

**MINUTES  
CITY OF ORMOND BEACH  
CITY COMMISSION WORKSHOP  
BRAINSTORMING SESSION**

---

**June 17, 2014**

**5:30 p.m.**

**City Commission Conference Room**

---

**I. Call to Order**

Mayor Ed Kelley called the meeting to order at 5:30 p.m.

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

Mayor Kelley noted that there was no formal agenda and the workshop was for the City Commission to share ideas with one another. He explained that because of the Sunshine Law, the Commission was unable to speak to each other in an informal setting about any ideas that they may have, and this workshop served as an opportunity for them to do so.

**II. Discussions**

**A. Update from City Manager**

Mayor Kelley requested that City Manager Joyce Shanahan begin the meeting with her update.

Ms. Joyce Shanahan, City Manager, stated that she would review the issues brought up during the last Brainstorming Session Workshop.

**1. Strategic Planning**

Broader/Longer Range Strategic Plan

Ms. Shanahan stated that staff was working on a plan for a half or full day long workshop in late 2014 or early 2015. She explained that the workshop would be for civic engagement in the plan and would include input from residents, businesses, and community partners.

Technology – Fiber Optics

Ms. Shanahan stated that staff was proposing \$272,000 of funds for the fiscal year 2014-15 for fiber optics. She noted that those funds were for a fiber optic connection from the Water Treatment Plant to the Environmental Learning Center. She explained that anytime there was an open easement the city put in conduit where they could.

**2. Mixed Use Ratios**

Ms. Shanahan explained that the Commission had previously discussed reconsidering commercial office space to retail development ratios for mixed use developments. She noted that the Commission had also indicated that

technological advancements may lessen the need for commercial office spaces in the future. She stated that staff was exploring the issue and had taken no action to date.

### 3. Veterans Museum

Ms. Shanahan stated that Mr. John Brinkley had spoken to the Commission about finding a permanent location for the Veterans Museum that he had created, which was currently located in the atrium at City Hall. She stated that the proposed locations that had been discussed included the Ormond Beach Memorial Art Museum, the second or third floor of The Casements, or possibly a new structure. She explained that staff continued to explore the issue, noting that there was no real space available at The Casements but staff was looking to see if some areas that would permit the display of memorabilia could be combined. She noted that she was not sure that would meet Mr. Brinkley's long term needs.

### 4. Medians

#### Alternatives to grass

Ms. Shanahan noted that the Commission had discussed plant alternative vs. grass at their last Brainstorming Session Workshop. She stated that the alternatives discussed included Asiatic jasmine and Bahia grass.

Mayor Kelley stated that the medians on State Road 40 looked wonderful and he hoped that none of the existing medians would have grass removed from them.

Ms. Shanahan stated that the plan was not to remove any grass at that time. She explained that if there was planting space available, such as when existing juniper died off, they could replace some of that with Asiatic jasmine.

Commissioner Boehm noted that he was curious how much fertilization and water Asiatic jasmine needed to be successful in the type of environment present on the slopes of Interstate 95 (I-95).

Ms. Shanahan stated that she understood that it needed regular watering in order for it to grow in; but once it was established, it required less maintenance. She noted that it was also fairly bug resistant.

#### New Medians

Ms. Shanahan stated that new medians would be installed on State Road 40 (SR40), west of I-95, and at the interchange at North US1 and I-95. She explained that the medians would be utilizing existing Bahia and adding irrigation for trees.

#### Budget – FY 2014-15 CIP

Ms. Shanahan stated that the budget for fiscal year 2014-15 included funding for plantings such as Asiatic Jasmine and Bahia. She noted that there were also funds in the budget to do irrigation at the four corners of the I-95 overpass along Granada Boulevard.

County Maintained Medians

Commissioner Boehm asked how much Asiatic jasmine cost. He stated that he would be willing to look at the cost of it and look into planting it along Clyde Morris Boulevard, if the county would let them. He noted that he hated the appearance of those medians and the county was not doing anything to maintain them.

