



## SPECIAL TOWN COUNCIL MEETING MINUTES

March 07, 2025 at 3:00 PM

Council Chambers – 340 Ocean Drive and YouTube

PRESENT: PEGGY WHEELER, MAYOR  
DD HALPERN, VICE MAYOR  
MARIANNE HOSTA, VICE MAYOR PRO TEM  
DIANA DAVIS, COUNCILMEMBER  
JOHN CALLAGHAN, COUNCILMEMBER

ALSO PRESENT: FRANK M. DAVILA, INTERIM TOWN MANAGER  
LEONARD RUBIN, TOWN ATTORNEY  
CAITLIN E. COPELAND-RODRIGUEZ, TOWN CLERK  
COLIN BAENZIGER & ASSOCIATES (Via Zoom)

AUDIENCE: 15

CALL TO ORDER – 3:00PM

PLEDGE ALLEGIANCE TO THE FLAG

ADDITIONS, DELETIONS, SUBSTITUTIONS TO THE AGENDA - None

COMMENTS FROM THE TOWN MANAGER, THE TOWN ATTORNEY, AND STAFF - None  
COMMENTS FROM THE PUBLIC

*All Non-Agenda items are limited to three (3) minutes. Anyone wishing to speak is asked to complete a comment card with their name and address prior to the start of the meeting as well as state their name and address for the record when called upon to speak (prior to addressing the Town Council). Town Council will not discuss these items at this time.*

*Public Comments Opened at 3:01pm.*

*Public Comments Closed at 3:01pm.*

**COUNCIL ACTION/DISCUSSION ITEMS** (A Public Comment Period was provided for each item below.)

1. Selection of Town Manager

*See attached public comment provided by resident Aldo Rovere and echoed by resident Jim Lyons.*

*Mayor Wheeler, Vice Mayor Halpern, Councilmember Davis, and Councilmember Callaghan gave consensus to proceed with the ballot method proposed by the consultant.*

*Council discussed and conducted straw preference polls for the selection of the Town Manager (see attached ballots & tabulation) and unanimously selected Robert Cole.*

**MOTION:** *Halpern/Davis made a motion to have Town Attorney Rubin to proceed with contract negotiations with Town Manager prospect Robert Cole.*

**ACTION:** *The motion passed unanimously.*

**MOTION:** *Callaghan/Wheeler made a motion to revert to the old method of selecting Planning & Zoning Board members (with each Councilmember nominating a candidate subject to approval by the Council) from the submitted applications.*

*Mayor Wheeler passed the gavel and seconded the motion.*

**ACTION:** *The motion passed 3-2 with Vice Mayor Halpern and Councilmember Davis opposed.*

**COMMENTS FROM THE COUNCIL**

**ADJOURNMENT**

Mayor Wheeler adjourned the meeting at 3:54pm.



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Peggy Wheeler, Mayor



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Caitlin E. Copeland-Rodriguez, Town Clerk



# TOWN OF JUNO BEACH

Item #8.

## PUBLIC COMMENT CARD

ANY CITIZEN WISHING TO SPEAK SHOULD COMPLETE THIS CARD AND GIVE IT TO THE TOWN CLERK PRIOR TO THE START OF THE MEETING.

AGENDA ITEM #: 1

DATE: 3/7/2025

NAME: ALDO ROVERE

PHONE NO.: 631-335-4147

REPRESENTING (IF APPLICABLE): OCEAN TRACE CONDO ASSOC.

ADDRESS: 400 UNO LAGO DR.

CHECK WHAT MAY APPLY:

☐

SUPPORT

☐

OPPOSE

☒

I WISH TO SPEAK

**March 7, 2025**

**Presentation to the Juno Beach Town Council**

**Recommendation of Robert Cole for Town Manager**

**Dear Council Members,**

**Some years ago, while a candidate for Town Council, I publicly supported “Doc” Daugherty for the position of Town Manager. I attended every public forum, carefully evaluated the candidates, and believed his background and accomplishments exceeded those of the other qualified applicants. Ultimately, he was not selected. However, today, he is successfully serving as the City Manager of Deltona, Florida.**

**More recently, I again engaged in the selection process when Jay Boodheshwar, the City Manager of Naples, Florida, was a candidate. After attending all available public sessions and evaluating the candidates, I found him to be the most qualified and capable among another distinguished group. Unfortunately, he too did not secure the necessary votes. He now serves as Director of Major Gifts at Oxbridge Academy, an institution whose students go on to attend some of the nation’s top universities.**

**After these experiences, I was uncertain whether a second candidate search would yield individuals as highly qualified as before. I am pleased to say that I was mistaken. We now have five outstanding candidates, each of whom will undoubtedly be sought after for similar positions in the future.**

