

**ORMOND BEACH CITY COMMISSION MEETING  
HELD AT CITY HALL COMMISSION CHAMBERS**

**January 16, 2007 7:00 p.m.**

Present were: Mayor Fred Costello, Lori Gillooly, Troy Kent, Ed Kelley, and Bill Partington, Assistant City Manager Ted MacLeod, City Manager Isaac Turner, City Attorney Randal Hayes, and City Clerk Veronica Patterson.

**A G E N D A**

- 1) Meeting call to order by Mayor Costello.
- 2) Invocation.
- 3) Pledge of Allegiance – Colors Presented by Girl Scout Troop No. 371.
- 4) **AUDIENCE REMARKS:**
- 5) **APPROVAL OF THE MINUTES** of the December 19, 2006, and January 2, 2007, meetings.
- 6) **PRESENTATIONS:**
  - A) Employee-of-the-Quarter award to Brenda Cupak.
  - B) Presentation of “HOMe for the HOLIDAYS” awards.
  - C) Proclamation in honor of Girl Scout Troop No. 371.
- 7) **INTERGOVERNMENTAL REPORTS:**
  - A) Metropolitan Planning Organization
  - B) Volusia Council of Governments
  - C) Water Authority of Volusia
- 8) **CONSENT AGENDA:** The action proposed is stated for each item on the Consent Agenda. Unless a City Commissioner removes an item from the Consent Agenda, no discussion on individual items will occur and a single motion will approve all items.
  - A) Resolution No. 2007-01 authorizing the execution of a non-exclusive agreement with A1 Assets, Inc., for the disposal of computer hardware and other electronic equipment classified as surplus municipal property.
  - B) Resolution No. 2007-02 pursuant to Section 15-98, Liens, of the City of Ormond Beach Code of Ordinances, authorizing the imposition of liens against the real property located at 153 East Lindenwood Circle, 945 Marie Circle, 985 Parkwood Drive, 295 Washington Place, 194 Fleming Avenue, 54 Jamestown Drive, 289 Washington Place, 502 Cedar Street, 45 Perrott Drive and 603 Arroyo Parkway for costs incurred by the City to terminate or abate site maintenance/nuisance violations.
  - C) Resolution No. 2007-03 authorizing the execution of a First Amendment to the Sixth Amended Lease Agreement between the City, M.A.C. Charter, Inc., and Sunrise Aviation, Inc.
  - D) Resolution No. 2007-04 authorizing the execution of a Lease Agreement between the City, M.A.C. Charter, Inc., and Sunrise Aviation, Inc.
  - F) Approval of travel by the City Manager to Tallahassee.

DISPOSITION: Approve as recommended in City Manager memorandum dated January 11, 2007.
- 9) **SECOND READING OF ORDINANCES:**
  - A) Ordinance No. 2007-01 amending the annual budget for the 2006-2007 fiscal year relative to the General Fund; Airport Fund; Economic Development Fund; Grants Fund; Facilities Renewal and Replacement Fund; North US1 Property Acquisition Fund;

Transportation Improvement Fund; Recreation Impact Fee Fund; Water and Wastewater Fund; Water and Wastewater Renewal & Replacement Fund; Water Treatment Plant Construction Fund; and the Solid Waste Fund.

- B) Ordinance No. 2007-02 amending Section 2-71, Historic Landmarks and Districts, of Chapter 2, Article IV, of the Land Development Code by adding a list of currently designated historic landmarks.

10) **DISCUSSION ITEMS:**

- A) Legislative issues update.  
B) Birthplace of Speed heritage.  
C) City Manager evaluation.

- 11) **REPORTS, SUGGESTIONS, REQUESTS:** Mayor, City Commission, City Manager, City Attorney.

12) **CLOSE THE MEETING.**

Item #1 - Call to Order

Mayor Costello called the meeting to order at 7:00 p.m.

Item #2 - Invocation

Mayor Costello gave the invocation.

Item #3 - Pledge of Allegiance

Girl Scout Troop No. 371 presented the Colors and led in the Pledge of Allegiance.