Ms. Shanahan stated that the city had limited funds to work with.

Commissioner Boehm noted that citizens thought those medians were cared for by the city.

Ms. Shanahan stated that citizens should be directed to call the County Council to complain about the medians. She explained that the county would not pay the city to maintain the medians. She noted that the same thing happened to the city with the Florida Department of Transportation (FDOT), explaining that FDOT mowed some of their medians only 16 times per year and the city supplemented that mowing because Ormond Beach residents had a higher standard. She stated that the city did not have the funds to put in plantings or take over those medians. She explained that they were not irrigated and would have to be regularly watered. She cautioned the Commission that the funds were not available. She noted that landscaping grants could be applied for, but the city would still have to pay for the irrigation costs and maintenance.

Commissioner Boehm stated that when Ms. Shanahan stated that the city did not have the funds for this project it was akin to her saying that she did not think that the city should spend money on it at this time. He stated that the city had the funds for whatever they wanted to spend the money on.

Ms. Shanahan clarified that the city's funds were already obligated to other issues. She stated that the priorities for funding would have to be changed.

Commissioner Boehm noted that was true. He explained that complaints were being received from residents who believed that those medians belonged to the city and were not being taken care of. He stated that they could talk to the county about the issue over and over, but the city had no relationship with them. He noted that he did not believe that the county did anything for Ormond Beach. He stated that the city and the county had different standards.

Mayor Kelley stated that the city supplied funds to the county for operations not in the cities. He stated that the county should never get upset about CRAs and that the funds generated in Ormond Beach should be kept in Ormond Beach instead of funding the 110,000 people who did not live in a municipality. He explained that Tymber Creek would not have been like it is if Ormond Beach had had control of it and would have been completed if the city had been in control. He cited Airport Road as another example.

Commissioner Stowers stated that it was a baseline tax year for a CRA, which was a blighted area, and that the increment was what went back into that area. He stated that the farce that the county was losing money on

CRAs was not accurate. He noted that when the CRAs finally expired, the idea was that the tax base would be significantly higher, causing everyone to win.

Mayor Kelley noted that he complained about the medians on Clyde Morris Boulevard last year.

Commissioner Boehm stated that the issue was not as bad as the Outlaws Clubhouse or itinerant vending. He explained that the Outlaws Clubhouse was not a leather shop but the county had been arguing with the city for months that was what it was. He asked how the city could get a better relationship with the county so that they did not keep running into these types of issues with them.

Mayor Kelley stated that Ms. Shanahan tried to develop a relationship with county staff. He noted that the county had cancelled the meetings that they used to hold with the County Chair and the city Mayors. He explained that those meetings had been productive for building relationships. He stated that maybe the City Commission was not expressing their frustrations to the County Council in a way that would get their attention.

Commissioner Boehm asked if the Commission could collectively sit down with the County Council or County Councilman Doug Daniels or someone from the county and possibly show them some of the issues. He noted that he had a whole list of issues and had just mentioned a few.

Mayor Kelley stated that the Commission could look at collectively adopting certain items that they wanted to address to the County Council.

Commissioner Partington stated that he thought having a joint meeting was a good idea. He noted that such a meeting was recently held with New Smyrna Beach and he expected they would be extended the same courtesy. He stated that the median issue could not continue to go on, noting that the issue was the same last year. He reiterated that the city's residents thought that the city was in charge of those medians, whether they liked it or not. He suggested doing cooperative projects with the county applying for grants. He explained that the city would be spending \$30,000 to place a welcome sign on Clyde Morris Boulevard by four foot high weeds.

