital Marketing - Net	\$825
Total Income	\$825
Expenses	
Internet communications, media, and PR	(\$929)
Survey software	(\$384)
Meetin room rent	(\$60)
Total Expenses	(\$1,373)
Excess of Expenses Over Income in December	(\$547)
Excess of Expenses over Income for 2018	(\$10,381)
Cash Balance at December 31, 2018	\$6,874
Note: 2019 loss due primarily to receipt of 2018 dues payments of \$8,000 in 2017.	

For further detail, see the financial statements at www.EsteroToday.com

2019 Dues invoices sent Jan 5, due Feb 4...please help expedite.

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ESTERO COUNCIL OF
COMMUNITY LEADERS

Membership

Jan Pauli

- **As of 1/1/19, Estero Place is our newest member**



ESTERO COUNCIL OF
COMMUNITY LEADERS

Transportation

Bob King

**Next Committee meeting: Thursday, Jan 17, 2019, 9:30am,
Finemark Bank, Coconut Rd**



The Estero Bay Survey Results

January 2019

Objectives

- To determine the extent to which the plans prepared by London Bay Homes will provide practical and appropriate access for boaters to Estero Bay.
- To specifically examine what would be the minimal requirements that would satisfy boaters and those who may visit the amenities being considered by London Bay Homes in terms of :-
 - Number of boat ramps
 - Number of trailer and car parking places on site
 - Off-site parking
 - No night time access
- To examine the extent to which the amenities might trigger wider geographic interest.

Summary (1)

- 81% consider it at least “very important” that the public should have access to Estero Bay, and 64% would be at least “very likely” to use the amenities available at the location of the boat access ramp and the small park such as fishing, kayaking, boating, picnicking, watching the sunset etc..
- Access to Estero Bay is considered an essential amenity and there is considerable concern about the perceived restrictions based on the proposed plans put forward by London Bat Homes.
- Many expressed concerns about the impact of continued development on the environment and specifically on Estero Bay and the impact likely from increased traffic density.
- A key concern that was expressed (without prompting) was the fact that boaters would be severely impacted the restricted boat ramp access.

Summary (2)

- A significant majority (75%) would be likely to use many of the specified amenities on offer. Only just over 1/3rd of boat owners felt the availability of one boat ramp and the availability of 10 trailer parking spaces and 15 car parking spaces was acceptable.
- There should be at least 2 boat ramps (preferably 3 or 4) and at least double the trailer and car park spaces. This becomes even more critical as 60% believe the facilities would attract boaters from outside the immediate locality!
- Off-site parking is seen as unacceptable unless there was a regular shuttle provided. While many boat owners did want night time access, this wasn't vitally important.

Summary (3)

- In short, while there is agreement that London Bay Homes should allow Estero Bay access, the overwhelming view appears to be that what is currently proposed is seen as “unreasonable”
- The following comment from a respondent sums up the overall feeling expressed by many.

“I would like to see this development only if it enlarges the public access and marina space to accommodate the boating and paddling communities. The focus of this site has always been the marina and public access and should remain that way. Anything else is secondary.”

Key Findings (i)