Item #6(C) - Proclamation in Honor of Girl Scout Troop No. 371

Commissioner Kent read a proclamation honoring Girl Scout Troop 371 and the Girl Scouts of America.

Item #4 - Audience Remarks

Charter Amendments

Mr. Glenn Jaspers, 160 Ocean Terrace, explained that the City Attorney had answered his questions regarding the Charter amendment. He asked if a Charter Committee had been formed to review exceptions such as “grandfathering” and volunteered to serve on such a committee. Mr. Jaspers urged both sides of this issue to consider these exceptions favorably in the near future in time to be placed on the ballot.

Mayor Costello reported he would request this be discussed in the upcoming goal-setting session.

Posting of Profane Signs

Ms. Elizabeth Robinson, 31 Lake Park Circle, stated that profane signs were posted on a neighbor’s wall by a sergeant with the Ormond Beach Police Department, which were replete with profanity and threats and the free association of the mixture of alcohol and the firing of guns. Ms. Robinson stated that this sergeant was a representative of the City of Ormond Beach Police Department, and this conduct was unbecoming a police officer.

Mayor Costello stated while he agreed with much of what Ms. Robinson stated, there was freedom of speech. He reported he was certainly not pleased with what he had seen.

Eagle Badge

Mr. Charles Carter, 212 Arlington Way, stated his grandson from Winter Haven would earn his Eagle Badge on Saturday.

Insurance Crisis

Mr. Carter stated the citizens can not pay the insurance on their property. He noted the Insurance Service Organization (ISO) set the figures used in calculating all insurance policies in the State, but the figures can be changed periodically upon request. Mr. Carter requested the ISO be reviewed and updated. He pointed out the City spent millions of dollars on fire protection, and the last change was made in 2001. Mr. Carter reported that for every point difference, the people could save 20% of the cost on their insurance policy.

Mayor Costello stated more information would be provided by the fire chief, possibly in the Friday letter. He explained the Friday Letter often has information in response to some of the issues brought up at City Commission meetings and is posted on the City's website.

Item #5 - Approval of Minutes

Mayor Costello advised the minutes of the December 19, 2006, and January 2, 2007, meetings have been sent to the Commissioners for review and asked if there were any corrections, additions, or omissions.

**Hearing none, Mayor Costello stated that the minutes were approved as submitted.**

Item #6(A) - Employee-of-the-Quarter Award to Brenda Cupak

Mr. Isaac Turner, City Manager, announced that Ms. Brenda Cupak was selected as the Employee-of-the-Quarter. He stated Ms. Cupak had been with the City since 1986 and was recently promoted to Records Clerk Supervisor in the Police Department. Mr. Turner reported Ms. Cupak was known for her hard work, dedication, and willingness to help her fellow employees.

Mayor Costello congratulated Ms. Cupak and presented her with two plaques to be placed on display at City Hall honoring her as the Employee-of-the-Quarter, along with a watch with the City seal on its face. He thanked Ms. Cupak for all she has done for Ormond Beach in the past 20 years.

Item #6(B) - Presentation of "HOMe for the HOLIDAYS" Awards

Mayor Costello reported Mr. Brian Daly has been in charge of the HOMe for the HOLIDAYS parade for 13 years. He thanked him for all of his hard work.

Mr. Brian Daly reported this year's theme was "A Storybook Holiday." He noted the Parade Committee wished to thank Mr. Turner for providing a ride for Santa Clause, the City of Ormond Beach Leisure Services Department and the City advisors, Ormond Main Street, the Halifax Baptist Association, the Streets and Public Works Department, CERT volunteers from the Fire Department, Citizens Patrol volunteers from the Police Department, the Fire Department, the Police Department, and the judges.

Mr. Daly stated the winners in the vehicles division were: first place to Volusia County School Board, second place to the Ormond Main Street, and third place to the Lohman's Funeral Home. He noted in the walkers division the winners were: first place to the Children's Musical Theatre, second place to Cub Scout Pack 403, and third place to Brownie Troop 135. Mr. Daly advised the winners in the floats division were: first place to the Cub Scout Pack 468, second place to Pathways, and third place to Holly Hill Elementary. He stated the winner of the best overall category was the Friends Bank. Mr. Daly reported the winners in the band division were: first place Hinson Middle School, second place to Tomoka Elementary, and third place to Calvary Christian.