Commissioner Stowers stated that the city absolutely needed better lines of communication with the county. He noted that the city had the issue of beach driving in front of Andy Romano Beachfront Park and went back and forth with the county for months as they resisted. He explained that when the City Commission finally sent a letter to the county something was done. He stated that such experiences indicated that was what they needed to do in order to get results. He noted that beach driving would again be a topic at the County Council meeting that week, as a hotel development was requesting driving not be permitted in front of their location. He stated that if Ormond Beach came in last and asked for assistance with some properties wanting to develop and not having beach driving, they may be told that they had already shut down so much of the beach to driving that they could not do it for them, too. He noted that he would be interested to see what

happened to the hotel asking to not have beach driving, noting that it seemed to have been a lengthy process when the Commission asked for the beachfront park. He asked if having a hotel should be the barrier of entry required to not have beach driving in front of a location, or if there should be a comprehensive process to address the complicated issue involving numerous municipalities and the county's jurisdiction of the beach.

Commissioner Boehm stated that if one hotel development was able to get beach driving removed from their location, then the next hotel development would surely request to receive the same condition. He stated that they might as well eliminate beach driving altogether, if they were going to piecemeal together where driving was allowed.

Commissioner Stowers noted that he was not advocating for or against beach driving but was advocating for transparency and consistency.

Ms. Shanahan noted that the Commission expressed interest in having a joint meeting with the county. She explained that the Commission could not take action at the workshop; but at the end of the Commission meeting tonight, she would confirm with them that was a course of action that they wished to undertake.

## 5. Signage

### Business Friendly Signage

Ms. Shanahan stated that the Commission had discussed business friendly signage, including adding way-finding signage and signage in the Community Redevelopment Agency (CRA) area near north A1A.

### Sports Complex Signage

Ms. Shanahan noted that the Commission had recently discussed the need for better signage at the Ormond Beach Sports Complex. She stated that staff was working on the issue.

### A1A Pedestrian Crossing Signage

Ms. Shanahan stated that the city was working with the East Volusia Traffic Safety Council to develop pedestrian crossing signage for A1A.

Commissioner Stowers stated that he had a resident call and express to him that they were talking their lives into their hands when crossing at Standish Drive. He stated that he took a drive up there and saw three little children about to cross and cars not stopping, even though there was a crosswalk in that location and a yellow pedestrian sign. He stated that he knew that in New Smyrna Beach where there had been some fatalities, FDOT installed blinking lights and a much more pronounced designated crosswalk where it was illegal to not stop if pedestrians were in the crosswalk.

Ms. Shanahan stated that the city had requested that push-to-stop flashing be put in at a variety of different locations and was looking for medians on south A1A so that there were safe landing areas when pedestrians were midway across the street. She stated that the city struggled with FDOT with

a lack of consistency, noting that they may allow one jurisdiction to do something and not allow another.

Mayor Kelley stated that FDOT wanted to spend funds educating patrol officers how to observe crosswalks. He noted that he voted against spending \$75,000 on educational material when it was brought to the Transportation Planning Organization (TPO) and stated that he believed those funds would be better served on a solution to help the crosswalks function more efficiently.

#### Consistent Signage

Commissioner Partington stated that one of the items he wanted to bring up involved making the city's signage more consistent. He noted that he felt that all of the signage should be similar in design. He stated that all of the signage throughout the city had substantial differences. He noted that a sign in Central Park still had the old mariner symbol the city formerly used and there was an orange and black sign in Nova Community Park, noting that was not city colors. He stated that consistent signs would serve almost as branding and let citizens know that they were in Ormond Beach.

Ms. Shanahan stated that cost may be factor. She explained that the blue and white parks and recreation facility signs, such as the ones at Nova Recreation Center and South Ormond Neighborhood Center, were easy to produce and relatively inexpensive. She stated that those signs were more consistent with recreation facilities but she felt that city could have different types of signs and not lose the branding. She noted that the city had not approached its signage from a comprehensive standpoint, other than the signs in the downtown area, as there was a way-finding plan for that area.

Commissioner Partington stated that he could fairly easily find 40 to 50 different types of signs in the city.

Ms. Shanahan stated that she agreed but noted that the CRA and downtown area was pretty consistent because they had been replaced recently.

