

DOLLARS and SENSE

Communicate. Collaborate. Connect.

ISSUE 3

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A MESSAGE FROM THE PRESIDENT



I would like to thank the Tax Collectors, staff and valued partners who made their way up to beautiful Walton County for our Executive Training Session. The Session was a wonderful event hosted by the Honorable Rhonda Skipper. Many thanks to Rhonda, Cory, Kara and all the staff for hosting a wonderful forum at a very nice location. I jokingly explained during my opening remarks of Executive Session that I now know what it is like for those "Panhandle" Tax

Collectors who make their way to Orlando every year. It was quite a drive, but well worth it. I would also be remiss if I did not thank a few other folks that made the event possible. Our Secretary/Education Chair the Honorable Ben Anderson and his staff put together a fantastic lineup of classes. Thank you for your time, energy and effort, Ben! I would also like to thank all of our valued partners for their time, talent and resources to help make the event possible. Without your involvement, the event simply would not happen, so thank you, thank you, thank you!

The main takeaway from our Executive Session is our focus on helping Tax Collectors in fiscally constrained areas of the state. Do not get me wrong, we all need to be adequately funded for state service provision. There were several ideas proposed and we have landed on a solid strategy for moving forward. There was tremendous unity in our mission to develop a legislative platform intent on providing additional resources to fiscally constrained Tax Collectors. In addition, there was also much discussion on us having the necessary tools for our e-commerce work.

We only have one more scheduled Board of Directors meeting before the gavel is officially handed off to the Honorable Larry Hart, Tax Collector in and for the Lee County political subdivision—you should see the smile on my face! We will be meeting in Orlando at the Lake Buena Vista Courtyard on July 13, 2016. If you are available, please join us. We will send out more info as we get closer to that date.

I also encourage you to get on our "All Tax Collector Call" the second Thursday of every month at 10:00 a.m. (EST). From the feedback I have been getting from our colleagues, this has been incredibly helpful for us all staying on the same page this year and ultimately achieving this year's theme of "Winning Together." Let me conclude by saying how honored and humbled I am to be serving as your President, and will continue to work hard for you until that gavel is passed. Thank you all.

God Bless,

Eric T. Zwayer, FTCA President

Executive Director's Report

Tim Qualls, Executive Director

A Master Class in Creating a Learning Environment

The 2016 Executive Training Session in Sandestin, Florida, was a success by any measurement. Simply put, there is no substitute for face-to-face interaction to create an excellent learning environment. We are all bombarded with electronic communications that are often a poor substitute for coming together to listen, learn and to share ideas for better government service delivery.

Tax Collectors and their valued partners were treated to excellent educational courses, brainstorming sessions and networking opportunities. The educational offerings included courses on Ethics by FSU professor and author Ben Green from the Florida Center for Public Management, courses on cyber security and informative post-legislative session updates from the state-agencies that Tax Collectors are privileged to work with in order to better serve Florida's citizens together.

While classroom learning is important, so to is applying the lessons learned to create real world solutions to enhance service provision. One of the best features of the Executive Training Session this year was the time allotted to share ideas in a non-classroom setting. Each day provided ample opportunity to share ideas and brainstorm solutions for improving customer service in this age of e-government. Just like there is no substitute for face-to-face communication, there is no substitute for putting citizens first and offering excellence in customer service—whether serving those citizens in a digital capacity or over the counter.

We were all privileged to share this week with private industry as well. In order to maximize Innovation in government it is imperative that the private and public sectors come together. Indeed Tax Collectors share with their valued



Professor and author Ben Green from the Florida Center for Public Management

partners an entrepreneurial spirit with a focus on the enhancement of state-service delivery at the local level.

Of course, no Executive Training Session would happen without the help of so many volunteers. A special thanks the Executive Committee and Board of Directors for providing leadership, Also a thank you to the Honorable Rhonda Skipper and her entire team for hosting the event in beautiful Sandestin. Everyone who attended the event benefited from 20 hours of continuing education. A huge debt of gratitude to the Honorable Benjamin F. Anderson and his crew for putting together an incredibly informative educational lineup.



Hon. Ben Anderson, Tax Collector in and for the Okaloosa county political subdivision and FTC, Inc. Secretary/Education Chair

Tax and Relax

New Service Center Goes Back to Nature to Improve Customer Service

When it comes to calming frustrated customers, here's a piece of advice: go natural.

That's the secret, according to the Constitutional Tax Collector of Palm Beach County, which recently opened a new \$11 million service center in Lake Worth. The new 37,000 square foot, two-story office prominently features hints of nature, from soothing stone fountains to an earth-tone color palette.

The Central Palm Beach Service Center opened in January 2016. It replaces two smaller Tax Collector offices and a shuttered FLDHSMV office in West Palm Beach. The full-service office offers driver license and motor vehicle services, property, business and tourist development taxes, hunting and fishing licenses and much more. According to Constitutional Tax Collector Anne M. Gannon, small natural touches have made quite an impact.

"Client surveys indicated a degree of aggravation in our older, smaller offices. The facilities simply weren't conducive to our many services. Since opening the Central Palm Beach Service Center, the transformation is dramatic. People are

more relaxed and there is a refreshing sense of calmness," said Gannon.