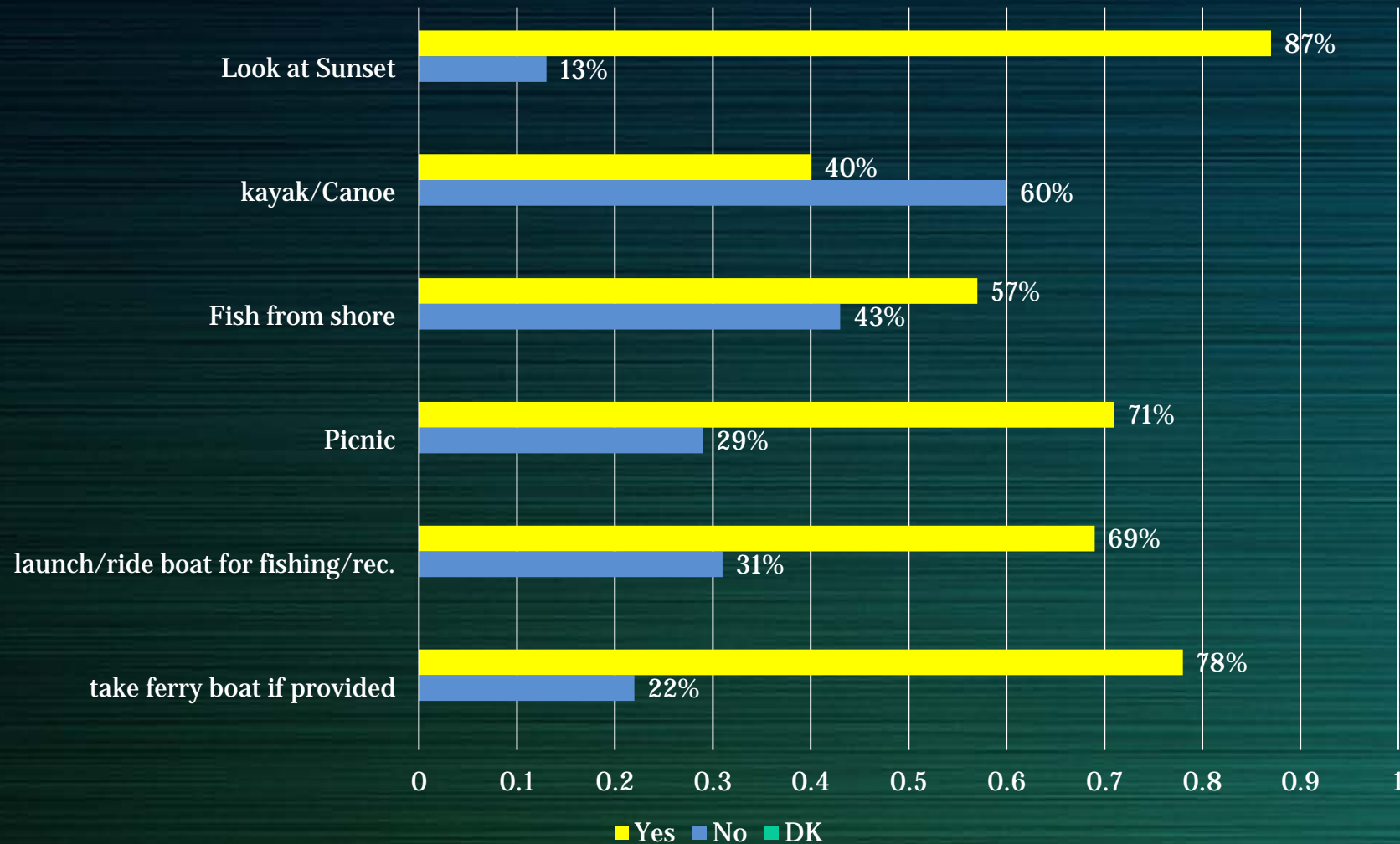
- **83 % agree** with the decision that London Bay Homes should continue to allow boat ramp access, a kayak & paddleboard launch site for access to Estero Bay plus facilities for fishing together with a small public park, bathrooms and a small ships store.
- **81%** consider it at least very important (60% extremely important) that the public should have access to Estero Bay.

Key Findings (ii)

- 64% indicated that they would be at least very likely to use the amenities available at the location of the boat access ramp and the small park such as fishing, kayaking, boating, picnicking, watching the sunset etc..