**That said, I must once again speak in support of the candidate I believe is the right choice for Juno Beach. Perhaps the third time is the charm—or, as some may joke, the kiss of death—but I sincerely hope for the former.**

### **Why Robert Cole?**

**Robert Cole brings nearly 30 years of progressive experience in town management, spanning both urban and suburban settings. His resume is impeccable, showcasing a lifetime of dedicated public service—something that, not long ago, was universally recognized as an asset.**

**Beyond his professional credentials, Mr. Cole demonstrated an exceptional understanding of Juno Beach and its unique environmental relationship with the loggerhead turtles—perhaps even better than some lifelong residents.**

**During his public interview, he displayed an unparalleled command of the subject matter. His responses were precise, immediate, and free of ambiguity. He embodies a philosophy of “no surprises”—ensuring that all options are clearly outlined for Council consideration, with transparent communication and thorough planning.**

**His Plan-Do-Check-Act approach to tracking progress provides a structured, methodical strategy for governance. His explanation of incremental change as a form of harmony—illustrated through his description of frontal setbacks and “incremental change”—was an example of how complex policy decisions can be communicated in a way that fosters understanding and consensus.**

**Yet, what stood out most was not just his expertise, but his humility. Despite his vast experience and qualifications, he spoke with genuine respect for the role, for the staff, and for the community. He understands that leadership is not just about being available—it's about engaging, collaborating, and working alongside others to achieve shared goals.**

**In my 35-year career, I have ranked, interviewed, and hired countless individuals, many of whom have gone on to serve in high-level government positions. Rarely, if ever, have I encountered a candidate who so completely checks every box for a position as Robert Cole does.**

**His public interview was nothing short of a master class—a model of knowledge, responsiveness, clarity, and humility. I would encourage any future candidate to study it as an example of how to present oneself for such a role.**

**While all the finalists are exceptional, I believe Robert Cole is the right choice for Juno Beach. I hope others in the community will share their thoughts, but today, I urge the Council to select him as our next Town Manager.**

**Thank you.**

**Aldo Rovere**

**400 Uno Lago Drive**



# Juno Beach

## Straw Preference Poll

### RE: Selection of Town Manager

March 7, 2025

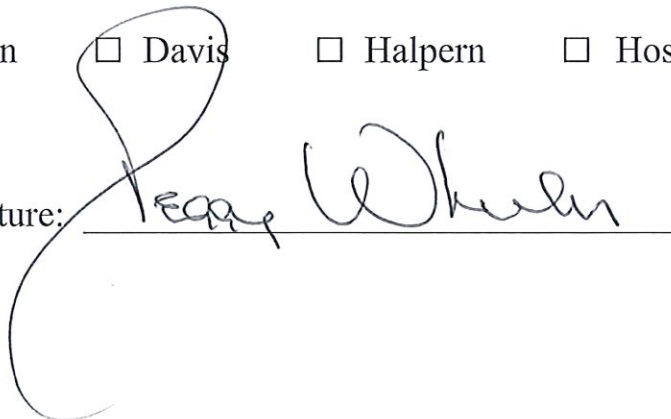
Please place a check mark next to your top 2 choices  
to become your next Town Manager.

	Candidate(s)	Select
1	Alves-Viveiros, Sonia	
2	Coldwell, Darren	
3	Cole, Robert	X
4	Daniels, Robert	
5	Smith, Lee	X

Submitted by (please place a mark next to your name):

☐ Callaghan   ☐ Davis   ☐ Halpern   ☐ Hosta   ☒ Wheeler

Signature: \_\_\_\_\_



# Juno Beach

## Straw Preference Poll

### RE: Selection of Town Manager

March 7, 2025

Please place a check mark next to your top 2 choices  
to become your next Town Manager.

	Candidate(s)	Select
1	Alves-Viveiros, Sonia	<input checked="" type="checkbox"/>
2	Coldwell, Darren	<input checked="" type="checkbox"/>
3	Cole, Robert	<input type="checkbox"/>
4	Daniels, Robert	<input type="checkbox"/>
5	Smith, Lee	<input type="checkbox"/>

Submitted by (please place a mark next to your name):

☐ Callaghan    ☐ Davis    ☒ Halpern    ☐ Hosta    ☐ Wheeler

Signature: \_\_\_\_\_





# Juno Beach

## Straw Preference Poll

### RE: Selection of Town Manager

March 7, 2025

Please place a check mark next to your top 2 choices  
to become your next Town Manager.