Commissioner Partington stated that he thought there still needed to be a consistent theme to the city's signage, even if there was a cost associated with doing so. He noted that Mayor Kelley had great experience with visual branding and advertising. He stated that they needed to come up with something easy to implement and affordable.

Mayor Kelley stated that it should be very easy to replace any sign with the old mariner's logo.

Ms. Shanahan stated that staff could address those signs.

Mayor Kelley suggested that the parks could be denoted by a particular type of sign as could the downtown district. He noted that Holly Hill branded their street signs. He suggested that there be different sign types for specific sections of the city but they all be related.

Commissioner Boehm asked if a survey could be done, perhaps by city staff, of the various types of signs throughout the city. He noted that most of them probably did not know where all of the city's signs were located. He agreed that certain categories of signs should all be the same within that category, citing welcome signs, recreation facilities, parks, and downtown areas as some of those categories.

Ms. Shanahan stated that some of the signs were produced in-house. She noted that the blue and white signs previously referenced were not produced in-house but were fairly inexpensive.

## **6. McDonald House**

Ms. Shanahan stated that the Commission had discussed relocating the Welcome Center at their last Brainstorming Session Workshop. She stated that options for relocation had been explored but The Casements was not a viable option at this time, but that other alternatives were still being considered.

Ms. Shanahan stated that rehabilitating the building was on the city's Unfunded List in the CIP. She stated that she met with museum staff and the historical society and they expressed that their future vision was to turn the McDonald House into an Ormond Beach local history museum. She noted that they planned on exploring ECHO funding for the repairs, which required some type of operation out of the facility. She stated that they also expressed an interest in utilizing CRA funds and noted that to do so the project would need to be added to the CRA Master Plan for three years.

## **7. Commission Administration**

### Electronic Voting

Ms. Shanahan stated that the Commission had discussed electronic voting for Commission meetings at their last Brainstorming Session Workshop. She stated that the City Clerk was exploring options for electronic voting and request to speak systems that could be utilized at the dais. She noted that the City Attorney was reviewing ordinances and regulations for the implementation of such a system.

### Meeting Times

Ms. Shanahan stated that the Commission had discussed meeting times at their last Brainstorming Session Workshop, and whether earlier meeting times would be beneficial. She noted that the issue would continue to be considered.

Mayor Kelley stated that the issue had been brought up to him. He explained that each time it was discussed; there was the issue of many workshops throughout the year held before the City Commission meetings. He noted that he once was a proponent of meeting at 6:00 p.m. but with the workshop schedule that would not be as viable of an option. He explained that if the City Commission meetings were at 6:00 p.m., then workshops would have to be scheduled for another night. He stated that if there was no

interest in looking at the issue further, it could be removed from future updates.

Ms. Shanahan stated that staff tried to be good stewards of the Commission's time and explained that having workshops on the same evening as City Commission meetings worked well with their schedules. She noted that it would be more difficult to coordinate workshops on other days of the week with all of the Commission members' schedules.

Commissioner Boehm stated that the members of the Commission who worked probably found it easier to attend meetings at 5:30 p.m. after business hours.

Mayor Kelley stated that his idea for moving the meetings to 6:00 p.m. would be to have the workshops follow the City Commission meetings, but he did not know if that was a good idea.

Commissioner Boehm explained that they could not predict how long a City Commission meeting would take and the workshops needed to be advertised. He stated that it was harder for citizens who worked to have to be at a meeting at 6:00 p.m. than 7:00 p.m. He stated that he wanted to make the meetings accessible.

#### Agenda Order/Timing

Commissioner Stowers noted that there was no controversy related to this topic but he wanted to explore it with the Commission. He explained that he had seen situations where there was a lengthy agenda and fairly far down on the agenda was a controversial item that may involve multiple attorneys and meeting attendants, who would then have to sit through many items. He noted that a lot of time at Special Magistrate meetings, they would ask at the beginning of the meeting who was here for what items and then re-order the agenda in that order. He asked if there was some way the Commission could have a conversation regarding if there were items with multiple professionals or residents present and move up those items on the agenda so that someone did not have to sit around to get to their item.