Beginning in 2010, the Tax Collector began retrofitting offices to accommodate driver license services. This is Palm Beach County's first service center designed and built specifically for all service lines, with room to grow as needs change. In addition to serving clients, the new office is now home to the Tax Collector's phone center located on the second floor.

Arriving at the service center, visitors instantly notice the unique design. The building is positioned close to the road with the parking lot wrapped behind it. This creates a pedestrian-friendly sense of destination. The Central Palm Beach Service Center is the guinea pig for new Palm Beach County codes to improve aesthetics along a commercial corridor dominated by auto repair shops, home improvement stores, and discount retailers. After passing the check-in desk, people enter a waiting room reminiscent of an airport terminal and an art gallery. Partitions are decorated with artwork created at the Gulfstream Goodwill Industries' Adult Training Center.



Honorable Anne Gannon with Brian Applebaum, Manager, and Sharon Ward, Call Center Manager

The building is designed for efficient customer service, but there are also amenities for employees. It features a rooftop terrace, breakroom with café-style booth seating, a high-tech computer training room, and even space for a gym. In keeping with its natural look, there's an electric car charging station and Florida native landscaping. Light pours in from a wall of east-facing windows, reducing electricity needs.

Because when nature soothes employees and visitors, a trip to the Tax Collector's Office doesn't sting quite as much.



COALITION CORNER

SOUTHWEST FLORIDA MOTORIST SERVICES COALITION

In the beginning.... The very first “tag” coalition began in the Charlotte county political subdivision on October 17th, 1990. The Honorable L. Victor Desguin, Tax Collector in and for the Charlotte county political subdivision and DMV District 8 representative surveyed his district to see who would be willing to participate in the venture.

The goals set forth that day still hold true today, and include: organization and structure through personal contact among Tax Collector employees, provide a forum of unity for county Tax Collector offices, discuss issues and ideas with regard to rules, procedures and Florida Statutes, and communicate with state and local agencies and provide a forum for suggestions and ideas that could enhance customer service.

Chairs were given specific responsibilities including: facilitating and organizing meetings, keeping the group on target, communicating with the participating counties and directing questions and suggestions to the various departments.

SW Florida Coalition is chaired by Dawn Antinori (Hon. Doug Belden) and Melissa Beem (Hon. Diane Nelson) along with recording secretary, Alexandra Moore (Hon. Diane Nelson). Participating Tax Collector offices include: Hon. Vickie Potts, Hon. Larry Ray, Hon. Kathryn Hill, Hon. Gale Jones, Hon. Pat Langford, Hon. Sally Daniel, Hon. Eric Zwyer, Hon. Doug Belden, Hon. Larry Hart, Hon. Diane Nelson, Hon. Joe Tedder, Hon. Barbara Ford-Coates, and Hon. Ray Valdes.



NORTHWEST FLORIDA MOTORIST SERVICES COALITION



The Northwest Florida Motors Services Coalition want to pass along some information obtained from DMV Compliance on how the State has requested processing of off-highway vehicle title transactions that are sold by Florida dealers.

The process has changed slightly. Now, instead of entering the acquired by as “D” for Dealer you must enter “O” for Other. Next, proceed to the screen before fees and enter in the comments section, the sales tax amount collected and sales tax registration number for the FL dealership. It is very important that this new procedure is followed, as the old way populates the information on the DMV reports in incorrect places. The only way to correct this problem is to follow the new procedure.

If you have questions regarding this new procedure, please feel free to contact Cristina Davenport, NW FL Coalition Co-Chair, (Hon. Ben Anderson’s) at 850.651.7605

FUTURE 15

In each edition of Dollars and Sen\$e, there will be a focus on technological innovations which will shape the future of government service provision. The goal is to encourage "small talk" around the water cooler to include "future talk" in order to spur ideas for improvement in serving Florida's citizens amongst the Tax Collector community.

This 60 Minutes [interview](#) (script from interview included in link as well) explores the fintech revolution and whether the banking industry is the next sector of our economy to be disrupted by new apps and websites, like bookstores, travel agents, taxis, hotels. Thousands of startups are challenging many aspects of banking, the newcomers argue that this important sector is too set in its ways. It's being called the financial technology -- or fintech -- revolution. 60 Minutes looked at the birth of one fintech company founded by two young "fintechies" who started very similarly to the founders of Facebook and Microsoft.



Mission

To advance the office of Florida Tax Collectors through professional leadership, shared resources and collaboration.

Vision

A unified voice and valued resource for the Florida Tax Collectors recognized for effective public policy and a spirit of

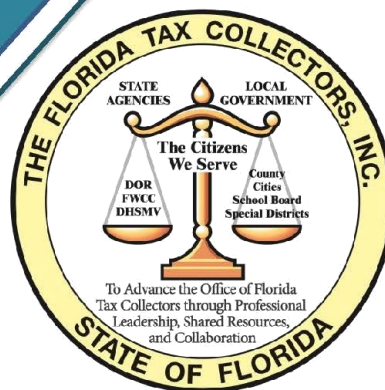
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- Executive Director, General
Counsel and Lobbyist Services

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08.29.2016
through
09.02.2016



Save the Date

2016 FTC, Inc.

Fall Education Forum

JW Marriott

Orlando Grande Lakes

4040 Central Florida Pkwy.

Orlando, Florida 32837