Key Findings (iii)

% that said “yes” they would do the following activities



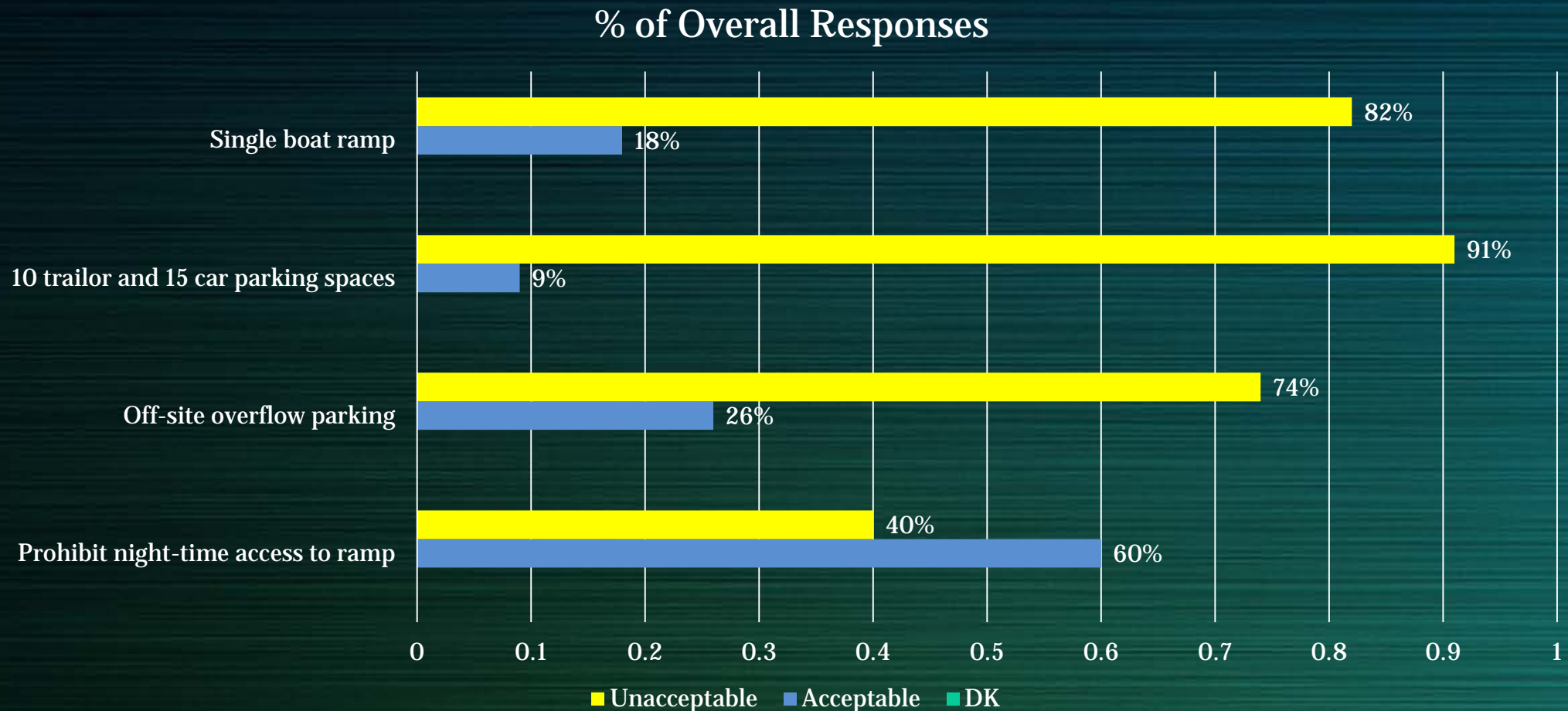
Key Findings (iv)

Is the proposal to allow a single public water ramp with 10 trailer parking spaces and parking for 15 cars on-site, with additional overflow parking for cars and boat trailers around half a mile away, is acceptable or unacceptable?

	Overall	Boat owners
Acceptable	39%	39%
Unacceptable	47%	53%
Don't Know	14%	8%
(base)	1258	258

Key Findings (v)

Those who considered the proposal “unacceptable” examined their agreement/disagreement with the following aspects of the plan:-



Key Findings (vi)

❑ Those who felt various issues unacceptable said:-

1. They needed “at least” 2 boat ramps with many feeling that 3 or 4 would be required
2. The available parking for both trailers and cars was inadequate. The feeling was this should be at least double.
3. Off-site parking was severely criticized (even more so among boat owners 78%) – the distance was too great and the impact on traffic near the Hyatt would be a serious problem, and unless there was a shuttle, extra parking was needed on-site.
4. While, the issue of no night time access might seem less of an issue to most, 60% of boat owners wanted night time access.