Mayor Kelley stated that had been done multiple times in his tenure with the Commission. He explained that if an item was requested to be moved up, he has the discretion as the chairman to do so.

City Attorney Randy Hayes confirmed that Mayor Kelley, as chairman, under their adopted rules could move items as needed.

Ms. Shanahan stated that the Commission could always amend the agenda at the meeting. She explained that the Commission formally adopted a meeting order and that staff created the agenda following that order. She noted that when the meeting started they could make a motion to amend the agenda, if needed. She explained that staff was not intentionally putting items at the end of the agenda but following the adopted item order.

Mayor Kelley noted that was an easy issue they could handle by bringing the item forward, if possible. He noted that often a controversial item may seem

further down the agenda but the consent agenda and some second reading items may be over in five minutes or so; and therefore, there would be no real need to move the controversial item up.

Commissioner Stowers explained that he just wanted to mention the issue before it ended up being brought up in the heat of the moment.

#### Audience Remarks

Ms. Shanahan stated that the Commission had discussed audience remarks at City Commission meetings at their last Brainstorming Session Workshop. She stated that staff would follow up on reviewing criteria for audience remarks and noted that a placeholder was added to all committee and advisory board meeting agendas for audience remarks. She noted that the only place there was not a designated time for audience remarks was at City Commission workshops, as those meetings were just for the City Commission to discuss issues and not take action.

Mayor Kelley stated that he believed the city complied with or exceeded the state's requirements for allowing audience remarks.

### **8. Other Issues**

#### Relocation of City Attorney's Office

Ms. Shanahan noted that the relocation of the City Attorney's Office from the Ames House to City Hall was brought up at the last Brainstorming Session Workshop. She stated that there had not been consensus from the Commission regarding doing so.

Mayor Kelley noted that he was the only one considering the move.

#### Redesign of City Logo/Seal

Ms. Shanahan noted that redesigning the city logo and seal was brought up at the last Brainstorming Session Workshop. She stated that no action had been taken.

#### Amphitheater in Ormond Beach

Ms. Shanahan stated that the Commission had discussed creating an amphitheater in the city at their last Brainstorming Session Workshop. She noted that the airport property referenced was currently used as a mitigation bank. She explained that the city had begun to explore whether a small amphitheater might be appropriate at the Environmental Learning Center.

#### Parking addition for The Casements

Ms. Shanahan stated that the Commission had discussed creating a parking addition for The Casements at their last Brainstorming Session Workshop. She noted that no action had been taken at that time. She explained that in order for the project to be eligible for CRA funding, it would need to be in the CRA Master Plan for three years.

## B. City Commission Brainstorming

### Process for Naming City Locations

Mayor Kelley stated that he wanted to discuss a process for how facilities were named after individuals. He noted that it had been previously mentioned that a process needed to be in place, but it had been off the radar for a while.

Ms. Shanahan stated that staff had explored options with the Commission before. She noted that staff had brought a process to the Commission which they were not interested in. She stated that staff could certainly bring it back to them again to a workshop where it could be discussed.

Commissioner Boehm stated that they dealt with that issue when he was in the Leisure Services Advisory Board (LSAB). He noted that the issue was the criteria, and the LSAB felt that the decisions needed to be made on a case-by-case basis. He explained that by setting criteria, some individuals may only meet some of them and not be able to qualify, effectively pigeonholing the nominations. He stated that there were some things that people did that merited consideration that might not be included in such criteria. He cited the example of Cameron Brenneman, who had a playground named after him at Sanchez Park, who would not have met any naming criteria that would have been established.

Mayor Kelley asked if that naming had been done with the right process.

Commissioner Boehm stated that the City Commission was free to do what they desired currently and would be restricting themselves by setting up criteria.