	Candidate(s)	Select
1	Alves-Viveiros, Sonia	
2	Coldwell, Darren	✓
3	Cole, Robert	✓
4	Daniels, Robert	
5	Smith, Lee	

Submitted by (please place a mark next to your name):

☐ Callaghan    ☐ Davis    ☐ Halpern    ☒ Hosta    ☐ Wheeler

Signature: Marianne Hosta

**Juno Beach**  
**Straw Preference Poll**  
**RE: Selection of Town Manager**

March 7, 2025

**Please place a check mark next to your top 2 choices  
to become your next Town Manager.**

	Candidate(s)	Select
1	Alves-Viveiros, Sonia	
2	Coldwell, Darren	
3	Cole, Robert	✓
4	Daniels, Robert	✓
5	Smith, Lee	

Submitted by (please place a mark next to your name):

☐ Callaghan    ☒ Davis    ☐ Halpern    ☐ Hosta    ☐ Wheeler

Signature: \_\_\_\_\_

*Diana Davis*

# Juno Beach

## Straw Preference Poll

### RE: Selection of Town Manager

March 7, 2025

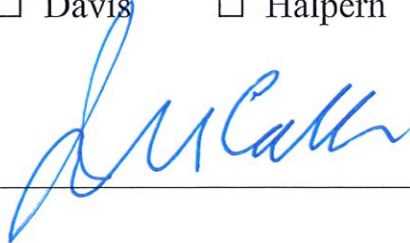
Please place a check mark next to your top 2 choices  
to become your next Town Manager.

	Candidate(s)	Select
1	Alves-Viveiros, Sonia	
2	Coldwell, Darren	
3	Cole, Robert	✓
4	Daniels, Robert	
5	Smith, Lee	✓

Submitted by (please place a mark next to your name):

☒ Callaghan    ☐ Davis    ☐ Halpern    ☐ Hosta    ☐ Wheeler

Signature: \_\_\_\_\_



Juno Beach  
Summary of Preferences for Position of Town Manager, Round # 1  
March 07, 2025

Council Member(s)		Callaghan	Davis	Halpern	Hosta	Wheeler	Total
Finalist(s)							
Alves-Viveiros, Sonia				X			1
Coldwell, Darren				X	X		2
Cole, Robert		X	X		X		4
Daniels, Robert			X				1
Smith, Lee		X				X	2
Total							

Compiled by: Frank J. Davis

# Juno Beach

## Straw Preference Poll

### RE: Selection of Town Manager

March 7, 2025

Please place a check mark next to your top 2 choices  
to become your next Town Manager.

	Candidate(s)	Select
1	Alves-Viveiros, Sonia	
2	Coldwell, Darren	
3	Cole, Robert	
4	Daniels, Robert	
5	Smith, Lee	X

Submitted by (please place a mark next to your name):

☐ Callaghan    ☐ Davis    ☐ Halpern    ☐ Hosta    ☒ Wheeler

Signature: \_\_\_\_\_

*Lee Smith*



# Juno Beach

## Straw Preference Poll

### RE: Selection of Town Manager

March 7, 2025

**Please place a check mark next to your top 2 choices  
to become your next Town Manager.**

	Candidate(s)	Select
1	Alves-Viveiros, Sonia	
2	Coldwell, Darren	✓
3	Cole, Robert	
4	Daniels, Robert	
5	Smith, Lee	

Submitted by (please place a mark next to your name):

☐ Callaghan
 ☐ Davis
 ☒ Halpern
 ☐ Hosta
 ☐ Wheeler

Signature: AD Halpern



**Juno Beach**  
**Straw Preference Poll**  
**RE: Selection of Town Manager**

March 7, 2025

**Please place a check mark next to your top 2 choices  
to become your next Town Manager.**

	Candidate(s)	Select
1	Alves-Viveiros, Sonia	
2	Coldwell, Darren	✓
3	Cole, Robert	
4	Daniels, Robert	
5	Smith, Lee	

Submitted by (please place a mark next to your name):

☐ Callaghan    ☐ Davis    ☐ Halpern    ☒ Hosta    ☐ Wheeler

Signature: Marianne Hosta

# Juno Beach

## Straw Preference Poll

### RE: Selection of Town Manager

March 7, 2025

**Please place a check mark next to your top 2 choices  
to become your next Town Manager.**

	Candidate(s)	Select
1	Alves-Viveiros, Sonia	
2	Coldwell, Darren	
3	Cole, Robert	
4	Daniels, Robert	
5	Smith, Lee	✓

Submitted by (please place a mark next to your name):

☐ Callaghan
 ☒ Davis
 ☐ Halpern
 ☐ Hosta
 ☐ Wheeler

Signature: Diana Davis

# Juno Beach

## Straw Preference Poll

### RE: Selection of Town Manager

March 7, 2025

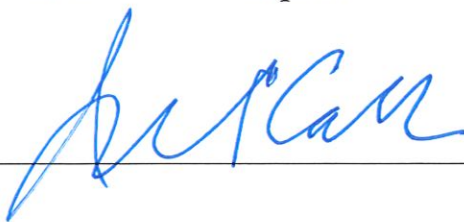
Please place a check mark next to your top 2 choices  
to become your next Town Manager.