Key Findings (vii)

Additional Comments (Over 650 responses!)

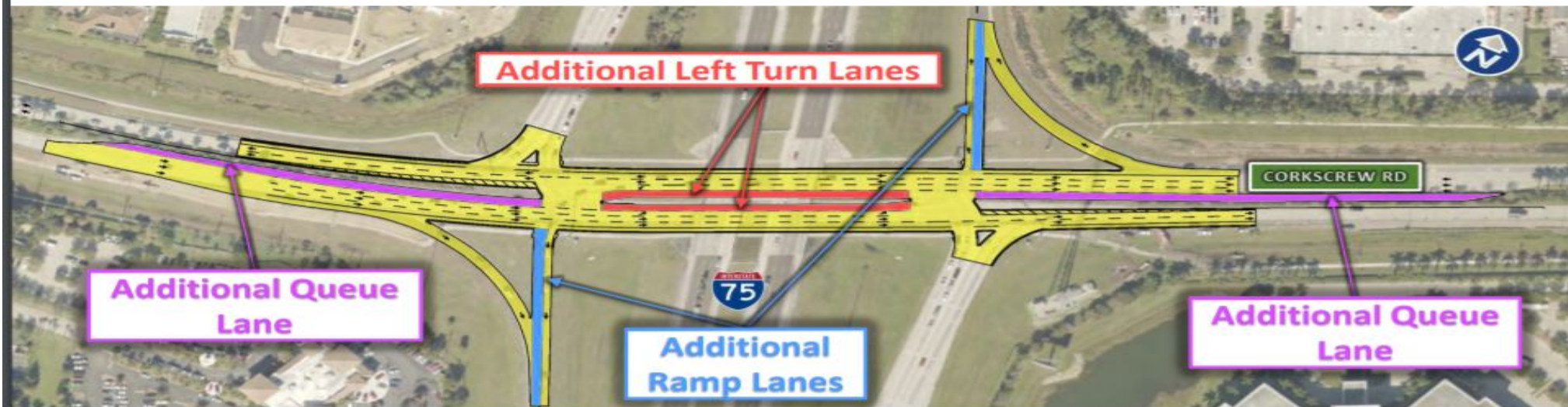
- Many expressed concerns about the impact of continued development on the environment and specifically on Estero Bay
- Others were concerned about the increased traffic density.
- Many were upset that the availability provided to boaters would be severely impacted by the restricted boat ramp access.