Mr. Pete Klironomos, Friends Bank, thanked the City for their warm welcome and support. He turned the prize award they received over to the Pace Center for Girls.

Ms. Andy Cripps of the Ormond Beach Chamber of Commerce announced the Presidents Cup winner was the City of Ormond Beach, Department of Leisure Services.

Item #7(A) - Metropolitan Planning Organization

Mayor Costello reported he had no new information on the Metropolitan Planning Organization (MPO).

Item #7(B) - Volusia Council of Governments

Mayor Costello reported the Volusia Council of Governments (VCOG) was working on smart growth issues. He noted Ormond Beach was seen as a leader by the other communities in that Ormond Beach had its boundaries established, utility areas acknowledged, and was working with the County. Mayor Costello reported that in the “State of the County Address” Mr. Frank Bruno, Volusia County Council Chairman, did a great job in bridge building.

Item #7(C) - Water Authority of Volusia

Commissioner Kelley stated the Water Authority of Volusia (WAV) would have a very important meeting tomorrow, and he hoped he would have a good report to present at the next meeting.

Item #8 - Consent Agenda

Mayor Costello advised that the action proposed for each item on the Consent Agenda was so stated on the agenda. He asked if any member of the Commission had questions or wished to discuss any one or more of the items separately.

Commissioner Kelley requested Item 8(E) be removed from the Consent Agenda for discussion.

**Commissioner Partington moved, seconded by Commissioner Gillooly, for approval of the Consent Agenda, minus Item No. 8(E).**

Call Vote:	Commissioner Gillooly	yes
	Commissioner Kent	yes
	Commissioner Kelley	yes
	Commissioner Partington	yes
Carried.	Mayor Costello	yes

Item #8(E) - Travel by the City Manager

Commissioner Kelley expressed concern regarding the City Manager taking two days to look at a water plant.

Mayor Costello stated the Commission has held the City Manager accountable for the condition of the water facility, and he needed to determine the expectation for a Reverse Osmosis (RO) plant, how it must be operated, and the level of maintenance necessary.

Mr. Isaac Turner, City Manager, thanked Commissioner Kelley for his prudence and for sharing his concerns directly with him. He acknowledged that he had toured an RO plant a long time ago. Mr. Turner explained he would be examining two RO plants in the West Palm Beach area. He stated he would be touring a model plants to see the plant and talk directly to the line people operating the plant in order to learn from their mistakes. Mr. Turner stated other staff members have examined this plant or others in the area in 2005.

Commissioner Partington reported he agreed with Mayor Costello. He stated this was a human safety factor when a person would be driving to a remote location, spending six to eight hours touring, and then be forced to make the trip back the same day. Commissioner Partington noted if an accident would occur it could create a huge amount of liability incurred by the City; therefore, he could accept this expenditure.

Commissioner Gillooly reported it would be helpful if there was an estimate of the cost. She acknowledged Mr. Turner was prudent and careful with costs. Commissioner Gillooly stated it would be more reflective of how careful Mr. Turner was in spending City funds if an estimate would be included.

Mayor Costello stated the consensus was to allow Mr. Turner to go on the trip. He requested, in the future, to provide the Commission an estimate of the cost involved.

**Commissioner Partington moved, seconded by Commissioner Gillooly, to approve the travel requested by the City Manager.**

Call Vote:	Commissioner Kent	yes
	Commissioner Kelley	no
	Commissioner Partington	yes
	Commissioner Gillooly	yes
Carried.	Mayor Costello	yes

Item #9(A) – Amending the Annual Budget for the 2006-2007

ORDINANCE NO. 2007-01

AN ORDINANCE AMENDING THE ANNUAL BUDGET FOR THE 2006-2007 FISCAL YEAR RELATIVE TO THE GENERAL FUND; AIRPORT FUND; ECONOMIC DEVELOPMENT FUND; GRANTS FUND; FACILITIES RENEWAL AND REPLACEMENT FUND; NORTH US1 PROPERTY ACQUISITION FUND; TRANSPORTATION IMPROVEMENT FUND; RECREATION IMPACT FEE FUND; WATER AND WASTEWATER FUND; WATER AND WASTEWATER RENEWAL & REPLACEMENT FUND; WATER TREATMENT PLANT CONSTRUCTION FUND; AND THE SOLID WASTE FUND; AND SETTING FORTH AN EFFECTIVE DATE.