Commissioner Stowers stated that he could see future cases where no one would want to step up and be the first naysayer so the naming would just happen. He noted that only if there was some controversy, such as someone alive with a facility named after them getting into trouble, would there be a knee jerk reaction desiring a process. He noted that he appreciated where Mayor Kelley was coming from. He explained that the issue was setting up a process with flexibility in it, which did not end up being a popularity contest.

Commissioner Boehm noted that there were differences in naming a ball field, a street, or a playground. He explained that he felt that the criteria for naming a ball field would be different than the criteria for naming a street. He stated that he did not think they would arrive at an all encompassing set of criteria. He noted that there had been no controversy regarding the issue in the city. He stated that he thought that the Commission was judicious in their naming and the names given were justifiable.

Mayor Kelley asked if there was a procedure in place for the unlikely event that a facility would need to be un-named; whereby, Mr. Hayes stated that the Commission had the discretion to name and un-name if they desired.

Ms. Shanahan stated that there was some policy in place, explaining that LSAB usually made recommendations regarding naming facilities related to parks and recreation.

Commissioner Stowers stated that he agreed that there had not been any issues in Ormond Beach yet, but he noted that he had seen issues arise in other areas. He stated that a consistent theme for him was to bring up items that had been controversial in other areas and make sure that they were being proactive in positioning themselves to avoid those types of scenarios.

#### Medical Marijuana

Commissioner Boehm stated that Florida Governor Rick Scott had signed a limited medical marijuana bill. He stated that he read that there would be five dispensaries in the state and prescriptions would be obtained from those dispensaries. He asked Mr. Hayes what would happen if someone was stopped by the Ormond Beach Police Department and that person had medical marijuana on them from one of the dispensaries. He stated that the state law said that the records of those receiving medical marijuana was shielded and not made public, noting that they would not be able to determine who had a prescription for medical marijuana.

Commissioner Partington stated that it was the individual's responsibility to provide a valid prescription.

Mayor Kelley stated that shielding did not mean that there were no records available.

Commissioner Partington stated that usually law enforcement and school districts had the ability to access records that might be shielded from others.

Commissioner Boehm noted that they would not know how many citizens of Ormond Beach had the right to smoke marijuana.

Mayor Kelley explained that the recently passed law was not for the type of marijuana that was smoked but for the pill form.

Mr. Hayes stated that staff was evaluating the issue presently. He noted that a lot of jurisdictions were struggling with similar questions. He stated that staff would be working on things to discuss regarding the issue in the coming months in anticipation of the amendment passing. He suggested that the most appropriate thing to do may be to do a short-term moratorium until it was fully understood.

Mayor Kelley stated that at the Volusia Council of Governments (VCOG) meeting the local municipalities discussed if they had taken any actions or not regarding the issue. He stated that Flagler County had taken some action.

Commissioner Partington stated that any action would depend on what happened during the election in November. He stated that the state could step in and regulate everything and leave little for the cities to do.

Mr. Hayes stated that he recently spoke with Representative Dave Hood, who informed him that the legislature did adopt strict regulations recently. He noted that he had not reviewed them yet. He explained that he spoke with an attorney over the weekend that had a client interested in the business, and there were law firms putting on seminars for their clients. He stated that his understanding from

that attorney was that what the state legislature passed was overly restrictive and may not be consistent with the proposed constitutional amendment. He noted that the legislature had to create an umbrella regulatory framework which would form a basis for what local governments would adopt their regulations from.

Mayor Kelley stated that the vote in November to legalize marijuana restricted who could produce and sell the product.

Mr. Hayes noted that there were a lot of factors that they still did not know.