I-75 INTERCHANGE IMPROVEMENTS



I-75 interchange improvements

Interim Improvements



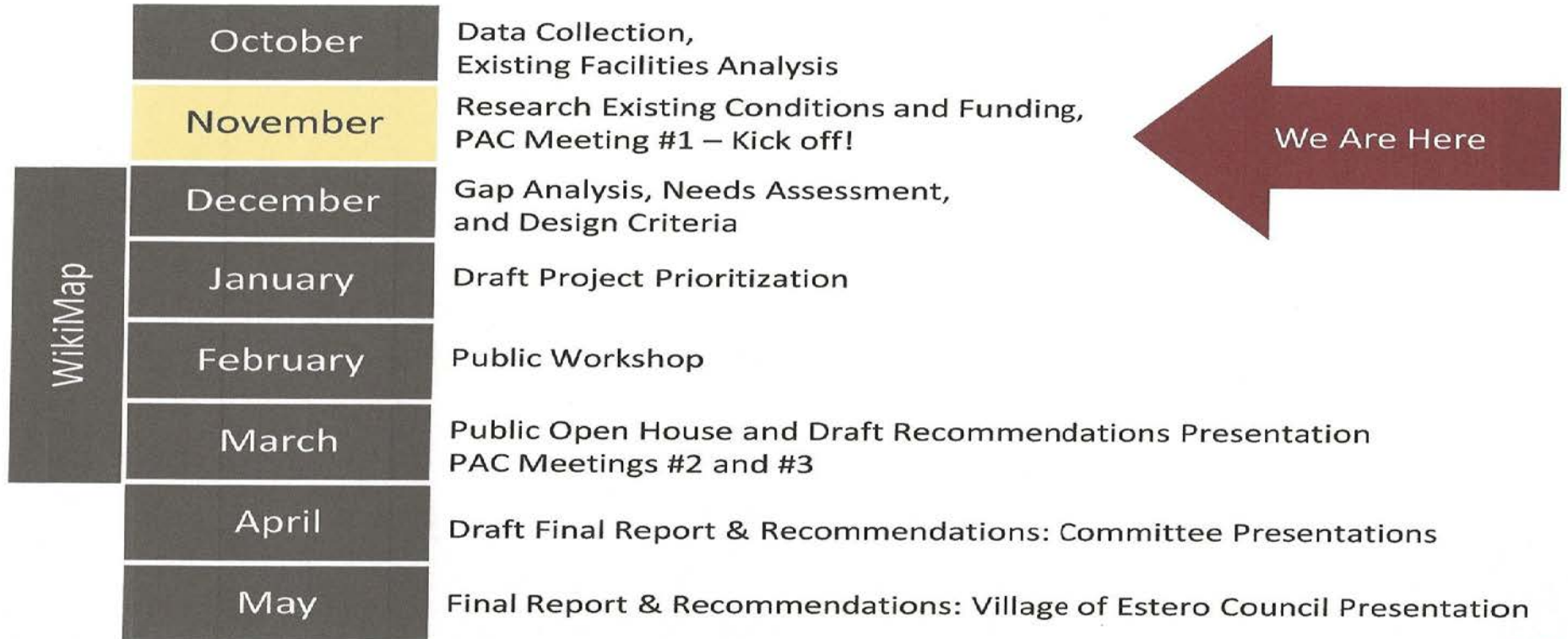
BIKE-PED MASTER PLAN

Project Purpose



BIKE-PED MASTER PLAN

Project Schedule



BIKE PED MASTER PLAN

Outreach Tools



Public workshops

Early February
Mid-March



Project Advisory Committee

Today!
Early March
Late March

BIKE PED MASTER PLAN

Existing Conditions: Walk Score



Location	Walk Score	Notes
Village of Estero	13	Almost all errands require a car.
Weston	16	Almost all errands require a car.
Jupiter	29	Most errands require a car.
Naples	35	Most errands require a car.
Bradenton	38	Most errands require a car.
Dunedin	42	Most errands require a car.
Doral	42	Most errands require a car.

