

CITY COMMISSION WORKSHOP

Ideas

City Hall Training Room
November 1, 2011 5:30 p.m.

I. Call to Order

Mayor Ed Kelley called the meeting to order at 5:33 p.m.

Present were Mayor Ed Kelley, Commissioners James Stowers, Troy Kent, Rick Boehm, and Bill Partington, City Manager Joyce Shanahan, and City Attorney Randy Hayes.

II. Discussion of Ideas

Mayor Ed Kelley stated that Commissioner Stowers requested tonight's ideas workshop.

Economic Development

Commissioner Stowers stated he would like to see more economic redevelopment in the downtown area. He noted that Planning Director Ric Goss had put out an RFP a few years ago on US1, whereby there was not a response from any of the seven business owners indicating they wanted to sell their businesses, which indicated to him that there was no reason a developer would want to come in and give a set of ideas for redevelopment. He suggested that if the City had some sort of program that was CRA funded to help the property owners looking to sell, then a reasonable contract price could be determined and marketed. He suggested an incentive package could be used as leverage with all the positives within the City.

Mayor Kelley stated that an individual suggested building a replicate of the old Ormond Garage to be used as a museum, welcome center, and so forth. He stated he had been talking to people about economic development ideas who said they were starting to see some economic development activity/interest in Ormond Beach. He stated that Commissioner Stowers had a great idea to maximize the CRA funding, as we needed something to be the catalyst in this area. He stated he would like to find a way to hear what the business people had say they needed to be successful, such as a unique sign. He stated he would like to see an incentive program for economic development.

Mayor Kelley expressed his concern of boarded up buildings in the downtown area. He suggested a code could be created for the streetscape area to prevent this type of practice.

Commissioner Partington suggested a code for a faux look that would be hurricane safe, rather than just boarding up the building.

Commissioner Boehm suggested that the North US1 area was the northern most gateway into Ormond Beach and the property along this corridor appeared to be dilapidated and deteriorated. He stated he felt it would hurt Ormond Crossings business development without some kind of property rehabilitation in that area. He suggested talking to the property owners about trying to make the property look better.

Mayor Kelley stated he favored a gateway sign with a fountain as Commissioner Stowers had suggested. He suggested the City could also create a grant improvement fund for the US1 corridor not included in the North Mainland CRA.

Commissioner Stowers suggested some type of incentive to the property owners.

Charter Review

Mayor Kelley stated he favored reviewing their terms of office, as he preferred four-year terms. He noted that there were only two Commissioners that were not reelected since 1990.

Commissioner Boehm stated he favored staggered terms, but he thought the consensus was for two-year terms. He stated he also favored a charter review next year, as he felt everything should be reviewed periodically.

Mayor Kelley noted that four-year terms passed in 1997 and then in 1999 returned to two years.

City Attorney Randy Hayes stated that he would bring something back to the Commission in December or January for review.

Notification System

Commissioner Kent stated he favored a better notification system within the City. He stated a citizen had stopped him in the grocery store and asked him about the water quality on their street. He stated he had a load of dress shirts in the washing machine which needed to be rewashed three times in order to remove the discoloration resulting from the water. He suggested the City invest in some type of program to alert residents of various issues.

Commissioner Kent stated that there had been burglaries in his neighborhood and he stated he favored knowing of these types of events. He suggested a system that would notify residents affected by such events.

Ms. Shanahan stated that she and Mr. Joe Mannarino, Economic Development Director, had met recently with Code Red, who had precisely the program that Commissioner Kent was talking about. She stated they could do notifications in small or broad areas, for general calls or specific issues, and so forth. She stated that this program would accomplish everything they wanted to do. She stated the cost was approximately \$9,800 for 68,000 units of usage throughout the year, and was a three-year contract. She stated that another feature was tied to the utility billing system whereby the customer was notified of late payments, etc.

Commissioner Kent reiterated that he wanted to know when something was happening in his neighborhood.

Commissioner Boehm noted that the School Board currently had a similar program.

Commissioner Partington stated that he liked the idea of knowing what was going on and who to call. He stated he received two or more calls every evening from the School Board.

Ames House

Mayor Kelley stated that there would be upcoming workshops on the Ames House and MacDonald House rehabilitation. From a financial, security, and safety standpoint, he stated he felt the Legal Department would benefit by moving to City Hall. He suggested moving the the mailroom and City Clerk's office downstairs, as the City Clerk dealt with the public the most. He stated there would be more than enough room upstairs for the City Attorney's office.

Mayor Kelley stated that the Fire Department should have been relocated to Station #93, as well as the police station should have been relocated.

Mayor Kelley asked the Commission to consider relocating the Legal Department to City Hall.

MacDonald House

Commissioner Stowers stated that the last time the Commission discussed this issue, there were five different opinions, but he was hopeful that they could reach a consensus. He stated that he visited the MacDonald House recently and was able to view the two upper floors, which seemed to be somewhat structurally sound. He stated both floors could be used for four

large office spaces. He stated he was surprised at how substantial the building was.

Mayor Kelley suggested they wait until the workshop to discuss the MacDonald House.

Pension Plan Participation

Mayor Kelley suggested that the Commission make a statement by not participating in the pension plan.

Commissioner Stowers stated he wanted to be part of the same system as the employees.

Mayor Kelley stated he did not enter the retirement system because he would not be employed the 20 years of service needed to retire.

Commissioner Boehm stated that it took five years to become vested, but it was optional and he felt it was up to the individual member.

Tree Grant Program

Commissioner Stowers stated he felt that aesthetics was important to the community and he favored some sort of tree grant program to encourage residents along well-traveled streets to buy substantial trees to enhance the aesthetics of the neighborhood.

Mayor Kelley stated that in 1994 the City participated with the University of Florida in a grant tree survey of the entire city whereby the trees were inventoried.

Commissioner Boehm stated that there could be a good deal of stress on trees planted next to a highway; whereby, Mayor Kelley noted that trees along the highway in the parks out west on the way to Yellowstone National Park thrived very well because of the CO₂ exhaust from cars.

Commissioner Kent stated that he enjoyed viewing the canopy of trees as he crossed the bridge.

Commissioner Boehm suggested the City could approach the vendor in order to lock in negotiated prices for Ormond Beach residents, or offer some other kind of incentive.

Ms. Shanahan stated that this would not be in a CRA district, therefore, the City would need to develop a policy to accomplish this.

Designated Bicycle Roadway

Commissioner Stowers stated that he visited Portland, Oregon, recently where people rode bicycles year round. He stated he noticed roadways that were open for vehicles but designated for bicycles for those going to and from work. He stated these roadways were very progressive with signage, speed humps for cars, and bike lanes.

Commissioner Stowers suggested that Ridgewood Avenue would be a good roadway for bicycles and automobiles, as it was not a high traffic area.

Ms. Shanahan stated that she visited Fort Collins, Colorado, which had a bike library program with a bike coordinator employed by the city. She noted that there were about 200 bikes that were loaned out.

III. Close the Meeting

The meeting was adjourned at 6:38 p.m.

Transcribed by: Lois Towey