#### Itinerant Vendors

Commissioner Boehm stated that the itinerant vendor situation was unfair. He explained that those with vacant land, who were taxed for their vacant land, rented that land out during the year to vendors who did not live in the area. He stated that those vendors took their profits back out of the area; and therefore, the local economy got nothing out of it. He noted that the itinerant vendor received an advantage operating that way, and it was a disadvantage to the local jurisdictions in that situation. He stated that the property appraiser did not tax those businesses as year-round businesses, citing The Broken Spoke as an example of vacant land that was only operated as a business during bike events. He noted that the city was entering into an agreement with the county for jurisdiction of that area of US1. He asked if there would be any layering of permitting fees depending on how many vendors or how large the property was. He noted that the city was spending their money to have heavy police presence during those events to support itinerant vendors and receiving nothing in return.

Mayor Kelley stated that they had previously asked about doing a sales tax benefit to the city and that idea received no traction. He stated that the city should be receiving something from that sales tax revenue.

Commissioner Boehm asked how it was ensured that those vendors even paid sales tax. He noted that they came from out of state and were being paid with cash. He asked how it was being determined how much cash they received, how much tax they owed, and if it was paid. He stated that the vendor could be back in another state by the time it was realized they did not pay the tax.

Mayor Kelley stated that part of the solution was the agreement that the city was working on with the county. He explained that those businesses with structures at their locations had been historically participating and were grandfathered in, and those who were not would be phased out in five years.

Mr. Hayes noted that this subject would be discussed further at the City Commission meeting that evening as the agreement was on the agenda. He noted that it would be hard to capture that revenue.

Commissioner Boehm stated that the city was putting structure in place to create a system that would eventually work. He explained that he felt for the city's taxpayers, who were paying for the police presence in that area and other expenses for vendors who did not even live in the state and took advantage of the situation. He noted that the property owner received the benefit of renting out their space but he did not know if the city received anything from them.

Mayor Kelley stated that the city did not receive anything because most of those locations were in the county. He noted that the city had restrictions on itinerant vending.

Commissioner Stowers stated that the City of Daytona Beach had a sizable Bike Week Master Plan they put together each year with multiple layers of regulations and rules. He stated that he thought that phasing out some of those uses was the way to do it. He stated that he read an article where Commissioner Pam Woods of Daytona Beach likened the relationship with Bike Week to a drug addiction, where they had to keep feeding the cycle. He noted that was a divisive issue in the area. He stated that the upgrades that Ormond Beach had planned for the north US1 area would be best in the long term for the city.

#### Gateway Signage

Commissioner Stowers stated that not all gateway signs were created equal or in equal locations. He cited the proposed location at Ocean Shore Boulevard as an example, noting that it was a two-lane round as opposed to SR40 and by I-95 where there were four lanes and turn lanes.

Commissioner Boehm agreed. He stated that he thought the consensus was that four of the locations could be the same and the others would have to be different to meet the needs of those locations.

Ms. Shanahan noted that staff was still working on the gateway signs.

Commissioner Partington stated that all signs could have elements to tie them in together.

#### Air Conditioning Unit Replacement Permits

Mayor Kelley stated that every month he and Ormond Beach Chamber of Commerce Executive Director Rick Fraser visited local businesses to receive input on the city. He stated that an issue had been brought to his attention during one of these visits. He explained that New Smyrna Beach no longer re-inspected air-conditioning installations, if an individual had a unit replaced, because they did not have the time or money to do so. He stated that if a licensed and insured air-conditioning professional was installing a unit, it had to be installed according to specifications. He noted that if an individual later had a problem with the unit due to poor installation, then the installer would be liable and no longer have a license to operate so that the problems would correct themselves. He explained that he was asked if Ormond Beach could look at doing as the City of Jacksonville did, which was to keep a registry of every licensed, insured air-conditioning company and have the company email the city to request a permit and the city would issue one, provided the company appeared on the list as property licensed and insured.

Ms. Shanahan clarified that Mayor Kelley was not suggesting that the air-conditioning company not pull a permit but instead to call in or email to request one, and then the city would not be responsible for checking to make sure the installation was performed correctly.

Mayor Kelley reiterated that New Smyrna Beach had adopted such a policy and noted that Ms. Shanahan had a good relationship with their City Manager.