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COMMUNITY LEADERS

Communications

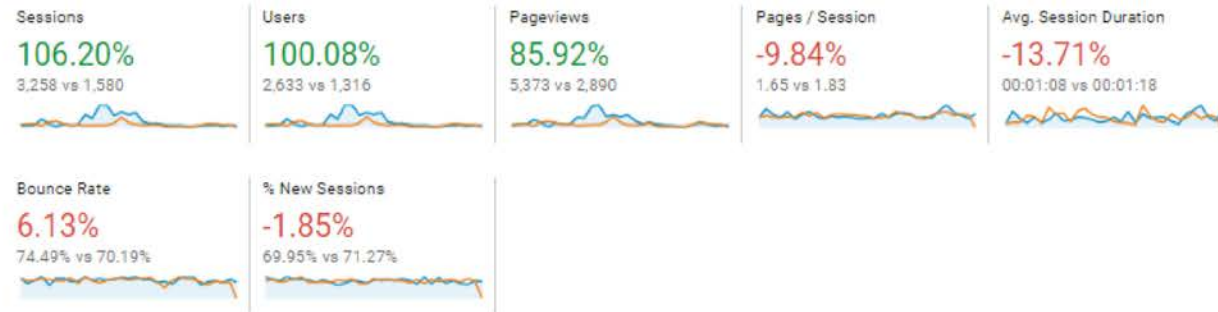
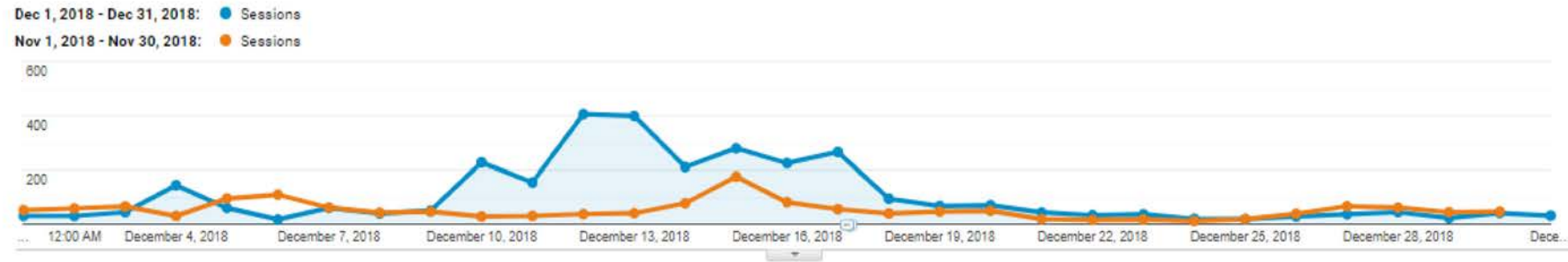
Tom MacDonald

OVERVIEW

- Website sessions, users, and page views increased by over 85%.
- 39% of web traffic came from business listings, email campaigns, and social media.
- Keywords are taking several top spots on the first page of Google.
- Google biz listing received 465 views and 28 website visits.
- Facebook page views, post engagements, and video views are up.
- Twitter received 10.2k impressions, 3 mentions, and 7 new followers.
- Facebook boosted posts received a combined 3k impressions and 115 link clicks.

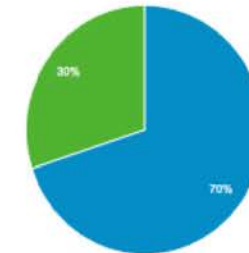
WEBSITE PERFORMANCE

- Website sessions, users, and page views increased by over 85% up to 106%.

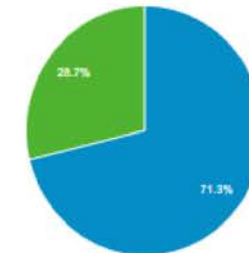


■ New Visitor ■ Returning Visitor

Dec 1, 2018 - Dec 31, 2018



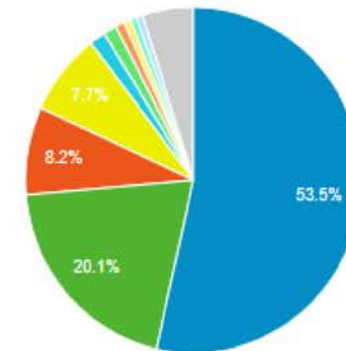
Nov 1, 2018 - Nov 30, 2018



WEBSITE VISITS BY SOURCE

- 22.27% of web traffic came from business listings / search engines (Google, Bing, & Yahoo), 8.23% came from email campaigns, and 8.96% came from Facebook.

Source / Medium	Sessions	Sessions	Contribution to total: Sessions
	3,258 % of Total: 100.00% (3,258)	3,258 % of Total: 100.00% (3,258)	
1. (direct) / (none)	1,744	53.53%	
2. google / organic	655	20.10%	
3. myemail.constantcontact.com / referral	268	8.23%	
4. m.facebook.com / referral	250	7.67%	
5. bing / organic	50	1.53%	
6. facebook.com / referral	42	1.29%	
7. lighthousebay.com / referral	28	0.86%	
8. yahoo / organic	21	0.64%	
9. krumblely-advertising.info / referral	20	0.61%	
10. usecrenyokyb.com / referral	20	0.61%	



TOP SEO RANKINGS

- The below keywords are ranked by where they show up in the search engine. For example, “estero council of community leaders” shows up first in all search engines.