**Commissioner Partington moved, seconded by Commissioner Kelley, to approve Ordinance No. 2007-01, on second reading, as read by title only.**

Call Vote:	Commissioner Kelley	yes
	Commissioner Partington	yes
	Commissioner Gillooly	yes
	Commissioner Kent	yes
Carried.	Mayor Costello	yes

Item #9(B) – Adding a List of Currently Designated Historic Landmarks

ORDINANCE NO. 2007-02

AN ORDINANCE AMENDING SECTION 2-71, HISTORIC LANDMARKS AND DISTRICTS, OF CHAPTER 2, ARTICLE IV, OF THE LAND DEVELOPMENT CODE BY ADDING A LIST OF CURRENTLY DESIGNATED HISTORIC LANDMARKS; REPEALING ALL INCONSISTENT ORDINANCES OR PARTS THEREOF; PROVIDING FOR SEVERABILITY; AND SETTING FORTH AN EFFECTIVE DATE.

**Commissioner Kelley moved, seconded by Commissioner Partington, to approve Ordinance No. 2007-02, on second reading, as read by title only.**

Call Vote:	Commissioner Partington	yes
	Commissioner Gillooly	yes
	Commissioner Kent	yes
	Commissioner Kelley	yes
Carried.	Mayor Costello	yes

Item #10(C) - City Manager Evaluation

Mayor Costello reported this item would be delayed.

Item #10(A) - Legislative Issues Update

Mr. Sam Bell of Pennington, Moore, Wilkinson, Bell & Dunbar, P.A. stated people have been hit with high insurance rates and high property taxes at the same time; therefore, the legislature was grappling this week with insurance and would tackle the taxes in the regular session. He reported he talked to the House Staff Director for Appropriations, the Finance and Tax Staff Director, and the Chief of Staff for the Senate President who all confirmed that the projected revenue for the State of Florida was substantially down. Mr. Bell stated those at the local level know about unfunded mandates, and he was starting to see signs of unfunded mandates directly to local governments or a cut in funding in other areas where the local government would need to pick up the slack. He advised there was over a \$70 billion budget with a great deal of expenditures. Mr. Bell reported local government heard the voice of the people, and there was more than a 1% reduction in millage increases across the State by local governments. He noted he was proud Ormond Beach had been a conservative City for years, keeping the millage down.

Mr. Bell pointed out that while Ormond Beach was not part of the problem, there was a problem, and the legislature would be dealing with it in the upcoming session. He reported there were 120 members in the House of Representative and 40 in the Senate and all had ideas. Mr. Bell

stated Senator Lynn's Senate Bill 220 was to place a cap on expenditures at the local level with an exception for new construction. He noted it had a Consumer Price Index (CPI) increase and an additional 3% built in; therefore, the budget could be increased by approximately 9%, which was fairly liberal. Mr. Bell reported he suggested to Senator Lynn today that if she should move ahead with her bill that she may want to include a high vote requirement where the City Commission could increase above that rate for emergencies. He stated there was a great deal of legislation and confusion in what was included in some of the proposed bills.

Mr. Bell advised the problem was not with the expenditure at the local level, but what has occurred with the appraisal of property. He stated in the "Save Our Homes" legislation the homesteaded property has been protected, and the suggestion of doubling that exemption, as the Governor proposed, would exacerbate this problem; and it could be even worse if it were portable. Mr. Bell explained the reason this was bad was because if the homesteaded property were set aside, the burden would be borne by non-homesteaded property, the new homeowner, commercial property, and the renter who would see the tax increase reflected in their rent. He noted Senator Lynn's bill would not help this problem because this would be addressing expenditures when the real issue was the disproportionate bearing of the tax burden by the non-homestead home owners. Mr. Bell stated the Commission has been charged to represent the people of Ormond Beach, and he should probably fight anything that would inhibit the Commission's ability to fulfill their duty. He reported the Florida League of Cities has a fairly broad tax piece to their legislative package, but the core was to not enact legislation that makes it impossible or difficult for local elected officials to fulfill their duty. Mr. Bell advised it was extremely unlikely that the State would agree to further share a sales tax with local governments. He stated it has been an honor to represent the City of Ormond Beach in Tallahassee.