	Candidate(s)	Select
1	Alves-Viveiros, Sonia	
2	Coldwell, Darren	
3	Cole, Robert	
4	Daniels, Robert	
5	Smith, Lee	<input checked="" type="checkbox"/>

Submitted by (please place a mark next to your name):

☒ Callaghan    ☐ Davis    ☐ Halpern    ☐ Hosta    ☐ Wheeler

Signature: \_\_\_\_\_



Juno Beach  
Summary of Preferences for Position of Town Manager, Round # 2  
March 07, 2025

Council Member(s)		Callaghan	Davis	Halpern	Hosta	Wheeler	Total
Finalist(s)							
Alves-Viveiros, Sonia							
Coldwell, Darren				X	X		2
Cole, Robert							
Daniels, Robert							
Smith, Lee		X	X			X	3
Total							

Compiled by: Frank S. Davila

# 3

# Juno Beach

## Straw Preference Poll RE: Selection of Town Manager

March 7, 2025

Please place a check mark next to your top 2 choices  
to become your next Town Manager.

	Candidate(s)	Select
1	Alves-Viveiros, Sonia	
2	Coldwell, Darren	
3	Cole, Robert	X
4	Daniels, Robert	
5	Smith, Lee	

Submitted by (please place a mark next to your name):

☐ Callaghan

☐ Davis

☐ Halpern

☐ Hosta

☒ Wheeler

Signature: \_\_\_\_\_

*Lee Smith*



**Juno Beach**  
**Straw Preference Poll**  
**RE: Selection of Town Manager**

March 7, 2025

**Please place a check mark next to your top 2 choices  
to become your next Town Manager.**

	Candidate(s)	Select
1	Alves-Viveiros, Sonia	
2	Coldwell, Darren	
3	Cole, Robert	✓
4	Daniels, Robert	
5	Smith, Lee	

Submitted by (please place a mark next to your name):

☐ Callaghan

☐ Davis

☒ Halpern

☐ Hosta

☐ Wheeler

Signature: \_\_\_\_\_

*DD Halpern*



**Juno Beach**  
**Straw Preference Poll**  
**RE: Selection of Town Manager**

March 7, 2025

**Please place a check mark next to your top 2 choices  
to become your next Town Manager.**

	Candidate(s)	Select
1	Alves-Viveiros, Sonia	
2	Coldwell, Darren	
3	Cole, Robert	✓
4	Daniels, Robert	
5	Smith, Lee	

Submitted by (please place a mark next to your name):

☐ Callaghan    ☐ Davis    ☐ Halpern    ☒ Hosta    ☐ Wheeler

Signature: Marianne Hosta

# Juno Beach

#3

## Straw Preference Poll RE: Selection of Town Manager

March 7, 2025

Please place a check mark next to your top 2 choices  
to become your next Town Manager.

	Candidate(s)	Select
1	Alves-Viveiros, Sonia	
2	Coldwell, Darren	
3	Cole, Robert	✓
4	Daniels, Robert	
5	Smith, Lee	

Submitted by (please place a mark next to your name):

☐ Callaghan

☒ Davis

☐ Halpern

☐ Hosta

☐ Wheeler

Signature:

Diana Davis

#3

# Juno Beach

## Straw Preference Poll RE: Selection of Town Manager

March 7, 2025

Please place a check mark next to your top 2 choices  
to become your next Town Manager.

	Candidate(s)	Select
1	Alves-Viveiros, Sonia	
2	Coldwell, Darren	
3	Cole, Robert	<input checked="" type="checkbox"/>
4	Daniels, Robert	
5	Smith, Lee	

Submitted by (please place a mark next to your name):

☒ Callaghan    ☐ Davis    ☐ Halpern    ☐ Hosta    ☐ Wheeler

Signature: \_\_\_\_\_

Juno Beach  
Summary of Preferences for Town Manager Finalists, Round # 3

~~February 26, 2025~~

March 7, 2025

Council Member	Callaghan	Davis	Halpern	Hosta	Wheeler	Total
Candidate						
Alves-Viveiros, Sonia						0
Coldwell, Darren						0
Cole, Robert	X	X	X	X	X	0
Daniels, Robert						0
Smith, Lee						0
Total	0	0	0	0	0	0

Compiled by: Frank D. Silva