Keyword ↕	Google ▲ +/- ↕	Yahoo ↕ +/- ↕	Bing ↕ +/- ↕
eccl	1 +100	2 0	2 0
eccl committees	1 0	1 0	1 0
eccl event calendar	1 0	1 0	1 0
eccl meetings	1 0	1 0	1 0
estero committees	1 0	1 +1	1 +1
estero community	1 0	18 -17	18 -17
estero community organization	1 0	1 0	1 0
estero community planning	1 0	1 0	1 0
estero council of community leaders	1 0	1 0	1 0
estero development reports	1 0	1 0	1 0
estero today	1 0	1 0	1 0
estero volunteer	1 0	18 -1	18 -1

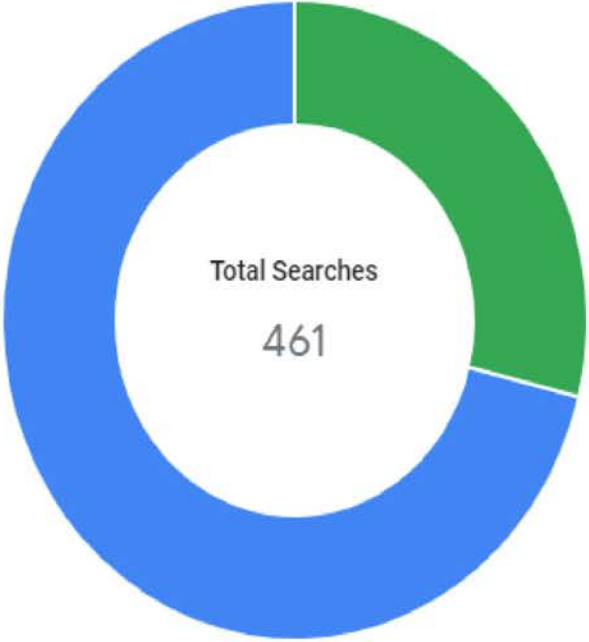
Keyword ↕	Google ▲ +/- ↕	Yahoo ↕ +/- ↕	Bing ↕ +/- ↕
estero volunteers	1 0	8 0	8 0
join the eccl	1 0	1 0	1 0
subscribe to eccl	1 0	– 0	– 0
subscribe to estero today	1 0	1 0	1 0
volunteer eccl	1 0	3 0	3 0
volunteer estero	1 0	35 +2	35 +2
voting in estero	1 0	2 0	2 0
community organization	2 0	– 0	– 0
estero council	2 0	2 +1	2 +1
volunteer	2 -1	– 0	– 0
estero growth statistics	3 0	2 +1	2 +1
environmental action	4 +97	– 0	– 0

GOOGLE BUSINESS LISTING OVERVIEW

PERFORMANCE

Views	Searches	Actions
465	461	537
<hr/>		
Direction requests		0
Website visits		28 (-3%)
Calls		4
Photo views		505 (+7%)

Performance over past 28 days (last 3 days not included)

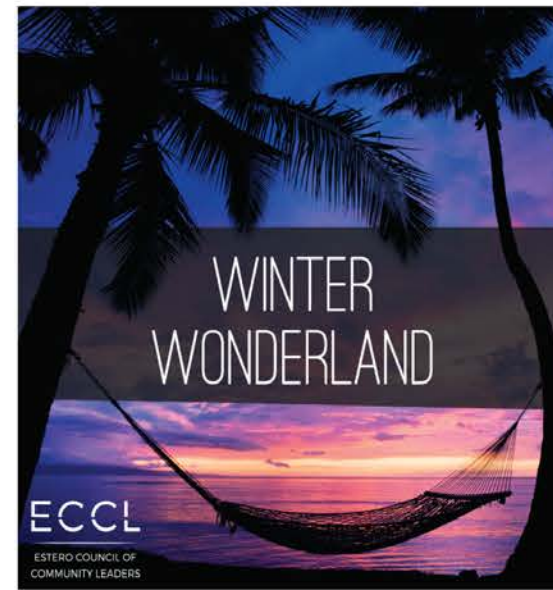


Direct
Customers who find your listing searching for your business name or address