Commissioner Partington asked if the legislation could create statutes that would provide all property equal benefits and what the result of that legislation would be.

Mr. Bell stated that was possible, but he feared the most likely action would be a doubling of the homestead exemption.

Commissioner Partington reported that would be the fairest thing to do, but also a politically impossible thing to do. He stated he supported Mr. Bell's recommendation of a supermajority vote for situations where funds would need to be raised. Commissioner Partington asked if that would enhance the constitutionality of Senator Lynn's bill or solve the inherent constitutional problem in her bill regarding restricting local governments from their home rule powers.

Mr. Bell stated it would certainly help. He noted in his discussion with Senator Lynn today that she was not adverse to that suggestion.

Commissioner Partington reported he favored the 3% plus the CPI, plus possibly another 3%, and a supermajority vote to deal with emergency situations where areas of government have far exceeded the CPI.

Commissioner Gillooly stated there was a large portion of the population who are older and choose to rent due to maintenance and safety issues. She noted there was an impact from the tax and insurance issue that has become evident in affordability. Commissioner Gillooly reported that doubling the homestead exemption may seem to be a solution to an individual, but it compounds the issue, and the difference between homesteaded and non-homesteaded property would become even more evident. She pointed out renters pay taxes through the additional rent being charged. Commissioner Gillooly reported that regarding the immediate answer for the Senate bill to cap spending, there was some validity for accountability in that; but she expressed a concern regarding the mandates that the State imposes on the cities. She agreed that if Senator Lynn's bill gained support, she would recommend the codicil Mr. Bell recommended be included. Commissioner Gillooly questioned if there was any other solution on the horizon.

Mr. Bell reported there were many ideas. He noted the issue of capping local government spending did not respond to what caused the outcry and did not address the real problem. Mr. Bell stated he mentioned the doubling in that it was the Governor's recommendation, which had sway in Tallahassee. He advised the property appraiser recommended some proposals. Mr. Bell stated 95% of the increase fell on the non-homesteaded, commercial, second homes, and new homes. He reported Commissioner Gillooly's comments relative to affordable housing were very appropriate although this issue was not as acute in Ormond Beach as in other portions of the State. Mr. Bell noted he assumed the Commission would want him to support the Florida League of Cities' position on affordable housing.

Commissioner Kent thanked Mr. Bell for his representation in Tallahassee. He stated he was not as opposed to the doubling of the homestead as others on the Commission because people with second and third homes have more money to afford the additional taxes. Commissioner Kent reported he was leaning more toward the Governor's preference regarding the doubling and portability issues. He stated he supported the comments regarding affordable housing. Commissioner Kent concurred with requiring a supermajority to increase taxes in case of emergency.

Commissioner Kelley thanked Mr. Bell for all he does for the City. He recommended a Charter amendment to extend the tax cap to all properties or to remove the "Save Our Homes" amendment. Commissioner Kelley reported he did not believe "Save Our Homes" caused the problem. He stated anyone who owned homesteaded property in Ormond Beach paid less tax last year than the year before. Commissioner Kelley reported the system needed to be made fair. He stated Ormond Beach has done a good job. He noted he did not agree with Senator Lynn's bill in that it would not solve the problem. Commissioner Kelley reported the non-homesteaded property owners are suffering the brunt of the tax increases, and this would be the ultimate growth management act because it would kill business and industry. He stated the cities should have home rule or have a more equitable way of sales tax sharing, which will not occur.

Mayor Costello stated he believed in home rule; however, he believed there would be tax caps passed by this legislature. He recommended going on record against any arbitrary cap on local government spending, but supporting a cap that indicates that the government inflation rate would be added. Mayor Costello stated unfunded mandates and cost shifts needed to be calculated in a government inflationary index. He recommended last year's revenue, plus the cost of government inflation, plus the 3%, plus the unfunded mandates and cost shifts, new growth, and adding the super-majority.