Ms. Shanahan stated that she would follow up on their procedure.

Mayor Kelley stated that it made sense to him to simplify the process.

Ms. Shanahan stated that she had received calls about contractors not doing pool work and the city issued the permit three weeks prior. She explained that sometimes when the permit was already issued, it was the vendor who was holding up the work.

Mayor Kelley noted that the heat that day reminded him how hot it would be this summer. He stated that those who needed air-conditioning units replaced would want them replaced as soon as possible. He explained that his own air-conditioning unit went out and when he called to have it replaced the air-conditioning company told him that he had to pull a permit and could start the work in two days. He suggested the process be made friendlier.

Ms. Shanahan stated that the whole idea behind the permitting process was that the city was trying to protect the public and ensure that life, health, and safety codes were followed. She noted that she agreed that some things were rudimentary.

Mayor Kelley stated that an air-conditioning company, such as Total Comfort, had been in business for 35 years and could email and request a permit for a unit they were replacing. He stated that whether they received the permit in person or electronically had no bearing on the effective installation of the product.

Ms. Shanahan noted that she believed there were two issues being discussed, one was how the permit was obtained and the second was the physical re-inspection after the installation was performed.

Mayor Kelley stated his major concern was the permitting process. He noted that if the re-inspection was a cost to the city that could be avoided he would be in favor of reviewing that, as well.

Commissioner Partington stated that he spoke to a gentleman a few months ago who worked at a local company for over 30 years. He explained that when that gentleman retired he went back to work for the company in a different capacity, which was pulling permits all throughout central Florida for their various jobs. He stated that the individual gave rave reviews about the ease of pulling permits in relation to other local communities. He stated that made him feel good about the steps taken to streamline permitting in the city. He noted that he would be happy to look at ways to further improvement the process, such as the emailing of permits as Mayor Kelley had suggested.

Ms. Shanahan noted that the Planning Department was also currently in the process of reviewing new software.

Commissioner Partington stated that he recently opened a bank account and everything seemed to be moving to being done through email and with electronic signatures. He noted that while he was not always comfortable with that he understood that would be the way things would continue to move. He stated that

using technology to make processes easier for their customers would be a good idea.

Mayor Kelley stated that he also heard great reviews regarding the current permitting process. He noted that he was only speaking about permitting on air-conditioning units rather than planned items such as pools because the air-conditioner going out was a major unexpected inconvenience in most cases.

Ms. Shanahan asked how that was different from a hot water heater.

Mayor Kelley replied that it was the same and noted that he had received complaints about the permitting for hot water heaters. He stated that a person replacing a hot water heater might be more understanding about not having hot water for a day or two while someone with no air-conditioning when it was 100 degrees would be suffering.

Ms. Shanahan stated that she did not honestly think that the city was making people wait but would look into it.

#### Technology

Commissioner Stowers stated that his wife drove 45 minutes to go to a meeting the other day. He wondered why she could not attend the meeting via Facetime or Skype in order to save gas and time. He stated he believed that in the last 15 years technology had accelerated faster than any time before. He stated that he had thought about having a competition among city staff where staff could suggest what technologies the city could implement that would save money.

Ms. Shanahan explained that the city had a suggestion committee comprised of staff that reviewed submissions from city staff regarding ways the city could operate better.

Commissioner Stowers suggested that maybe they put some advertisement behind it. He stated that he believed there were a lot of options out there.

Ms. Shanahan explained that part of the issue presently was software related, and that was why a contract for new software was currently being negotiated.

Commissioner Partington noted that in Flagler County the court system used software for first appearances on weekends so that the judge, attorney, and jail could all see each other on video without having to appear in person. He suggested that the City Commission could hold a meeting that way sometime in the future.

Mr. Hayes stated that they could not do so until the legislature changed the law.

### **III. Adjournment**

The meeting was adjourned at 6:44 p.m.

Transcribed by: Colby Cilento