Discovery
Customers who find your listing searching for a category, product, or service

MONTHLY MEMES



FACEBOOK OVERVIEW

Actions on Page

December 1 - December 28

1

Total Actions on Page ▲0%



Page Views

December 1 - December 28

104

Total Page Views ▲33%



Page Previews

December 1 - December 28

14

Page Previews ▼18%



Page Likes

December 1 - December 28

4

Page Likes ▼50%



Post Reach

December 1 - December 28

4,469

People Reached ▼23%



Recommendations

December 1 - December 28



We have insufficient data to show for the selected time period.

Post Engagements

December 1 - December 28

879

Post Engagement ▲31%



Videos

December 1 - December 28

6

Total Video Views ▲20%



Page Followers

December 1 - December 28

8

Page Followers ▼27%



TWITTER OVERVIEW

Dec 2018 • 31 days

TWEET HIGHLIGHTS

Top Tweet earned 608 impressions

Looking to improve your experience during your next visit to @Lee_Health Coconut Point? Learn more about how #LHCP is helping make the most of your patient experience with consumer #HealthCare technology: conta.cc/2Eu6ymv #LeeHealth #ECCL pic.twitter.com/6yn6D7QgEa



Top mention earned 11 engagements



Tony Sacco's Estero

@SaccosEstero - Dec 17

Today, we have 2 "Coal-Mas" deals for you to help in the hustle bustle! Save time tonight with our 2 12" 1-topping pizzas for just \$20 deal. Or, buy a gift certificate for that special someone & get a \$10 bonus card for yourself. #holidaydeals @Coconut_Point @EsteroToday pic.twitter.com/lmkvbf7D3n



DEC 2018 SUMMARY

Tweets
19

Tweet impressions
10.2K

Profile visits
96

Mentions
3

New followers
7

Top Follower followed by 3,861 people



Lee Health

@Lee_Health **FOLLOWS YOU**

Lee Health is a nationally recognized, award-winning health system in Southwest Florida.

Top media Tweet earned 576 impressions

Are you a boat owner or enjoy boating around #Estero and #SWFL? Please take this survey on public boat access to #EsteroBay. The more we know, the better we can represent your needs during the planning and zoning process: conta.cc/2ExQDne #ECCL pic.twitter.com/6FHCPRZYzU



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ESTERO COUNCIL OF
COMMUNITY LEADERS

Community Planning

Jim Tatooles



ESTERO COUNCIL OF
COMMUNITY LEADERS

Health

Lowell Gerson

**Next Committee meeting is Jan 18, 2019, 2:30
Lee Health, Coconut Point**

join the **MILLIONMILE**
MOVEMENT



MILLIONMILE
MOVEMENT

an initiative of **HealthyLee**





2019 Estero Park Health and Wellness Fair

Saturday, January 26, 9 a.m. - noon

Estero Park & Recreation Center

9200 Corkscrew Palms Blvd., Estero, FL 33928

Connect to community resources to keep you healthy...

Enjoy music, demonstrations from local organizations and businesses, and learn about what your community has to offer! The event is **FREE** and open to everyone!

SWFL Heart and Wellness Festival

DATE: Saturday, March 2, 2019

TIME: 8 a.m- Noon

**LOCATION: Lee Health Coconut Point
23450 Via Coconut Point, Estero, FL 34135**

8 a.m.: Registration

8:30 a.m.: 1 mile non-competitive walk

9 a.m.-Noon: Yoga and Zumba classes, heart-healthy cooking demos, chair massages, MORE!

Registration fee: \$35 (kids are free)

Registration Deadline to guarantee T-shirt size: Jan. 28th

AHA Contact: Nicole Menendez (239) 431-1187
Nicole.Menendez@heart.org



American
Heart
Association.



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ESTERO COUNCIL OF
COMMUNITY LEADERS

Next Meeting
February 8th, 2019