Mr. Bell stated there would be so many proposals that he cautioned against locking him down and stated he would prefer more flexibility. He explained he understood the Commission's positions so he could let the Commission know what was occurring as the situation progresses.

Mayor Costello stated if no one else on the Commission endorsed his recommendation, it would not be a Commission position, but his personal opinion. He reported the State would probably collect less sales tax this year than last year. Mayor Costello stated he would like the State representative to understand that when they indicate the cities were spending more dollars than they had in the past, that was also true of the State. He noted the State increased taxes by keeping the same sales tax rate just as cities increased taxes when they keep the same rate. Mayor Costello stated Mr. Bell represented Volusia County as well as Ormond Beach. He reported he believed Ormond Beach could ask the County leaders to place a Charter amendment that would limit appreciation of non-homesteaded property in Volusia County to 3% and add a transfer tax so the shielded value would be paid upon sale. Mayor Costello noted no revenue would be lost, but it would mean people would not be taxed out of their businesses and renters would not be taxed out of their rent. He questioned if a Charter County could enact portability inside the County and if locally the hospital property tax could be eliminated, replacing it with a half-cent sales tax.

Mr. Bell stated it was not only the County and the City that would benefit from ad valorem taxes but the School Board and others as well. He explained that, theoretically, all properties are appraised the same way, so a State-wide funding formula worked.

Mayor Costello stated that would continue. He noted it would not be less because the transfer tax would make up the shield, and any home where the portability would be taken to would pay at least what it paid last year.

Mr. Bell stated regarding the sales tax, there would be no authority unless that authority was granted. He noted Mayor Costello raised many interesting suggestions, and variations of those would probably be presented in the next few months.

Commissioner Kelley concurred with Mr. Bell's recommendation of examining the options and informing the City.

Mr. Bell stated his primary instruction would be to oppose anything that would inhibit the Commission's ability to fulfill its obligation as a Commission.

Commissioner Gillooly applauded Mayor Costello for his creative ideas that show the enormity of the issue. She reported people are locked into situations where they can not downsize or get

a larger home. Commissioner Gillooly recommended exploring these ideas at a workshop or the goal-setting meeting.

Mayor Costello reported these ideas were not his alone in that he took ideas from many places, making hybrids of some ideas. He asked permission from the Commission to be involved in espousing some of these ideas, noting he would make certain people understood the ideas are not supported by the Ormond Beach City Commission. Mayor Costello reported he believed there would be tax reform, and he would prefer to help guide it.

Mr. Bell stated he would stay in close contact with the City Manager.

Mr. Turner thanked Mr. Bell and his staff. He reported Mr. Bell had done a tremendous job in opening doors and had been a key instrument in insuring Ormond Crossings remains alive as well as providing a number of grant opportunities through the St. Johns River Water Management District and the State.

#### Item #10(B) - Birthplace of Speed Heritage

Mr. David Abee, Leisure Services Director, thanked the Commission for having the vision and providing the support to bring the Birthplace of Speed where it was today. He stated the Birthplace of Speed Park was very symbolic of Ormond Beach heritage. Mr. Abee thanked the Motor Heritage Racing Association, which was passionate about the sport and the history of Ormond Beach. He noted the City was fortunate to have Dan Smith as part of the team. Mr. Abee reported the City would be celebrating its 100th year of the Rolls Royce followed by the Glenn Curtiss recognition with antique motor cycles on display at The Casements. He noted Mr. Smith and his volunteers provided Ormond Beach the opportunity to be multifaceted and offer more to the residents and visitors. Mr. Abee reported there were a number of websites that promote the City of Ormond Beach as the Birthplace of Speed.

Commissioner Gillooly stated she became aware of Ormond Beach's heritage as the Birthplace of Speed when she was hired as the Ormond Main Street Director. She reported Mr. Bill Partington, Sr., informed her of the history of Ormond Beach and stressed his hope that the City would more fully embrace that heritage. Commissioner Gillooly advised a master plan of the downtown was developed, and a key element was that the City needed an identity. She reported Ormond Beach had a great identity, nationally recognized to the point that people outside of Ormond Beach know more about Ormond Beach's heritage than its residents do. Commissioner Gillooly stated from a recent meeting of the Motor Heritage Racing Association, Mr. Dan Smith brought back some very valid suggestions that she hoped the Commission would consider. She urged the City to embrace this heritage in all aspects, including the welcome signs. Commissioner Gillooly reported the Ormond Beach Historical Trust was working on a museum, which was very important. She noted the Ormond Beach Historical Trust recommended using the Stanley Steamer as the City's logo.

Mr. Dan Smith, 9 Sunset Boulevard, stated the banana tree was historically correct; but when the banana tree was selected, the City did not have the heritage of the Birthplace of Speed, and this would be a good time to change the logo. He pointed out there were not many banana trees in Ormond Beach any longer. Mr. Smith stated the Stanley Rocket would make an ideal logo in that it would be easy to reproduce, it was already on the banners, and they own the car. He reported the welcome signs should more represent Ormond Beach as the Birthplace of Speed, and a suggestion was made that the billboards at Destination Daytona could reflect the Birthplace of Speed theme. Mr. Smith attested, as the Vice-President of Ormond Beach Historical Trust, that the Trust was working hard for the museum and asked for Commission support in this endeavor.

Mayor Costello requested sending the information to the Commission so it could be discussed at the goal-setting meeting. He reported he wanted to be sensitive to those involved with the Birthplace of Speed, and he wholeheartedly supported the Birthplace of Speed; but he was not certain he was ready to change the logo. Mayor Costello pointed out the banana tree was also Ormond Beach's heritage. He noted this discussion would take longer than the time available tonight, and he recommended it be discussed at the goal-setting session.

Commissioner Kelley noted the Commission had no background information on this issue.

Commissioner Gillooly noted this was merely a discussion item. She asked what process should be taken.

Commissioner Kelley stated this report did not mention changing the logo.



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Commissioner Gillooly pointed out the report dealt with what the City was currently doing to promote the Birthplace of Speed.

Commissioner Kelley stated that as a point of order, items not on the agenda were being discussed.

Mr. Turner summarized that the recommendation was to incorporate the Birthplace of Speed more as an identifier of the City. He reported one of the more challenging duties he had in the past was trying to change a City seal as opposed to a City logo. Mr. Turner noted many cities, even Ormond Beach, have kept their official seal and formed a new logo. He advised there could be more than one City logo, but this could be discussed at another time.

Commissioner Gillooly summarized the City would incorporate the Birthplace of Speed tagline, promoting it as much as possible, and anyone could bring up changing the logo or seal at the goal-setting meeting or another time in the future after information could be forwarded to the Commission to provide background.

Commissioner Gillooly clarified that when she asked for the discussion item, she asked to discuss the Birthplace of Speed as the City's identity.

#### Item #11 - Reports, Suggestions, Requests

##### Goal-setting Meeting

Mayor Costello requested the Commission indicate how they wanted the goal-setting meeting to be run and if a facilitator was necessary. He noted he believed Mr. Turner could facilitate the meeting, but he offered to do the job if that were the will of the Commission. Mayor Costello reported Commissioner Partington made an excellent suggestion where each Commission member would bring five objectives. He noted he believed the meeting could be scheduled for one day, evening, or any time acceptable to the Commission, and if it was not completed, another meeting could then be scheduled.

Commissioner Kelley expressed agreement with each Commission member bringing five objectives as well as considering objectives from staff. He reported he did not see a need for a facilitator. Commissioner Kelley stated there was a new Commission last year, but long-term goals have been set, and there was a list of goals accomplished last year. He recommended staff set only one meeting.

##### Medians

Commissioner Kelley stated the medians at Nova Road and Tymber Creek Road were impressive, and the crew was doing a great job.

##### 2006 Accomplishments

Commissioner Kelley stated he was pleased there would be a recap of the accomplishments of 2006. He recommended including in the Ormond Beach *Happenings* an article with the City's goals, accomplishments, and Commission statements at the beginning of the year.

##### Goal-setting Meeting

Commissioner Partington agreed with Commissioner Kelley that it was important for a new Commission to have a larger goal-setting meeting with or without a facilitator, but at mid term, a mediator was not needed. He recommended meeting on a Saturday.

Commissioner Gillooly concurred with Commissioner Partington and Commissioner Kelley regarding a facilitator and five objectives. She noted she also favored scheduling a Saturday meeting.

##### New Logo

Commissioner Gillooly clarified that she did not come tonight with the belief that the Commission would vote on a new logo, and only wanted a discussion tonight. She stated this recommendation was not merely to honor the Motor Heritage Racing Association or Mr. Smith, but to take the heritage of the City and acknowledge it, using it as a tool to help revitalize the downtown to bring new excitement to the City and to create that identity. Commissioner Gillooly urged the Commission to explore this possibility.

##### Girl Scout Troop 371

Commissioner Gillooly stated on Saturday the Halifax Habitat for Humanity also acknowledged Girls Scout Troop 371. She noted there are often safety and liability issues on sites that keep younger people from lending their assistance, but they can find other ways to help, such as the Girl Scout Troop who helped by feeding the workers.

Dr. Martin Luther King Day

Commissioner Gillooly acknowledged the Ormond Beach NAACP and the faith leadership in the community for putting on a very impressive breakfast and a fitting tribute for Dr. Martin Luther King with the assistance of the Ormond Beach Leisure Services Department. She noted the breakfast and tribute was well attended and well done. Commissioner Gillooly reported there were 22 volunteers who helped at the Old Rigby School for “Make-a-Difference Day,” and it was a fitting end to the ceremonies of the day.

Goal-setting Meeting

Commissioner Kent agreed with bringing in five objectives; he agreed a facilitator was not needed, but he opposed meeting on Saturday. He noted he would prefer Mr. Turner and Mr. MacLeod rotate in facilitating the meeting. Commissioner Kent reported if the majority wanted a Saturday meeting he would attend; but he explained weekends are important to his family, and he would prefer the meeting not be held on a Saturday.

Coffee with the Commissioner

Commissioner Kent stated the next “Coffee with the Commissioner” would be held Monday, February 5, at 5 p.m. at 130 Magnolia Drive.

Girl Scout Troop 371

Commissioner Kent thanked Mayor Costello for allowing him to present the proclamation to Girl Scout Troop 371. He stated he would give this troop a tour of City Hall on January 23 and thanked Mr. Tom Lipps, Support Services Director, for his advice.

Consolidated Dispatch

Commissioner Kent reported he had a great meeting with Mr. Turner and Fire Chief Barry Baker after the last Commission meeting where they dispelled some of his concerns regarding the Fire Department dispatch going to the dispatch center.

Ormond's Beach

Commissioner Kent stated Mr. Andy Romano was extremely knowledgeable about Ormond's beach and would be beneficial to contact regarding any beach related issues.

Martin Luther King Day Celebration

Mr. Turner reported he appreciated Mr. Ted MacLeod, Assistant City Manager, for sitting in for him at the Martin Luther King Day celebration.

Goals in the Newsletter

Mayor Costello expressed agreement regarding the goals, accomplishments, and Commission comments being printed in the newsletter.

Goal-setting Meeting

Mayor Costello stated Mr. Turner would like to be certain the Commission had no lingering issues amongst themselves, and he urged the Commission to let Mr. Turner know of any unmet needs so they could be addressed.

Martin Luther King Day Celebration

Mayor Costello recommended a community work day where the Commission could work with the community. He noted he came to the celebration wearing a suit, but would prefer coming in work clothes and starting work early to work together with the community on a common goal. Mayor Costello reported that if this was not what those in charge of the preparations wanted, no changes needed to be made.

Item #12 - Close the Meeting

The meeting was adjourned at 8:55 p.m.

APPROVED: \_\_\_\_\_ February 6, 2007

BY: \_\_\_\_\_  
Fred Costello, Mayor

ATTEST:

\_\_\_\_\_  
Veronica Patterson, City Clerk